

TOURISM AND PROMOTIONS REPORT – MARCH 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	
March 25		Previous	Current	Previous	Current	Previous	Current
Website Traffic	New	9308	9268	488	385	1285	1801
	Returning	3994	3666	189	185	714	989
Traffic Source	Organic	7159	7172	355	280	821	1106
	Direct	1154	1295	114	96	119	206
	Referral	218	178	12	2	326	461
	Social	783	448	4	7	18	28
Device Paths	Desktop	2359	2323	149	132	418	576
	Mobile	3530	3363	220	166	616	853
	Tablet	130	132	1	1	31	49

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

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

www.ghchildren.com.au – top pages:

1. Family Day Care
2. Contact Us
3. Holbrook Centre
4. Enrol Your Child – Family Day Care
5. Henty Centre

www.visitgreaterhume.com.au – top pages:

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

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 – 1203 followers

Individual facebook pages:

- Greater Hume Council – 4196 followers
- Visit Greater Hume – 882 followers
- Holbrook Submarine Museum – 1358 followers
- Greater Hume Children's Services – 1100 followers
- Greater Hume Youth Advisory Committee – 484 followers
- Buy Local in Greater Hume – 682 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 Autumn edition of Greater Hume Council Newsletter was distributed at the beginning of March. The issue will cover topics such as Australia Day 2025, Development Applications process, Engineering Projects for the Autumn period. The Winter edition will begin production in May, with the publication deadline being the start of June 2025.

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 April' 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.
- Entering into discussions with WIN News and Triple M radio for Community Noticeboard and Tourism advertisement positions.
- 'What to do over the School Holidays' promotion to begin on our socials over the Autumn holiday period.
- Engagement in towns and villages to gauge interest in developing individual town and village 'touring' maps is currently being undertaken.

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 25 - Walk In – 1431, Phone Calls - 40, Emails – 0.

Mar 24 - Walk In – 1757, Phone Calls - 51, Emails – 0.

Submarine Museum Statistics:

Mar 25 - Adult - 182, Child - 41, Concession - 266, Family - 48, Group - 32, Total - 569.

Mar 24 - Adult - 218, Child - 44, Concession - 279, Family - 59, Group - 26, Total - 626.

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 Festival by the Sub, Holbrook Triathlon and Holbrook Agricultural Show, Morgan Country Car Club Show and Shine, West Hume Landcare events, Flyfaire Wines Pick and Picnic and various Jindera Pioneer Museum events. We are currently supporting the various Anzac Day ceremonies across Greater Hume, Table Top Mountain Charity Walk, art events within the Jindera Pioneer Museum and Easter activities across the region.

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 for approval, the new signage at Gallipoli Park, Holbrook will be installed in late April and the Submarine Precinct signage is still being drafted.

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. Three more programs have just been launched for 2025.
- Murray Tourism have just released their new website, Council Staff have been working in partnership with Murray Tourism to ensure Greater Hume is represented on the website. We are consistently connecting with MRT to ensure that the Greater Hume information listed on the website is up to date.
- 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.
- Participated in market research discussions in regards to Digital marketing and content developed by MRT.

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 Second

Round of sites visits were undertaken in April with extra training days provided to Museums who were available at the start of the year.

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.