



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

Date: Thursday, 1 November 2018
Time: 4.00pm
Location: Norfolk Island Regional Council Chambers

AGENDA

Tourism Advisory Committee Meeting

1 November 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 4 OCTOBER 2018

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

RECOMMENDATION

1. That the Minutes of the Tourism Advisory Committee Meeting held on 4 October 2018 be noted.

ATTACHMENTS

1. Minutes of the Tourism Advisory Committee Meeting held on 4 October 2018



MINUTES

Tourism Advisory Committee Meeting

4 October 2018

**MINUTES OF NORFOLK ISLAND REGIONAL COUNCIL
TOURISM ADVISORY COMMITTEE MEETING
HELD AT THE NORFOLK ISLAND REGIONAL COUNCIL CHAMBERS
ON THURSDAY, 4 OCTOBER 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.	✓	
Fiona Anderson	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 4:05pm.

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 6 SEPTEMBER 2018****RECOMMENDATION**

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

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

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

Kyle reported on the two marketing workshops he hosted.

Tuesday 25 September had approximately 25 attendees and Thursday 27 September attracted approximately 12 attendees, some of which had already attending the previous workshop. At the workshops Kyle provided an overview, training information, and conducted some practical activities. The courses focused on how to apply the attendee's knowledge to their own businesses. Kyle has received good feedback and is considering running further workshops in the future but with a slightly different format. Links to the presentations from each workshop are available from the Council website.

The Chair extended a warm thank you to Kyle on behalf of the TAC and Council.

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 has not yet been received and will be given at the November meeting.

4.3 EVENT FUNDING POLICY

The NIGTB Event Funding Policy was held over until the November meeting.

5 REPORTS FROM OFFICERS

5.1 TOURISM REPORT SEPTEMBER 2018

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 per cent over 15 flights.

Compared to 2017–2018 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 2017–2018 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: five 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%



Instagram Insights 7.6k Followers

	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 2018–2019 season there will be a total of six cruise ships carrying a maximum of 5158 passengers. The ships scheduled are:

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

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

6 ITEMS FROM COMMITTEE MEMBERS

The committee discussed the Tourism Industry SWOT Analysis Review by Kerry Grace.

From Kerry’s short term recommendations the following points were raised:

- Regular informal industry gatherings have commenced
- The TAC agree that additional social media training would be beneficial
- Industry have begun to collaborate with marketing ideas and projects such as Media Famsils, Television advertising, Influencers.

ACTIONS for Rose:

- More details from Kerry about the workforce mapping and gap analysis
- More details from Kerry about the incubator for new and emerging businesses
- Question why Norfolk Island isn’t eligible to new business start-up funding
- SWOT analysis needs to be developed
- Tourism Action Plan needs to be developed to guide the NI industry
- Write a letter of thanks to Kerry Grace from the TAC and Council, showing appreciation for her facilitation of the workshop, and report.

7 CLOSE OF COMMITTEE MEETING

Next meeting will be held on Thursday 1 November 2018

The Chair closed the meeting at 5:15pm

4 BUSINESS ARISING FROM MINUTES

4.1 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 to be given at the November meeting.

4.2 EVENT FUNDING POLICY

The NIGTB Event Funding Policy to be discussed.

4.3 ACTIONS FOR ROSE

- More details from Kerry about the workforce mapping and gap analysis
- More details from Kerry about the incubator for new and emerging businesses
- Question why Norfolk Island isn't eligible to new business start-up funding
- SWOT analysis needs to be developed
- Tourism Action Plan needs to be developed to guide the NI industry
- Write a letter of thanks to Kerry Grace from the TAC and Council, showing appreciation for her facilitation of the workshop, and report.

5 REPORTS FROM OFFICERS

5.1 TOURISM REPORT OCTOBER 2018

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

PASSENGER STATISTICS

Scheduled airline flights during September 2018 brought 2741 incoming passengers, 2411 of which were visitors. The load capacity for September 2018 was 96 per cent over 19 flights.



Compared to 2017/18 data:

DOWN 8% Total Passengers for September

DOWN 8% Visitors for September

DOWN 2% TOTAL PAX for financial year to date

DOWN 3% VISITORS for financial year to date



INDUSTRY GATHERING

On Wednesday 3 October the TAC held the first Tourism Industry Gathering on the new deck of the Garden Restaurant at Paradise Hotel and Resort. The gathering was well attended with about 40 people enjoying the opportunity to engage in positive conversations, industry networking, and an opportunity to meet new business operators. The gathering will be held on the first Wednesday of every month from 5.00pm to 6.00pm at

varied venues. The next gathering will be Wednesday 7 November at Rumours Bar & Cafe where the host Mary Johnston will talk about the venue and latest news. And by popular demand, the Tourism Industry Gatherings will be entertained by a speaker each month.

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.



Compared to 2017/18 data:

⬇️ DOWN 1% for September 2018

⬆️ UP 23% financial year to date

UPCOMING DATES FOR VISITING MEDIA & AGENTS

November will be a very busy month with Norfolk Island Tourism coordinating itineraries for two groups of travel agents, television celebrities and film crews, our Ambassador, and a social media influencer. We thank the industry operators for their support through discounts, giveaways, and assisting with accommodation, car hire, meals, tours and activities.

- 16 – 19 Nov Channel 9 *Weekend Today* David Whitehall (Scenic Tours filming)
- 23 – 26 Nov Channel 7 *Sunrise* Weather with James Tobin & Ray Martin
- 23 – 26 Nov Agent Famil x 10
- 23 – 30 Nov Kyle Bowman @airloft (Influencer)
- 7 – 10 Dec Agent Famil x 8

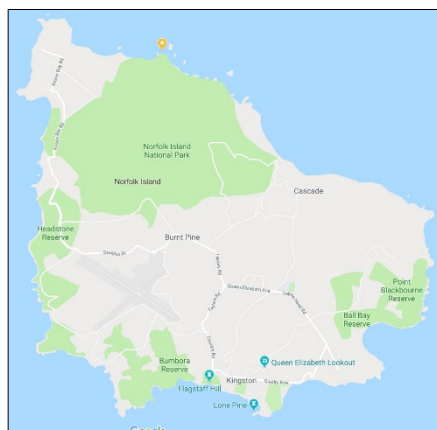


BRAND UPDATE

Norfolk Island Tourism’s Brand update is now ready. A launch to the local tourism industry will be held on Wednesday 14 November from 5.00pm Paradise Hotel and Resort. The launch will include a presentation video by Team Leader Tourism and Economic Development. Attendees are invited to mingle and network after the presentation.

GOOGLE MAPS

At the end of July 2018, new requirements for Google Maps API keys were made. These keys are what allow us to display Google Maps in our website, Bookeasy console, Operator Booking Engines and Affiliate Booking Engines. Previously, Bookeasy was able to use one key across all of their consoles; however, this new change means an individual key is required for each client. Norfolk Island Tourism have subscribed to an API key to include the destination website and Bookeasy booking platform, which will therefore include all operators listed on our website. Currently there are still some Google maps not functioning correctly, however, this will be rectified as soon as possible.



DIGITAL MARKETING INSIGHTS

www.norfolkisland.com.au Website

	Page Views	Users	New Users	Average Pages per Session	Average Session Duration (Minutes)	Users from Organic Source
September	50,471	11,097	80.20%	3.51	3.35	79.1%

 Facebook Insights 27k Followers

	Average Organic Reach	Top Post Organic Reach	Top Post Engagement Rate	Bottom Post Engagement Rate
September	1,543	7,171	4200%	3%

 Instagram Insights 7.6k Followers

	Reach	Impressions	Average Engagement Rate by post	Top Post Engagement Rate by reach	Bottom Post Engagement Rate by reach
September	38,487	61,476	3.71%	12.29%	5.05%

RECOMMENDATION

That the Tourism Report October 2018 be noted.

ATTACHMENTS

Nil

6 ITEMS FROM COMMITTEE MEMBERS

Nil

7 COMMITTEE OF THE WHOLE

8 CLOSE OF COMMITTEE MEETING