



MINUTES

Tourism Advisory Committee Meeting

7 March 2019

**MINUTES OF NORFOLK ISLAND REGIONAL COUNCIL
TOURISM ADVISORY COMMITTEE MEETING
HELD AT THE NORFOLK ISLAND REGIONAL COUNCIL CHAMBERS
ON THURSDAY, 7 MARCH 2019 AT 4:00PM**

PRESENT:

IN ATTENDANCE:

Name	Representative	Present	Apology
Robin Adams	Mayor	✓	
Lisle Snell	Councillor (Chair)	✓	
Kyle Czech	Tourism Operations	✓	
Fiona Anderson	The Administrator's Office		✓
Rael Donde	Accommodation and Tourism Association	✓	
Howard Martin	Community Member	✓	
Bruce Taylor	Acting General Manager NIRC	✓	
Rose Evans	Team Leader – Tourism & Economic Dev.	✓	
VACANT	Tourism Operations		
VACANT	Chamber of Commerce		
VACANT	Regional Investment Officer		

1 WELCOME

The Chair welcomed the committee to the meeting and opened the meeting at 4:10pm.

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 FEBRUARY 2019

RECOMMENDATION

- That the Minutes of the Tourism Advisory Committee Meeting held on 7 February 2019 be noted.

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

3 BUSINESS ARISING FROM MINUTES

4.1 NEIS FUNDING

ACTION: Fiona is yet to investigate Norfolk's eligibility for NEIS funding

4.2 INCUBATOR PROJECT

It was noted that Kerry Grace hosted the Business Incubator information and brainstorming session on Thursday 21 February at Governors Lodge. Approximately 35 attendees were involved in the brainstorming session.

The Incubator position applications opened on 22 February and close on 8 March.

Project Coordinator EOI’s have now been received and a panel selected by Kerry Grace will review and assess the applicants. The applicants will be notified on the 12 March.

4.3 TAC MEMBERS

The ATA have requested that Barry Hyatt be removed as a back-up committee representative and be replaced by Daniela Cristafaro.

The Chamber of Commerce have nominated a representative, Naomi Thompson.

We still have one position of Tourism Operator open and this will be advertised shortly.

Rose to action

RECOMMENDATION

That Council endorse the Tourism Advisory Committee appointments of:

1. Howard Martin as Community Member – as recommended at the February TAC meeting.
2. Naomi Thompson as the Chamber of Commerce representative – as recommended at the March TAC meeting.
3. Daniela Cristofaro replaces Barry Hyatt with as the Accommodation and Tourism Association back-up representative – as recommended at the March TAC meeting.

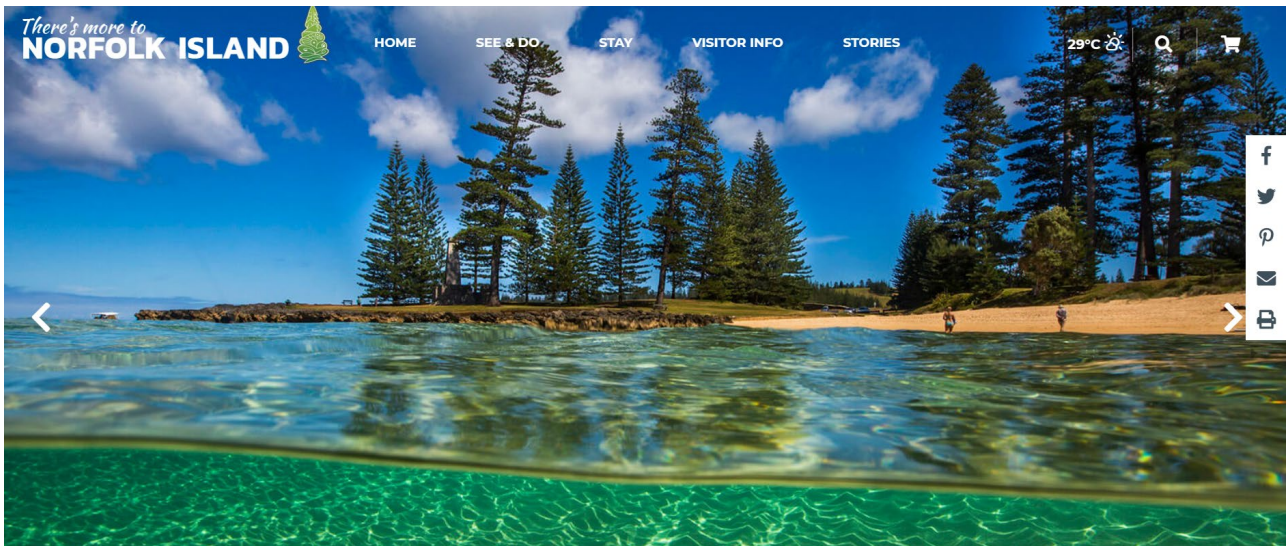
<u>Moved</u>	Kyle Czech	<u>Seconded</u>	Lisle Snell
Carried			

5 REPORTS FROM OFFICERS

5.1 TOURISM REPORT FEBRUARY 2019

NEW DESTINATION WEBSITE

The new Norfolk Island Tourism website went live on 6 February. Most of the little glitches that occurred during the changeover have now been fixed; however, we are waiting for the developers to fix a few small issues. Operators are reminded to check their listings for accuracy and notify Norfolk Island Tourism of any amendments needed.



INDUSTRY GATHERING

The February Tourism Industry Gathering was held at Governors Lodge Resort Hotel. It was interesting to hear from The Governor’s Lodge Manager, Shawn Corocher who gave a very detailed talk on how Gov’s has adapted their business to be more economically viable.

We also thank the guest speaker Jay Barker from Permanent Vacations, who spoke about his new, developing business. The next Gathering will be at Castaway Hotel on Wednesday 13 March, 5pm until 6pm with guest speakers from Prinke Eco Store.



AGENT FAMIL

It was great to have Dave Bantoff, owner of Norfolk Select wholesaler, back on the island from 1–4 February with six Travellers Choice agents. The girls were from travel offices in Canberra, Tamworth, Brisbane, Melbourne and Sydney. Many thanks to the Governor’s Lodge Resort, Aloha rental cars, Moke-About and the local operators for generously providing their tours and activities. It was a first-time visit for everyone in the group, and they were all amazed at how much there is to see and do, the incredible food, and the friendly hospitality of everyone they met.

MEDIA FAMIL

Last week Anna Kantilaftas, Editor of *Get Lost* travel magazine enjoyed five days on our beautiful island. Anna had a very full itinerary but did manage to find some time to ‘get lost’ and relax. Many thanks to the operators who provided for Anna during her stay. She absolutely loved her time on-Island – using every minute. We look forward to reading Anna’s article in the October edition of *Get Lost* travel magazine.



TOURISM AUSTRALIA EXPOSURE

With some exceptional images taken over summer it is not surprising that Tourism Australia has been keen to

share some of them. Visitor @matt.lambley a young photographer from Sydney, had his image of Crystal Pool shared by Tourism Australia on Instagram on 18 February. So far the Instagram post has received approximately 55,000 'likes' as at 26 February.

<https://www.instagram.com/p/BuBN1EbFjA6>



BOOEASY OPERATOR DOCUMENTS

While working on the new destination website we have spent quite a lot of time ensuring that all information has been updated and relevant. Part of this process was updating the website Terms and Conditions. Another part was to develop guidelines and a code of conduct for Bookeasy Operators listed on the Norfolk Island Tourism website. These documents are now complete and will be distributed to all Operators.

- Bookeasy Operator Guidelines – To assist new and existing operators to better manage their listings on our website, to understand the payment process, and to provide them with tips and training on 'how to'.
- Terms and Conditions on Norfolk Island Tourism website for Customers and Operators.
- Bookeasy Code of Ethics – An agreement for Operators sign when they read and agree to the Guidelines, T&C's and Code of Ethics.

These documents will be circulated to existing Operators and distributed to new Operators with a request for them to sign the agreement.

PASSENGER STATISTICS

	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity
Jan 2019	21	3150	2449	2092	78%
Jan 2018	28	4020	2955	2542	74%



Year to date has produced an average load capacity of 87%

Year to date comparison Jul 2017 – Jan 2018 v Jul 2018 – Jan 2019

- 5,595 less seats available
- Down 9% total passengers (1775 pax)
- Down 10% visitors (1709 visitors)

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 2018 data:

- 📈 UP 23% for January 2019
- 📈 UP 22% financial year to date

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RECOMMENDATION

That the Tourism Report February 2019 be noted.

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

6. SWOT ANALYSIS AND ACTION PLAN REVIEW

The Norfolk Island Tourism draft SWOT Analysis and draft Action Plan were tabled for review. Rose will make all suggested amendments and circulate to the TAC via email. Final approval by the TAC will be proposed for the April TAC meeting.

7 COMMITTEE OF THE WHOLE

Opening of Committee of the Whole.

<u>Moved</u>	Lisle Snell	<u>Seconded</u>	Kyle Czech
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Close of Committee of the Whole.

<u>Moved</u>	Kyle Czech	<u>Seconded</u>	Robin Adams
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8 CLOSE OF COMMITTEE MEETING

Next meeting will be held on Thursday 4 April 2019

The Chair closed the meeting at 5:20pm