

TOURISM AND PROMOTIONS REPORT - NOV 22, DEC 22 AND JAN 23

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Greater Hume Council Websites

Outcome 4.2 - Our communication is open, effective and purposeful to connect and educate our community.

Continued implementation of the GHC Communication Plan. Maintain and manage the Greater Hume Council suite of websites which are compliant with accessibility standards. Seamless CMS(OpenCities) is the provider of Council's websites – Greater Hume Council, Visit Greater Hume, Greater Hume Children Services and Town and Village websites.

Comments

		Greater Hume greaterhume.nsw.gov.au		GH Children Services ghchildren.com.au		Visit Greater Hume visitgreaterhume.com.au	
November 22 to January 23		Previous	Current	Previous	Current	Previous	Current
Website Traffic	New	14641	19384	610	360	1788	2980
	Returning	4258	4920	216	140	209	337
Traffic Source	Organic	11944	13484	727	1282	999	1877
	Direct	3249	4062	826	976	205	336
	Referral	470	919	52	24	614	845
	Social	968	3014	55	44	41	27
Device Paths	Desktop	6631	7726	729	937	740	1107
	Mobile	9040	12459	910	1372	993	1802
	Tablet	552	836	21	17	85	100
Bounce Rate	%	60.75	61.27	57.71	62.60	71.40	79.44

www.greaterhume.nsw.gov.au - top pages:

1. Living in Greater Hume - Roads and Road Safety - Current Road and Facility Closures
2. Living in Greater Hume – Waste Facilities Opening Times Charges and Accepted Waste
3. Living in Greater Hume - Public Swimming Pools
4. Contact Us
5. Your Greater Hume Council - Careers with Us

www.ghchildren.com.au – top pages:

1. Family Day Care
2. Enrol Your Child/Children
3. Featured Content - Enrol Your Child - Our Services
4. News - Higher Child Care Subsidy and Removal of Annual Cap
5. Holbrook Centre

www.visitgreaterhume.com.au – top pages:

1. Natural Wonders - Wymah Ferry
2. Culcairn - Explore Eat Stay/ Culcairn Caravan Park
3. Natural Wonders- Table Top Reserve
4. Natural Wonders - Billabong Creek
5. Natural Wonders - Lake Hume

Social Media

Outcome 4.2 - Our communication is open, effective and purposeful to connect and educate our community.

Continued implementation of the GHC Communication Plan. Expand the information available to the community online and encourage online collaboration and self-serve service platforms

Comments

- Instagram, #visitgreaterhume – 1047 followers
- Individual facebook pages:
 - Greater Hume Council – 3500 followers
 - Visit Greater Hume – 650 followers
 - Holbrook Submarine Museum – 1235 followers
 - Greater Hume Children's Services – 979 followers
 - Greater Hume Youth Advisory Committee – 495 followers
 - Buy Local in Greater Hume – 599 followers

Greater Hume Council Newsletters

Outcome 4.2 - Our communication is open, effective and purposeful to connect and educate our community.

Develop quarterly Council newsletters and a rates notice insert whilst ensuring effective and targeted content

Comments

Summer edition of Greater Hume Council Newsletter was emailed out in first week of December. Articles covered were GH Annual Report, Reconnecting Regional NSW - Community Event Program, Out and About, Swimming Pool Opening Hours and Admission Fees, Australia Day celebrations and SunSPOT Solar Potential Tool.

Autumn edition of Greater Hume Council Newsletter is currently in production and will be available in first week of March.

Grants and Funding

Outcome 1.2 - Our infrastructure and services are aligned to the health, wellbeing and safety needs of the community

Comments

Greater Hume has now partnered with GrantGuru to provide is the most comprehensive grants database in Australia that includes grants and assistance across all levels of government and the private sector (philanthropic grants), each summarised into a one-page template for easy comparison. This grant portal is available to Council staff, local businesses, community and sporting groups throughout Greater Hume. The following grant applications have been recently submitted:

Name	About	Current
NSW Government - Bushfire Local Economy Recovery Fund - \$451,054 – Hanel's Lookout	This project at Hanel's Lookout (Woomargama National Park) will create viewing platforms, walk ways, sealed car park, sealed Hanel's Road, toilet, picnic area and signage.	Australia Ramp and Access Solutions Albury has completed construction of the walkway, viewing platform and toilets and Longford Civil has commenced construction of the road, carpark and sealed footpath.
Stronger Country Communities Fund - Round 4	11 applications were submitted from various community groups and 9 GH Council applications. Totaling \$3,224,567.00	4 Successful applications - GHC Culcairn Recreation Ground new playground, Billabong Little Athletics at Henty, Holbrook Gym Club and Jindera Netball Club.
Stronger Country Communities Fund - Round 5	Funding of \$1,376,603 of which \$946,414 has been allocated to Council and the balance of \$430,189 is open to eligible Community Groups.	There were 7 projects accepted Wymah (Solar and Battery), Henty (Ivor/Hayes ST Footpath), Culcairn (Bike/Walk Path upgrade), Jindera (Pioneer Drive solar lights), Holbrook (Dog off Leash area), Burrumbuttock (Upgrade of lighting), Jindera/Culcairn (Fischer Leadership Program) along with two projects under community funding, Walbundrie (2 x netball courts) and Brocklesby (accessible playground at Netball courts).
Crown Reserves Improvement Grant	4 applications from community groups were submitted. Two applications successful	Walbundrie Sportsground (\$192,129 new multipurpose shed) and Jindera Park (\$87,681 amenities block).
Riverina Water	Painting and lighting for AE2 exhibition space.	Successful - \$20,000 - organising painters and lighting equipment.
Reconnecting Regional NSW - Community Events Program	Greater Hume Council has been advised of an allocation of \$301,708 towards the NSW Government's Reconnecting Regional NSW – Community Event Program.	17 events have been funded with the majority of events already held. The program has provided communities with some very successful events.
Maritime Museum	Submarine Museum Holbrook – Restoration and Framing of WWII Jolly Roger Flag \$1350.00	Successful - Work in Progress
National Australia Day	The funding will cover AD merchandise, photographer, MC, community event and furniture.	\$19,800.00

Greater Hume Tourism and Promotions

Outcome 2.3 - Our region's highlights are celebrated, maintained and promoted to enhance our visitor experience-

Comments

- Monthly newsletters are sent to all Greater Hume Tourism Operators, providing latest information on tourism opportunities, marketing, social media and promotional campaigns as well as relevant contacts and statistics.
- Managing over 160 Greater Hume ATDW Listings. The Australian Tourism Data Warehouse (ATDW) is Australia's national platform for digital tourism marketing in Australia. ATDW distributes information to over 60 partners' websites to support local tourism businesses in expanding their on line exposure, bookings and marketing.
- Submitted visitor and What's On advertising in Out and About Winter 2022 and Autumn 2023 Edition in Border Mail. The print run is 24,000, 14,000 are inserted into The Border Mail and the additional 10,000 distributed. Distribution is to all Visitor Information Centres through NE Victoria and South West NSW/Riverina plus Canberra and Melbourne. Other business (inc motels) and advertisers.
- Emailed (over 600) 'What's On in November, December and January to Visitor Information Centres in NSW and VIC, coach/bus/tour companies, tourism operators within shire and regional, media, visitor information points and to interested residents in shire.
- COVID Recovery Funding - A Greater Hume promotional campaign in partnership with Murray Regional Tourism and Destination NSW has been developed and will now be rolled out from March 2023.

Visitor Information Centre and Submarine Museum

Outcome 2.3 - Our region's highlights are celebrated, maintained and promoted to enhance our visitor experience.

Offering visitors to Greater Hume information and advice on accommodation, places to eat, attractions, maps, tours, road conditions, events and other general information. Reception and admission to Submarine Museum.

Comments

Visitor Information Centre Statistics:

Nov 22, Dec 22, Jan 23 - Walk In – 5135, Phone Calls - 99, Emails – 1.

Nov 18, Dec 18, Jan 19 - Walk In – 4722, Phone Calls - 22, Emails – 79.

Submarine Museum Statistics:

Nov 22, Dec 22, Jan 23 - Adult - 495, Child - 141, Concession - 455, Family - 361, Group - 42, Total - 1494.

Nov 18, Dec 18, Jan 19 - Adult - 358, Child - 71, Concession - 325, Family - 336, Group - 60, Total - 1150.

Events

Outcome 2.3 - Our region's highlights are celebrated, maintained and promoted to enhance our visitor experience

To assist with the promotion of Greater Hume's many and varied events. Encourage more residents to be involved in Greater Hume and events.

Comments

- During this period we have supported over 20 events across Greater Hume from Australia Day, Markets at G-Rodge, Christmas Carols across Greater Hume, Culcairn Street Party, Jindera Spring Fling, Holbrook Christmas Markets and Poker Run on Australia Day. We are currently supporting Henty Ag Show, Forgotten Trades Festival at Jindera Pioneer Museum, Festival by the Sub, Henty Streetscape Party, Values Festival in Holbrook, Back to G-Rodge Festival, Holbrook Triathlon and Holbrook Agricultural Show.

Australia Day

Outcome 1.1 - Our communities are welcoming and inclusive to support diversity and social connectedness

Comments

Australia Day 2023 in Greater Hume was held at the fantastic Brocklesby Recreation Grounds in Brocklesby, it was a fabulous ceremony, with over 400 people attending. Some of the highlights were the wonderful addresses given by our Australia Day Ambassador, Geoff Coombes OAM, St Paul's Lutheran College captain's Matilda Phegan and Isabell McRae and Cr Tony Quinn, Mayor, Greater Hume Council. The Australian flag was unfurled by representatives of Brocklesby Public School. Joy Shipard, Matthew Shipard, Arielle Shipard and Hannah Schilg performed Advance Australia Fair along with a collection of Australiana songs.

Eight residents of Greater Hume became Australian citizens following an official Australian Citizenship Ceremony, they were: Silja Ham, Culcairn, Niaz Mohammad Mamun, Holbrook, Zawad Mohammad Uzair, Holbrook, Rahma Bintey Mufiz Mukta, Holbrook, Logeswari Santhiragasen, Holbrook, Analyn Talandron Sawyer, Jindera, Janet Smith, Jindera and Hoang Kim Thi Tran, Jindera.

Congratulations to all the award nominees and winners who were recognised for their hard work on behalf of the Greater Hume community, and the winners were Citizen of the Year – joint winners Francis Fifield, Alison and Peter

Campbell, Young Citizen of the Year – Aimee Riley, Jindera, Sports Person/Team of the Year – Henty Pennant Golf Team, Sports Volunteer/s of the Year - Henty Cricket Club Grants Committee (Henry Kilo, Lochlan O'Brien, Charles Wilson and Saul O'Reilly), Community Event of the Year – Culcairn Street Party.

School Citizenship Awards were also given out to 15 of Greater Hume's top young school citizens.,

A big thank you to Brocklesby Community - For their outstanding job of working through the logistics of holding Australia Day in such a lovely setting and for providing a delicious breakfast and morning tea, Morgan Country Car Club, Brocklesby Bush Fire Brigade, St John's Ambulance, Australia Day Council of NSW and National Australia Day Council.

Signage

Outcome 2.3 - Our region's highlights are celebrated, maintained and promoted to enhance our visitor experience

Comments

Developing signage for Yambla View Wambariga Lookout and Jindera Pioneer Museum.

Murray Regional Tourism (MRT)

Outcome 2.3 - Our region's highlights are celebrated, maintained and promoted to enhance our visitor experience

MRT is a joint venture between Albury, Balranald, Berrigan, Campaspe, Corowa, Deniliquin, Gannawarra, Greater Hume, Mildura, Moira, Murray, Swan Hill, Wakool, Wodonga, as well as Tourism Vic and Destination NSW.)

Comments

- MRT is currently recruiting for a new CEO
 - Currently attending monthly zoom meetings with MRT and the VIC network group.
 - Advocacy for current flooding crisis along the Murray and positive promotions depicting The Murray as still open for visitors with a wide range of activities still open.
 - COVID Recovery Funding - A Greater Hume promotional campaign in partnership with Murray Regional Tourism and Destination NSW has been developed and has now been extended to March 2023.
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Museums and Heritage

Outcome 1.3 - Our connection to the local culture and environment fosters positive relationships and learning for sustained health benefits.

GHC currently has 11 public or private museums and three historical societies. Museum Advisor (Vanessa Keenan) – In partnership with Albury City Council and Museums and Galleries NSW.

Comment

An full training/workshop program has been developed for 2023 by the Museum Adviser with museum volunteers, staff of Albury and Greater Hume at the new Digitisation Hub. Greater Hume Community Museums now have a extensive library of objects on eHive (eHive is a web-based collection cataloguing system used worldwide by hundreds of museums, societies and private collectors to catalogue objects, store images, manage acquisition information and publish their collections online.) for those looking to learn more about some of the regions most significant objects/ artefact's.