

# TOURISM AND PROMOTIONS REPORT - AUGUST 2022

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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) 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	
August 2022		22	21	22	21	22	21
Website Traffic	New	4535	3900	557	514	1118	296
	Returning	1612	1296	142	245	129	31
Traffic Source	Organic	3488	3307	434	260	486	168
	Direct	1494	909	254	446	87	66
	Referral	523	126	4	16	270	69
	Social	121	388	6	37	324	10
Device Paths	Desktop	2895	2362	335	309	387	166
	Mobile	2487	2137	359	436	660	126
	Tablet	153	161	5	14	106	12
Bounce Rate	%	58.14	59.32	79.69	67.72	79.08	69.11

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

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

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

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

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

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

## 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 – 1009 followers
- Individual facebook pages:
  - Greater Hume Council – 3000 followers
  - Visit Greater Hume – 620 followers
  - Holbrook Submarine Museum – 1212 followers
  - Greater Hume Children's Services – 949 followers
  - Greater Hume Youth Advisory Committee – 495 followers
  - Buy Local in Greater Hume – 583 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

Spring edition of GHC Newsletter has been sent electronically to 2200 email addresses across Greater Hume, via website, social media and copies in Greater Hume Customer Service Centres and Visitor Information Points.

## Grants and Funding

**Outcome 1.2** - Our infrastructure and services are aligned to the health, wellbeing and safety needs of the community

### 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 Winter 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.	Currently a number of sessions and workshops with museum volunteers, staff of Albury and Greater Hume on how to use scanners and cameras at the new Digitisation Hub.
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.	Australia Ramp and Access Solutions Albury appointed for construction of the walkway, viewing platform and toilets and Longford Civil appointed to construct the road, carpark and sealed footpath. National Parks and Wildlife Service are finalising the Environmental Assessment
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.
Stronger Country Communities Fund - Round 5	Funding of \$1,376,603 of which \$946,414 has been allocated to Council and the balance of \$430,189 is open to eligible Community Groups.	Council has resolved to submit 7 application with a further 7 EOI's received from 355 committees. Currently writing applications and gathering information from 355 committees.
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 - Conservation materials have been purchased and now working on acquittal.
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 is currently being advertised through a paid social media campaign.
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.	Successful - Event contracts have been sent to event organisers.
Maritime Museum	Submarine Museum Holbrook – Restoration and Framing of WWII Jolly Roger Flag \$1350.00	Successful - Work in Progress

## 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.
- 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 Spring 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 August 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.
- 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. Photoshoot for Culcairn, Walla Walla, Jindera, Gerogery and Burrumbuttock was held end of August 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

**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:

August 2022 - Walk In – 995, Phone Calls - 28, Emails – 5.

August 2018 - Walk In – 727, Phone Calls - 49, Emails – 3.

Submarine Museum Statistics:

August 2022 - Adult - 85, Child - 6, Concession - 122, Family - 57, Group - 0, Total - 270.

August 2018 - Adult - 31, Child - 72, Concession - 9, Family - 84, Group - 15, Total - 211.

## 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

- Supporting the following events - Jindera Pioneer Museum, Henty Machinery Field Days, Wirraminna Wattle Day and various other community and council events.

## **Australia Day**

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

### **Comments**

Nominations are now open for Greater Hume's Top Citizens, nomination form on website, social media and community newsletters. Australia Day 2023 will be held at Brocklesby Recreation Reserve, Brocklesby.

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## **Signage**

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

### **Comments**

Visit Greater Hume signage has been installed on north and south bound lanes of Hume Highway .

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## **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.
  - Planning to extend the Love The Murray campaign and cooperative marketing initiatives.
  - 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.
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## **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 (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. All six museums are busy finalising their significant items digital information. Currently a number of sessions and workshops with museum volunteers, staff of Albury and Greater Hume on how to use scanners and cameras at the new Digitisation Hub. Revealing Histories adverts are currently airing on Prime Television showcasing the new videos until October 2022. Museums are also busy uploading a selection of significant items onto eHive (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.)