



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

Date: Thursday, 4 October 2018
Time: 4.00pm
Location: Norfolk Island Regional Council Chambers

AGENDA

Tourism Advisory Committee Meeting

4 October 2018

Lotta Jackson
GENERAL MANAGER

Order Of Business

1	Welcome	3
2	Disclosure of Interest	3
3	Confirmation of Minutes	3
3.1	Minutes of the Tourism Advisory Committee Meeting held on 6 September 2018.....	3
4	Business Arising from Minutes	9
4.1	Marketing Workshops.....	9
4.2	Tourism Australia	9
4.3	Event Funding Policy	9
5	Reports from Officers	9
5.1	Tourism Report September 2018.....	9
6	Items from Committee Members	11
	Nil	
7	TOURISM INDUSTRY WORKSHOP REPORT	11
	Discussion of the Tourism Industry SWOT Analysis Review by Kerry Grace (attached).	
8	Committee of the Whole	11
9	Close of Committee Meeting	11

1 WELCOME

2 DISCLOSURE OF INTEREST

3 CONFIRMATION OF MINUTES

3.1 MINUTES OF THE TOURISM ADVISORY COMMITTEE MEETING HELD ON 6 SEPTEMBER 2018

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

RECOMMENDATION

1. That the Minutes of the Tourism Advisory Committee Meeting held on 6 September 2018 be noted.

ATTACHMENTS

1. **Minutes of the Tourism Advisory Committee Meeting held on 6 September 2018**



MINUTES

Tourism Advisory Committee Meeting

6 September 2018

**MINUTES OF NORFOLK ISLAND REGIONAL COUNCIL
TOURISM ADVISORY COMMITTEE MEETING
HELD AT THE NORFOLK ISLAND REGIONAL COUNCIL CHAMBERS
ON THURSDAY, 6 SEPTEMBER 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	✓	
Sue Sills	Accommodation and Tourism Association	✓	
Lotta Jackson	General Manager NIRC	✓	
Rose Evans	Team Leader – Tourism & Economic Dev.	✓	
Ginny Maidment	The Administrator's Office	✓	
VACANT	Regional Investment Officer		
VACANT	Community Member		

1 WELCOME

The Chair welcomed the committee to the meeting and opened the meeting at 4:03pm.

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 2 AUGUST 2018****RECOMMENDATION**

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

<u>Moved</u>	Lisle Snell	<u>Seconded</u>	Kyle Czech
			Carried

4 BUSINESS ARISING FROM MINUTES

4.1 Marketing Workshops

Kyle provided an update on the two workshops, which will be held during the evening at the Golf Club, on Tuesday 25 and Thursday 27 September. One workshop will be for beginners and the other for intermediate level. Kyle will format a detailed pdf file and send to Rose for circulation via email to the local businesses. A media release will also be provided for inclusion in the newspaper and online news. Kyle will handle the social media advertising and promotions.

4.2 Tourism Australia

The Administrator's office has contacted Tourism Australia, enquiring about the possibility of Norfolk Island being listed under the States and Territories as an external territory and is waiting for a response. An update will be given at the October meeting or via email to the TAC if the response is received prior to the meeting.

4.2 Community Grants Program

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

4.2 Event Funding Policy

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, was discussed. Some members had not read the document so Rose will provide hard copies and the policy will be reviewed at the next meeting.

The Event Funding Policy review is to be included as an item on the October TAC Agenda.

Moved by Bev Wheeler, Seconded by Sue Sills.

5 REPORTS FROM OFFICERS

5.1 TOURISM REPORT AUGUST 2018

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 per cent.

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: five 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; 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 airmiles, 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 per cent) than males (30 per cent) 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 per cent) as the primary suggestion along with 'bigger range' (65 per cent) 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 per cent) 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.

<u>Moved</u>	Kyle Czech	<u>Seconded</u>	Sue Sills
			Carried

6 ITEMS FROM COMMITTEE MEMBERS

Nil

7 COMMITTEE OF THE WHOLE

Opening of Committee of the Whole.

<u>Moved</u>	Kyle Czech	<u>Seconded</u>	Lillian Mann
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Close of Committee of the Whole.

<u>Moved</u>	Lillian Mann	<u>Seconded</u>	Kyle Czech
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RECOMMENDATION

That a regular, informal tourism industry gathering occur as an opportunity for networking and information sharing. To be held at 5:00pm on the first Wednesday of each month with the venue to be rotated.

<u>Moved</u>	Bev Wheeler	<u>Seconded</u>	Kyle Czech
			Carried

8 CLOSE OF COMMITTEE MEETING

Next meeting will be held on Thursday 4 October 2018

The Chair closed the meeting at 5:12pm

4 BUSINESS ARISING FROM MINUTES

4.1 MARKETING WORKSHOPS

Kyle to provide a report on the two workshops.

4.2 TOURISM AUSTRALIA

The Administrator's office has contacted Tourism Australia, enquiring about the possibility of Norfolk Island being listed under the States and Territories as an external territory and is waiting for a response. An update will be given at the October meeting.

4.3 EVENT FUNDING POLICY

The NIGTB Event Funding Policy is open for discussion.

5 REPORTS FROM OFFICERS

5.1 TOURISM REPORT SEPTEMBER 2018

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

SUMMARY

PASSENGER STATISTICS

Scheduled airline flights during August 2018 brought 2005 incoming passengers, 1645 of which were visitors. The load capacity for August 2018 was 89% over 15 flights.

Compared to 2017/18 data:

- ⬆ UP 19% Australian Passengers for August
- ⬆ UP 13% Total Passengers for August
- ⬆ UP 13% Visitors for August
- ⬆ UP 2% TOTAL PAX for financial year to date
- ⬆ UP 3% VISITORS for financial year to date



TOURISM GROSS SALES

Tourism gross sales include Tours, Accommodation, Car Hire, and Retail sales. Sales transactions are from the destination website and Visitor Information Centre. The growth in gross sales compared to the previous financial year has been excellent.



Compared to 2017/18 data:

- ⬆ UP 80% for July 2018
- ⬆ UP 21% for August 2018
- ⬆ UP 46% financial year to date

TOURISM INDUSTRY WORKSHOP

Thirteen key local tourism industry stakeholders were invited to attend the NIRC hosted, round table workshop - facilitated by Kerry Grace (Regional Development Australia Mid-North Coast) on

Wednesday 29 August. At the workshop, the group contributed feedback to enable us to establish a current Norfolk Island Tourism SWOT analysis.

The group reviewed the core components of the NI Tourism Strategic Plan 2013-2023: 5 strategic themes; guiding principles; challenges; and opportunities. A full report from the facilitator Kerry Grace, will be submitted to the General Manager and will be included in the TAC Agenda for review and further discussion.



BRANDING UPDATE

Norfolk Island Tourism is currently in the final stages of updating our Branding. A considerable amount of time has gone into reviewing the current market trend, how the existing brand elements are used by the tourism industry stakeholders, and understanding how the brand can be improved to move forward.

Our aim has been to invigorate the industry by incorporating elements, colours and designs unique to Norfolk Island. Our goal is to encourage the industry to utilise our branding at every possible opportunity to give Norfolk Island a unique presence in the market, with consistent theme that consumers will identify with.

Once completed and signed off, the Branding will be launched to the industry and community at a special presentation. Watch this space!



MARKETING BOOTCAMP

The Visitors Information Centre staff have continued their Marketing Bootcamp training with Tourism eSchool Australia. Practical training includes reviewing, optimising and measuring the current website and social media platforms followed by streamlining and enhancement. Included in this report are some insights for July and August 2018.

www.norfolkisland.com.au **Website Insights**

	Page Views	Users	New Users	Average Pages per Session	Average Session Duration (Minutes)	Users from Organic Source
July	41,057	9,958	82.0%	3.33	3.16	77.1%
August	48,213	11,160	82.7%	3.44	3.29	78.8%



Facebook Insights 27k Followers

	Average Organic Reach	Top Post Organic Reach	Top Post Engagement Rate	Bottom Post Engagement Rate
July	1,388	4,711	82%	7%
August	1,480	7,844	61%	6%



	Reach	Impressions	Average Engagement Rate	Top Post Engagement Rate	Bottom Post Engagement Rate
July	30,011	39,057	11.75%	13.8%	9.8%
August	20,822	26,776	11.95%	14.3%	10.6%

CRUISE SHIPS

The cruise ship season is about to commence with the P&O Pacific Explorer due to arrive at Norfolk Island on Sunday 21 October. The vessel carries 1900 passengers who will disembark at approximately 7.00 am if the weather conditions are favourable. Norfolk Island is the first port of call from Sydney so the passengers will be predominantly Australian citizens.



During the 2018/19 season there will be a total of six cruise ships carrying a maximum of 5158 passengers. The ships scheduled are:

- o Wed 28 Nov - Seven Seas Mariner from Tahiti – 700 pax
- o Thu 29 Nov – Maasdam from Auckland – 1258 pax
- o Thu 10 Jan – Seabourne Encore from Auckland – 600 pax
- o Wed 21 Feb – Caledonian Sky from Auckland – 100 pax
- o Tue 26 Feb – Seabourne Encore from Auckland – 600 pax



BUY LOCAL

The Buy Local Working Group have compiled a list of school holiday activities that will occur within the Norfolk Island community between 28 September and 14 October, 2018. Families are encouraged to get involved in the fun and exciting ‘things to do’ that are all designed for school aged children. The list of activities will be included as a Buy Local media release.

RECOMMENDATION

That the Tourism Report September 2018 be noted.

6 ITEMS FROM COMMITTEE MEMBERS

Nil

7 TOURISM INDUSTRY WORKSHOP REPORT

Discussion of the Tourism Industry SWOT Analysis Review by Kerry Grace (attached).

8 COMMITTEE OF THE WHOLE

9 CLOSE OF COMMITTEE MEETING