

TOURISM AND PROMOTIONS REPORT - MAY 2022

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

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	
May 2022		22	21	22	21	22	21
Website Traffic	New	4214	3625	1207	275	721	454
	Returning	1340	1147	291	133	95	43
Traffic Source	Organic	3726	2784	473	240	469	296
	Direct	962	717	984	147	80	65
	Referral	122	210	19	2	209	105
	Social	244	666	22	19	9	1
Device Paths	Desktop	2354	1965	727	194	350	201
	Mobile	2432	2194	743	205	367	231
	Tablet	171	155	28	9	33	29
Bounce Rate	%	62.77	61.92	80.57	67.40	74.35	66.26

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

1. Contact Us
2. Living in Greater Hume – Waste Facilities Opening Times Charges and Accepted Waste
3. Your Greater Hume Council - Careers With Us
4. Your Greater Hume Council - NSW Local Government Elections
5. Your Greater Hume Council - Building and Development

www.ghchildren.com.au – top pages:

1. News - Higher Child Care Subsidy and Removal of Annual Cap
2. Family Day Care
3. Contact Us
4. Holbrook Centre
5. Featured Content – Enrol Your Child/Our Services

www.visitgreaterhume.com.au – top pages:

1. Natural Wonders - Wymah Ferry
2. Culcairn - Explore Eat Stay/ Culcairn Caravan Park
3. Featured Content - Revealing Histories
4. Featured Content - Stay
5. Natural Wonders - Morgan's Lookout

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 – 979 followers
- Individual facebook pages:
 - Greater Hume Council – 2900 followers
 - Visit Greater Hume – 595 followers
 - Holbrook Submarine Museum – 1180 followers
 - Greater Hume Children's Services – 919 followers
 - Greater Hume Youth Advisory Committee – 490 followers
 - Buy Local in Greater Hume – 568 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

Currently developing and writing the Winter Edition of GHC Newsletter, which is due out first week of June. Articles being prepared are Farewell to Steve Pinnuck, Opening of Holbrook Sporting Complex. Wirraminna Book Launch, Have Your Say, Riverina Water successful grants, Walla Walla Water Tower Mural completed alongwith regular articles.

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 a number of sessions and workshops, 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 Greater Hume community museums.	Currently organising acquittal for this project.
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).
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.	Successful - \$12,727.98 - organising purchase of conservation materials.
Riverina Water	Painting and lighting for AE2 exhibition space.	Successful - \$20,000 - organising painters and lighting equipment.

Cultural Tourism Accelerator Grant	Marketing of films developed in Let's Get Digital grant, see above.	Successful - \$10,000 - A 30sec television commercial is currently being aired on Prime Television until October. A 90sec social media video presentation is being organised and a paid social media campaign to be organised.
Reconnecting Regional NSW - Community Events Program	Greater Hume Council has been advised of an allocation of \$301,708 towards the NSW Government's Reconnecting Regional NSW – Community Event Program.	To help identify priority events (existing and new events such as community markets, festivals, sporting, food and leisure events) for funding, Greater Hume Council sought EOI's during May. EOI's will then be presented (following an initial assessment by Deputy Director, Regional NSW) to Council at an Extraordinary Meeting to be held on 8 June.

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 sent to all Greater Hume Tourism Operators, providing latest information on 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 Winter 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 May 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 - A Greater Hume promotional campaign in partnership with Murray Regional Tourism and Destination NSW has been developed and will now be rolled out late Winter into Spring 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:

May 2022 - Walk In – 945, Phone Calls - 40, Emails – 5.

May 2018 - Walk In – 1056, Phone Calls - 23, Emails – 0.

Submarine Museum Statistics:

May 2022 - Adult - 98, Child - 15, Concession - 171, Family - 30, Group - 23, Total - 337.

May 2018 - Adult - 46, Child - 63, Concession - 9, Family - 116, Group - 21, Total - 255.

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, G -Rodge Markets, Walla Walla Show N Shine, Holbrook Sheep and Wool Fair.
 - The Greater Hume Events Guide has been updated and loaded onto Host an Event webpage.
-

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, no applications received so have extending the date to 24 June 2022.

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 signage for Holbrook Sporting Complex.

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.
 - 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.
-

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 sessions/workshops with each of the museums on how to use scanners and cameras at the new Digitisation Hub. Adverts are currently airing on Prime Television showcasing the new videos until October 2022.

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.
