

TOURISM AND PROMOTIONS REPORT - FEBRUARY 2024

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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	
February 2024		Previous	Current	Previous	Current	Previous	Current
Website Traffic	New	14930	5400	502	523	2032	1055
	Returning	10130	4900	214	502	1443	818
Traffic Source	Organic	11266	3566	719	432	1256	726
	Direct	2653	936	246	186	237	208
	Referral	394	81	3	3	481	399
	Social	699	283	11	3	58	22
Device Paths	Desktop	3565	2292	356	240	622	420
	Mobile	6416	3028	635	281	1370	627
	Tablet	266	106	6	2	57	27

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

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

www.ghchildren.com.au – top pages:

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

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. Holbrook
5. Culcairn

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 – 1131 followers

Individual facebook pages:

- Greater Hume Council – 3866 followers
- Visit Greater Hume – 748 followers

- Holbrook Submarine Museum – 1290 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

Autumn edition of Greater Hume Council Newsletter was emailed out in first week of March. Some of the articles covered were Australia Day Celebrations at Wymah, Out and About, Halve Waste, Community Project Updates, and Library Information.

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 February' 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 a 'social influencer trip' has been completed. The second stage, a photoshoot will be completed in March.

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:

Feb 24 - Walk In – 1026, Phone Calls - 19, Emails – 0.

Feb 23 - Walk In – 929, Phone Calls - 29, Emails – 0.

Submarine Museum Statistics:

Feb 24 - Adult - 106, Child - 16, Concession - 237, Family - 30, Group - 0, Total - 389.
Feb 23 - Adult - 120, Child - 10, Concession - 157, Family - 34, Group - 22, Total - 343.

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, including 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. We are currently supporting events such as G-Rodge Fest, various Jindera Pioneer Museum events, Holbrook Easter Fly-In and Anzac Day Ceremonies.

Australia Day

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

Comments

Preparation for the expressions of Interest to hold Australia Day next year have begun.

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.
- A photo shoot across Greater Hume has been organized for March 2024.

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.