

# TOURISM AND PROMOTIONS REPORT – MAY 2024

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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) 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 |         |
|-----------------|-----------|------------------------|---------|-------------------|---------|-------------------------|---------|
| May 2024        |           | Previous               | Current | Previous          | Current | Previous                | Current |
| Website Traffic | New       | 5173                   | 8135    | 648               | 541     | 1279                    | 1819    |
|                 | Returning | 4667                   | 5503    | 531               | 434     | 1257                    | 1564    |
| Traffic Source  | Organic   | 3546                   | 5764    | 348               | 410     | 784                     | 940     |
|                 | Direct    | 763                    | 1256    | 179               | 120     | 183                     | 325     |
|                 | Referral  | 131                    | 174     | 4                 | 5       | 305                     | 292     |
|                 | Social    | 227                    | 1033    | 5                 | 6       | 16                      | 178     |
| Device Paths    | Desktop   | 1995                   | 2273    | 233               | 176     | 505                     | 672     |
|                 | Mobile    | 3040                   | 3072    | 295               | 257     | 740                     | 846     |
|                 | Tablet    | 137                    | 159     | 3                 | 1       | 37                      | 51      |

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

1. Living in Greater Hume – Waste Facility Opening Times, Charges and Accepted Waste
2. Living in Greater Hume – 3 Bin Collection System
3. Contact Us
4. Your Greater Hume Council – Careers with Us
5. Your Greater Hume Council – Council Meetings

### 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. Natural Wonders – Morgan's Lookout
5. Walla Walla

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

1. Family Day Care
2. A higher Rate of Child Care Subsidy
3. Enrol your Child
4. Henty Centre
5. Family Day Care – Enrol Your Child

## 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 – 1143 followers

Individual facebook pages:

- Greater Hume Council – 3906 followers
- Visit Greater Hume – 811 followers
- Holbrook Submarine Museum – 1307 followers
- Greater Hume Children’s Services – 1000 followers
- Greater Hume Youth Advisory Committee – 488 followers
- Buy Local in Greater Hume – 681 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

June edition of the Council Newsletter was published within the first week of June 2024.

## 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 and the Hume League Fixture 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 June’ 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 in 2024. The first section of this campaign a ‘social influencer trip’ has been completed. The second stage photoshoot has now been completed and photos are beginning to be released by Greater Hume and Visit the Murray. Blog posts are npow

## 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 24 - Walk In – 1240, Phone Calls - 34, Emails – 0.

May 23 - Walk In – 931, Phone Calls - 36, Emails – 0.

#### Submarine Museum Statistics:

May 24 - Adult - 142, Child - 25, Concession - 233, Family - 36, Group - 35, Total - 471.

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

## 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 Holbrook Sheep and Wool Fair, Mother's Day Markets, Dinner collaborations, Henty Machinery Field Days, Community Gatherings and various Jindera Pioneer Museum events.

## Australia Day

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

### Comments

Expressions of Interest for 2025 Australia Day Celebrations have now closed. Two Expressions of Interests were received. A report is being compiled for a future Council meeting.

## Signage

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

### Comments

Signage is being developed across our villages and also in the Submarine Precinct.

## 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. The first section of this campaign is being release during the first weekend in February as a 'Social Influencer' campaign.
- 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 was organised across Greater Hume and photo has begun to be distributed and utilised.
- Blogs posts are being developed that capture Greater Hume's natural environment and inclusivity.

## 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. Planning is underway for a pest management and oral history workshops.

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.