

TOURISM AND PROMOTIONS REPORT – JULY 2023

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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

Please note, due to google changing over the statistical software, we have not been able to retrieve data for July 2023 period for ghchildren.com.au as the integration is not completed.

		greaterhume.nsw.gov.au		visitgreaterhume.com.au	
July 2023		Previous	Current	Previous	Current
Website Traffic	New	3936	4330	965	1137
	Returning	1190	1436	98	161
Traffic Source	Organic	3073	2929	484	680
	Direct	1265	960	74	150
	Referral	120	93	252	358
	Social	185	146	176	8
Device Paths	Desktop	2332	1870	342	400
	Mobile	2098	2347	543	678
	Tablet	144	115	80	59

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

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

www.visitgreaterhume.com.au – top pages:

1. Culcairn – Explore Eat Stay/ Culcairn Caravan Park
2. Natural Wonders – Wymah Ferry
3. Natural Wonders – Old Hume Highway
4. Natural Wonders- Table Top Reserve
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 – 1099 followers
Individual facebook pages:

- Greater Hume Council – 3704 followers
- Visit Greater Hume – 665 followers
- Holbrook Submarine Museum – 1264 followers
- Greater Hume Children’s Services – 1000 followers
- Greater Hume Youth Advisory Committee – 490 followers
- Buy Local in Greater Hume – 592 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 Greater Hume Council Newsletter is currently being developed. The Spring edition will be released first week of September 2023.

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
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.	Linemarking has been completed, interpretational signage is being developed and opening is being planned.
Riverina Water	Painting and lighting for AE2 exhibition space.	Successful - \$20,000 – Acquitted
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.	17 events have been funded with the majority of events already held. The program has provided communities with some very successful events. Acquittal has been submitted
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 160 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 Out and About Spring 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.
- 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.
- 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 Spring 2023. The Destination NSW campaign will feature Morgan’s Lookout at Walla Walla. #feelNSW

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:

July 23 - Walk In – 1360, Phone Calls - 17, Emails – 4.

July 22 - Walk In – 1637, Phone Calls - 25, Emails – 1.

Submarine Museum Statistics:

July 23 - Adult - 181, Child - 93, Concession - 132, Family - 79, Group - 6, Total - 491.

July 22 - Adult - 125, Child - 50, Concession - 104, Family - 122, Group - 0, Total - 401.

Note from author: 2022 was when Australians started to travel again, there was a significant rush to travel within Australia, therefore higher numbers, in 2023 travel within Australia and international is starting to get back to pre COVID, however our numbers are still remaining close to 2022 numbers.

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 are currently supporting various Holbrook Landcare events, Henty Machinery Field Days, and Wattle Day at Wirraminna Environmental Education Centre and various Library events.

Australia Day

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

Comments

Australia Day 2024 will be held at Wymah.

Signage

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

Comments

Developing signage for Yambla View Wambariga Lookout.

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 been developed and has now been extended to Spring 2023.

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 2023 by the Museum Adviser with museum volunteers, staff of Albury and Greater Hume at the new Digitisation Hub. Planning is underway for a pest management and oral history workshops. Date to be confirmed later in 2023.

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.