



# **MINUTES**

## **Tourism Advisory Committee Meeting**

**2 May 2019**

**MINUTES OF NORFOLK ISLAND REGIONAL COUNCIL  
TOURISM ADVISORY COMMITTEE MEETING  
HELD AT THE NORFOLK ISLAND REGIONAL COUNCIL CHAMBERS  
ON THURSDAY, 2 MAY 2019 AT 4.00PM**

**PRESENT:****IN ATTENDANCE:**

Name	Representative	Present	Apology
Robin Adams	Mayor	✓	
Lisle Snell	Councillor	✓	
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 Development	✓	
VACANT	Tourism Operations		
VACANT	Regional Investment Officer		

**1 WELCOME**

The Chair welcomed the committee to the meeting and opened the meeting at 4:08pm. The Chair also extended a warm welcome to Naomi Thompson for her first TAC meeting.

**2 DISCLOSURE OF INTEREST**

Nil

**3 CONFIRMATION OF MINUTES****3.1 MINUTES OF THE TOURISM ADVISORY COMMITTEE MEETING HELD ON 4 APRIL 2019****RECOMMENDATION**

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

<u>Moved</u>	Howard Martin	<u>Seconded</u>	Lisle Snell
			Carried

Lisle Snell requested an amendment to the 4 April 2019 TAC Minutes removing the word (Chair) from the In Attendance list.

**4 BUSINESS ARISING FROM MINUTES**

**4.1 NEIS FUNDING**

Fiona investigated Norfolk’s eligibility for NEIS funding and confirmed that only new enterprises within a state structure are eligible.

**4.2 INCUBATOR PROJECT**

The April monthly report for the Tourism Incubator Project from Elise McCaskie was read to the TAC by Rose.

‘In April, the Norfolk Island Tourism Incubator Project held its second set of workshops. These workshops were hosted by Dr Stephen Saunders, a business strategist with over 25 years’ experience working with companies such as Air New Zealand and destinations including The Coffs Coast. As well as the workshops for program participants, there was a public workshop themed “The Norfolk Island visitor economy and understanding the opportunities”. Many local business owners and locals with an interest in the tourism industry attended the workshop and participated in a robust discussion about the opportunities available to businesses on the island via existing, new and emerging markets.

‘The next workshops will held on Tuesday 14 and Thursday 16 May, with a public workshop themed “Show me the money – finance” being held at Norfolk Island Golf Club on Tuesday 14 May from 5pm. This will be hosted by Amanda Fisher, aka The Cash Flow Queen, a chartered accountant who is on a mission to educate business owners about how to understand and interpret their business numbers so that they can make better business decisions. She is the author of three books including the Amazon #1 Bestselling book, *Unscramble Your Numbers – Unlock the Secrets To Your Business Cash Flow.*’

**RECOMMENDATION**

1. That the April Tourism Incubator Project Report from Elise McCaskie be received and noted

<u>Moved</u>	Robin Adams	<u>Seconded</u>	Howard Martin
			Carried

## 5 REPORTS FROM OFFICERS

### 5.1 TOURISM AND ECONOMIC DEVELOPMENT REPORT APRIL 2019

#### AIR CHATHAMS FLIGHTS

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



A new destination marketing campaign has commenced rolling 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 of rebuilding the New Zealand market. A recent post on the Norfolk Island 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 per cent.



#### 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 headline 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](mailto:christan@travelcentre.nf)

### ACCOMMODATION INTERNET LIST

The Visitors Information Centre has compiled a list of the type of internet provided by all Norfolk Island holiday accommodation operators. 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 nights' 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 and 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**

	<b>Incoming Flights</b>	<b>Seats Available</b>	<b>Incoming Passengers</b>	<b>Visitors</b>	<b>Load Capacity</b>
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%
<b>TOTAL</b>	<b>182</b>	<b>26460</b>	<b>23220</b>	<b>19763</b>	<b>Average 88%</b>

**2017–2018**

	<b>Incoming Flights</b>	<b>Seats Available</b>	<b>Incoming Passengers</b>	<b>Visitors</b>	<b>Load Capacity</b>
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 2018	25	3660	3321	2962	91%
<b>TOTAL</b>	<b>231</b>	<b>33030</b>	<b>25619</b>	<b>22130</b>	<b>Average 77%</b>



**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](http://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 and Economic Development Report April 2019 be noted.

<u>Moved</u>	Howard Martin	<u>Seconded</u>	Naomi Thompson
			Carried

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

### 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 eight 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; and 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](mailto: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.

<u>Moved</u>	Naomi Thompson	<u>Seconded</u>	Fiona Anderson
			Carried

**RECOMMENDATION**

1. That the existing vacant TAC RIO Representative role be amended to RDA Representative as a non-voting member.
2. That the TAC Terms of Reference be updated to include the RDA Representative non-voting role.

<u>Moved</u>	Rael Donde	<u>Seconded</u>	Fiona Anderson
			Carried

**6 ITEMS FROM COMMITTEE MEMBERS**

**6.1 THE PURPOSE OF THE TOURISM ADVISORY COMMITTEE (TAC)**

**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.

A robust discussion followed which allowed all committee members to view their opinions and refocus their thoughts on ways to improve the TAC meetings. The general agreement was that TAC meetings need to be positive, open and action driven. Members need to be respectful of others and to use the Code of Conduct for guidance of what is and isn't acceptable.

Discussions also included several positive and pro-active tourism related ideas.

<b>RECOMMENDATION</b>			
That Naomi Thompson gain in-principle support from cafés for the Green Caffeen project before taking it to the Administrator's office to investigate funding support.			
<u>Moved</u>	Fiona Anderson	<u>Seconded</u>	Robin Adams
			Carried

**7 COMMITTEE OF THE WHOLE**

Opening of Committee of the Whole.

<u>Moved</u>	Fiona Anderson	<u>Seconded</u>	Naomi Thompson
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Close of Committee of the Whole.

<u>Moved</u>	Fiona Anderson	<u>Seconded</u>	Robin Adams
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## **8 CLOSE OF COMMITTEE MEETING**

Next meeting will be held on Thursday 6 June 2019

The Chair closed the meeting at 5:30pm