

TOURISM AND PROMOTIONS REPORT - OCTOBER 2021

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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 | |
|-----------------|--------------|--|-------|---|-------|---|-------|
| | October 2021 | 21 | 20 | 21 | 20 | 21 | 20 |
| Website Traffic | New | 7882 | 3895 | 360 | 383 | 540 | 240 |
| | Returning | 1771 | 1141 | 140 | 212 | 71 | 34 |
| Traffic Source | Organic | 5083 | 2924 | 193 | 283 | 320 | 164 |
| | Direct | 3401 | 878 | 274 | 260 | 68 | 53 |
| | Referral | 199 | 186 | 6 | 20 | 176 | 40 |
| | Social | 224 | 576 | 27 | 32 | 9 | 4 |
| Device Paths | Desktop | 4988 | 2123 | 244 | 363 | 266 | 122 |
| | Mobile | 3619 | 2104 | 256 | 224 | 262 | 122 |
| | Tablet | 207 | 251 | 0 | 8 | 31 | 13 |
| Bounce Rate | % | 70.81 | 60.45 | 65.60 | 54.29 | 72.15 | 61.31 |

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

1. Living in Greater Hume - COVID 19 Information in Greater Hume Area - COVID 18 Testing Clinic Locations
2. Living in Greater Hume - COVID 19 Information in Greater Hume Area
3. Living in Greater Hume – Waste Facilities Opening Times Charges and Accepted Waste
4. Your Greater Hume Council - Careers With Us
5. Your Greater Hume Council – Building and Development

www.ghchildren.com.au – top pages:

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

www.visitgreaterhume.com.au – top pages:

1. Featured Content - Natural Wonders - Wymah Ferry
2. Featured Content – Natural Wonders - Morgan's Lookout
3. Culcairn - Explore Eat Stay/ Culcairn Caravan Park
4. Natural Wonders - Table Top Reserve
5. Featured Content – Be Inspired

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 – 878 followers
- Individual facebook pages:
 - Greater Hume Council – 2800 followers
 - Greater Hume Visitor Information Centre – 572 followers
 - Holbrook Submarine Museum – 1123 followers
 - Greater Hume Children's Services – 895 followers
 - Greater Hume Youth Advisory Committee – 446 followers
 - Buy Local in Greater Hume – 548 followers

Greater Hume Council Newsletters

Delivery Plan - 1.2.1.1

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

Comments

Planning is under way for Greater Hume Council Newsletter Spring edition which is due out in November. Articles included are Community Strategic Plan, NSW Local Government Elections, Swimming Pool Information, Australia Day and Bushfire preparation.

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 will be available to Council staff, local businesses, community and sporting groups throughout Greater Hume. The portal will go live towards the end of November/early December.

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. | Extension has been approved to move this project to 2022. Angry Ant Marketing, Wagga Wagga has been engaged to develop videos and develop and implement a social media strategy and campaign. |
| 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. | AlburyCity as the lead agency has engaged Hayley Lander as the Digitisation Project Officer, Digitisation Hub (Thurgoona Collection Store, 2 Hoffman Road, Thurgoona) has been developed and first training workshop with museums has now been delayed until February due to COVID. |
| 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. | Helen Newman and Alyson Evans from Nomad Films (http://www.nomadfilms.com.au/) are near completion on script developed in conjunction with volunteers from museums. It is hoped filming will take place November and December, depending on COVID restrictions. |
| 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. | Successful - Just completed the paperwork accepting the funding from NSW Government. Tenders and environmental assessment will commence late 2021, 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 | Awaiting Outcome |
| Crown Reserves Grant | 4 applications from community groups were submitted. Totaling over \$800,000. | Awaiting Outcome |

Greater Hume Tourism

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 a six month social media Welcome to Greater Hume, providing tours and ideas of what people can do in Greater Hume between August 2021 and February 2022.
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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 Closed due to COVID lockdown, from 14 August and reopened on .

Visitor Information Centre Statistics:

October 2021 - Walk In – 194, Phone Calls - 43, Emails – 1.

October 2019 - Walk In – 959, Phone Calls - 45, Emails – 51.

Submarine Museum Statistics:

October 2021 - Adult - 22, Child - 8, Concession - 22, Family – 15, Group – 0, Total - 67.

October 2019 - Adult - 122, Child - 70, Concession - 158, Family – 45, Group –9, Total - 404.

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 - Battle of the Border (Carriage Driving) at Mullengandra (12 and 13 December 2021) and Henty Machinery Field Days (Hello Henty, Saturday 12 and Sunday 13 March 2022), Jindera Pioneer Museum and G -Rodge Markets.
 - Many events have been cancelled due to COVID restrictions for second half of 2021.
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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

Nominations are now open for Greater Hume's Top Citizens, advertising via website, social media, community newsletter and emails sent to all community groups.

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

- Submitted visitor and What's On advertising in Out and About Summer 2021 Editions 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 November 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.
 - Developed a six month schedule (August 2021 to February 2021) and have commenced rolling out of social media tiles on towns and villages, tours and itineraries etc.
 - Wagga Wagga City Council (WWCC) partnership for an upcoming spring marketing cooperative involving Lockhart, Narrandera, Coolamon, Junee, Cootamundra/Gundagai and the unique and authentic experiences we have here through day trip itineraries.
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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, replacing Andrew Hoy signs at Culcairn, Holbrook Submarine Welcome signs, Mynyabla heritage signs and Halvewate Recycling Banners for Wastes and Landfill sites.

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.
 - Makers and Creators Campaign - MRT will be launching a social media campaign into regional NSW/VIC and Melbourne under 'Made in the Murray' banner, we have sent information on 14 Makers and Creators in Greater Hume who have an online shopping platform. The campaign will feature makers and creators from the Murray under the Made in the Murray branding. A webpage has also been created with links to each of the makers and creators shopping platforms, <https://www.visitthemurray.com.au/things-to-do/food-drink/made-in-the-murray>.
 - 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.
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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 Adviser 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.

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.