

TOURISM AND PROMOTIONS REPORT – MARCH 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

		greaterhume.nsw.gov.au		ghchildren.com.au		visitgreaterhume.com.au	
March 2023		Previous	Current	Previous	Current	Previous	Current
Website Traffic	New	5264	4596	598	361	1120	758
	Returning	1724	1450	209	168	126	100
Traffic Source	Organic	4853	3856	432	323	701	446
	Direct	1124	1227	235	193	127	105
	Referral	193	217	15	9	349	237
	Social	128	173	125	9	6	2
Device Paths	Desktop	2557	2765	408	243	473	383
	Mobile	3465	2461	389	284	628	353
	Tablet	156	144	10	2	45	43
Bounce Rate	%	63.31	63.60	73.98	68.24	76.13	69.75

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

1. Living in Greater Hume - Roads and Road Safety - Current Road and Facility Closures
2. Living in Greater Hume – Waste Facilities Opening Times Charges and Accepted Waste
3. Contact Us
4. Your Greater Hume Council – Careers with Us
5. Newsroom – Greater Hume Council Newsletters

www.ghchildren.com.au – top pages:

1. Family Day Care
2. Contact Us
3. Enrol Your Child/Children
4. Featured Content - Enrol Your Child - Our Services
5. Culcairn Centre

www.visitgreaterhume.com.au – top pages:

1. Natural Wonders - Wymah Ferry
2. Culcairn - Explore Eat Stay/ Culcairn Caravan Park
3. Natural Wonders – Morgans Lookout
4. Natural Wonders- Table Top Reserve
5. Holbrook

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 – 1059 followers

Individual facebook pages:

- Greater Hume Council – 3500 followers
- Visit Greater Hume – 644 followers

- Holbrook Submarine Museum – 1235 followers
- Greater Hume Children’s Services – 1000 followers
- Greater Hume Youth Advisory Committee – 493 followers
- Buy Local in Greater Hume – 605 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 sent electronically to over 2800 email addresses, in early March. Articles covered were Australia Day, SCCF Round 5 Grants, 8 residents become Australian Citizens, Engineering Works, Hazards Near Me NSW app. What’s On, Meals on Wheels Grater Hume Area, Not in any Bin, Costa visits Burrumbuttock and DE Lieschke & Sons turns 100.

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.	Australia Ramp and Access Solutions Albury has completed construction of the walkway, viewing platform and toilets and Longford Civil has commenced construction of the road, carpark and sealed footpath.
Riverina Water	Painting and lighting for AE2 exhibition space.	Successful - \$20,000 - organising painters and lighting equipment.
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 in Progress
Maritime Museum	Submarine Museum Holbrook – Restoration and Framing of WWII Jolly Roger Flag \$1350.00	Successful - Work in Progress
National Australia Day	The funding will cover AD merchandise, photographer, MC, community event and furniture.	\$19,800.00 – Acquittal 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 Autumn 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 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 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 May 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:

Mar 23 - Walk In – 1213, Phone Calls - 44, Emails – 4.

Mar 19 - Walk In – 989, Phone Calls - 39, Emails – 15.

Submarine Museum Statistics:

Mar 23 - Adult - 116, Child - 12, Concession - 202, Family - 48, Group - 0, Total - 378.

Mar 19 - Adult - 135, Child - 28, Concession - 112, Family - 10, Group - 0, Total - 285.

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 Festival by the Sub, Holbrook; Henty Streetscape Party; Values Festival in Holbrook; Back to G-Rodge Festival; Holbrook Triathlon; Commander Holbrook Races; Morgan Country Car Club Swap Meet & Show and Shine, Jindera; High Tea at Jindera Pioneer Museum; Holbrook Easter Fly In; Culcairn Station House Museum Open Day; Jindera Community Garage Sale; Holbrook Agricultural Show and ANZAC Day.

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 and Jindera Pioneer Museum.

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

- MRT Board has announced the appointment of a new Chief Executive Officer (CEO), Cameron Sutton, who will commence on 17 April 2023. Cameron has considerable local and international tourism and hospitality management experience, having worked in senior leadership roles in Canada, the United Kingdom and Australia. He was also a member of MRT Board as a skills-based director before he took on a role at Moira Shire Council in the tourism team with the current position of Manager- Tourism & Events.
- 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 May 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. The next workshop is on Oral History to be held on 13 April, 10am to 12pm, the online/inperson session will delivered by a trainer from the Oral History Association of NSW.

Greater Hume Community Museums now have an extensive library of objects on eHive (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.