



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

Date: Thursday, 2 May 2019
Time: 4.00pm
Location: Norfolk Island Regional Council Chambers

AGENDA

Tourism Advisory Committee Meeting

2 May 2019

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 4 APRIL 2019

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

RECOMMENDATION

1. That the Minutes of the Tourism Advisory Committee Meeting held on 4 April 2019 be noted.

ATTACHMENTS

1. Minutes of the Tourism Advisory Committee Meeting held on 4 April 2019



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**

1. 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

 **Air New Zealand** ⋮
 March 6 at 5:44 PM · 🌐

Discover the subtropical rainforests and azure lagoons of Norfolk Island. It's a unique place with an intriguing history. Are you ready to explore?



 200 24 Comments 231 Shares 16K Views

<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

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

ACTION: Rose to obtain a monthly report from Elise McCaskie

5 REPORTS FROM OFFICERS

5.1 TOURISM & ECONOMIC DEVELOPMENT REPORT APRIL 2019

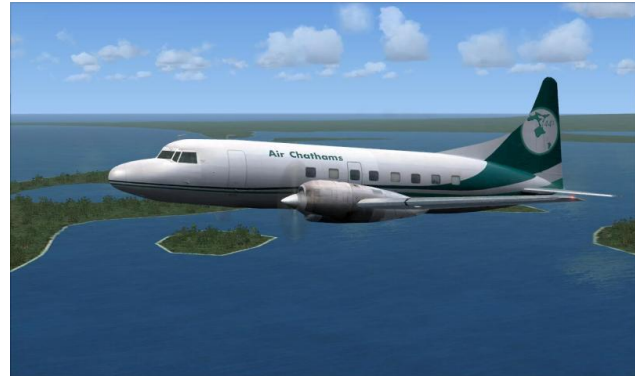
Author: Rose Evans, Team Leader - Tourism and Economic Development

AIR CHATHAMS FLIGHTS

We are very excited about the Air Chathams flights which will commence on 6 September 2019, with tickets now saleable on their new website. We have continued working with the wholesalers in New Zealand, preparing them for the direct flights and Jonica Paramor from UTC will be working with them for training and creation of tactical packages.

A new destination marketing campaign has commenced roll out in New Zealand including:

- Monthly press releases
- Website home page promotions for Norfolk Island Tourism and Air Chathams
- Advertising in New Zealand's newspapers and on social media
- General advertising during focus periods
- A 'Big Destination' campaign involving TV, radio and letterbox drops
- Monthly electronic direct mail targeting
- Competition promotion with a Norfolk Island holiday giveaway
- Five journalists will be on the inaugural flight
- Four media visits over the next 12 months
- NZ product managers, wholesaler consultants, and top producing agent families
- Auckland and regional roadshow with agents.



Norfolk Island Tourism will be working in conjunction with Air Chathams to promote our destination with the aim to rebuild the New Zealand market. A recent post on the NI Tourism Facebook page announcing Air Chathams' commencement had 149 shares, reached 18.6k people with 4.5k engagements, which is an incredible reach rate of 67.66%.



MELBOURNE INTERNATIONAL COMEDY FESTIVAL ROADSHOW

The Melbourne International Comedy Festival (MICF) Roadshow is confirmed for the weekend of 2–5 August 2019. This brilliantly funny annual event draws people from all over Australia and New Zealand to the host cities and towns. Norfolk Island is one of the specially selected locations to host this fabulous Roadshow.

This festival is a fantastic opportunity to promote our destination through the MICF's international database – a collection of people who are not just interested in comedians, but love to travel. The exposure on the MICF website alone will be a real boost. Additionally, Norfolk Island Tourism will be launching a digital campaign on social media with a holiday giveaway competition for the Festival weekend. Urzila Carlson has been confirmed as the headliner act for the MICF Roadshow. To book tickets or arrange a travel package contact Christan Davies at Norfolk Island Travel Centre on christan@travelcentre.nf

ACCOMMODATION INTERNET LIST

The Visitors Information Centre have compiled a list of all Norfolk Island holiday accommodation operators listing the type of internet provided. This will enable VIC staff and Customer Care staff to assist visitors and guide them as to what type of internet card to purchase for use at their accommodation.

INDUSTRY GATHERING

The April Tourism Industry Gathering was held at Paradise Resort Hotel. We thank the guest speaker Cassie Christian from Wilde Rose Hair and Beauty, who spoke about how she has grown her business over the past few years to combine two businesses (Avanti Hairdressing and Expressions Beauty). The next Gathering will be at Highlands on Wednesday 1 May 5.00pm until 6.00pm to give the industry the opportunity to inspect their renovated property and to celebrate their official opening.



BUY LOCAL CAMPAIGN

The Buy Local working group are working on upcoming projects to encourage locals to support local businesses and where possible to buy locally. This year we will continue to feature local quirky products in the newspaper every two weeks. We will also be developing some Buy Local radio sweepers to play intermittently on the radio station. The Buy Local survey will again be available in June to compare with last year's results. And in July we will be running the Buy Local Spending Spree Competition again.

FISHING WORLD MAGAZINE COMPETITION

A recent editorial and full page advertisement promotion in Fishing World Magazine encouraged readers to enter a competition with a chance to win a Norfolk Island fishing holiday package for two people including:

2 x Return airfares on Air New Zealand from Sydney or Brisbane, 5 night accommodation, hire car, 2 x Half day fishing charter trips (all gear supplied), island sunset fish fry, Sound and Light show, Island orientation tour, airport transfers, welcome pack on arrival

The lucky winners have now been drawn and will be travelling to Norfolk in October.

SYDNEY ROYAL EASTER SHOW

The Sydney Royal Easter Show is Australia's largest annual event and the largest ticketed event in the southern hemisphere. The rich heritage and sheer scale of the Show make it a prized communication tool which Norfolk Island included as part of this year's marketing plan to target younger demographic, and specifically families.



AIRLINE PASSENGER STATISTICS

2018/2019

	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity
Jul 2018	13	1950	1773	1359	91%
Aug 2018	15	2250	2005	1645	89%
Sep 2018	19	2850	2741	2411	96%
Oct 2018	25	3345	3092	2631	92%
Nov 2018	23	3330	2862	2481	86%
Dec 2018	25	3540	2784	2369	79%
Jan 2019	21	3150	2449	2092	78%
Feb 2019	20	2895	2443	2083	86%
Mar 2019	21	3150	3071	2692	97%
TOTAL	182	26460	23220	19763	Average 88%

2017/2018

	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity
Jul 2017	22	3060	1914	1465	63%
Aug 2017	18	2580	1779	1460	69%
Sep 2017	25	3570	2972	2629	83%
Oct 2017	31	4410	3379	2931	77%
Nov 2017	27	3840	2827	2473	74%
Dec 2017	32	4530	3655	3197	81%
Jan 2018	28	4020	2955	2542	74%
Feb 2018	23	3360	2817	2471	84%
Mar 2019	25	3660	3321	2962	91%
TOTAL	231	33030	25619	22130	Average 77%



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 7% for March 2019 📈 UP 14% 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
March	53,335	11,884	81.60%	3.57	3.23	81.40%



Facebook Insights 27k Followers

	Average Organic Reach	Top Post Organic Reach	Top Post Engagement Rate	Bottom Post Engagement Rate
March	2,032	6,746	12%	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
March	37,570	55,918	3.90%	13.07 %	9.11%

RECOMMENDATION

That the Tourism & Economic Development Report April 2019 be noted.

ATTACHMENTS

Nil

5.2 EOI 07/19 TOURISM ADVISORY COMMITTEE MEMBERSHIP - TOURISM OPERATIONS

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

SUMMARY

The purpose for this report is for the Tourism Advisory Committee to consider the applications received for the vacant position of Tourism Operations on the Tourism Advisory Committee.

BACKGROUND

Council by resolution appoints members to the TAC to advise Council on Tourism. Expressions of interest must be sought from members of the community to fill any vacant Tourism Operations positions.

Submitted applications must be considered by the Tourism Advisory Committee and a recommendation provided to Council for approval

RELEVANCE TO TERM OF REFERENCE

According to the Terms of Reference – Tourism Advisory Committee

- Membership should be made up of a maximum of 8 voting members including two Tourism Operations members;
- Advertisements calling for expressions of interest for membership will be placed in the local media and proposed members must be endorsed by Council.
- All nominations for Advisory Committees are formally submitted in writing to Council for appointment.
- The appointment of Advisory Committees is at the discretion of the Council. The Committees are appointed and reappointed in accordance with the provisions of Section 355 of the Local Government Act 1993 (NSW) (NI).
- To hold office, all Committee Members must be appointed by Council and for the duration of the Term of the Council.
- Council must appoint new members before they are able to take part in the Committee meetings.
- Members must be interested in Tourism and Economic Development as part of the whole of Norfolk Island and not for self-interest only.
- Members are to advise and make recommendations to the Norfolk Island Regional Council on Tourism Strategy.
- Members are to provide advice to Council and support the efforts and direction of tourism to Norfolk Island, both in the immediate and long term.

RELEVANCE TO STRATEGIC PLAN AND RESOURCING STRATEGY

This report aligns with the Norfolk Island Regional Council Community Strategic Direction 04 – Objective 5: Our community is a great place to live and visit, Objective 6: Strong, diverse and vibrant business environment.

DISCUSSION

Following the resignation of Lillian Mann from her position as Tourism Operations on the Tourism Advisory Committee in December 2018, an Expression of Interest (EOI 07/19) was sought from the Norfolk Island Community to fill the Tourism Operations role.

Advertisements were placed in the Norfolk Island *Government Gazette* on Friday 29 March 2019 and Friday 12 April 2019. Notices also appeared in the Norfolk Islander newspaper and on the Norfolk Island Regional Council website. Submissions were able to be sent to regionalcouncil@nirc.gov.nf and enquiries directed to General Manager, Lotta Jackson. The closing date for the EOI was Friday 19 April 2019.

One application was received from Mrs Tina Loader on 17 April 2019. No other submissions were received.

Mrs Loader is an appropriate applicant for the position of Tourism Operations on the Tourism Advisory Committee for the following reasons:

1. Part owner of a tourism accommodation business – Burnt Pine Boutique Apartments;
2. Strong interest in tourism, and heavily committed to the industry through her business, volunteer work and commitment to the island as a long-term resident;
3. Passionate about providing unique experiences to visitors and working together with the community and industry.

FINANCIAL IMPLICATIONS

Nil

RECOMMENDATION

1. That the report by Team Leader Tourism and Economic Development be received and noted.
2. That the applicant for Tourism Operations, Tina Loader, be accepted by the Tourism Advisory Committee for endorsement by Council.

ATTACHMENTS

Nil

6 ITEMS FROM COMMITTEE MEMBERS

6.1 THE PURPOSE OF THE TOURISM ADVISORY COMMITTEE (TAC)

Author: Howard Martin, Mr

DISCUSSION

The purpose of the Tourism Advisory Committee is:

- to advise and make recommendations to the Norfolk Island Regional Council on Tourism Strategy.
- to provide advice to Council and support the efforts and direction of tourism to Norfolk Island, both in the immediate and long term.

As a member of just two meetings I was reading the last gazette (seeking a Tourism Operations member) detailing the role of TAC as above. To be honest I don't feel with the two meetings I've attended so far that we're really achieving this. I question the current format, the measures of progress and are we really serving the purpose of the committee as well as we could be.

As I looked to source a Tourism Operation's member I found the feedback from prospective candidates was aligned with my initial observations.

RELEVANCE TO THE ROLE OF THE ADVISORY COMMITTEE

I'm really keen to make these meetings more effective, progressive and proactive in line with the stated purpose of the committee.

PROPOSED ADVICE

To be discussed at the next meeting. Others may not share my view – just keen for everyone to really question how we can be more effective.

ATTACHMENTS

Nil

7 COMMITTEE OF THE WHOLE

8 CLOSE OF COMMITTEE MEETING