



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

Date: Thursday, 2 July 2020
Time: 4:00pm
Location: Norfolk Island Regional Council Meeting Room

AGENDA

Tourism Advisory Committee Meeting

2 July 2020

**Andrew Roach
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 JUNE 2020

Author: Rose Evans, Team Leader - Tourism and Heritage

RECOMMENDATION

1. That the Minutes of the Tourism Advisory Committee Meeting held on 4 June 2020 be received and the recommendations therein be adopted.

ATTACHMENTS

1. **Minutes of the Tourism Advisory Committee Meeting held on 4 June 2020**



MINUTES

Tourism Advisory Committee Meeting

4 June 2020

**MINUTES OF NORFOLK ISLAND REGIONAL COUNCIL
TOURISM ADVISORY COMMITTEE MEETING
HELD AT THE NORFOLK ISLAND REGIONAL COUNCIL MEETING ROOM
ON THURSDAY, 4 JUNE 2020 AT 4:00PM**

PRESENT:**IN ATTENDANCE:**

Name	Representative	Present	Apology
Robin Adams	Mayor	✓	
Lisle Snell	Councillor	✓	
Fiona Anderson	The Administrator's Office	✓	
Rael Donde	Accommodation and Tourism Association	✓	
Paul Porter	Tourism Operations/Community Member	✓	
Naomi Thompson	Tourism Operations	✓	
Howard Martin	Community Member	✓	
Andrew Roach	General Manager - NIRC	✓	
Rose Evans	Team Leader Tourism & Economic Development	✓	
VACANT	Tourism Operations		
VACANT	RDA Representative		

1 WELCOME

The Chair welcomed the Committee to the meeting and opened the Meeting at 4:05pm.

The Chair read the Statement of Respect: We acknowledge our elders past and present; and we acknowledge the Norfolk Island People, the traditional custodians of this Island.

2 DISCLOSURE OF INTEREST

Name	Agenda Item	Type	Nature of Interest

3 CONFIRMATION OF MINUTES**3.1 MINUTES OF THE TOURISM ADVISORY COMMITTEE MEETING HELD ON 7 MAY 2020****RECOMMENDATION**

- That the Minutes of the Tourism Advisory Committee Meeting held on 7 May 2020 be received and the recommendations therein be adopted.

<u>Moved</u>	Paul Porter	<u>Seconded</u>	Howard Martin
			Carried

4 BUSINESS ARISING FROM MINUTES

4.1 ORDINARY COUNCIL MEETING MINUTES 20 MAY 2020 – TAC RESOLUTIONS

9.2 MINUTES OF THE TOURISM ADVISORY COMMITTEE MEETING HELD ON 7 MAY 2020	
RESOLUTION 2020/54	
Moved: Cr Lisle Snell Seconded: Cr Rod Buffett	
1.	That the Minutes of the Tourism Advisory Committee Meeting held on 7 May 2020 be received and the recommendations therein be adopted.
2.	That the General Manager encourages Radio Norfolk to incorporate a regular Norf’k segment each week dedicated entirely to Norf’k language, music, archived stories and interviews.
3.	That the Tourism and Economic Development Report March & April 2020 be noted.
4.	That the General Manager pursues a conversation with Air New Zealand about the possibility of the flight service being run out of the Brisbane and Sydney Domestic Airports during the COVID-19 pandemic.
CARRIED	
UNANIMOUS	

4.2 VACANT TAC POSITION

Received an application from Sue-Ellen Quintal, General Manager of Baunti Escapes for the vacant TAC position of Tourism Operations.

Received a request from the ATA for Elise McCaskie, ATA Vice President to replace Daniela Cristofaro as the reserve ATA representative.

RECOMMENDATION

That Council endorse the appointment of Sue-Ellen Quintal in the vacant TAC position of Tourism Operations.

<u>Moved</u>	Robin Adams	<u>Seconded</u>	Lisle Snell
Carried			
Recommendation			
That Council endorse the amendment of Elise McCaskie to replace Daniela Cristofaro in the TAC position of reserve ATA representative.			
<u>Moved</u>	Rael Donde	<u>Seconded</u>	Naomi Thompson
Carried			

4.3 AIR NEW ZEALAND

Discussions regarding the drastic changes made to the Air New Zealand schedule to Norfolk Island leading into our busy season, and the lack of consultation or consideration to the devastating effects on the Norfolk Island economy. The number of flights is the limiting factor to our economy.

Recommendation			
That the General Manager organises as a matter of urgency a discussion with Air New Zealand about improvement to the flight schedule servicing Norfolk Island, with intent of achieving a return to regular scheduled flights (prior COVID-19) by the end of August.			
<u>Moved</u>	Naomi Thompson	<u>Seconded</u>	Howard Martin
			Carried

4.4 TRAINING WORKSHOPS

Team Leader has undertaken the coordination of volunteer trainers to conduct free training workshops for the Norfolk Island community. The purpose of the workshops is to improve service standards island wide, provide a free opportunity for locals during a difficult period, and offer personal development not normally available on island.

Courses will include:

- Customer Service;
- Barista Course; Coffee Art
- Serve Food and Beverage; Provide Table Service of Food and Beverage; Provide Silver Service;
- Social Media for Businesses.

A suggestion was made to incorporate the use of the Norfolk language as a component of the Customer Service training workshops.

Venues large enough for training (with social distancing regulations) are yet to be determined and every attempt will be made to secure training venues willing to waive fees.

Enrolment priority for the initial courses will be given to those who are already working in local businesses under the relative industries with any spaces filled by interested community members. If the initial courses are successful secondary courses may be scheduled for any residents who are interested in gaining employment in the relative industries.

4.5 NORFOLK LANGUAGE

The General Manager has mentioned the idea of the Radio Norfolk – Norfolk Segment to Darlene and she is very supportive of incorporating into the program.

Team Leader has again contacted the Council of Elders regarding the encouragement of using the Norfolk language more within the community. Team Leader has contacted all Tour Operators and asked them to use 'Watewieh' as a universal greeting and has received nothing but positive feedback and support for this suggestion.

4.6 MISS NORFOLK ISLAND PAGEANT

We have received positive feedback in support of the proposal of a Miss Norfolk Island Pageant. Team Leader to meet with stakeholders to discuss who will drive the project.

5 REPORTS FROM OFFICERS**5.1 TOURISM & ECONOMIC DEVELOPMENT REPORT MAY 2020****RECOMMENDATION**

That the Tourism & Economic Development Report May 2020 be noted, and in particular that Tourism Australia is to travel to Norfolk Island for a famil with possible representation from Investment Attraction, Global Social Media, Global PR, Broadcast and Advocacy and Industry Relations.

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

5.2 VISITOR DATA COLLECTION REPORT**SUMMARY**

The purpose of this report is for the Team Leader Tourism & Economic Development to provide information to the Tourism Advisory Committee regarding proposed ways to improve collection of visitor data.

RECOMMENDATION

When visitors are permitted to visit Norfolk Island again, consideration is to be given to existing tourism staff distributing the Visitor Survey Cards to departing visitors at every scheduled plane departure.

<u>Moved</u>	Rael Donde	<u>Seconded</u>	Paul Porter
			Carried

6 ITEMS FROM COMMITTEE MEMBERS**6.1 WORLD TRAILS FAMIL TO NORFOLK ISLAND****DISCUSSION**

World Trails is one of the largest and most experienced Mountain Bike trail companies in the world. Glen Jacobs has been invited to the island to understand the product offering of Norfolk Island and the viability of designing a mountain bike trail.

RECOMMENDATION

Committee notes that Glen Jacobs from World Trails has been invited to the island to scope the potential for a mountain bike trail.

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

7 COMMITTEE OF THE WHOLE

Did not go into Committee of the Whole

8 DATE OF NEXT MEETING

Next meeting will be held on Thursday, 2 July 2020 .

9 CLOSE OF COMMITTEE MEETING

There being no further business the Chair declared the meeting closed at 5.24pm.

.....

Councillor Robin Adams

Chair

Dated: [enter date](#)

4 BUSINESS ARISING FROM MINUTES

4.1 ORDINARY COUNCIL MEETING MINUTES 24 JUNE 2020 – TAC RESOLUTIONS

RECOMMENDATION

1. That the Minutes of the Tourism Advisory Committee Meeting held on 4 June 2020 be received and the recommendations therein be adopted.
2. That Council endorse the appointment of Sue-Ellen Quintal in the vacant TAC position of Tourism Operations.
3. That Council endorse the amendment of Elise McCaskie to replace Daniela Cristofaro in the TAC position of reserve ATA representative.
4. That the General Manager organises as a matter of urgency a discussion with Air New Zealand about improvement to the flight schedule servicing Norfolk Island, with intent of achieving a return to regular scheduled flights (prior COVID-19) by the end of August.
5. That the Tourism & Economic Development Report May 2020 be noted, and in particular that Tourism Australia is to travel to Norfolk Island for a famil with possible representation from Investment Attraction, Global Social Media, Global PR, Broadcast and Advocacy and Industry Relations.
6. When visitors are permitted to visit Norfolk Island again, consideration is to be given to existing tourism staff distributing the Visitor Survey Cards to departing visitors at every scheduled plane departure.
7. Committee notes that Glen Jacobs from World Trails has been invited to the island to scope the potential for a mountain bike trail.

4.2 AIR NEW ZEALAND & AIR CHATHAMS

Update from General Manager

4.3 TRAINING WORKSHOPS

Update from Team Leader

5 REPORTS FROM OFFICERS

5.1 TOURISM REPORT JUNE 2020

Author: Rose Evans, Team Leader - Tourism and Heritage

SUMMARY

The purpose of this report is for the Team Leader Tourism & Heritage to provide a monthly update of tourism industry news to Council, the Tourism Advisory Committee and the Community.

TOURISM & HERITAGE MERGE

As part of the NIRC organisational restructure, Team Leader Tourism & Economic Development's role has now changed to Team Leader Tourism & Heritage. This change has meant a large amount of re-organising has been crucial to ensure a smooth transition for all staff, industry and stakeholders dealt with as part of the merged role.

During the last three weeks of June, Team Leader Tourism & Heritage has undertaken:

- Numerous meetings with the new Economic Development Manager
- One-on-one meetings with 14 Heritage staff and 6 Tourism staff
- Weekly meetings with full time Heritage staff
- Weekly Tourism staff meetings
- Introductory emailing all major Heritage stakeholders
- Attending numerous Zoom meetings with Tourism / Heritage / Economic Development stakeholders
- Preparing agendas for both the TAC and Heritage & Culture Advisory Committee (HCAC) meetings

The unexpected change has had a substantial impact on work load, however the Team Leader has committed herself to undertake all responsibilities to the best of her ability.

MARKETING PLAN AND BUDGET 2020/21

Team Leader Tourism & Heritage, the Economic Development Manager, and the General Manager have been investigating innovative ways to move Norfolk Island forward from the damage caused by the pandemic, and fast track tourism recovery. Since COVID-19 hit, travel has changed, tourism has changed, marketing has changed, and the necessity to try and rebuild the island's economy primarily revolves around converting potential travellers into bookings.

To enable Norfolk Island to stand out from other competing destinations, some major changes have been considered for the 2020/21 marketing plan. The Unique Tourism Collection (UTC) submitted to NIRC their proposed marketing plan for 2020/2021 which has been reviewed. Additionally a proposal from a marketing content provider has been considered to supplement what UTC provide.

The 2020/21 marketing budget is to be dispersed between:

- Consumer, Trade, PR, Digital (social media, website, EDM) and print marketing
- Brand focus, awareness campaign, niche markets, content creation, website optimisation

A detailed report will be published in August 2020 including the 2020/21 marketing plan, and a review of 2019/20 marketing results.



TOURISM AUSTRALIA

After reviewing the content on the Tourism Australia (TA) 'Guide to Norfolk Island' website page, Norfolk Island Tourism have recently provided updated information for the TA staff who will implement and improve the listing.

<https://www.australia.com/en-us/places/sydney-and-surrounds/guide-to-norfolk-island.html>

Additionally Norfolk Island Tourism have been creating a 'Stand out itinerary' to showcase Norfolk's unique status as a tourism destination. The itinerary has been proposed to be included on the TA website by October 2020.

TRAINING WORKSHOPS

As part of NIRC's commitment to supporting community, Team Leader Tourism & Heritage has undertaken the coordination of volunteer trainers to conduct free training workshops for Norfolk Island residents. The purpose of the workshops is to improve service standards Island wide, provide a free opportunity for locals during a difficult period, and offer personal development not normally available on island.

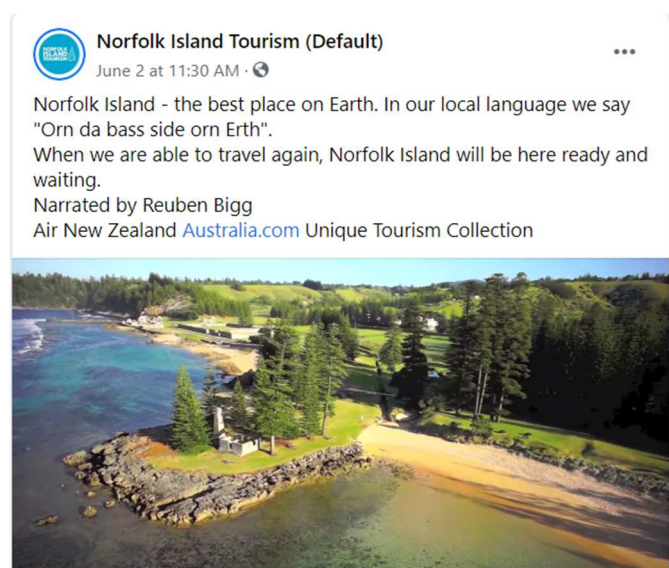
Courses will include:

- Customer Service;
- Barista Course; Coffee Art
- Serve Food & Beverage; Provide Table Service of Food & Beverage; Provide Silver Service;
- Social Media for Businesses.

Venues large enough for training (with social distancing regulations) are being secured. Enrolment priority for the initial courses will be given to those who are already working in local businesses under the relative industries, with any spaces filled by interested community members. If the initial courses are successful secondary courses may be scheduled for any residents who are interested in gaining employment in the relative industries.

'DA BASS SIDE ORN ERTH' VIDEO

During the COVID-19 pandemic, Norfolk Island Tourism has focused on digital destination marketing to lure potential travellers. Michelle & Kristie at Norfolk Island Tourism created a new destination video titled 'Da Bass Side Orn Erth' which was launched on 2 June 2020. Reuben Bigg narrated the video in the Norf'k language. So far the video has had incredible response, and particularly via Facebook (34.6k Reach, 224 Shares, 12.3K Views, 2.6k Engagements).





BUY LOCAL CAMPAIGN

Norfolk Island Tourism staff have been working on upcoming projects to encourage locals to support local businesses and where possible to buy locally. We continue to feature local products in the newspaper every two weeks and recently highlighted products relevant to the COVID-19 pandemic.

The Buy Local community survey is available again this year during the month of July via the online link (<https://www.surveymonkey.com/r/BuyLocalNI>) which will be accessible via the Council website. Alternately, printed copies will be available from Customer Care.

July is also the month for the Buy Local Spending Spree Competition and we commend the local businesses for their excellent participation, considering the ordeals that they have endured recently. This year the prizes value over \$1000 with one major prize and two minor prizes. NIRC have donated \$500 in prize money to assist the competition. Winners will have the opportunity to select which participating businesses they would like their prize vouchers from.

MONTHLY NEWSLETTER

From June 2020, the monthly Tourism E-Newsletter was released in a new format and distributed via Norfolk Island Tourism to the current database of over 25,000 contacts. The latest issue promoted a new video - courtesy of the BBC, documenting the Morepork Owl chick story. Also featured were a new blog story written by Tourism staff, and informative links to the destination website.

RECOMMENDATION

That the Tourism Report June 2020 be noted.

ATTACHMENTS

Nil

6 ITEMS FROM COMMITTEE MEMBERS

Nil

7 COMMITTEE OF THE WHOLE

8 DATE OF NEXT MEETING

The next meeting of the Tourism Advisory Committee will be held on Thursday, 6 August 2020 at 4:00pm.

9 CLOSE OF COMMITTEE MEETING