

# TOURISM AND PROMOTIONS REPORT – APRIL 2025

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## Greater Hume Council Websites

**Outcome 4.2** - Our communication is open, effective and purposeful to connect and educate our community. 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 now Granicus) is the provider of Council's websites – Greater Hume Council, Visit Greater Hume, Greater Hume Children Services and Town and Village websites.

## Comments

		greaterhume.nsw.gov.au		ghchildren.com.au		visitgreaterhume.com.au	
April 25		Previous	Current	Previous	Current	Previous	Current
Website Traffic	New	9268	8205	385	403	1801	1965
	Returning	3666	2920	185	177	989	1128
Traffic Source	Organic	7172	6200	280	267	1106	1270
	Direct	1295	1234	96	119	206	154
	Referral	178	187	2	2	461	514
	Social	448	626	7	14	28	24
Device Paths	Desktop	2323	2003	132	157	576	508
	Mobile	3363	3336	166	140	853	1062
	Tablet	132	127	1	5	49	62

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

1. Events – Anzac Day Services in Greater Hume
2. Living in Greater Hume – Waste Facilities Opening Times
3. Your Greater Hume Council – Council Meetings
4. Your Greater Hume Council – Careers with Us
5. Contact Us

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

1. Family Day Care
2. Contact Us
3. Enrol Your Child – Family Day Care
4. About Us
5. Henty Centre

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

1. Culcairn - Explore Eat Stay/ Culcairn Caravan Park
2. Natural Wonders – Wymah Ferry
3. Natural Wonders- Table Top Reserve
4. Culcairn
5. Natural Wonders – Morgans Lookout

## Social Media

**Outcome 4.2** - Our communication is open, effective and purposeful to connect and educate our community. Continued implementation of the GHC Communication Plan. Expand the information available to the community online and encourage online collaboration and self-serve service platforms

### Comments

Instagram, #visitgreaterhume – 1210 followers

Individual facebook pages:

- Greater Hume Council – 4209 followers
- Visit Greater Hume – 883 followers
- Holbrook Submarine Museum – 1372 followers
- Greater Hume Children's Services – 1100 followers
- Greater Hume Youth Advisory Committee – 483 followers
- Buy Local in Greater Hume – 679 followers

## Greater Hume Council Newsletters

**Outcome 4.2** - Our communication is open, effective and purposeful to connect and educate our community. Develop quarterly Council newsletters and a rates notice insert whilst ensuring effective and targeted content

### Comments

The Winter edition will begin production in May, with the publication deadline being the start of June 2025. A subscription campaign will begin in May to encourage residents and community members to subscribe to our online newsletter database in preparation for the weekly Community Updates.

## Greater Hume Tourism and Promotions

**Outcome 2.3** - Our region's highlights are celebrated, maintained and promoted to enhance our visitor experience

### 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.
- Managing over 250 Greater Hume ATDW Listings. The Australian Tourism Data Warehouse (ATDW) is Australia's national platform for digital tourism marketing in Australia. ATDW distributes information to over 60 partners' websites to support local tourism businesses in expanding their on line exposure, bookings and marketing.
- Submitted visitor and What's On advertising in Eat Play Autumn Edition 2025 plus the 2025 Hume League Draw. 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 the shire.
- Currently redoing signage around Greater Hume, including visitor signage, tourist maps and billboard designs.
- Engaged local operators to attend Tourism Resilience workshops run by Destination NSW and Visit the Murray.
- Partnering with Murray Regional Tourism to host the May Tourism Managers Forum within Greater Hume.
- Developing TV tourism advert with WIN News to go live before Winter School holidays – 'Experience Something Great in Greater Hume this Winter'
- Developing radio advert to go live on HIT FM and Triple M over the football and netball season as well as in the lead up to the Winter School holidays.
- Currently developing Winter School holidays media releases to send to Bus companies and media outlets to drive visitation in the Winter months.
- Hume Highway Billboards are currently with graphic designers to develop concepts.
- Engagement in towns and villages to gauge interest in developing individual town and village 'touring' maps is currently being undertaken.

## Visitor Information Centre and Submarine Museum

**Outcome 2.3** - Our region's highlights are celebrated, maintained and promoted to enhance our visitor experience. 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:

Apr 25 - Walk In – 2619, Phone Calls - 41, Emails – 0.

Apr 24 - Walk In – 2405, Phone Calls - 37, Emails – 0.

Submarine Museum Statistics:

Apr 25 - Adult - 260, Child - 128, Concession - 238, Family - 142, Group - 98, Total - 866.

Apr 24 - Adult - 205, Child - 104, Concession - 323, Family - 106, Group - 131, Total - 869.

## Events

**Outcome 2.3** - Our region's highlights are celebrated, maintained and promoted to enhance our visitor experience 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

During this period we have supported over 20 events across Greater Hume. We have supported the various Anzac Day ceremonies across Greater Hume, Table Top Mountain Charity Walk, art events within the Jindera Pioneer Museum and Easter activities across the region. We are currently supporting various services who are visiting our area including, Service NSW, the Red Cross, and Martinus (Inland Rail). We are also supporting various Library programs, Jindera Pioneer events, and West Hume Landcare events.

## Australia Day

**Outcome 1.1** - Our communities are welcoming and inclusive to support diversity and social connectedness

### Comments

Australia Day 2026 is to be held in the Jindera Community. Preparations will begin October 2025 for this event.

## Signage

**Outcome 2.3** - Our region's highlights are celebrated, maintained and promoted to enhance our visitor experience

### Comments

Tourism and Village Signage is being developed in Burrumbuttock, the Submarine Precinct and Gallipoli Park, Holbrook. The drafts of the Burrumbuttock signage have been sent to the Committee and mockups are currently being developed, the new signage at Gallipoli Park, Holbrook will be installed in early May and the Submarine Precinct signage is still being drafted.

## Murray Regional Tourism (MRT)

**Outcome 2.3** - Our region's highlights are celebrated, maintained and promoted to enhance our visitor experience 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.
- Staff are undergoing Social Media Training which begun February, led by Murray Regional Tourism. This training includes one on one mentoring sessions.
- Partnered with MRT to provide various programs to Greater Hume Tourism Operators. These have been promoted, supported and utilised by a variety of TOs over the year. Three more programs have just been launched for 2025.
- Murray Tourism have just released their new website. We are constantly connecting with MRT to ensure that the Greater Hume information listed on the website is up to date.
- Partnered with MRT in a Mates of the Murray Campaign that will be released in early May.
- Hosting the MRT May Tourism Managers Forum in Greater Hume.

## Museums and Heritage

**Outcome 1.3** - Our connection to the local culture and environment fosters positive relationships and learning for sustained health benefits.

GHC currently has 11 public or private museums and three historical societies. Museum Advisor (Maggi Solly) – In partnership with Albury City Council and Museums and Galleries NSW.

### Comment

A new Community Museum engagement, training plan has been developed by the Museum Advisor. Staff are working towards completing this plan with Community Museum volunteers. Museums included within this program have been supported with grant applications, mission statements, collection support and community mapping programs. The third

round of site visits will occur in early May for all participating Museums. Site visits will also include training and workshops for volunteers on developing and finalising their mission statements and continuing their work on Collection policies.

Greater Hume Community Museums now have an extensive library of objects on eHive, with over 250 objects now listed, (eHive is a web-based collection cataloguing system used worldwide by hundreds of museums, societies and private collectors to catalogue objects, store images, manage acquisition information and publish their collections online.) for those looking to learn more about some of the region's most significant objects/artefact's.