

**TOURISM AND PROMOTIONS REPORT
(December 2020 and January 2021)**

Areas Projects	Objectives	Progress and Comments
Visitor Information Centre and Submarine Museum	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. Implement the Greater Hume Visitor Experience Plan. Delivery Plan 3.3.1.1.06, 3.3.1.1.05	<ul style="list-style-type: none"> • Visitor Information Centre and Submarine Museum reopened on 10 June 2020. • Visitor Information Centre Statistics: Walk In – 333, Phone Calls - 20, Emails – 5. • Submarine Museum Adult - 74, Child - 17, Concession - 42, Family - 31. • Graphs have not been included in this report.
Events	To assist with the promotion of Greater Hume's many and varied events. Implement the GH Visitor Experience Plan. Delivery Plan 3.3.1.1.01, 3.3.1.1.08	<ul style="list-style-type: none"> • Australia Day 2021. • Emailed all event organisers in Greater Hume to commence planning for 2021.
Social Media	Implement and enhance online communication tools using technologies such as social networking mechanism. Implement the Greater Hume Visitor Experience Plan. Delivery Plan 3.3.1.1.09	<ul style="list-style-type: none"> • Instagram, #visitgreaterhume – 742 followers • Individual facebook pages: <ul style="list-style-type: none"> ○ Greater Hume Council – 2402 followers ○ Greater Hume Visitor Information Centre – 535 followers ○ Holbrook Submarine Museum – 1075 followers ○ Greater Hume Children's Services – 832 followers ○ Greater Hume Youth Advisory Committee – 400 followers ○ Buy Local in Greater Hume – 436 followers
Promotions	To promote Greater Hume as a place to visit or stay, whether for ½ day, full day or more. Implement the GH Visitor Experience Plan. Delivery Plan 3.3.1.1.01, 3.3.1.1.08	<ul style="list-style-type: none"> • Emailed 'What's On in January and February leaflets 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. • Developing and have commenced rolling out of social media tiles on towns and villages, tours and itineraries.
Australia Day	Recognise community leaders and their efforts and encourage others in the community to take up leadership roles. Delivery Plan 1.1.2.8.1 and 2.1.1.1.1	<ul style="list-style-type: none"> • Australia Day in Greater Hume was held at the Walbundrie Recreation Ground, Walbundrie, it was a fabulous ceremony, with over 400 people attending. Some of the highlights were the inspiring addresses given by our Australia Day Ambassador, Anupam Sharma, captains of St Paul's Lutheran College, Lucy McDonnell and Kelsey Lieschke and Cr Heather Wilton, Mayor, Greater Hume Council. The Australian flag was jointly raised by well-known local Max Webb. Aimee Riley sang Advance Australia Fair and I Am Australian with signing by Lilly Kohlhagen, Riley Kohlhagen, Harry Kohlhagen, Angus Coyle, Oscar Coyle, Hannah Lieschke, Bonnie Lieschke, Ernie Lieschke, Taylor McMaster and Oscar McColl. Kate Webster from Wiradjuri Country sang the beautiful Ngurra Burra Ferra, a Yorta Yorta song. • 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 – Murray Jones, Holbrook

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		<ul style="list-style-type: none"> • • Young Citizen of the Year – joint winners Daniel Hawkins, Lankey’s Creek and Alexandra Toogood, Henty • • Community Event of the Year – Walbundrie Hub • • • School Citizenship Awards: • Billabong High School Lucy Way • St Paul’s Lutheran College Noah Wilson • Brocklesby Public School Amelia Severin • Burrumbuttock Public School Abby-Rose Young • Culcairn Public School Ava Smith • Holbrook Public School Annabel Pincott • St John’s Lutheran School Norah Johnston • St Joseph’s Primary School Riley Turner • St Patrick’s Primary School Neve Scholz • St Paul’s Lutheran Primary School Layla Bahr and Chanelle Cunningham • Walbundrie Public School Angus Coyle • Walla Walla Public School Bridgette Le Busque • A special Mayoral Award for Outstanding Achievement was given to Dr Chevella Janardhen Reddy for outstanding achievement for his contribution to Culcairn and District for over 46 years. • On behalf of the Walbundrie community, Sue Collins presented a special award to Max Webb for the incredible contribution he has made to Walbundrie. Megan Coyle provided the insight into the wonderful Australia Day Walbundrie Mural which was painted by local school children. • Kallee Dubenko and Katarina Stewart, Greater Hume Youth Council representatives outlined to the audience the events planned for 2021 with Greater Hume Youth Council. • The Australia Day celebrations continued with entertainer extraordinaire, Steve Bowen organising various games for the crowd, mostly children to participate in from thong throwing to biscuit eating. Groovy Grins Albury Wodonga was also on board, providing giant games for everyone to enjoy. • A big thank you to Walbundrie Community for providing a delicious breakfast and morning tea, Morgan Country Car Club, Walla Walla Car Club, Walbundrie Bush Fire Brigade, St John’s Ambulance, Australia Day Council of NSW and National Australia Day Council.
Signage	Implement the Greater Hume Visitor Experience Plan. Delivery Plan 3.3.1.1.03	<ul style="list-style-type: none"> • Ooh Media – new signage on Hume Highway: One sign facing north to Holbrook and one sign facing south to Holbrook – featuring HMAS OTWAY and Holbrook services.

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Greater Hume Council Newsletters	Redesign the format and content of Council's quarterly newsletter to ensure effective and targeted content. Delivery Plan 1.2.1.1.3	<ul style="list-style-type: none"> Greater Hume First 2021 Newsletter – commenced work – out first week of April.
Murray Arts	Murray Arts aim is to actively assist the ongoing development of, and participation in, arts and culture throughout the Border region. Implement the Greater Hume Visitor Experience Plan. Delivery Plan 3.3.1.1.04	<ul style="list-style-type: none"> Murray Arts have commenced planning for 2021. Susan Reid has taken over as Acting Director Murray Arts while Alyce Fisher is on maternity leave. Developed a Cultural Round Table Group to support the arts in the Murray Region.
Greater Hume Tourism	Implement the Greater Hume Visitor Experience Plan which was endorsed March 2014 by Greater Hume Council. Delivery Plan 3.3.1.1.06, 3.3.1.1.05	<ul style="list-style-type: none"> 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. New Greater Hume Visitor's Guide has been delivered throughout Greater Hume. Continuing with social media Welcome to Greater Hume and providing tours and ideas of what people can do in Greater Hume
Murray Regional Tourism (MRT)	The 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. Delivery Plan 3.3.1.1.04, 3.3.1.1.07, 3.3.1.1.16	<ul style="list-style-type: none"> Murray Regional Tourism is currently holding monthly Zoom meetings with all Tourism Managers to assist with advocacy and commence planning for 2021. A Visitor Information Centre network is meeting via Zoom on a monthly basis. Just completed the new Murray River Traveller Guide, which will be available early in 2021. Greater Hume has a double page spread and well as features throughout the guide.
Museums and Heritage	GHS currently has 10 public or private museums and three historical societies. Museum Advisor (Vanessa Keenan) – In partnership with Albury City Council and Museums and Galleries NSW we have engaged the services of a museum advisor. Delivery Plan 3.3.1.1.14	<ul style="list-style-type: none"> The Museum Adviser has been engaged again for 2021. Have met with Museum Advisor and Albury City representatives to commence planning for 2021. During Dec and Jan have been working on a major grant application. See Grants and Funding for information.

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<p>Grants and Funding</p>	<p>Greater Hume Council and community groups have had the opportunity to bid for funds from NSW and Federal Government for various projects across the Shire</p> <p style="text-align: right;"><i>Delivery Plan 3.3.1.1.04</i></p>	<ul style="list-style-type: none"> • Stronger Country Communities Fund (NSW Government) Round 3 6 projects were successful, Burrumbuttock P & C – Covered Outdoor Learning Area, Greater Hume Council – Youth Program, Holbrook Netball Club – Shelters, seating and landscaping, Greater Hume Council – Walla Walla Shared Path, Jindera Netball Committee – repair and resurface netball courts and Henty Australian Football Club – repair and resurface netball courts. Greater Hume’s allocation is \$794,431. • Female Friendly Change Rooms (NSW Government) for Brocklesby Recreation Ground, Walbundrie Recreation Ground, Jindera Recreation Reserve and Holbrook Sporting Complex. <p>The following grant applications have been recently submitted:</p> <ul style="list-style-type: none"> • National Australia Day Council – \$1000 – for Australia Day marketing collateral – SUCCESSFUL • National Australia Day Council – \$20,000 – for Australia Day community event – SUCCESSFUL • 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. – SUBMITTED, AWAITING OUTCOME. • Create NSW - Regional Cultural Fund - Digitisation Round – \$233,965 - In partnership with Albury City (lead agency)) - Murray Region Digitisation Hub - As an extension of the regional museum outreach work undertaken by Albury City and Greater Hume Councils through the M&GNSW funded Museum Advisor Program, Albury Council has entered into written agreements with seven community museums and collecting organisations in the Murray region. The Project will involve the engagement of a Digitisation Project Officer and the repurposing and fit-out of a digitisation workshop space and studio at the LibraryMuseum’s offsite storage facility. The Project Officer will coordinate a program to implement the AlburyCity & Greater Hume Museum Digitisation Strategy. Council will purchase specialised digitisation equipment and implement professional training programs that will build and maintain skills responsive to the capacity of individual museums, facilitating the digitisation of at least 400 objects. Council and partners will continue to offer regular digitisation training, a collection database and equipment availability and assistance as well as an equipment loans system to each organisation into the future. SUBMITTED, AWAITING OUTCOME • 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 carpark, sealed Hanel’s Road, toilet, picnic area and signage. – SUBMITTED, AWAITING OUTCOME • Supplied numerous Letters of Support and advice to Community Groups for Grant Applications, such as Riverina Water, NSW Government - Crown Lands Showground Stimulus, Federal Government - Regional Agricultural Show Development Grants Programs, NSW Liquor and Gaming - Infrastructure Grants, Bushfire Community Recovery and Resilience Fund. • Working with Henty Museum Committee to write a grant application for Round 5 of the Building Better Regions Fund to build a new museum in Henty to house local collections.
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<p>Council Website</p> <p style="text-align: center;"><i>Delivery Plan 1.2.1.1.4</i></p>	<p>Develop a new Greater Hume Council website including a dedicated Have Your Say portal which is compliant with accessibility standards.</p>	<p>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.</p>					
			Greater Hume greaterhume.nsw.gov.au		GH Children Services ghchildren.com.au		Visit Greater Hume Visitgreaterh ume.com.
	December 2020 and January 2021		20/21	19/20	20/21	19/20	20/21
	Website Traffic	New	7540	7385	558	495	507
		Returning	2165	2691	366	389	63
	Device Paths	Desktop	3566	3119	438	350	212
		Mobile	4509	4991	476	494	279
		Tablet	358	589	10	40	30
	Traffic Source	Organic	6136	5846	514	437	368
		Direct	1531	1198	322	327	72
		Referral	469	346	45	65	85
		Social	439	1519	43	55	4
	Bounce Rate	%	63.76	63.33	49.78	55.26	71.81
<p>www.greaterhume.nsw.gov.au - top pages:</p> <ol style="list-style-type: none"> 1. Living in Greater Hume – Waste Facilities Opening Times Charges and Accepted Waste 2. Living in Greater Hume – Public Swimming Pools 3. Your Greater Hume Council – Careers with Us 4. Contact Us 5. Your Greater Hume Council – Building and Development 							
<p>www.ghchildren.com.au – top pages:</p> <ol style="list-style-type: none"> 1. Family Day Care 2. Enrol 3. Family Day Care – Enrol Your Child/Children 4. Henty Centre 5. Contact Us 							
<p>www.visitgreaterhume.com.au – top pages:</p> <ol style="list-style-type: none"> 1. Featured Content – Natural Wonders – Travelling Stock Routes 2. Featured Content – Natural Wonders – Morgan’s Lookout 3. Featured Content – Natural Wonders 4. Walla Walla – Explore Eat Stay – The Old Walla Walla Bake Haus Tea Rooms 5. Featured Content – Natural Wonders – Woomargama National Park 							