

TOURISM AND PROMOTIONS REPORT (March 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 – 693, Phone Calls - 44, Emails – 2. • Submarine Museum Adult - 100, Child - 21, Concession - 120, Family – 19, Group – 11, Total - 271. • 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"> • Emailed all event organisers in Greater Hume to commence planning for 2021. • Assisting ANZAC Day events as well at Holbrook Ag Show, Holbrook Triathlon, Jindera Pioneer Museum, Writers at the Woolshed, Morgan Country Car Club Swap Meet and Show n Shine, Gather at Jingellic and other smaller events.
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 – 781 followers • Individual facebook pages: <ul style="list-style-type: none"> ○ Greater Hume Council – 2505 followers ○ Greater Hume Visitor Information Centre – 551 followers ○ Holbrook Submarine Museum – 1098 followers ○ Greater Hume Children's Services – 846 followers ○ Greater Hume Youth Advisory Committee – 411 followers ○ Buy Local in Greater Hume – 477 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 April 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 2022 in Greater Hume to be advised.
Signage	Implement the Greater Hume Visitor Experience Plan. Delivery Plan 3.3.1.1.03	<ul style="list-style-type: none"> • Currently looking at grant opportunities for further signage.
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 is out with information on 2021 Local Government Elections, supporting local businesses, Have Your Say – Draft 2017-2022 Delivery Plan and 2020-2021 Operational Plan, Disability Inclusion Action Plan, Australia Day address by Anupam Sharma, Greater Hume Australia Day 2021 @ Walbundrie, Riverina Water funding, Holbrook Landcare update, Waste Facilities Opening Times and Accepted Waste and many other regular items.

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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. • 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. • Currently managing 152 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 online 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.
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. • Murray River Traveller Guide is now available in all regional Visitor Information Centres. • Murray Regional Tourism is funding a mentoring program to develop new tourism experiences and enhance ongoing experiences. They are also providing a support program (Karen Oliver Support) for tourism operators wishing to apply for current Destination NSW tourism funding.
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: center;"><i>Delivery Plan 3.3.1.1.04</i></p>	<p>The following grant applications have been recently submitted:</p> <ul style="list-style-type: none"> • 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. – SUCCESSFUL. • Create NSW - Regional Cultural Fund - Digitisation Round – \$332,745 - 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. SUCCESSFUL. • 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 • Museums & Galleries NSW - \$13,000 - Greater Hume will be engaging 2 x local creative 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. SUCCESSFUL. • Continued to supply Letters of Support and advice to Community Groups for Grant Applications. • Working with local tourism operators and event organisers on the following funding opportunities: <ul style="list-style-type: none"> Tourism Product Development Fund (Closes 31 March): <ul style="list-style-type: none"> • Stream 1 - Refresh and Renew Fund: Offering \$10,000 grants to regional tourism operators to update their product or experience. • Stream 2 - Experience Enhancement Fund: Provides between \$50,000 and \$150,000 in matched funding to assist operators upgrade existing accommodation to improve their star rating, upgrade business and leisure event venues and facilities, repurpose existing infrastructure to provide new facilities or experiences not currently available within the destination, or to create new tourism attractions or experiences. Regional Business Event Development Fund (Closes 30 April): Grants of up to \$30,000 to create, attract and support business events for regional NSW, and to motivate business event owners to incorporate regional NSW in their plans.
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Greater Hume Council Website	Develop a new Greater Hume Council website including a dedicated Have Your Say portal which is compliant with accessibility standards. <p align="center"><i>Delivery Plan 1.2.1.1.4</i></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.								
				Greater Hume greaterhume.nsw.gov.au		GH Children Services ghchildren.com.au		Visit Greater Hume Visitgreaterhume.com.		
		<p align="center">March 2021</p>								
		Website Traffic		New		4373	2920	625	188	423
				Returning		1348	1118	206	135	38
		Device Paths		Desktop		2392	1822	384	151	180
				Mobile		2425	1626	425	159	216
				Tablet		252	202	22	13	35
		Traffic Source		Organic		3677	2695	633	152	320
				Direct		685	770	159	125	62
Referral				556	131	9	21	48		
Social				212	114	30	25	4		
Bounce Rate		%		59.47	59.88	27.08	49.85	69.44		
<p> www.greaterhume.nsw.gov.au - top pages: <ol style="list-style-type: none"> 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. Events/Events Calendar/Morgan Country Car Club Swap Meet Show Shine Jindera </p> <p> www.ghchildren.com.au – top pages: <ol style="list-style-type: none"> 1. Family Day Care 2. Family Day Care – Enrol Your Child/Children 3. Featured Content – Children and Families 4. Contact Us 5. Enrol </p> <p> www.visitgreaterhume.com.au – top pages: <ol style="list-style-type: none"> 1. Culcairn/Explore Eat Stay/Culcairn Caravan Park 2. Featured Content – Foodies 3. Holbrook 4. Culcairn 5. Featured Content - Stay </p>										