

TOURISM AND PROMOTIONS REPORT - DEC 23 AND JAN 24

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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	
December 23 to January 24		Previous	Current	Previous	Current	Previous	Current
Website Traffic	New	10526	14930	1101	997	2092	2032
	Returning	9271	10130	216	979	2072	1443
Traffic Source	Organic	7710	11266	868	719	1305	1256
	Direct	2098	2653	568	246	208	237
	Referral	317	394	16	3	619	481
	Social	560	699	35	11	21	58
Device Paths	Desktop	4156	3565	580	356	723	622
	Mobile	6059	6416	897	635	1308	1370
	Tablet	315	266	10	6	61	57

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

1. Living in Greater Hume – Waste Facilities Opening Times Charges and Accepted Waste
2. Living in Greater Hume - Public Swimming Pools
3. Contact Us
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
2. Enrol Your Child/Children
3. Contact Us
4. News - Higher Child Care Subsidy and Removal of Annual Cap
5. News – Changes to Childcare Subsidy

www.visitgreaterhume.com.au – top pages:

1. Natural Wonders - Wymah Ferry
2. Culcairn - Explore Eat Stay/ Culcairn Caravan Park
3. Natural Wonders- Table Top Reserve
4. What's On
5. Natural Wonders - Lake Hume

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 – 1047 followers

Individual facebook pages:

- Greater Hume Council – 3848 followers
- Visit Greater Hume – 717 followers

- Holbrook Submarine Museum – 1287 followers
- Greater Hume Children’s Services – 1000 followers
- Greater Hume Youth Advisory Committee – 489 followers
- Buy Local in Greater Hume – 657 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

Summer edition of Greater Hume Council Newsletter was emailed out in first week of December. Some of the articles covered were GH Annual Report, Out and About, Holiday Closure Period, Community Project Updates, and Australia Day celebrations.

Autumn edition of Greater Hume Council Newsletter is currently in production and will be available in first week of March.

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. Grant applications managed by writer are:

Name	About	Current
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.
- Managing over 180 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 Summer 2023 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. The Autumn Edition of Eat Play is currently being compiled.
- Emailed (over 600) ‘What’s On in December’ and ‘What’s On in January’ 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.
- 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 from Summer 2023/2024. The first section of this campaign is being release during the first weekend in February as a ‘Social Influencer’ campaign.

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:

Dec 23, Jan 24 - Walk In – 4879, Phone Calls - 51, Emails – 2.

Dec 22, Jan 23 - Walk In – 4112, Phone Calls - 68, Emails – 1.

Submarine Museum Statistics:

Dec 23, Jan 24 - Adult - 548, Child - 251, Concession - 378, Family - 329, Group - 17, Total - 1523.
Dec 22, Jan 23 - Adult - 377, Child - 121, Concession - 303, Family - 326, Group - 0, Total - 1127.

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 from Australia Day, Markets at G-Rodge, Christmas Carols across Greater Hume, Holbrook Christmas Markets and Poker Run on Australia Day. We are currently supporting Henty Ag Show, Festival by the Sub, Holbrook Triathlon and Holbrook Agricultural Show, Morgan Country Car Club Show and Shine and the Lights Show at Wirraminna Environmental Education Centre.

Australia Day

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

Comments

Australia Day 2024 in Greater Hume was held at the fantastic Wymah Recreation Reserve in Wymah, it was a fabulous ceremony, with over 400 people attending. Some of the highlights were the wonderful addresses given by our Australia Day Ambassador, Allan Sparkes CV OAM VA FRSN, Billabong High School captain's Harry Doig and Callie Metcalf, Sussan Ley, Deputy Leader of the Opposition, Justin Clancy MP, Member for Albury and Cr Tony Quinn, Mayor, Greater Hume Council. The Australian flag was unfurled by representatives of the Wymah Community. Anne Haywood led Advance Australia Fair accompanied by Peter Cominos and Stephen O'Connell.

We congratulated the award nominees and winners who were recognised for their hard work on behalf of the Greater Hume community, and the winners were:

- Citizen of the Year – **Allison Scott, Henty**
- Young Citizen of the Year – **Tahlie Weston, Henty**
- Sports Person/Team of the Year – **Lucy Grills, Holbrook**
- Sports Volunteer/s of the Year – **Jada Murphy, Henty**
- Community Event of the Year – joint winners **Festival by the Sub, Holbrook and Henty Streetscape 2023**

Signage

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

Comments

Signage has been completed for Yambla View 'Wambariga' Lookout in Woomargama National Park.

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.
- COVID Recovery Funding - A Greater Hume promotional campaign in partnership with Murray Regional Tourism and Destination NSW has been developed and has now been extended to Summer 2023/2024. The first section of this campaign is being release during the first weekend in February as a 'Social Influencer' campaign.
- Staff are undergoing Social Media Training beginning in February, led by Murray Regional Tourism. This training includes one on one mentoring sessions.

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

A full training/workshop program has been developed for 2024 by the Museum Adviser with museum volunteers, staff of Albury and Greater Hume at the new Digitisation Hub.

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.