

# TOURISM AND PROMOTIONS REPORT - MARCH 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	
March 2022		22	21	22	21	22	21
Website Traffic	New	4596	4373	361	625	758	423
	Returning	1450	1348	168	206	100	38
Traffic Source	Organic	3856	3677	323	633	446	320
	Direct	1227	685	193	159	105	48
	Referral	217	556	4	9	237	62
	Social	173	212	9	30	2	4
Device Paths	Desktop	2765	2392	243	384	383	180
	Mobile	2461	2425	284	425	353	216
	Tablet	144	252	2	22	43	35
Bounce Rate	%	63.60	59.47	68.24	75.21	69.75	69.44

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

1. Your Greater Hume Council - Careers With Us
2. Contact Us
3. Living in Greater Hume – Waste Facilities Opening Times Charges and Accepted Waste
4. Your Greater Hume Council - Building and Development
5. Events Calendar - Morgan Country Car Club Swap Meet Show Shine, Jindera

### www.ghchildren.com.au – top pages:

1. Family Day Care
2. Family Day Care – Enrol Your Child/Children
3. Contact Us
4. Featured Content – Enrol Your Child/Our Services
5. Holbrook Centre

### www.visitgreaterhume.com.au – top pages:

1. Featured Content - Stay - Bed Breakfast or Farmstay
2. Culcairn - Explore Eat Stay/ Culcairn Caravan Park
3. Natural Wonders - Wymah Ferry
4. Holbrook
5. Featured Content - Natural Wonders

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## 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 – 951 followers
- Individual facebook pages:
  - Greater Hume Council – 2900 followers
  - Visit Greater Hume – 583 followers
  - Holbrook Submarine Museum – 1143 followers
  - Greater Hume Children's Services – 911 followers
  - Greater Hume Youth Advisory Committee – 490 followers
  - Buy Local in Greater Hume – 567 followers

## Greater Hume Council Newsletters

### Delivery Plan - 1.2.1.1

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

### Comments

The second Greater Hume Council Newsletter to be sent electronically was sent in early March to 1933 email addresses. Articles included Australia Day in Greater Hume, How Welcoming is Greater Hume?, Greater Hume Grant Finder is here!, Welcoming New Citizens to Greater Hume, Bushfire Recovery Exhibition, Engineering Works, QR Code for Burning Permit, New Local Landcare Coordinator, Getting Back to Nature and Community - Partnering to Support Communities, RECYCLE mate, Not for the Bins - Batteries, Gas Cannisters and Bottles, Essential Energy Storm Tracker, Companion Card, DrumMUSTER, Greater Hume Youth Services, Firewood Permits, Your Libraries, Mobile Library, Local family friendly things to do in Autumn, Whats On, Have you visited Wirraminna? and new Council information.

## 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 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
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.	Austrade has granted an extension to this grant to end of 2022 to cover the Henty Machinery Field Days in Sept 2022. Additional filming is being planned in the Autumn months by Angry Ant Marketing, Wagga Wagga.
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.	All six museums are busy organising their significant items digital information. There has also been one on one sessions and a two day training workshop in early April, with each of the museums on how to use scanners and cameras at the new Digitisation Hub.
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 ( <a href="http://www.nomadfilms.com.au/">http://www.nomadfilms.com.au/</a> ) have now completed the videos. Now we have received funding for marketing and promotion the release date of these videos will be early April and will also be featured on Visit Greater Hume website.
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 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).

National Australia Day Council	The funding will cover a welcome ceremony, AD merchandise, photography exhibition, MC and coffee van.	Accquittal has been submitted and accepted by National Australia Day Council.
Culture, Heritage and Arts Regional Tourism (CHART) program	Purchase of essential conservation materials for six community run museums to assist them to appropriately care for their collections.	Awaiting Outcome - \$12,727.98
Riverina Water	Painting and lighting for AE2 exhibition space.	Awaiting Outcome - \$20,000
Cultural Tourism Accelerator Grant	Marketing of films developed in Let's Get Digital grant, see above.	Successful - \$10,000 - Engaged Frank & Ernest to develop a 30sec television commercial and 90sec social media video presentation. Engaged Prime Television to run advertising.

## Greater Hume Tourism and 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

- 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 another social media Welcome to Greater Hume campaign, providing reels, tours and ideas of what people can do in Greater Hume during 2022. There will be a particular emphasis on producing reels with our themes of history and heritage and natural environment. The average reach on our posts is currently 1500.
- Submitted visitor and What's On advertising in Out and About Autumn 2022 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 March 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.
- 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. The campaign will be launched early April.
- Austrade's Regional Tourism Bushfire Recovery Grant – Stream One - \$30,000 – Greater Hume and Henty Machinery Field Days Promotional Production - Austrade has given an extension to this grant to end of 2022 to cover the Henty Machinery Field Days in Sept 2022. Additional filming is being planned in the Autumn months by Angry Ant Marketing, Wagga Wagga.
- 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.

## 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:

Mar 2022 - Walk In – 1295, Phone Calls - 27, Emails – 0.

Mar 2020 - Walk In – 241, Phone Calls - 25, Emails – 13.

Submarine Museum Statistics:

Mar 2022 - Adult - 171, Child - 32, Concession - 192, Family - 46, Group - 15, Total - 456.

Mar 2020 - Adult - 40, Child - 7, Concession - 56, Family - 7, Group - 0, Total - 110.

## 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 - Jindera Pioneer Museum, Jindera Community Garage Sale, G -Rodge Markets, Morgan Country Car Club Swap Meet & Show & Shine - Jindera, Holbrook Sheep and Wool Fair and ANZAC Day events.
  - Currently revising the Greater Hume Events Guide.
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## 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

Currently advertising to community an Expression of Interest to host Australia Day in 2023, applications are due 28 May 2022.

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## 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 and Coronation Sign, Culcairn Sportsground.

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## 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.
  - 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. This campaign has 680,425 impressions across the Murray region. The Greater Hume sponsored page received 561 (out of 5214 across the Murray region) impressions with an engagement rate of 5% (the KPI for this campaign was 1% engagement rate).
  - Attending the Good Food and Wine Show in June 2022 in Melbourne, three operators are attending, Flyfaire Wines, Wymah Organics and Lupins for Life.
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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 Advisor 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. All six museums are busy organising their significant items digital information. There has also been one on one sessions and a two day workshop planned for early April, with each of the museums on how to use scanners and cameras at the new Digitisation Hub. Developing TV advertisements to air on Prime Television showcasing the new videos which have been developed for each of the six museums.

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## 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.