

TOURISM AND PROMOTIONS REPORT - DECEMBER 2021/JANUARY 2022

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Greater Hume Council Websites

Delivery Plan - 1.1.2.1

Objective - Engagement by Council to demonstrate Council leadership. (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	
Dec 2021 and Jan 2022		21	20	21	20	21	20
Website Traffic	New	9837	7497	645	588	1254	521
	Returning	3040	2165	422	366	134	63
Traffic Source	Organic	8259	6136	487	514	683	368
	Direct	2105	1531	504	322	136	72
	Referral	314	469	37	45	428	85
	Social	747	439	39	43	35	4
Device Paths	Desktop	4361	3566	438	438	504	212
	Mobile	6495	4509	619	476	692	279
	Tablet	374	358	10	10	58	30
Bounce Rate	%	63.57	63.76	53.98	49.78	71.49	71.81

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

1. Your Greater Hume Council - NSW Government Elections
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 – Enrol Your Child/Children
2. Family Day Care
3. Featured Content – Enrol Your Child/Our Services
4. Featured Content – Children and Families
5. Enrol Your Child/Children

www.visitgreaterhume.com.au – top pages:

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

Social Media

Delivery Plan - 1.1.2.1

Objective - Engagement by Council to demonstrate Council leadership. (Continued implementation of the GHC Communication Plan.) Implement and enhance on line communication tools using technologies such as social networking mechanism.

Comments

- Instagram, #visitgreaterhume – 929 followers
- Individual facebook pages:
 - Greater Hume Council – 2900 followers
 - Visit Greater Hume – 579 followers
 - Holbrook Submarine Museum – 1133 followers
 - Greater Hume Children's Services – 907 followers
 - Greater Hume Youth Advisory Committee – 483 followers
 - Buy Local in Greater Hume – 563 followers

Greater Hume Council Newsletters

Delivery Plan - 1.2.1.1

Objective - Implement the planned community engagement processes using various communication strategies. (Develop two Council newsletters (Autumn and Spring) and a rates notice insert whilst ensuring effective and targeted content.)

Comments

Planning is underway to produce this quarterly and send out electronically. The previous newsletter was sent out electronically to over 2000 email addresses, of these over 1000 opened the newsletter to read.

Grants and Funding

Delivery Plan - 3.2.1.2, 4.1.1.1

Objective - Continue to support and develop sporting facilities and other community infrastructure. Identify opportunities for external grant funding.

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 will be available to Council staff, local businesses, community and sporting groups throughout Greater Hume. The portal will go live towards the end of November/early December. The following grant applications have been recently submitted:

Name	About	Current
Austrade's Regional Tourism Bushfire Recovery Grant – Stream One - \$30,000 – Greater Hume and Henty Machinery Field Days Promotional Production	This project will be developing and promoting the videos, photography, social media posts, advertising and Hume Highway signage in order to attract visitors both old and new to Greater Hume and Henty Machinery Field Days.	Angry Ant Marketing, Wagga Wagga is currently filming in Greater Hume and will be developing a social media strategy and campaign to start from 1 January 2022. Additional filming is being planned in the Autumn months.
Create NSW - Regional Cultural Fund - Digitisation Round – \$332,745 - In partnership with Albury City (lead agency)) - Murray Region Digitisation Hub	The Project involves the engagement of a Digitisation Project Officer and development of a Digitisation Hub (Thurgoona Collection Store, 2 Hoffman Road, Thurgoona) to implement professional training programs for individual museums and facilitating the digitisation of at least 400 objects. AlburyCity is lead agent.	AlburyCity as the lead agency has engaged Hayley Lander as the Digitisation Project Officer, Digitisation Hub (Thurgoona Collection Store, 2 Hoffman Road, Thurgoona) has been developed and first training workshop with museums is planned for 1 February at Culcairn.
Museums & Galleries NSW - \$13,000	Greater Hume has engaged Nomad Films to research, develop, film and edit a 6 episode web series on each of the community museums, Culcairn Station Masters House Museum, Headlie Taylor Header Museum, Holbrook Submarine Museum, Holbrook Woolpack Inn Museum, Jindera Pioneer Museum and Wymah Schoolhouse Museum.	Helen Newman and Alyson Evans from Nomad Films (http://www.nomadfilms.com.au/) have completed the videos and are currently finalising editing with Council staff and museums.
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.	Tenders and environmental assessment has commenced with major works during 2022 with minor works completed by April 2023.
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.
Crown Reserves Grant	4 applications from community groups were submitted. Totaling over \$800,000.	Awaiting Outcome
National Australia Day Council	The funding will cover a welcome ceremony, AD merchandise, photography exhibition, MC and coffee van.	Successful - \$16,400

Greater Hume Tourism

Delivery Plan - 3.3.1.1

Objective - Implement the Greater Hume Visitor Experience Plan which was endorsed March 2014 by Greater Hume Council.

Comments

- Monthly newsletters are being sent to all Greater Hume Tourism Operators, providing latest information on COVID 19, tourism opportunities, marketing, social media and promotional campaigns as well as relevant contacts and statistics.
 - Currently managing 160 Greater Hume ATDW Listings. The Australian Tourism Data Warehouse (ATDW) is Australia's national platform for digital tourism marketing in Australia. Established in 2001, the ATDW is jointly owned and managed by all Australian state and territory government tourism bodies. ATDW distributes this information to over 60 partners' websites to support local tourism businesses in expanding their on line exposure, bookings and marketing.
 - Scheduled a six month social media Welcome to Greater Hume, providing reels, tours and ideas of what people can do in Greater Hume between August 2021 and February 2022. The average reach on our posts is currently 1500.
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Visitor Information Centre and Submarine Museum

Delivery Plan - 3.3.1.1.06, 3.3.1.1.05

Objective - 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:

Dec 2021 - Walk In – 988, Phone Calls - 41, Emails – 3.

Dec 2019 - Walk In – 1359, Phone Calls - 35, Emails – 28.

Jan 2022 - Walk In – 1205, Phone Calls - 35, Emails – 3.

Jan 2020 - Walk In – 1255, Phone Calls - 72, Emails – 39.

Submarine Museum Statistics:

Dec 2021 - Adult -141, Child - 48, Concession - 55, Family - 51, Group - 19, Total - 314.

Dec 2019 - Adult - 76, Child - 68, Concession - 60, Family - 59, Group - 10, Total - 273.

Jan 2022 - Adult - 154, Child - 118, Concession - 82, Family - 83, Group - 0, Total - 437.

Jan 2020 - Adult - 104, Child - 44, Concession - 89, Family - 77, Group - 14, Total - 328.

Promotions

Delivery Plan - 3.3.1.1

Objective - Implement the Greater Hume Visitor Experience Plan which was endorsed March 2014 by Greater Hume Council.

Comments

- Submitted visitor and What's On advertising in Out and About Summer 2021 Editions 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 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.
- Developed a six month schedule (August 2021 to February 2021) and have commenced rolling out of social media tiles and reels on towns and villages, tours and itineraries etc.
- Wagga Wagga City Council (WWCC) partnership for an upcoming autumn marketing cooperative involving Lockhart, Narrandera, Coolamon, Junee, Cootamundra/Gundagai and the unique and authentic experiences we have here through day trip itineraries. Filming and photography shoot was held Wednesday 17 November at several locations throughout Greater Hume.
- Austrade's Regional Tourism Bushfire Recovery Grant – Stream One - \$30,000 – Greater Hume and Henty Machinery Field Days Promotional Production - Angry Ant Marketing, Wagga Wagga is currently filming in Greater Hume and will be developing a social media strategy and campaign to start from 1 January 2022. More filming scheduled in Autumn.
- COVID Recovery Funding - Developing a Greater Hume promotional campaign in partnership with Murray Regional Tourism and Destination NSW. Campaign will be developed early 2022 and rolled out Autumn and Winter 2022.

Events

Delivery Plan - 3.3.1.1, 2.1.1.1

Objective - 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

- Supporting the following events - Battle of the Border (Carriage Driving) at Mullengandra (12 and 13 December 2021) and Henty Machinery Field Days (Hello Henty, Saturday 12 and Sunday 13 March 2022), Jindera Pioneer Museum, G -Rodge Markets, Christmas events and Australia Day.
- Currently revising the Greater Hume Events Guide.

Australia Day

Delivery Plan - 1.1.2.7 and 2.1.1.1

Objective - Recognise community leaders and their efforts and encourage others in the community to take up leadership roles.

Comments

Australia Day 2022 in Greater Hume, Ten Mile Gardens in Holbrook, with over 300 people attending. Some of the highlights were the wonderful addresses given by our Australia Day Ambassador, James Willett, Billabong High School captain Erin Hogan and vice-captain, Connor Murphy and Cr Tony Quinn, Mayor, Greater Hume Council. The Australian flag was unfurled by well-known local Colin Strong, who also made the flag pole from a Skinny Bark sapling and ropes. The Holbrook Public School choir lead by Christine Biar sang Advance Australia Fair, I Still Call Australia Home and I Am You Are We Are Australian.

Five residents of Greater Hume became Australian citizens following an official Australian Citizenship Ceremony, they were:

- Mrs Lidwina Bulle, Holbrook
- Mr Cormick Cronin, Holbrook
- Miss Ting Ting Ding, Jindera
- Mr Samuel Murray, Mullengandra
- Mr David Thompson, Brocklesby

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 Ross and Helen Krause, Walla Walla
- Young Citizen of the Year – joint winners Jole Hoffmann, Walla Walla and Jessica Toogood, Henty
- Sports Person/Team of the Year – joint winners Ben Parker, Holbrook and Fours Team Holbrook RS Women's Bowling Club
- Community Event of the Year – Book Launch of 'Henty Heroes: Short stories of Henty's Enlistments of World War 1'
- School Citizenship Awards:
 - St Paul's Lutheran College Tilly Phegan
 - Brocklesby Public School Leah Perry
 - Burrumbuttock Public School Ella Hawkins
 - Culcairn Public School Scarlett Hocking
 - Gerogery Public School Zara Byrne
 - Henty Public School Macey Bullock
 - Holbrook Public School Issac Bennett
 - Jindera Public School Charlotte Wright
 - St John's Lutheran School Sam Howland
 - St Mary MacKillop College Angelica Murphy
 - St Joseph's Primary School Kaycee Thomas
 - St Paul's Lutheran Primary School Milly Forrest
 - Walbundrie Public School Jai Leischke
 - Walla Walla Public School Olivia Odewhan

On behalf of the Holbrook Lions Club President, Elizabeth McLean presented the Holbrook Citizen of the Year to Russell Parker and Rotary Club of Holbrook President, Rick Bull presented Russell with a \$75 voucher. The Rotary Club of Holbrook also presented five Pride of Workmanship awards to Shaun Hughes, Churchill Transport; Rita Bowler, Holbrook Happenings; Kylie Durante, Holbrook Landcare; Nick Pugh, Ten Mile Engineering and Ken Hulme, Anglican Op-Shop.

Emily Jones, Greater Hume Council representative outlined to the audience the events planned for 2022 by the Greater Hume Youth Council. A big thank you to Rotary Club of Holbrook and Holbrook Community for providing a delicious breakfast and morning tea, Morgan Country Car Club, St John's Ambulance, Holbrook Landcare, Australia Day Council of NSW and National Australia Day Council.

Signage

Delivery Plan - 3.3.1.1

Objective - Implement the Greater Hume Visitor Experience Plan which was endorsed March 2014 by Greater Hume Council.

Comments

Currently organising visit Greater Hume signage on Hume Highway, Munyabla heritage signs and Coronation Sign, Culcairn Sportsground.

Murray Regional Tourism (MRT)

Delivery Plan - 3.3.1.1

Objective - Implement the Greater Hume Visitor Experience Plan which was endorsed March 2014 by Greater Hume Council. (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

- Currently attending monthly zoom meetings with MRT and the VIC network group.
 - Planning to extend the Love The Murray campaign and cooperative marketing initiatives.
 - Continuous advocacy during the COVID 19 crisis.
 - Makers and Creators Campaign - MRT has conducted a social media campaign into regional NSW/VIC and Melbourne under 'Made in the Murray' banner, 14 Makers and Creators from Greater Hume have been promoted on a webpage created with links to each. Outcomes to be advised.
 - Tripadvisor Campaign - Murray Regional Tourism - The campaign will build the profile of the Murray River region and destinations through targeted ads and content creation with Tripadvisor. Outcomes to be advised
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Museums and Heritage

Delivery Plan - 3.3.1.1

Objective - Implement the Greater Hume Visitor Experience Plan which was endorsed March 2014 by Greater Hume Council. (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

The Museum Adviser has been reaching out to museums mostly relating to the two successful grants we have obtained (Let's Get Digital and Digitisation of Museums), see Grants and Funding for more information.

Murray Arts

Delivery Plan - 3.3.1.1

Objective - Implement the Greater Hume Visitor Experience Plan which was endorsed March 2014 by Greater Hume Council. (Murray Arts aim is to actively assist the ongoing development of, and participation in, arts and culture throughout the Border region.)

Comment

Have been appointed to the Murray Arts Strategic Advisory Council (MASAC), which meets twice a year and sits alongside the Murray Arts Board to guide the direction of the organisation towards achieving its goals.