

TOURISM AND PROMOTIONS REPORT – JUNE 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	
June 25		Previous	Current	Previous	Current	Previous	Current
Website Traffic	New	7469	6171	392	332	1369	1395
	Returning	3162	2603	173	130	1327	722
Traffic Source	Organic	5585	4920	244	203	691	783
	Direct	1121	857	135	119	329	258
	Referral	240	157	4	2	311	305
	Social	471	284	7	8	38	50
Device Paths	Desktop	2022	1734	144	141	619	511
	Mobile	2500	1983	150	126	697	584
	Tablet	105	81	2	0	40	39

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

1. Your Greater Hume Council – Careers with Us
2. Your Greater Hume Council – Contact Us
3. Living in Greater Hume – Waste Facilities Opening Times and Charges and Accepted Waste
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. Contact Us
3. Holbrook Centre
4. Henty Centre
5. Enrol Your Child

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. Natural Wonders – Morgans Lookout
5. Henty – Explore Eat Stay – Henty Camping Ground

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 – 1222 followers

Individual facebook pages:

- Greater Hume Council – 4266 followers
- Visit Greater Hume – 893 followers
- Holbrook Submarine Museum – 1371 followers
- Greater Hume Children's Services – 1100 followers
- Greater Hume Youth Advisory Committee – 481 followers
- Buy Local in Greater Hume – 679 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

The Winter edition has been finalised with the expectation to be published early July. A subscription campaign will begin in July to encourage residents and community members to subscribe to our online newsletter database in preparation for the weekly Community Updates.

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.
- Emailed (over 600) 'What's On in July' 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.
- Hume Highway Billboards are currently with graphic designers to develop concepts.
- Engagement in towns and villages to gauge interest in developing individual town and village 'touring' maps is currently being undertaken.
- Media Release sent out for 'Experience Something Great in Greater Hume this Winter' and Winter social campaign has been released and is currently running on socials with a focus on Museums and hospitality.
- Winter campaign on WIN is currently running over the holiday period
- Winter campaign on HIT FM and Triple M is currently running over the holiday period.
- Engaged Operators to participate in Digital Foundations Accelerator Program ran by Destination Riverina Murray.
- Council Staff attended the Accessible and Inclusive Tourism Webinar Series and are implementing changes to further accessibility in marketing
- Presented at the Southern NSW Riverina Heritage Group meeting held at the Jindera Pioneer Museum.

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:

June 25 - Walk In – 1001, Phone Calls - 23, Emails – 0.

June 24 - Walk In – 1185, Phone Calls - 33, Emails – 0.

Submarine Museum Statistics:

June 25 - Adult - 155, Child - 33, Concession - 160, Family - 35, Group - 0, Total - 383.

June 24 - Adult - 121, Child - 44, Concession - 163, Family - 53, Group - 0, Total – 381.

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 28 events across Greater Hume. We have supported the various information and community support sessions from NBN, Red Cross and Service NSW, art events within the Jindera Pioneer Museum and Library and Community events. We are currently supporting various services who are visiting our area including, Service NSW. We are also supporting various Library school holiday programs, Jindera Pioneer events, the Dementia Friendly Morning Tea events, Just A Farmer Movie Screening, community agricultural shows and West Hume Landcare 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 mockups of the Burrumbuttock signage have been sent to the Burrumbuttock Community Forum and we are waiting for the final approval from the Committee. The new signage at Gallipoli Park, Holbrook has been installed and the Submarine Precinct signage is still being drafted. New and updated signage in Jindera will occur after Burrumbuttock has been completed.

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.
- 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.
- Murray Tourism have just released their new website. We are constantly connecting with MRT to ensure that the Greater Hume information listed on the website is up to date.

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 (Maggi Solly) – 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 third round of site visits has been completed for all participating Museums. The next round of site visits will occur throughout July and August.

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.