

# TOURISM AND PROMOTIONS REPORT – MAY 2023

Prepared by: Kerrie Wise, Executive Assistant, Governance, Tourism and Promotions

## 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	
April 2023		Current	Previous	Current	Previous	Current	Previous
Website Traffic	New	4391	4214	1180	1207	1065	721
	Returning	1489	1340	202	291	151	95
Traffic Source	Organic	3896	3726	1089	473	680	469
	Direct	870	962	280	984	112	80
	Referral	195	122	6	19	328	209
	Social	282	244	7	22	13	9
Device Paths	Desktop	2230	2354	527	727	415	350
	Mobile	2768	2432	845	743	638	367
	Tablet	130	171	10	28	40	33
Bounce Rate	%	56.79	62.77	77.64	50.40	77.98	74.35

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

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

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

1. News – Changes to Child Care Subsidy – CCS
2. Family Day Care
3. Contact Us
4. Enrol Your Child/Children
5. Featured Content - Enrol Your Child - Our Services

### 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. Natural Wonders – Billabong Creek

## 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 – 1081 followers

Individual facebook pages:

- Greater Hume Council – 3600 followers
- Visit Greater Hume – 657 followers

- Holbrook Submarine Museum – 1237 followers
- Greater Hume Children’s Services – 1000 followers
- Greater Hume Youth Advisory Committee – 493 followers
- Buy Local in Greater Hume – 607 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

Development of the Winter edition of Greater Hume Council Newsletter is well under way and should be out in early June.

## 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 completed construction of the road, carpark and sealed footpath. Linemarking, interpretational signage and opening to complete.
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 has been submitted
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 Winter 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 May’ 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:

May 23 - Walk In – 931, Phone Calls - 33, Emails – 5.

May 19 - Walk In – 507, Phone Calls - 23, Emails – 0.

Submarine Museum Statistics:

May 23 - Adult - 109, Child - 14, Concession - 197, Family - 56, Group - 44, Total - 420.

May 19 - Adult - 17, Child - 57, Concession - 4, Family - 96, Group - 0, Total - 174.

## 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 Heritage Dinners at Jindera Pioneer Museum; Holbrook Sheep and Wool Fair; Walla Walla Show and Shine 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 and Coronation Drive, Culcairn.

## 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 workshop. 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.