

# TOURISM AND PROMOTIONS REPORT – NOVEMBER 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/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		visitgreaterhume.com.au		ghchildren.com.au	
November 2023		Previous	Current	Previous	Current	Previous	Current
Website Traffic	New	5400	4200	1326	1420	631	610
	Returning	4900	4700	1287	1387	616	627
Traffic Source	Organic	3389	3502	741	800	521	388
	Direct	937	921	119	200	133	186
	Referral	76	79	468	400	6	0
	Social	546	234	41	20	92	36
Device Paths	Desktop	2098	1998	467	534	207	249
	Mobile	3190	2604	825	825	394	363
	Tablet	125	113	34	61	30	15

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

1. Living in Greater Hume – Public Swimming Pools
2. Living in Greater Hume – Waste Facility Opening Times, Charges and Accepted Waste
3. Your Greater Hume Council – Contact Us
4. Your Greater Hume Council – Careers with Us
5. Your Greater Hume Council – Building and Development

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

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

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

1. Family Day Care
2. Enrol Your Child/Children
3. Changes to Childcare Subsidy
4. Our Services
5. Contact Us

## 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 – 1120 followers

Individual facebook pages:

- Greater Hume Council – 3806 followers
- Visit Greater Hume – 703 followers
- Holbrook Submarine Museum – 1276 followers
- Greater Hume Children’s Services – 1000 followers
- Greater Hume Youth Advisory Committee – 488 followers
- Buy Local in Greater Hume – 651 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 Summer 2023/2024 edition of the Greater Hume Council newsletter has been completed and will be sent out Friday, 8 December via email and hard copies will be placed at all Customer Relation Centers.

## 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
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 170 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 Summer 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 December’ 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 Summer 2023/2024.

## 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:

November 23 - Walk In – 1326, Phone Calls - 30, Emails – 0.

November 22 - Walk In – 1023, Phone Calls - 31, Emails – 0.

Submarine Museum Statistics:

November 23 - Adult - 192, Child - 34, Concession - 224, Family - 48, Group - 17, Total - 515.

November 22 - Adult - 118, Child - 20, Concession - 152, Family - 35, Group - 42, Total - 367.

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, various Greater Hume Library Events, Australia Day 2024, Border Carriage Club Battle of the Border, various Christmas Celebrations, Holbrook Christmas Markets and Jindera Pioneer Museum 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. The advert for Australia Day award nominations have been sent out via website, social media, Council newsletter and community newsletter. Planning of the day has begun with the Bowna Wymah Community.

## Signage

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

### Comments

Signage has been completed for Yambla View 'Wambariga' Lookout in Woomargama National Park.

## 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 Summer 2023/2024.

## 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 2024 by the Museum Adviser with museum volunteers, staff of Albury and Greater Hume at the new Digitisation Hub.

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.