



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

**Date: Thursday, 6 September 2018**  
**Time: 4.00pm**  
**Location: Norfolk Island Regional Council Chambers**

# **AGENDA**

## **Tourism Advisory Committee Meeting**

**6 September 2018**

**Lotta Jackson**  
**GENERAL MANAGER**

**Order Of Business**

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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 2 AUGUST 2018**

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

**RECOMMENDATION**

1. That the Minutes of the Tourism Advisory Committee Meeting held on 2 August 2018 be noted.

**ATTACHMENTS**

1. **Minutes of the Tourism Advisory Committee Meeting held on 2 August 2018**



# MINUTES

## Tourism Advisory Committee Meeting

**2 August 2018**

**MINUTES OF NORFOLK ISLAND REGIONAL COUNCIL  
TOURISM ADVISORY COMMITTEE MEETING  
HELD AT THE NORFOLK ISLAND REGIONAL COUNCIL CHAMBERS  
ON THURSDAY, 2 AUGUST 2018 AT 4.00PM**

**PRESENT:****IN ATTENDANCE:**

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

**1 WELCOME**

The Chair welcomed the committee to the meeting and opened the meeting at 4:08pm.

**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 5 JULY 2018****RECOMMENDATION**

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

<u>Moved</u>	Kyle Czech	<u>Seconded</u>	Robin Adams
			Carried

## 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 organised the event for 1 August 2018 with good attendance of approximately 50 people. The presentation included comprehensive statistical data and highlighted the triumphs for 2017/18 before discussing the marketing budget and plan for 2018/19.

There were suggestions that we should have allowed an opportunity for questions at the end of the presentation. Feedback received was mostly positive, particularly the amount of statistics provided, good insight for the upcoming year, and a great networking opportunity afterwards.

### 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.

Jan Johnson gave notification that she has resigned as RIO and will be finishing end of August. At this stage we are uncertain of RDA's plan to replace her.

### 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.

Rose and Jan have commenced work on the documents required for Kerry to be able to facilitate the Tourism Industry SWOT Analysis - Round Table Workshop proposed for Wednesday 29 August 3.30pm – 5.00pm. A drafted list of invitees includes primary accommodation and tour operators, NI Travel Centre, Spacifica, and a representative from the ATA and Chamber of Commerce. Theresa Morey from DIRD will be on island at the time of the proposed meeting and may benefit by attending as an observer.

The TAC, through NIRC are to ensure that essential outcomes and desired outcomes for the project are clearly communicated within the delivery and implementation documents provided to Kerry Grace, RDAMNC.

## RECOMMENDATION

1. That Theresa Morey, DIRD be invited as an observer to the Tourism Industry SWOT Analysis - Round Table Workshop on Wednesday 29 August 3.30pm – 5.00pm.

<u>Moved</u>	Robin Adams	<u>Seconded</u>	Jan Johnson
			Carried

## 5 REPORTS FROM OFFICERS

### 5.1 TOURISM & ECONOMIC DEVELOPMENT REPORT - JULY 2018

#### 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.

<u>Moved</u>	Kyle Czech	<u>Seconded</u>	Jan Johnson
			Carried



## 6 ITEMS FROM COMMITTEE MEMBERS

### 6.1 BUSINESS MARKETING WORKSHOP

#### 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.

Kyle presented a proposal with provision for two free community workshops focused on marketing. Suggested dates for the workshops being Wednesday 5 and Thursday 6 September from 5.45pm – 7.15pm. Once venue, dates and times are confirmed, Rose will assist Kyle with promotion of the workshops through a NIRC media release and business email distribution.

#### Small Business Marketing Sessions – Overview of discussion topics

##### Session 1: Marketing to locals & local businesses (1 hour, 30 mins approx.)

- Understanding your audience & selecting the appropriate marketing channels (i.e. tactics to use)
  - Locals / visitor audiences etc.
- Business assets (i.e. website, social media, design & branding collateral, signage) – how best utilise existing business resources and assets
- Setting up social media channels & best practise tips
- Social Media – Paid & free tactics to utilise
- Advertising on Norfolk Island – available resources, media channels to utilise
- Photography tips & video tips
- Sharing Content & relevant content of businesses that compliment your business
- Content & best tips
- 

##### Session 2: Marketing to Australia & abroad (i.e. NZ) – (2 hours)

- Understanding your audience & selecting the appropriate marketing channels (i.e. tactics to use)
  - Best tactics per market (i.e. Australia & New Zealand)
  - Population & demographics – who are you targeting?

- Business assets (i.e. website, social media, design & branding collateral, signage) – how best utilise existing business resources and assets
- Setting up social media channels & best practise tips
- Social Media – Paid & free tactics to utilise
- Advertising on Norfolk Island & Australia – available resources, media channels to utilise:
  - i.e. social media, paid search channels
- Photography & video tips
- Sharing Content & relevant content of businesses that compliment your business
- Content & best tips

**RECOMMENDATION**

1. That the Business Marketing Workshop proposal by Kyle Czech be agreed.

<u>Moved</u>	Jan Johnson	<u>Seconded</u>	Lisle Snell
Carried			

**6.2 MEDIA PUBLICATION STRATEGY & MEDIA FAMILS - 2018-2019**

**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.

Kyle will meet with Rose to discuss target audiences, media publications, and digital marketing.

Item 6.2 to be deferred for further consideration at a later meeting.

**7 COMMITTEE OF THE WHOLE**

Opening of Committee of the Whole.

<u>Moved</u>	Rael Donde	<u>Seconded</u>	Lisle Snell
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Close of Committee of the Whole.

<u>Moved</u>	Jan Johnson	<u>Seconded</u>	Lisle Snell
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**RECOMMENDATION**

1. That the Administrator's office contact Tourism Australia, enquiring about the possibility of Norfolk Island being listed under the States & Territories as an external territory.

<u>Moved</u>	Rael Donde	<u>Seconded</u>	Kyle Czech
			Carried

**RECOMMENDATION**

1. That the currently available NIRC Community Grants Program be circulated as soon as possible to the local Tourism Industry by Team Leader Tourism & Economic Development.

<u>Moved</u>	Lisle Snell	<u>Seconded</u>	Rael Donde
			Carried

**RECOMMENDATION**

1. That the former Norfolk Island Government Tourist Bureau Event Funding Policy be circulated by Team Leader Tourism and Economic Development to the TAC for review, and discussion/consideration at a later meeting.

<u>Moved</u>	Jan Johnson	<u>Seconded</u>	Lisle Snell
			Carried

**8 CLOSE OF COMMITTEE MEETING**

Next meeting will be held on Thursday 6 September 2018

The Chair closed the meeting at 5:40pm

**4 BUSINESS ARISING FROM MINUTES****4.1 MARKETING WORKSHOPS**

Kyle to provide an update on the workshops.

**4.2 TOURISM AUSTRALIA**

The Administrator's office to provide an update about contacting Tourism Australia, enquiring about the possibility of Norfolk Island being listed under the States & Territories as an external territory.

**4.2 COMMUNITY GRANTS PROGRAM**

Team Leader Tourism & Economic Development has circulated information about the NIRC Community Grants Program to the local Tourism Industry. Completed.

**4.2 EVENT FUNDING POLICY**

Review, and discussion/consideration about the Norfolk Island Government Tourist Bureau Event Funding Policy which was circulated by Team Leader Tourism and Economic Development to the TAC with the September Agenda.

## 5 REPORTS FROM OFFICERS

### 5.1 TOURISM REPORT AUGUST 2018

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

## TOURISM

### PASSENGER STATISTICS

Scheduled airline flights (13) during July 2018 brought 1773 incoming passengers, 1359 of which were visitors. The load capacity for July 2018 was 91%.

### SYDNEY WEEKENDER

The crew for Sydney Weekender were on Island from 6 – 10 August busily filming two stories featuring Norfolk Island. Mike Whitney enjoyed a hectic but memorable week participating in many activities. He constantly commented how amazing it is that he can return to Norfolk six times and still find new things to do. The episodes will go to air on Sunday 23 September and Sunday 21 October 2018.



### TOURISM INDUSTRY WORKSHOP

Thirteen key local tourism industry stakeholders were invited to attend the NIRC hosted, round table workshop - facilitated by Kerry Grace (RDAMNC) on Wednesday 29 August. At the workshop, the group completed a Norfolk Island Tourism SWOT analysis and reviewed the core components of the NI Tourism Strategic Plan 2013-2023: 5 strategic themes; guiding principles; challenges; opportunities.

### MARKETING BOOTCAMP

The Visitors Information Centre staff have commenced their Marketing Bootcamp training with Tourism eSchool Australia. Module one components were visitor servicing, and destination marketing strategy, and module two components were website marketing, and search engine optimisation. The timing of the training is exceptional with the tourism staff currently updating the branding, and designing the new destination website.



### MEDIA FAMIL

Norfolk Island Tourism hosted Kate Gibbs, contributing Editor of Delicious magazine from 17 – 20 August. Delicious is Australia's no. 1 premium food lifestyle brand with a circulation of 628,000. The social media following is almost one million. Kate has published three cookbooks, the most recent also a memoir, *Margaret and Me*. Her grandmother is Australian cookery icon and National Living Treasure Margaret Fulton. Kate posted to Instagram during her stay and the magazine story will be published in the December/January issue.

### HOLIDAY PROMOTION

At a Children's Hospital Change Angels fundraiser last year, a Norfolk Island holiday was offered as an auction prize. The successful bidder secured a short stay on Norfolk Island for two people including return Works airfares, three nights at The Tin Sheds, car hire, orientation tour, and breakfast. The winners redeemed their trip from 24-27 August and thoroughly enjoyed their stay.

## ECONOMIC DEVELOPMENT

### **BUY LOCAL SURVEY**

Overall, 168 responses to the Buy Local survey were received, all of which were from Norfolk Island residents. Of the 168 survey responses, more females (70%) than males (30%) completed the survey. The majority who completed the survey were aged between 40 to 70 years. The survey indicates that the primary reasons for purchasing from a local business are: comparable price; to support the local economy; and convenience.

When asked for suggestions to attract customers to local businesses, the majority of respondents quoted “competitive pricing” (75%) as the primary suggestion along with “bigger range” (65%) being the second most popular response. Other suggestions included: customer service training; digital marketing; and a clearance of older stock.

Suggestions for potential new businesses included: plastic-free bulk food supplier (lentils, nuts, grains etc.); budget kids clothing; plus size clothing for young women; health specialists; after school and vacation care; more restaurants; health foods; and a wine bar. Some responses indicated that a percentage of consumers are unaware of what is actually available on island because they listed existing businesses, products and services.

The results of the Buy Local survey are encouraging, with the majority (89%) of respondents indicating a preference to buy locally, as long as the item and/or service that they are interested in purchasing is available from a local business at a comparable price.

The Buy Local survey report was presented at the August Council meeting and has now been circulated to the Chamber of Commerce, Accommodation and Tourism Industry, and local businesses. Another Buy Local survey will be conducted in July 2019 to measure change in consumer behaviour.

### **BUY LOCAL SPENDING SPREE COMPETITION**

The results of the Buy Local Spending Spree Competition indicate that the project was supported by local businesses who were very supportive of the competition with positive feedback received. A full report will be presented at the September Council meeting.

### **RECOMMENDATION**

That the Tourism Report August 2018 be noted.

### **ATTACHMENTS**

Nil

**6 ITEMS FROM COMMITTEE MEMBERS**

Nil

**7 COMMITTEE OF THE WHOLE**

**8 CLOSE OF COMMITTEE MEETING**