

**TOURISM AND PROMOTIONS REPORT  
(May 2021)**

<b>Areas Projects</b>	<b>Objectives</b>	<b>Progress and Comments</b>
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. <b>Delivery Plan 3.3.1.1.06, 3.3.1.1.05</b>	<ul style="list-style-type: none"> <li>• <b>Visitor Information Centre Statistics:</b> 2021 - Walk In – 1056, Phone Calls - 23, Emails – 0. 2019 - Walk In – 507, Phone Calls - 23, Emails – 0.</li> <li>• <b>Submarine Museum</b> 2021 - Adult - 113, Child - 23, Concession - 129, Family – 31, Group – 0, Total - 296. 2019 - Adult - 17, Child - 57, Concession - 4, Family – 96, Group – 0, Total - 174.</li> </ul>
Events	To assist with the promotion of Greater Hume's many and varied events. Implement the GH Visitor Experience Plan. <b>Delivery Plan 3.3.1.1.01, 3.3.1.1.08</b>	<ul style="list-style-type: none"> <li>• 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,</li> </ul>
Social Media	Implement and enhance online communication tools using technologies such as social networking mechanism. Implement the Greater Hume Visitor Experience Plan.  <b>Delivery Plan 3.3.1.1.09</b>	<ul style="list-style-type: none"> <li>• <b>Instagram, #visitgreaterhume</b> – 815 followers</li> <li>• <b>Individual facebook pages:</b> <ul style="list-style-type: none"> <li>○ Greater Hume Council – 2556 followers</li> <li>○ Greater Hume Visitor Information Centre – 562 followers</li> <li>○ Holbrook Submarine Museum – 1118 followers</li> <li>○ Greater Hume Children's Services – 867 followers</li> <li>○ Greater Hume Youth Advisory Committee – 415 followers</li> <li>○ Buy Local in Greater Hume – 490 followers</li> </ul> </li> </ul>
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. <b>Delivery Plan 3.3.1.1.01, 3.3.1.1.08</b>	<ul style="list-style-type: none"> <li>• Emailed 'What's On in May' 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.</li> <li>• Developing and have commenced rolling out of social media tiles on towns and villages, tours and itineraries.</li> </ul>
Australia Day	Recognise community leaders and their efforts and encourage others in the community to take up leadership roles. <b>Delivery Plan 1.1.2.8.1 and 2.1.1.1.1</b>	<ul style="list-style-type: none"> <li>• Australia Day 2022 in Greater Hume, EOI to host 2022 has been sent out to all community organisations, community newsletters, website and social media. EOI closed on 28 May, please see report in this Council Meeting Agenda.</li> </ul>
Signage	Implement the Greater Hume Visitor Experience Plan. <b>Delivery Plan 3.3.1.1.03</b>	<ul style="list-style-type: none"> <li>• Currently looking at grant opportunities for further signage.</li> </ul>
Greater Hume Council Newsletters	Redesign the format and content of Council's quarterly newsletter to ensure effective and targeted content. <b>Delivery Plan 1.2.1.1.3</b>	<ul style="list-style-type: none"> <li>• Greater Hume First 2021 Newsletter is out with information on 2021 Local Government Elections, supporting local businesses, Have Your Say – Draft 2021-2022 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.</li> </ul>

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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. <b>Delivery Plan 3.3.1.1.04</b>	<ul style="list-style-type: none"> <li>• Murray Arts have commenced planning for 2021.</li> <li>• Developed a Cultural Round Table Group to support the arts in the Murray Region.</li> </ul>
Greater Hume Tourism	Implement the Greater Hume Visitor Experience Plan which was endorsed March 2014 by Greater Hume Council. <b>Delivery Plan 3.3.1.1.06, 3.3.1.1.05</b>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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 online exposure, bookings and marketing.</li> <li>• Continuing with social media Welcome to Greater Hume and providing tours and ideas of what people can do in Greater Hume.</li> </ul>
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. <b>Delivery Plan 3.3.1.1.04, 3.3.1.1.07, 3.3.1.1.16</b>	<ul style="list-style-type: none"> <li>• Murray Regional Tourism is currently holding monthly Zoom meetings with all Tourism Managers to assist with advocacy and commence planning for 2021.</li> <li>• A Visitor Information Centre network is meeting via Zoom on a monthly basis.</li> <li>• Murray River Traveller Guide is now available in all regional Visitor Information Centres.</li> <li>• Murray Regional Tourism and Destination Riverina Murray are funding a mentoring program (through Karen Oliver Tourism) to develop new tourism experiences and enhance ongoing experiences. Karen has commenced visits to both Flyfaire Wines (Woomargama) and Holbrook Paddock Eggs (Holbrook).</li> </ul>
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. <b>Delivery Plan 3.3.1.1.14</b>	<ul style="list-style-type: none"> <li>• The Museum Adviser 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.</li> </ul>

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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>	<p>The following grant applications have been recently submitted:</p> <ul style="list-style-type: none"> <li>• <b>Austrade’s Regional Tourism Bushfire Recovery Grant – Stream One - \$30,000</b> – 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. – <b>SUCCESSFUL. Have met with Henty Machinery Field Days (HMFD), signed deed of funding and received first payment of funding. Have just commenced development of Hume Highway signage in conjunction with HMFD and Austrade’s requirements and planning for development of videos.</b></li> <li>• <b>Create NSW - Regional Cultural Fund - Digitisation Round – \$332,745</b> - In partnership with Albury City (lead agency)) - Murray Region Digitisation Hub - 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 &amp; 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. <b>SUCCESSFUL. AlburyCity as the lead agency has commenced recruitment for a Digitisation Project Officer to oversee the development of the Digitisation Hub, training and support to the museums during this project. The Digitisation Hub will be located at the Thurgoona Collection Store, 2 Hoffman Rd, Thurgoona.</b></li> <li>• <b>NSW Government - Bushfire Local Economy Recovery Fund - \$451,054</b> – 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. – <b>SUBMITTED, AWAITING OUTCOME</b></li> <li>• <b>Museums &amp; Galleries NSW - \$13,000</b> - 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. <b>SUCCESSFUL. Artist contracts with Helen Newman and Alyson Evans from Nomad Films (<a href="http://www.nomadfilms.com.au/">http://www.nomadfilms.com.au/</a>) 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.</b></li> <li>• Continued to supply Letters of Support and advice to Community Groups for Grant Applications such as Stronger Country Communities Fund Round 4, Crown Reserves Improvement Fund.</li> </ul>
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<p>Greater Hume Council Website</p>	<p>Develop a new Greater Hume Council website including a dedicated Have Your Say portal which is compliant with accessibility standards.</p> <p style="text-align: right;"><i>Delivery Plan 1.2.1.1.4</i></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>						
				<p><b>Greater Hume</b> greaterhume.nsw.gov.au</p>	<p><b>GH Children Services</b> ghchildren.com.au</p>	<p><b>Visit Greater Hume</b> Visitgreaterhume.com.</p>		
		<b>May 2021</b>		21	20	21	20	21
		<b>Website Traffic</b>	New	3925	2528	275	200	454
			Returning	1147	1088	133	130	43
		<b>Device Paths</b>	Desktop	1965	1676	194	153	201
			Mobile	2194	1373	205	156	231
			Tablet	155	182	9	21	29
		<b>Traffic Source</b>	Organic	2784	2310	240	175	296
			Direct	717	628	147	127	65
			Referral	210	99	2	15	105
			Social	666	241	19	13	1
		<b>Bounce Rate</b>	%	61.92	57.40	67.40	60.61	66.26
		<p><a href="http://www.greaterhume.nsw.gov.au">www.greaterhume.nsw.gov.au</a> - top pages:</p> <ol style="list-style-type: none"> <li>1. Your Greater Hume Council – Careers with Us</li> <li>2. Living in Greater Hume – Waste Facilities Opening Times Charges and Accepted Waste</li> <li>3. Your Greater Hume Council – Building and Development</li> <li>4. Contact Us</li> <li>5. Your Greater Hume Council – Council Meetings</li> </ol> <p><a href="http://www.ghchildren.com.au">www.ghchildren.com.au</a> – top pages:</p> <ol style="list-style-type: none"> <li>1. Family Day Care</li> <li>1. Featured Content – Children and Families</li> <li>2. Family Day Care – Enrol Your Child/Children</li> <li>3. Contact Us</li> <li>4. Featured Content – About Us</li> </ol> <p><a href="http://www.visitgreaterhume.com.au">www.visitgreaterhume.com.au</a> – top pages:</p> <ol style="list-style-type: none"> <li>1. Featured Content – Natural Wonders – Wymah Ferry</li> <li>2. Featured Content – Planning Trips and Tours</li> <li>3. Holbrook</li> <li>4. Featured Content – Natural Wonders</li> <li>5. Featured Content – Planning Trips and Tours – Itineraries and Tours</li> </ol>						