

TOURISM AND PROMOTIONS REPORT – AUGUST 2024

Prepared by: Emily Jones, Tourism and Communication Coordinator

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 | |
|-----------------|-----------|------------------------|---------|-------------------|---------|-------------------------|---------|
| August 2024 | | Previous | Current | Previous | Current | Previous | Current |
| Website Traffic | New | 13687 | 7949 | 670 | 1639 | 1510 | 660 |
| | Returning | 13096 | 3928 | 659 | 1448 | 1495 | 542 |
| Traffic Source | Organic | 5453 | 6022 | 497 | 871 | 809 | 466 |
| | Direct | 10442 | 1362 | 152 | 460 | 481 | 171 |
| | Referral | 237 | 207 | 3 | 286 | 206 | 5 |
| | Social | 388 | 331 | 7 | 18 | 20 | 17 |
| Device Paths | Desktop | 11083 | 2179 | 239 | 765 | 755 | 231 |
| | Mobile | 2538 | 2892 | 431 | 655 | 715 | 302 |
| | Tablet | 104 | 116 | 1 | 27 | 40 | 9 |

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

1. Your Greater Hume Council – NSW Local Government Elections
2. Your Greater Hume Council – Council Meetings
3. Living in Greater Hume – Waste and Recycling
4. Contact Us
5. Living in Greater Hume – Rates

www.visitgreaterhume.com.au – top pages:

1. Natural Wonders – Wymah Ferry
2. Culcairn – Culcairn Caravan Park
3. Natural Wonders – Morgan's Lookout
4. Henty – Accommodation

www.ghchildren.com.au – top pages:

1. Contact Us
2. Changes to Child Care Subsidy
3. Enrol Your Child – Family Day Care
4. A Higher Rate of Childcare Subsidy
5. Holbrook Centre

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 – 1161 followers

Individual facebook pages:

- Greater Hume Council – 3949 followers
- Visit Greater Hume – 822 followers
- Holbrook Submarine Museum – 1302 followers
- Greater Hume Children’s Services – 1100 followers
- Greater Hume Youth Advisory Committee – 486 followers
- Buy Local in Greater Hume – 672 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

Council Spring newsletter will be released on the First week of September. This editions features events, Library and Children Services updates and important information regarding the 2024 NSW Local Government Elections.

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 180 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 Winter Edition 2024. 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 September’ 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.
- Henty Machinery Field Day display for 2024 is currently being developed. This year each Council department will be featured for a day along with a tourism display that will be static for the three days.

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:

August 24 - Walk In – 949, Phone Calls - 22, Emails – 0.

August 23 - Walk In – 850, Phone Calls - 13, Emails – 0.

Submarine Museum Statistics:

August 24 - Adult - 129, Child - 26, Concession - 177, Family - 38, Group - 0, Total - 370.

August 23 - Adult - 145, Child - 39, Concession - 143, Family - 30, Group - 0, Total - 357.

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 10 events across Greater Hume, including Henty Ag Show, Festival by the Sub, Holbrook Triathlon and Holbrook Agricultural Show, Morgan Country Car Club Show and Shine and the Lights Show at Wirraminna Environmental Education Centre. We are currently supporting events such as Dinner collaborations, Henty Machinery Field Days, Community Gatherings, Community Garage Sales and various Jindera Pioneer Museum events.

Australia Day

Outcome 1.1 - Our communities are welcoming and inclusive to support diversity and social connectedness

Comments

Meeting dates have been set with Henty Community to begin initial preparations for Australia Day 2025.

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.

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 now been completed with statistics to be released shortly.
- Staff are undergoing Social Media Training beginning in February, led by Murray Regional Tourism. This training includes one on one mentoring sessions.
- A photo shoot is currently being planned, showcasing new Tourism Operators and landscape locations with the West and North areas of Greater Hume.

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 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. 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.

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.