

TOURISM AND PROMOTIONS REPORT – OCTOBER 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	
October 2024		Previous	Current	Previous	Current	Previous	Current
Website Traffic	New	10431	10510	559	458	2145	1637
	Returning	4148	3838	273	184	1134	919
Traffic Source	Organic	7942	8091	390	339	1242	1131
	Direct	1716	1393	132	114	432	174
	Referral	169	181	2	1	465	324
	Social	738	694	28	4	7	3
Device Paths	Desktop	2500	2369	195	765	800	474
	Mobile	4439	4173	255	655	969	834
	Tablet	183	127	1	27	40	38

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

1. Events – Walbundrie Show
2. Your Greater Hume Council – Council Meetings
3. Living in Greater Hume – Waste and Recycling
4. Your Greater Hume Council – Careers With Us
5. Contact Us

www.visitgreaterhume.com.au – top pages:

1. Natural Wonders – Wymah Ferry
2. Natural Wonders – Table Top Mountain
3. Culcairn – Culcairn Caravan Park
4. Natural Wonders – Morgans Lookout
5. Henty – Accommodation

www.ghchildren.com.au – top pages:

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

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 – 4016 followers
- Visit Greater Hume – 845 followers
- Holbrook Submarine Museum – 1306 followers
- Greater Hume Children's Services – 1100 followers
- Greater Hume Youth Advisory Committee – 483 followers
- Buy Local in Greater Hume – 669 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 will be released on the First week of December. This edition features events, Library and Children Services updates, important information regarding the Australia Day Celebrations in Henty and community updates and information.

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 Spring 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. Also submitted advertising within the Official Henty Machinery Field Days guide and the Hume League Football and Netball Grand final Border Mail specials.
- Emailed (over 600) 'What's On in November' 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.
- Held a three day stand at the Henty Machinery Field Day This year each Council department was featured for a day along with a static tourism display.
- A photo shoot was held in Henty to capture attractions and businesses within the Henty Community. A local Henty family was the talent for the shoot and a local photographer was used.

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:

October 24 - Walk In – 2016, Phone Calls - 22, Emails – 0.

October 23 - Walk In – 1928, Phone Calls - 31, Emails – 0.

Submarine Museum Statistics:

October 24 - Adult - 229, Child - 72, Concession - 258, Family - 76, Group - 51, Total - 996.

October 23 - Adult - 157, Child - 52, Concession - 229, Family - 68, Group - 0, Total - 937.

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 events across Greater Hume, including Henty Ag Show, Various Library events, Load Restraint workshops, West Hume Landcare events, Burrumbuttock Flower Show and Open Gardens, Caravan Weigh Days, town garage sales, Walbundrie Agricultural Show, Henty Machinery Field Days and Jindera Pioneer Events. We are currently supporting events such as Table Top Mountain Charity Walk, Service NSW visits, Christmas markets and Carols by Candlelight and various Jindera Pioneer Museum events.

Australia Day

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

Comments

Preparations for Australia Day 2025 in Henty have begun. Council was successful in receiving the National Australia Day Grant for the 2025 event which will ensure that the event will be accessible and family friendly for residents and visitor alike.

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.
- A photo shoot was held, showcasing new Tourism Operators and landscape locations with the West and North areas of Greater Hume.
- 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 River was announced by National Geographic as one of the 'Best of the World' 2025 destinations. This list consists for 25 destinations, with Murray River being the only Australian destination named.

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 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.

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.