

# TOURISM AND PROMOTIONS REPORT – FEBRUARY 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	
February 25		Previous	Current	Previous	Current	Previous	Current
Website Traffic	New	9731	9308	415	488	1408	1285
	Returning	4015	3994	370	189	1369	714
Traffic Source	Organic	7833	7159	276	355	871	821
	Direct	1187	1154	125	114	154	119
	Referral	127	218	0	12	363	326
	Social	561	783	14	4	19	18
Device Paths	Desktop	2178	2359	135	149	492	418
	Mobile	3902	3530	261	220	861	616
	Tablet	125	130	3	1	39	31

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

1. Your Greater Hume – Council Meetings
2. Your Greater Hume Council – Careers with Us
3. Living in Greater Hume – Waste and Recycling
4. Contact Us
5. Living in Greater Hume – Rates

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

1. Family Day Care
2. A Higher Rate of Child Care Subsidy
3. Contact Us
4. Enrol Your Child – Family Day Care
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. Culcairn
5. Culcairn – History and Heritage

## 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 – 1201 followers

Individual facebook pages:

- Greater Hume Council – 4169 followers
- Visit Greater Hume – 872 followers
- Holbrook Submarine Museum – 1353 followers
- Greater Hume Children's Services – 1100 followers
- Greater Hume Youth Advisory Committee – 483 followers
- Buy Local in Greater Hume – 684 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 is currently in production and will be available in two weeks of March. The issue will cover topics such as Australia Day 2025, Development Applications process, Engineering Projects for the Autumn period.

## 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 March' 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.
- The photoshoot in Holbrook has now been completed and the images have been distributed to the Tourism Operators and well as utilised on our platforms.
- 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.
- Completed the Summer social campaign 'Experience Something Great in Greater Hume'. Engagement and visitation levels across website and platforms were boosted. An Autumn School holiday social plan is currently be drafted.
- Completed the 2025 Country Change marketing project with a video focus on Culcairn. Our focus month this year is April and our content will be published on the Country Change website and social media for that month.

## 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 25 - Walk In – 1095, Phone Calls - 31, Emails – 0.

Feb 24 - Walk In – 1206, Phone Calls - 22, Emails – 0.

Submarine Museum Statistics:

Feb 25 - Adult - 154, Child - 33, Concession - 204, Family - 25, Group - 6, Total - 422.

Feb 24 - Adult - 106, Child - 16, Concession - 237, Family - 30, Group - 0, Total - 389.

## 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/currently supporting Henty Ag Show, Festival by the Sub, Holbrook Triathlon and Holbrook Agricultural Show, Morgan Country Car Club Show and Shine, West Hume Landcare events, Flyfarie Wines Pick and Picnic and various Jindera Pioneer Museum 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, the new signage at Gallipoli Park, Holbrook will be installed in April and the Submarine Precinct signage is still being drafted. Council has supported the install of new heritage signage around Walla Walla.

## 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.
- Advocacy for current flooding crisis along the Murray and positive promotions depicting The Murray as still open for visitors with a wide range of activities still open.
- COVID Recovery Funding - A Greater Hume promotional campaign in partnership with Murray Regional Tourism and Destination NSW has now been completed with statistics to be released shortly.
- 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 are currently creating a new website, Council Staff have been working in partnership with Murray Tourism to ensure Greater Hume is represented on the website.
- Partnered with MRT in a Mates of the Murray Campaign that will be released in 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 (Vanessa Keenan) – 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 2025 Workshop and Training program has commenced, including a site visit to all participating Museums. The Second Round of sites visits will commence in April.

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.