

TOURISM AND PROMOTIONS REPORT - JUNE 2021

Prepared by: Kerrie Wise, Executive Assistant, Governance, Tourism and Promotions

Greater Hume Council Websites

Delivery Plan - 1.2.1.1.4

Objective - 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
June 2021		21	20	21	20	21
Website Traffic	New	3197	3131	358	180	462
	Returning	1152	1053	314	120	50
Traffic Source	Organic	2802	2760	358	186	274
	Direct	692	720	256	90	122
	Referral	168	216	1	13	86
	Social	249	140	57	11	4
Device Paths	Desktop	1933	1971	331	128	240
	Mobile	1752	1599	335	159	208
	Tablet	161	202	6	13	26
Bounce Rate	%	58.21	58.19	44.79	51.33	65.93

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

1. Living in Greater Hume – Waste Facilities Opening Times Charges and Accepted Waste
2. Your Greater Hume Council – Building and Development
3. Contact Us
4. Your Greater Hume Council – Careers with Us
5. News - Holbrook Happenings

www.ghchildren.com.au – top pages:

1. Family Day Care
2. Family Day Care – Enrol Your Child/Children
3. Holbrook Centre - Enrol Your Child/Children
4. Culcairn Centre
5. Featured Content – Children and Families

www.visitgreaterhume.com.au – top pages:

1. Featured Content – Planning Trips and Tours
2. Culcairn - Explore Eat Stay - Culcairn Caravan Park
3. Featured Content – Natural Wonders
4. Featured Content - Natural Wonders - Morgan's Lookout
5. Featured Content – Be Inspired

Social Media

Delivery Plan - 3.3.1.1.09

Objective - Implement and enhance on line communication tools using technologies such as social networking mechanism.

Comments

- Instagram, #visitgreaterhume – 828 followers
- Individual facebook pages:
 - Greater Hume Council – 2590 followers
 - Greater Hume Visitor Information Centre – 565 followers
 - Holbrook Submarine Museum – 1118 followers
 - Greater Hume Children’s Services – 871 followers
 - Greater Hume Youth Advisory Committee – 426 followers
 - Buy Local in Greater Hume – 501 followers

Greater Hume Council Newsletters

Delivery Plan - 1.2.1.1.3

Objective - Develop and manage Council’s two newsletters and rates insert to ensure effective and targeted content.

Comments

The Greater Hume Council News Rates Insert has been developed and forwarded to Forms Express for inclusion in all Greater Hume Rate Notices. This includes information on 2021-2022 budget highlights, amounts each Council department is receiving from budget, grants and funding obtained from previous financial year, information on constitutional referendum and other information for residents and ratepayers.

Grants and Funding

Delivery Plan - 3.3.1.1.04

Objective - 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

Comments

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.	Development of Hume Highway signage in conjunction
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 as the lead agency has recruited Hayley Lander, Digitisation Project Officer to oversee the development of the Digitisation Hub, training and support to the museums during this project.
Museums & Galleries NSW - \$13,000	Greater Hume has engaged Nomad Films to research, develop, film and edit a 6 episode web series focused on the interpretation of objects and stories from 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.	Artist contracts with Helen Newman and Alyson Evans from Nomad Films (http://www.nomadfilms.com.au/) being finalised. Helen and Alyson are currently meeting with all the museum volunteers to organise stories. Filming will take place over the next 3 months.

Grants and Funding cont.

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.	Submitted, Awaiting Outcome
Stronger Country Communities Fund - Round 4	11 applications were submitted from various community groups and 9 GH Council applications. Totaling \$3,224,567.00	Assisted with 11 community applications providing advice to grant application and letters of support and consent from Council.
Crown Reserves Grant	3 applications from community groups were submitted. Totaling \$740,289.00	Assisted with 3 community applications providing advice to grant application and letters of support from Council.

Greater Hume Tourism

Delivery Plan - 3.3.1.1.06, 3.3.1.1.05

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 154 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.
- Continuing with social media Welcome to Greater Hume and providing tours and ideas of what people can do in Greater Hume.

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:

June 2021 - Walk In – 600, Phone Calls - 16, Emails – 2.

June 2019 - Walk In – 424, Phone Calls - 8, Emails – 0.

Submarine Museum Statistics:

June 2021 - Adult - 67, Child - 34, Concession - 52, Family – 27, Group – 0, Total - 180.

June 2019 - Adult - 57, Child - 27, Concession - 11, Family – 73, Group – 27, Total - 195.

Events

Delivery Plan - 3.3.1.1.01, 3.3.1.1.08

Objective - To assist with the promotion of Greater Hume's many and varied events.

Comments

Supporting the following events - Walla Walla Show n Shine, Holbrook Sheep and Wool Fair, Battle of the Border (Carriage Driving), Film Night at Jindera Pioneer Museum and Henty Machinery Field Days.

Australia Day

Delivery Plan - 1.1.2.8.1 and 2.1.1.1.1

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

Comments

As Council's May meeting it was resolved that Greater Hume's Australia Day 2022 celebrations would be hosted by the Holbrook community.

Promotions

Delivery Plan - 3.3.1.1.01, 3.3.1.1.08

Objective - To promote Greater Hume as a place to visit or stay, whether for ½ day, full day or more.

Comments

Emailed 'What's On in June' 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. Organised a 1/2 page advert and editorial in Regional Lifestyle magazine for Spring edition.

Signage

Delivery Plan - 3.3.1.1.03

Objective - Implement the Greater Hume Visitor Experience Plan.

Comments

Currently organising visit Greater Hume signage on Hume Highway.

Murray Regional Tourism (MRT)

Delivery Plan - 3.3.1.1.04, 3.3.1.1.07, 3.3.1.1.16

Objective - 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.
-

Museums and Heritage

Delivery Plan - 3.3.1.1.14

Objective - 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 Advisor has been engaged again for 2021. During Dec and Jan we have applied for two grants and have been successful in obtaining both, see Grants and Funding for more information.

Murray Arts

Delivery Plan - 3.3.1.1.04

Objective - 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. The Henty Library held two very successful weaving workshops which were organised by Murray Arts, and funded by funding provided to Burraja Gallery.