



MINUTES

Tourism Advisory Committee Meeting

4 April 2019

**MINUTES OF NORFOLK ISLAND REGIONAL COUNCIL
TOURISM ADVISORY COMMITTEE MEETING
HELD AT THE NORFOLK ISLAND REGIONAL COUNCIL CHAMBERS
ON THURSDAY, 4 APRIL 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	✓	
Naomi Thompson	Chamber of Commerce		
Lotta Jackson	General Manager NIRC	✓	
Rose Evans	Team Leader – Tourism & Economic Dev.	✓	
Daniela Cristofaro	Accommodation and Tourism Association	Observer	
VACANT	Tourism Operations		
VACANT	Regional Investment Officer		

1 WELCOME

The Chair welcomed the committee to the meeting and opened the meeting at 4:07pm. The Chair welcomed Howard Martin to his first official meeting and Daniela Cristofaro as an ATA observer.

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 MARCH 2019****RECOMMENDATION**

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

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

4 BUSINESS ARISING FROM MINUTES**4.1 NEIS FUNDING**

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

4.2 INCUBATOR PROJECT

Kerry Grace hosted the first two Tourism Incubator workshops on Wednesday 20 March and Thursday 21 March at Governors Lodge. Fifteen applicants have been accepted for the course. The Incubator Project Coordinator position was awarded to Elise McCaskie. Rose will ask Elise if she would be able to provide a monthly update on the project to keep the TAC informed on the progress. **ACTION:** Rose to contact Elise

4.3 TAC MEMBERS

An EOI for the vacant TAC position of Tourism Operator has been gazetted for 29/03/19 and 12/04/19 with the closing date for applicants being 4.00pm Friday 19/04/19. The committee have been asked to approach any suitable applicants and encourage them to apply for the role.

4.4 SWOT ANALYSIS AND ACTION PLAN REVIEW

The updated Norfolk Island Tourism draft SWOT Analysis and draft Action Plan have been circulated to the committee for final approval by the TAC.

Amendments to the SWOT Analysis: THREATS to have two additional points

- Freight (Air and Sea) delays
- Australia Post delays

RECOMMENDATION

1. That the amended Norfolk Island Tourism SWOT Analysis be agreed.

<u>Moved</u>	Kyle Czech	<u>Seconded</u>	Howard Martin
			Carried

MOTION

That the possible inclusion of ATDW on the Norfolk Island Tourism Action Plan be deferred for further consideration including discussion with ATDW about their failure to honour the original agreement.

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

RECOMMENDATION

1. That the amended Norfolk Island Tourism Action Plan be agreed.

<u>Moved</u>	Kyle Czech	<u>Seconded</u>	Howard Martin
			Carried

5 REPORTS FROM OFFICERS

5.1 TOURISM AND ECONOMIC DEVELOPMENT REPORT MARCH 2019

NORFOLK ISLAND COMEDY FESTIVAL

We are very excited to announce that UTC have secured a deal with the Melbourne International Comedy Festival (MICF) to enable Norfolk Island to host a comedy festival. Four comedians and an MC will entertain audiences with a whole lot of laughter. The aim of the festival is to attract Australian and New Zealand residents to the island during one of the quieter weeks of August. MICF have also agreed to conduct a 'Class Clowns' program for secondary school students during their visit to the Island.

**DELICIOUS MAGAZINE**

Norfolk Island features in a six-page editorial of the March 2019 *Delicious Magazine*. Editor Kate Gibbs and photographer Bonnie Coumbe visited the island at the end of 2018. Together they have managed to capture the uniqueness of Norfolk in this feature.

'There are no traffic lights, cows have right of way, the local radio station announces a shop's unusual opening hours, cars are never locked and keys are left in ignitions.'

'Wonky vegetables and fruit are sold roadside via trust boxes. I hire an open-topped Mini Moke to make the most of the offerings, spooning flesh from a ripe papaya or grazing on tiny sweet bananas en route. It's some of the best food on the island; hunting and gathering Norf'k style.'

The article can be accessed online.

<https://www.delicious.com.au/travel/australia/gallery/undiscovered-magic-norfolk-island/8qg7ov8k>

INDUSTRY GATHERING

The March Tourism Industry Gathering was held at Castaway Hotel. We thank the guest speakers Leanne Webb and Claire Quintal from Prinke Eco Store, who spoke about their new business and how they would like to assist Norfolk Island into becoming a plastic-free community. The next Gathering will be at South Pacific Resort Hotel on Wednesday 3 April 5:00pm until 6:00pm with a guest speaker.

DIGITAL PROMOTION

To celebrate the release of Ziggy Albert’s new music video Bright Lights, which was filmed on Norfolk by Zach Sanders, a competition was promoted during February via Instagram and Facebook. The target was to a younger audience 18–44 years with great engagement overall. A link to the website for further information was included and the video was viewed over 18,000 times. Competition entrant details will be added to the Norfolk Island Tourism database for future marketing purposes.



DIGITAL MARKETING EXPOSURE

Norfolk Island Tourism recently posted a video to Facebook and Instagram we had some fabulous results.

- 7,328 views, 10 comments, 58 Shares on Facebook
- 835 Views, 16 Comments on Instagram

On 6 March 2019 Air New Zealand posted the same video and also received some wonderful results.

- 16,000+ Views, 42 Comments, 231 Shares



<https://www.facebook.com/AirNewZealand.Australia/videos/vb.373279711571/411216196351494/?type=2&theater>

PASSENGER STATISTICS

	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity
Feb 2019	20	2895	2443	2083	86%
Feb 2018	25	3360	3321	2471	84%

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

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

- 6,060 less seats available
- Down 10% total passengers (2149 pax)
- Down 11% visitors (2097 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:

- ⬇️ DOWN 17% for February 2019
(Retail Sales up 0.04%, Tour Sales up 12%, Accommodation/Car Sales down 51%)
- ⬆️ UP 15% financial year to date

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
February	56,587	13,505	82.50%	3.38	3.15	76.20%



Facebook Insights 27k Followers

	Average Organic Reach	Top Post Organic Reach	Top Post Engagement Rate	Bottom Post Engagement Rate
February	2,123	7,298	15%	4%



Instagram Insights 7.6k Followers

	Reach	Impressions	Average Engagement Rate by post	Top Post Engagement Rate by reach	Bottom Post Engagement Rate by reach
February	31,832	49,496	2.92%	11.79 %	7.51%

RECOMMENDATION

That the March 2019 Tourism and Economic Development Report be noted.

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

<u>Moved</u>	Kyle Czech	<u>Seconded</u>	Howard Martin
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8 CLOSE OF COMMITTEE MEETING

Next meeting will be held on Thursday 2 May 2019

The Chair closed the meeting at 5:07pm