

**I hereby give notice that
a Tourism Advisory Committee Meeting will be held on:**

Date: Thursday, 2 August 2018
Time: 4.00pm
Location: Norfolk Island Regional Council Chambers

AGENDA

Tourism Advisory Committee Meeting

2 August 2018

Lotta Jackson
GENERAL MANAGER

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1 WELCOME

2 DISCLOSURE OF INTEREST

3 CONFIRMATION OF MINUTES

3.1 MINUTES OF THE TOURISM ADVISORY COMMITTEE MEETING HELD ON 5 JULY 2018

Author: Rose Evans, Team Leader - Tourism and Economic Development

RECOMMENDATION

1. That the Minutes of the Tourism Advisory Committee Meeting held on 5 July 2018 be noted.

ATTACHMENTS

1. Minutes of the Tourism Advisory Committee Meeting held on 5 July 2018



MINUTES

Tourism Advisory Committee Meeting

5 July 2018

**MINUTES OF NORFOLK ISLAND REGIONAL COUNCIL
TOURISM ADVISORY COMMITTEE MEETING
HELD AT THE NORFOLK ISLAND REGIONAL COUNCIL CHAMBERS
ON THURSDAY, 5 JULY 2018 AT 4.00PM**

PRESENT:

IN ATTENDANCE:

Name	Representative	Present	Apology
Robin Adams	Mayor	✓	
Lisle Snell	Councillor, Chair		✓
Bev Wheeler	Chamber of Commerce	✓	
Lillian Mann	Tourism Operations	✓	
Jan Johnson	Regional Investment Officer	✓	
Rael Donde, Barry Hyatt, Sue Sills	Accommodation and Tourism Association		✓
Lotta Jackson	General Manager NIRC	✓	
Rose Evans	Team Leader – Tourism & Economic Dev.	✓	
VACANT	The Administrator's Office		✓
VACANT	Community Member		
Kyle Czech	Observer – Tourism Operations Nominee	✓	

1 WELCOME

The Chair welcomed the committee to the meeting and opened the meeting at 4:02pm.

2 DISCLOSURE OF INTEREST

Name	Agenda Item	Type	Nature of Interest
		Conflict of Interest	

3 CONFIRMATION OF MINUTES

3.1 MINUTES OF THE TOURISM ADVISORY COMMITTEE MEETING HELD ON 7 JUNE 2018

RECOMMENDATION

- That the Minutes of the Tourism Advisory Committee Meeting held on 7 June 2018 be noted.

<u>Moved</u>	Bev Wheeler	<u>Seconded</u>	Lillian Mann
			Carried

4 BUSINESS ARISING FROM MINUTES

Nil

5 REPORTS FROM OFFICERS

5.1 TOURISM & ECONOMIC DEVELOPMENT REPORT 2017/18 SUMMARY

As the 2017/18 financial year ends, I feel that it is important to look back at the last 12 months and reflect on the year's activities. There have been some great marketing successes, and tough adjustments to airline changes, however over-all we have remained intact and competitive amongst the destination competitors.

TOURISM SUMMARY

Marketing Representation

Unique Tourism Collection were the successful applicants for the Marketing Representation Tender in May 2018, and will continue to represent Norfolk Island. Jonica Paramor and Trina Shepherd are very excited to and passionate about working together with the NIRC with the aim to make Norfolk Island the best small island in the world. UTC have such a comprehensive list of duties throughout the year that the best way for them to inform everyone is through the distribution of their monthly industry reports which will continue to be emailed to Tourism Industry stakeholders.

UTC visits to Norfolk Island - 2017/18

- Aug 2017 - 2017/18 Marketing Plan presentation for industry at Paradise Hotel & Resort
- Oct 2017 – Trina was on Island coordinating the Influencer/Social Media Campaign
- Dec 2017 – Trina on Island assisting Weekend Sunrise/Ray Martin/Queens Baton Campaign
- 9-16 July 2018 - Trina Shepherd from the Unique Tourism Collection will be on Island

NI Tourism - Industry Updates

- Monthly Tourism Reports from Team Leader Tourism & Economic Development
- Weekly Media Releases in the Norfolk Islander and Norfolk Online News
- Bimonthly Local Tourism Newsletter was developed – distributed via email

LOCAL TOURISM NEWSLETTER	TOTAL DELIVERIES	RECIPIENTS WHO OPENED	RECIPIENTS WHO CLICKED
SEP 2017	155	86 (55.5%)	27 (17.4%)
NOV 2017	163	71 (43.6%)	19 (11%)
JAN 2018	160	66 (41.3%)	8 (5%)
MAR 2018	158	62 (39.2%)	9 (5.7%)
MAY 2018	161	67 (41.6%)	12 (7.5%)

Print Marketing

- A new image gallery was established with destination images and videos, developed by Scott Portelli & Dave Abbott and distributed to the Industry October 2017.
- Updated destination brochure – Feb 2018 distributed NI, AU & NZ
- Updated Activity Guide – June 2018 distributed NI
- Eating Out Guide – updated (for VIC distribution)
- Beach Guide – updated (for VIC distribution)
- 101 Things To Do – updated (for VIC distribution)

Outdoor Marketing

- Sydney Trains Campaign - July/August 2017
- New Zealand Bus backs for 4 weeks – Jul to Aug 2017
- Brisbane Ekka Show Aug 2017 – 400,000 attendees
- Sydney Royal Easter Show March/April 2018 – 800,000 attendees



Television Marketing

- Better Homes & Gardens – filmed Sep 2017 and broadcast Oct 2017
- Channel 7 Weekend Sunrise/Ray Martin/Queens Baton Campaign – live crossovers Dec 2017
- Advertisements within NZ (TV1, Choice TV & HGTV) – Jul to Oct 2017
- German film crew Mineworks – filmed February 2018 with broadcast TBA
- Escape From the City – filmed April 2018 and will be broadcast in Aug 2018
- Who do you Think You Are by SBS TV – broadcast May 2018



Tourism Australia

Norfolk Island has increased presence on the TA website with listings on the following four pages.

- Guide to Norfolk Island
- Which Luxury Australian Island Should You Visit?
- Discover Australia’s Stunning Secret Islands
- The ultimate UNESCO Australian Road Trip

And direct links to Norfolk Island Destination website www.norfolkisland.com.au

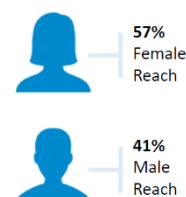
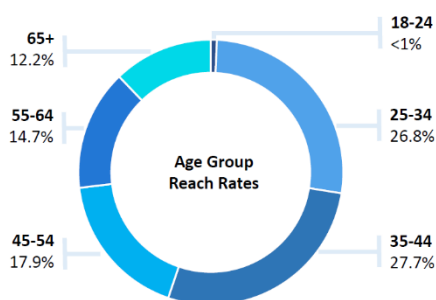
Ongoing Digital Marketing

- Greenroom Digital in AU July 2017 – June 2018
- Blackfoot in NZ July 2017 – June 2018
- Tripadvisor premium destination partnership September 2017 – June 2018
- ATDW Destination Listing July 2017 – June 2018

Social Media Influencers & Facebook Competition Campaign – Oct 2017

A massive social media campaign involving influencers Mark Fitz, Melissa Findley, Scott Portelli & Zach Sanders and incorporating Instagram and a Facebook blitz with a competition holiday giveaway.

- 663,028 people reached
- 1,339,338 Impressions
- 107,701 post engagements
- 12,867 social link clicks
- 12,143 Social Website Leads
- 23,743 views of the competition video on Facebook, with 450 comments, & 448 shares.
- 12,042 Competition Entries
- 1,446 Website Prospects



Commonwealth Games Exposure

Excellent media coverage and exposure of Commonwealth Games Bronze Medallists – April 2018

- Channel 7 Weekend Sunrise coverage 3 min live interview on 15 April 2018
- Print and radio coverage: The Australian, Fox News, The Telegraph, The Brownsville Herald, Radio NZ, The Guardian, ABC Gold Coast Radio



Cooperative Marketing

Cooperative partnerships with wholesalers facilitating approved destination marketing.

Omniche, Oxley Travel, Norfolk Select, Norfolk Island Travel Centre, Travelzoo, Helloworld.

Agent Famils delivering Destination Awareness

- Treasure of the South Pacific Trade Expo Show for agents in Brisbane & Hobart
- Norfolk Select x 9 - July 2017
- Norfolk Select & Travellers Choice x 9 - May 2018
- Omniche x 10 December 2017
- Oxley Travel x 12 June 2018
- Expanding Horizons, SA x 1 (Mel Cutajar) – Jul 2017
- Travel Studio, Tasmania x 1 (Simon Levett) – Sep 2017

Media Famils delivering Magazine and Digital Marketing

- Fishing World - Patrick Lineham – Sep 2017
- Australian Associated Press – Peta McCartney – Nov 2017
- Out and About with Kids – Leah Smileski – Jan 2018
- Signature Luxury Travel & Style Magazine – Andrew Woodward - April 2018
- 50 Something Magazine – Kerry Heaney April 2018
- Pacific Island Living Magazine – Tiffany Carroll – May 2018
- Discover Magazine – Lee Myle – May 2018
- Spa & Wellness International Magazine – Kris Abbey – May 2018

Promotional Competitions

- Treasures Of The South Pacific Competition (Kathryn Dodd & Rhiannon Andrew) – Mar 2018
- Life Begins At Competition (Rebecca O’Brien & Kyra Morris) – Feb 2018
- NZ Fishing Competition (Colin & Heather Blakesley) – Apr 2018
- Social Media Campaign Competition (Mr & Mrs Loudon) – May 2018

Visitors Information Centre

Bookeasy Sales include Accommodation, Hire Cars, Tours, and retail VIC Sales.

MONTH	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18
Totals	\$ 277,222.75	\$ 253,432.94	\$ 323,665.26	\$ 378,947.44	\$ 480,348.48	\$ 543,263.15	\$546,235.15

Airline Passengers and Total Visitor Numbers

Norfolk Island had a tough year as far as airline arrivals go. With Air New Zealand ceasing direct flights from Auckland in May 2017 we were extremely fortunate to have Norfolk Island Airlines pick up the route mid-June 2017. They also committed to an additional weekly flight from Brisbane which was a godsend in relieving freight backlog, as well as supplementing Australian passenger arrival numbers. Unfortunately the Auckland route was dropped in December 2017 and the Brisbane flight ceased in March 2018. This was a big blow to Norfolk Island as both passenger and visitor numbers sunk to less than anticipated figures. Fortunately an increase to Australian pax over the year assisted to soften the impact of the loss of New Zealand direct flights.

TOTAL INBOUND PASSENGERS

2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18
32,151	37,649	39,211	33,591	30,681	28,554	29,931	26,943	29,281	31,395	31,587	33,904	32,940

PAX From Australia

- Best year since 2003/04
- Total year up 8% from 2016/17
- Best Sep, Oct, Nov, Dec, Jan, Feb, Mar, Apr for 10 years



PAX From New Zealand

- Worst year ever due to ceased flights (ANZ & NIA)

Total PAX AU & NZ

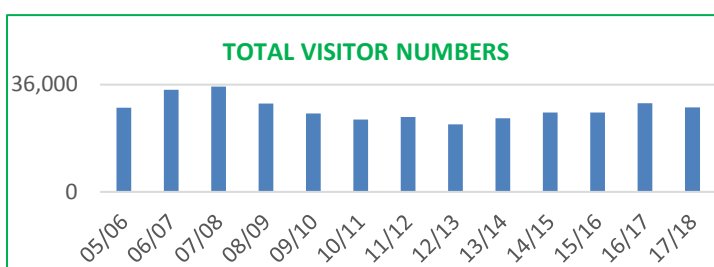
- Best Oct, Dec, Jan, Feb since 2007/08
- Second highest year since 2008/09
- Total year down 3% from 2016/17



TOTAL VISITOR NUMBERS

	05/06	06/07	07/08	08/09	09/10	10/11	11/12	12/13	13/14	14/15	15/16	16/17	17/18
Jul	1786	2726	2223	2035	1578	1538	1915	1216	1291	1290	1228	1850	1465
Aug	2108	3066	2866	2456	2100	1827	2151	1353	1651	1740	1824	1977	1460
Sep	2281	2586	3111	2620	2103	2169	2695	2143	2275	2502	2376	2444	2629
Oct	2875	3167	3338	3160	3055	2467	2565	2280	2386	2360	2464	2980	2931
Nov	2625	3070	3431	2571	2488	2229	2137	2161	2520	2555	2561	2586	2473
Dec	2405	3133	2857	2462	2228	2238	2290	2071	2175	2359	2152	2577	3197
Jan	1779	2215	2516	2143	2128	1698	2044	1834	1823	2112	2172	2465	2542
Feb	2245	2809	3032	2220	2242	1807	2026	1937	1917	2267	2330	2469	2471
Mar	2459	3386	3178	3247	2757	2344	2296	2235	2694	2822	2628	3214	2962
Apr	2613	2995	3617	2373	2246	2296	2030	2349	2472	2448	2829	3165	2640
May	2500	2685	2674	2409	1963	2021	1666	1652	1806	2348	2378	2191	2013
Jun	2543	2480	2556	1943	1451	1634	1318	1453	1721	1857	1660	1814	1580
TOTAL	28,219	34,318	35,399	29,639	26,339	24,268	25,133	22,684	24,731	26,660	26,602	29,732	28,363

- Best September since 2011
- Best December and January since 2003
- Best February since 2008
- Total year down 5% from 2016/17
- Second highest year since 2008/09



Cruise Ships Passengers

The Cruise Ship working group was formed to enhance a better experience for the cruise ship passengers, as per our Vision Statement.

“TO PROVIDE THE BEST POSSIBLE EXPERIENCE FOR CRUISE SHIP PASSENGERS AND ENSURE THAT CRUISE VISITS ARE BENEFICIAL AND SUSTAINABLE TO NORFOLK ISLAND”

A group of Volunteers assisted on each Cruise Ship day by handing out town maps and answering questions for passengers. The 2017/18 cruise season delivered the highest cruise ship passenger numbers since 2011.

Four cruise ships disembarked (total 3784pax) out of the six ships scheduled (5458pax)

- 3 Dec 2017 – Regatta (684pax) disembarked
- 31 Dec 2017 – Pacific Jewel (1900pax) disembarked
- 2 Jan 2018 – Seabourn Encore (604pax) unable to disembark due to weather
- 14 Feb 2018 – Crystal Serenity (1070pax) unable to disembark due to weather
- 14 Feb 2018 – Caledonian Sky (100pax) disembarked
- 26 Feb 2018 – Artania (1100pax) disembarked



Visitor Survey Cards

During 2017/18 approximately 3800 visitor survey cards were completed which was a 13% response rate from the total visitor numbers. There are very few changes compared to the 2016/17 summary, with only slight percentage fluctuations.

VISITOR SURVEY CARD REPORT - TOP ANSWERS SUMMARY			
	1	2	3
What most influenced Stay	Wanted to 30%	Friends 23%	Visited Before 13%
Purpose of Visit	Holiday 72%	Event or Festival 8%	Tour Group 6%
Selected Accommodation By	Travel Agent 38%	Package/Special 22%	Website 15%
Ratings - Accommodation	Excellent 49%	Very Good 38%	Satisfactory 12%
Ratings - Food & Beverage	Very Good 48%	Excellent 31%	Satisfactory 19%
Ratings - Tours	Excellent 44%	Very Good 44%	Satisfactory 10%
Ratings - Shopping	Very Good 46%	Satisfactory 33%	Excellent 17%
Age Group	Over 65 60%	55-64 25%	45-54 8%
Gender	Female 66%	Male 34%	
Most Enjoyed About Norfolk	Scenes & Environment 22%	History & Culture 19%	Local People 16%
Previous Visits to Norfolk Island	Air 97%	Cruise Ship 3%	
Region of Residence	Australia 91%	New Zealand 8%	
Spending	\$501-\$1000 42%	\$210-\$500 32%	\$1000+ 20%
Enjoyment	Great 55%	Beyond Expectations 30%	As Expected 13%
Stay Nights	7 Nights 61%	7+ Nights 18%	4-7 Nights 17%

Edu Tourism

Associate Professor Rosemary Black, School of Environmental Sciences, Charles Sturt University was on Island 16-20 April 2018. Meetings with key people began development of school groups, study tours, student work placement, research, customer service and tourism training.

ECONOMIC DEVELOPMENT SUMMARY

Economic Development - Hindle Enterprise Group

Hindle Enterprise Group were engaged by the NIRC over 6 months with an extension of 3 months to implement economic development activities. Each month Matt Goddard and Travis Bates visited Norfolk Island to meet with business people and project groups to assist with facilitation of their projects.

Deliveries:

1 x community information session 6 Aug 2017

Business facilitation activities engaging 78 businesses and projects

5 x workshops

- Cottage Industries and Micro Business Workshop in conjunction with 'Transition Town'
- Small Business Workshop
- Business Marketing Workshop
- Tourism Industry Development & Marketing
- Business Essentials for Success

Project Update and Briefings 1 & 2

Project Completion Report

Economic Development Implementation Plan



Buy Local Survey

The Norfolk Island Regional Council developed a Buy Local Survey to assist Council in understanding consumer practices on Norfolk Island. Community input into this Survey was vital to enable NIRC to record the current residential purchasing trends. The Survey was only to be completed by Norfolk Island residents and was active from 15 June to 6 July 2018. The results will form the basis of a report for Council.

Buy Local Spending Spree Competition

The Buy Local Working Group has coordinated a July Spending Spree Competition to encourage locals to shop locally!

- Competition entrants must be a resident of Norfolk Island.
- Entrants must spend \$20.00 or more at **participating** businesses during the month of July.
- Participating businesses must register by paying a \$10 registration fee
- 100% of the business participation fees will be distributed as 1 x Major plus Minor prize vouchers - to spend at participating businesses. (Winners will nominate which participating businesses they would like their vouchers from)
- To complete an entry, the eligible entrant is required to write their name and phone number on the back of their original receipt and place in an entry box located at the Liquor Mart, Visitors Information Centre, or Customer Care Centre.

It was suggested a Tourism Industry event be organised to highlight the 2017/18 successes, in conjunction with a presentation of the 2018/19 marketing plan.

Rose Evans is to facilitate the event by the end of July - with assistance from Jan Johnson and Trina Shepherd.

RECOMMENDATION

That the Tourism & Economic Development Report 2017/18 Summary be noted.

<u>Moved</u>	Lillian Mann	<u>Seconded</u>	Jan Johnson
			Carried

6 ITEMS FROM COMMITTEE MEMBERS

Nil

7 TAC RECRUITMENT

After a recent recruitment drive it is recommended that applicant Kyle Czech be accepted as the Tourism Operations member of the Tourism Advisory Committee.

RECOMMENDATION

1. That Kyle Czech be approved as a Tourism Operations member the Tourism Advisory Committee.

<u>Moved</u>	Jan Johnson	<u>Seconded</u>	Bev Wheeler
			Carried

8 TOURISM INDUSTRY SWOT ANALYSIS

At the March TAC meeting the committee made a recommendation that the newly appointed RIO be approached to facilitate a SWOT analysis and Industry audit. This recommendation was approved at the March Council meeting. Kerry Grace, RDAMNC Director has offered to conduct the SWOT analysis of the Norfolk Island Tourism Industry at the end of August when she is next on Island. Kerry would work alongside Jan Johnson and Rose Evans to collate data and work in partnership to complete this project.

RECOMMENDATION

1. It is recommended that the Tourism Advisory Committee accept the offer of Kerry Grace, RDA Mid North Coast Director to conduct a SWOT analysis of Norfolk Island Tourism Industry in partnership with the Regional Investment Officer Jan Johnson and the Team Leader Tourism and Economic Development Rose Evans to collate data and work in partnership to complete the project".

<u>Moved</u>	Robin Adams	<u>Seconded</u>	Bev Wheeler
			Carried

9 COMMITTEE OF THE WHOLE

Opening of Committee of the Whole.

<u>Moved</u>	Bev Wheeler	<u>Seconded</u>	Jan Johnson
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Close of Committee of the Whole.

<u>Moved</u>	Jan Johnson	<u>Seconded</u>	Lillian Mann
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10 CLOSE OF COMMITTEE MEETING

Next meeting will be held on Thursday 2 August 2018

The Chair closed the meeting at 5.10pm

4 BUSINESS ARISING FROM MINUTES

4.1 TOURISM INDUSTRY EVENT

At the July TAC meeting it was suggested a Tourism Industry event be organised to highlight the 2017/18 successes, in conjunction with a presentation of the 2018/19 marketing plan.

Rose Evans, Team Leader Tourism and Economic Development has organised the event for 1 August 2018.

4.2 TAC RECRUITMENT

At the Council meeting 18 July, Council approved that Kyle Czech be appointed as the Tourism Operations member of the Tourism Advisory Committee.

4.3 SWOT ANALYSIS

At the Council meeting 18 July, Council approved that the Tourism Advisory Committee accept the offer of Kerry Grace, RDA Mid North Coast Director to conduct a SWOT analysis of Norfolk Island Tourism Industry in partnership with the Regional Investment Officer Jan Johnson and the Team Leader Tourism and Economic Development Rose Evans to collate data and work in partnership to complete the project.

5 REPORTS FROM OFFICERS

5.1 TOURISM & ECONOMIC DEVELOPMENT REPORT - JULY 2018

Author: Rose Evans, Team Leader - Tourism and Economic Development

TOURISM

TOURISM PRESENTATION

The "Tourism Triumphs and Targets" Presentation will take place on 1 August 2018 at the Paradise Hotel & Resort. Approximately 100 Operators (Accommodation, Tours, Car Hire, and Travel) have been invited to attend as well as the Administrator, Councillors, NIRC Managers, Tourism Advisory Committee members, and Tourism staff. The presentation will reflect on the triumphs achieved in Tourism over the last year and look forward at the Marketing Plan for 2018/19.

TOURISM INDUSTRY SWOT ANALYSIS

At the 18 July Council meeting the TAC resolution was carried:

"That the Tourism Advisory Committee accept the offer of Kerry Grace, RDA Mid North Coast Director to conduct a SWOT analysis of Norfolk Island Tourism Industry in partnership with the Regional Investment Officer Jan Johnson and the Team Leader Tourism and Economic Development Rose Evans to collate data and work in partnership to complete the project."

Jan and Rose are currently collating data with an aim to conduct an invitation only, round table workshop facilitated by Kerry Grace during the last week of August.



BRANDING UPDATE & NEW WEBSITE DESIGN

Norfolk Island Tourism are currently in the process of updating the destination branding to reflect small changes since the brand was developed in 2014. The main updates are: additions to the colour palette and fonts; and slight amendments to the design applications. All core messages and logos remain unchanged. The Tourism Industry will receive a copy of the updated Branding once completed.

Once the Branding has been updated the destination website will be upgraded to reflect the changes. In addition, the upgraded website will have new functions and features to ensure our website provides an attractive, user-friendly site. We aim to encourage seamless booking integration with conversion rate optimisation, whilst enabling digital assessment, tracking and reporting functionality.

MARKETING BOOTCAMP

Between 7 August and 30 October all staff from NI Tourism will commence a Marketing Bootcamp for Visitor Information Centres (VICs) run by Tourism ESchool. This online webinar course is designed specifically for VICs yet offers tailored individual assistance to each centre. The course can be completed by each staff member at a time that suits them and includes live/recorded webinars, workbooks, templates, toolkits, access to a VIP network group, and lifetime access to learning materials. The 6 x Modules included in the training:

- VIC Marketing + Visitor Servicing Strategy
- Content Marketing + Social Media
- Blogging + Email Marketing
- Website Marketing + Search Engine Optimisation
- Online Visitor Servicing
- Regional Experience + Advocacy



NEW STAFF MEMBER

The Visitors Information Centre welcomes Liz McCoy to their team as the newly appointed Casual Customer Service Officer, Tourism. A Pitcairn Island descendant, Liz not only has an extensive knowledge of the Island she has a passion for the history of Norfolk Island so is a valuable asset to the Tourism team.

ONLINE MEDIA COVERAGE

During June and July, Norfolk Island Tourism featured in several online media publications.

Holidays for Couples Online:

August "Romantic Short Breaks" advertorial

1 June "Jazz Festival"

<https://www.holidaysforcouples.travel/travel-news/2977-enjoy-norfolk-island-s-music-and-culture-with-this-hot-deal>

18 July "Food Festival"

<https://www.holidaysforcouples.travel/travel-news/3021-foodies-pack-your-bags-for-norfolk-island-in-november>

Romantic Weekends Away Online:

"Romantic Getaways and Short Breaks" July 2018

<https://www.romanticweekendsaway.com.au/norfolk-island/>

<https://www.facebook.com/HolidaysforCouples>

Australian Traveller Online:

"Most Idyllic Islands" Top 10 Idyllic Islands in Australia Norfolk Island was rated #1

[HTTPS://WWW.AUSTRALIANTRAVELLER.COM/100-AWESOME-PLACES-TO-HANG-OUT-IN-AUSTRALIA/IDYLLIC-ISLANDS/](https://www.australiantraveller.com/100-awesome-places-to-hang-out-in-australia/idyllic-islands/)

ECONOMIC DEVELOPMENT SUMMARY**Buy Local Survey**

The results from the Buy Local Survey have now formed the basis of a report which will be presented at the August Council meeting. Overall the results were encouraging, with a significant percentage of respondents indicating a preference to buying locally as long as the item and/or service that they are interested in purchasing is available from a local business.

**Buy Local Spending Spree Competition**

The Buy Local July Spending Spree Competition has received a lot of positive feedback. With a total of 61 local businesses participating and the majority of the community being very supportive, the Buy Local Working Group feel that this has been a very worthwhile project. Data from the competition receipts is being recorded by the VIC staff and will be collated into a report. We cannot capture a completely accurate record of dollars spent within the participating businesses during the competition due to not every receipt being submitted. However, it will be interesting to note the number of entries and total spend within the community for the competition duration.

RECOMMENDATION

That the Tourism & Economic Development Report July 2018 be noted.

6 ITEMS FROM COMMITTEE MEMBERS

6.1 BUSINESS MARKETING WORKSHOP

Author: Kyle Czech, Mr

DISCUSSION

Small/Medium Business Marketing on Norfolk Island - I would like to suggest that in the interest of local businesses on Norfolk Island to help promote tourism to visitors of Norfolk Island that I hold a free marketing workshop session for interested local businesses.

RELEVANCE TO THE ROLE OF THE ADVISORY COMMITTEE

The relevance to the committee is to help support the efforts of tourism to Norfolk Island by providing a workshop for local businesses for marketing. This will provide additional knowledge and resource for local businesses to increase their tourism efforts and increase visibility of Norfolk Island to wider prospects including Australia & New Zealand.

PROPOSED ADVICE

The workshop could include topics such as photography for local businesses (i.e. photographing products), branding, signage, paid promotion across traditional and digital media channels, website design, local advertising, and referral marketing on Norfolk Island.

ATTACHMENTS

Nil

6.2 MEDIA PUBLICATION STRATEGY & MEDIA FAMILS - 2018-2019

Author: Kyle Czech, Mr

DISCUSSION

Media publication strategy & media famils - upcoming 2018-2019. I would like to discuss the upcoming publications targeted for the current Tourism Strategy and understand existing activities in plan for 2018-2019 FY. My interest is to help identify additional opportunities and avenues for NIRC to increase exposure for tourism purposes.

Specifically I would like to discuss media famil ideas, adventure tourism being one of the categories and possible additional consumer publications.

RELEVANCE TO THE ROLE OF THE ADVISORY COMMITTEE

The relevance of the item is to help include additional media publication targets that could be considered with a broad audience range. i.e. Flow (Mountain Bike Publication) - online/video, Country Style (home/interiors, country locations), Gourmet Traveller, VICE (Millennial online news/content website), Interior/Design magazines.

PROPOSED ADVICE

I would like to propose the consideration of additional media publications that would reach new audiences to visit Norfolk Island.

ATTACHMENTS

Nil

7 CLOSE OF COMMITTEE MEETING