

TOURISM AND PROMOTIONS REPORT - DEC 24 AND JAN 25

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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	
December 24		Previous	Current	Previous	Current	Previous	Current
Website Traffic	New	7842	6115	525	406	1314	1095
	Returning	3279	5250	202	162	697	1063
Traffic Source	Organic	6117	4553	322	256	865	680
	Direct	1232	976	173	143	181	118
	Referral	107	66	5	2	246	278
	Social	346	620	22	5	22	17
Device Paths	Desktop	2021	1805	159	141	445	371
	Mobile	655	3983	242	168	627	688
	Tablet	82	100	2	0	30	29

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January 25		Previous	Current	Previous	Current	Previous	Current
Website Traffic	New	6115	9731	406	415	1095	1408
	Returning	5250	4015	162	370	1063	1369
Traffic Source	Organic	4553	7833	256	276	680	871
	Direct	976	1187	143	125	118	154
	Referral	66	127	2	0	278	363
	Social	620	561	5	14	17	19
Device Paths	Desktop	1805	2178	141	135	371	492
	Mobile	3983	3902	168	261	688	861
	Tablet	100	125	0	3	29	39

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

1. Living in Greater Hume – Waste Facilities Opening Times Charges and Accepted Waste
2. Living in Greater Hume - Public Swimming Pools
3. Your Greater Hume Council – Careers With Us
4. Living in Greater Hume – Jindera Swimming Pool

5. Greater Hume's Australia Day Celebrations

www.ghchildren.com.au – top pages:

1. Family Day Care
2. Enrol Your Child/Children
3. Culcairn Centre
4. Contact Us
5. Holbrook Centre

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 - Lake Hume

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 – 1191 followers

Individual facebook pages:

- Greater Hume Council – 4119 followers
- Visit Greater Hume – 853 followers
- Holbrook Submarine Museum – 1342 followers
- Greater Hume Children's Services – 1100 followers
- Greater Hume Youth Advisory Committee – 484 followers
- Buy Local in Greater Hume – 683 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 Summer newsletter has just been released. This edition features events, Library and Children Services updates, important information regarding the Australia Day Celebrations in Henty and community updates and information. Autumn edition of Greater Hume Council Newsletter is currently in production and will be available in first week of March.

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 200 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 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 January' 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.
- Emailed (over 600) 'What's On in February' 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.

- Currently redoing signage around Greater Hume, including visitor signage, tourist maps and billboard designs.
- A local Photoshoot was held in Holbrook to capture businesses within the Holbrook Community. Three local families were used in the shoot and a local photographer was hired.
- Engage local operators to attend Tourism Resilience workshops run by Destination NSW and Visit the Murray.

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:

Dec 24 - Walk In – 2343, Phone Calls - 22, Emails – 5.

Dec 23 - Walk In – 2120, Phone Calls - 23, Emails – 3.

Submarine Museum Statistics:

Dec 24 - Adult - 250, Child - 97, Concession - 174, Family - 136, Group - 45, Total - 1248.

Dec 23 - Adult - 226, Child - 92, Concession - 138, Family - 142, Group - 32, Total - 1153.

Visitor Information Centre Statistics:

Jan 25 - Walk In – 2810, Phone Calls - 30, Emails – 3.

Jan 24 - Walk In – 2759, Phone Calls - 31, Emails – 2.

Submarine Museum Statistics:

Jan 25 - Adult - 242, Child - 114, Concession - 246, Family - 131, Group - 0, Total - 1384.

Jan 24 - Adult - 322, Child - 159, Concession - 240, Family - 187, Group - 17, Total - 1583.

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 from Australia Day, Christmas Carols across Greater Hume, Holbrook Christmas Markets and Poker Run on Australia Day. We are currently supporting Henty Ag Show, Festival by the Sub, Holbrook Triathlon and Holbrook Agricultural Show, Morgan Country Car Club Show and Shine and various Jindera Pioneer Museum events.

Australia Day

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

Comments

Australia Day 2025 in Greater Hume was held at the fantastic Henty Recreation Grounds, it was a fabulous ceremony, with over 350 people attending. Our Master of Ceremonies, Cr Brian Liston ran the official ceremony, announcing the local nominees and winners for our award categories. Some of the highlights were the wonderful addresses given by our Australia Day Ambassador, Mr James Pittar, St Paul's College captain's Archie Frohling and Jessica Martin, and Cr Lea Parker, Mayor, Greater Hume Council. The Australian flag was unfurled by a representative of the Henty Community, Harlan Candy. The Henty Singers led Advance Australia Fair and provided entertainment throughout the ceremony.

Two residents of Greater Hume became Australian citizens following an official Australian Citizenship Ceremony, they were:

- Alison Crilly, Culcairn
- Alana Rickard, Little Billabong

We congratulated the award nominees and winners who were recognised for their hard work on behalf of the Greater Hume community, and the winners were:

- Citizen of the Year – **Alison Schuster, Henty**
- Youth Empowerment Award – **Lucy Grills, Holbrook**
- Sports Person/Team of the Year – **Ashley-James Bender, Holbrook**
- Sports Volunteer/s of the Year – joint winners **Debbie Mills, Holbrook and John Mullavey, Walla Walla**

- Community Event of the Year – joint winners **Brock Burrum Big Freeze and Walla Walla Lutheran Church Centenary**
- Group Volunteers of the Year – joint winners **Holbrook Meals and Wheels and Rural Care Link Op Shop Volunteers, Jindera**
- Individual Volunteers of the Year – joint winners **Kerry Small, Henty, Colin Barrett, Henty and Andrew Kotzur, Walla Walla**

Australia Day 2026 is to be held in the Jindera Community.

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 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 are currently creating a new website, Council Staff have been working in partnership with Murray Tourism to ensure Greater Hume is represented on the website,

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 held and conducted 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. Museums included within this program have been supported with grant applications, mission statements, collection support and community mapping programs. The 2025 Workshop and Training program has commenced, including a site visit to all participating Museums.

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.