



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

Date: Thursday, 6 August 2020
Time: 4:00pm
Location: Norfolk Island Regional Council Meeting Room

AGENDA

Tourism Advisory Committee Meeting

6 August 2020

**Andrew Roach
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 2 JULY 2020

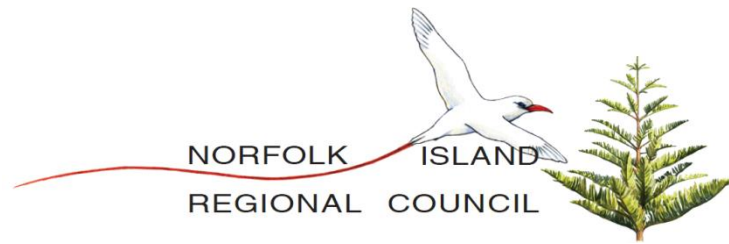
Author: Rose Evans, Team Leader - Tourism and Heritage

RECOMMENDATION

1. That the Minutes of the Tourism Advisory Committee Meeting held on 2 July 2020 be received and the recommendations therein be adopted.

ATTACHMENTS

1. Minutes of the Tourism Advisory Committee Meeting held on 2 July 2020



MINUTES

Tourism Advisory Committee Meeting

2 July 2020

**MINUTES OF NORFOLK ISLAND REGIONAL COUNCIL
TOURISM ADVISORY COMMITTEE MEETING
HELD AT THE NORFOLK ISLAND REGIONAL COUNCIL MEETING ROOM
ON THURSDAY, 2 JULY 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	✓	
Sue-Ellen Quintal	Tourism Operations	✓	
Howard Martin	Community Member	✓	
Andrew Roach	General Manager - NIRC		✓
Rose Evans	Team Leader Tourism & Economic Development	✓	
VACANT	RDA Representative		

1 WELCOME

The Chair welcomed the Committee to the meeting and opened the Meeting at 4:00pm.

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.

A welcome was extended to Sue-Ellen Quintal for her first TAC meeting.

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 4 JUNE 2020****RECOMMENDATION**

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

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

4 BUSINESS ARISING FROM MINUTES

4.1 ORDINARY COUNCIL MEETING MINUTES 24 JUNE 2020 – TAC RESOLUTIONS

9.2 MINUTES OF THE TOURISM ADVISORY COMMITTEE MEETING HELD ON 4 JUNE 2020

RESOLUTION 2020/86

Moved: Cr Lisle Snell

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ORDINARY COUNCIL MEETING MINUTES

24 JUNE 2020

Seconded: Cr Rod Buffett

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.

CARRIED

UNANIMOUS

4.2 AIR NEW ZEALAND & AIR CHATHAMS

The General Manager attempted to meet with Air New Zealand while he was in Australia however a suggestion was made that meeting with the Department of Infrastructure would be more valuable. Air Chathams have been in contact with NIRC and are requesting additional operational support.

4.3 TRAINING WORKSHOPS

We have been very fortunate to have two of the major hotels offer their venues for the training workshops. Both Governors Lodge Resort Hotel and South Pacific Resort Hotel have very generously offered their facilities at no cost to Council.

The next step to getting the workshops up and running will be to coordinate with the trainers and venues the most suitable days and times to run the workshops. Once confirmed, Team Leader Tourism & Heritage will advertise the workshops and call out to the community for a list of interested attendees. It is anticipated that the workshops will occur in early August.

5 REPORTS FROM OFFICERS

5.1 TOURISM REPORT JUNE 2020

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.

RECOMMENDATION

That the Tourism Report June 2020 be noted.

<u>Moved</u>	Naomi Thompson	<u>Seconded</u>	Paul Porter
			Carried

6 ITEMS FROM COMMITTEE MEMBERS

Nil

7 COMMITTEE OF THE WHOLE

Opening of the Committee of the Whole

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

Closing of the Committee of the Whole

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

8 DATE OF NEXT MEETING

Next meeting will be held on Thursday, 6 August 2020 .

9 CLOSE OF COMMITTEE MEETING

There being no further business the Chair declared the meeting closed at 5:05pm.

4 BUSINESS ARISING FROM MINUTES

4.1 AIR NEW ZEALAND

The Australian Government and Air New Zealand have approved over the upcoming months to gradually increase the number of scheduled flights to Norfolk Island from Brisbane and Sydney. The reinstated flights have been structured around visitor demand during Norfolk's peak travel season. Whilst we anticipate the flights won't have maximum capacity, the demand is strong enough to warrant Air New Zealand increasing from two flights per week to six flights per week by 25 October 2020.

5 REPORTS FROM OFFICERS

5.1 TOURISM REPORT JULY 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.

ECONOMIC STIMULUS PACKAGE – TOURISM PROMOTION

The Coronavirus and associated restrictions have had a significant impact on tourism and the local economy. As part of the Australian Government's \$13.5 million of additional economic stimulus providing support to remote communities and businesses of Norfolk Island, \$475,000 will be provided for tourism promotion of Norfolk Island.

The stimulus funding is in addition to the annual marketing funds the Government already provides to support Norfolk Island Regional Council's tourism marketing budget. Part of the tourism stimulus funds have been approved for a special project proposed by Norfolk Island Regional Council. The 'White Tern Project' is a digital online strategy to develop solid digital marketing foundations, and support Norfolk Island to attract both younger and higher-yielding customers.

TRAINING WORKSHOPS

The majority of the free community training workshops have been confirmed and final confirmation of venues is underway. Advertising for the workshops commenced on 25 July and a register of attendees is being kept by Tourism staff. Courses will adhere to COVIDSafe regulations and so have limited places available. Council is extremely grateful to the trainers donating their time to run the workshops, and to the venues who have donated their facilities free of charge.

Social Media Marketing for Businesses – Kyle Czech - 5, 12 & 19 August - 5.30pm to 6.30pm

Customer Service – Leanne Webb - 20 & 27 August - 4.00pm to 6.00pm

Food & Beverage Service – Michele Van Gorph - To be confirmed

Barista and Coffee Art – Georgia Buffett - To be confirmed

AIR NEW ZEALAND

There have been changes to the Air New Zealand flight schedule for the rest of 2020 to transition into the return of our normal flight schedule. The notable variance is the 'loop' flights from 31 August until 24 October. Below is a summary of the flight schedule until 25 March 2021.

Up until 20 Aug	SYD-NLK Mon	NLK-SYD Mon
2 flights per week	BNE-NLK Sat	NLK-BNE Sat
From 21 Aug to 30 Aug	SYD-NLK Mon + Fri	NLK-SYD Mon + Fri
3 flights per week	BNE-NLK Sat	NLK-BNE Sat
From 31 Aug to 24 Oct	SYD-NLK Mon + Fri	NLK-SYD Tue + Sat
4 flights per week	BNE-NLK Tue + Sat	NLK-BNE Mon + Fri
From 25 Oct to 25 Mar	SYD-NLK Mon + Fri + Sun	NLK-SYD Mon + Fri + Sun
6 flights per week	BNE-NLK Tue + Thu + Sat	NLK-BNE Tue + Thu + Sat

NORFOLK ISLAND ENTRY PASS

Team Leader Tourism & Heritage was an integral part of the team who worked alongside software developers contracted to implement the Norfolk Island Entry Pass.

Every person intending to travel to Norfolk Island must now complete and obtain an online Entry Pass 24 to 72 hours prior to flight departure via the link on the NIRC website.

<https://norfolkau.viewpointcloud.com/categories/1083>

A separate Entry Pass is required for each individual, including children. If an individual seeking to enter Norfolk Island is a child or a person with impaired capacity, a parent or guardian may complete this form on their behalf. The application process is an automated program designed to screen applicants via an online declaration, and identify high-risk travellers who will be denied entry to Norfolk Island. The screening will also provide valuable data to track inbound travellers, should a positive case of COVID-19 be identified.

The Entry Pass will be automatically and instantly approved, provided the applicant is low-risk, and eligible to travel to Norfolk Island under any restrictions in place at the time of application. In some instances, applications will be further screened by the Incident Controller and may take 24 hours from the time of application to determine if the Entry Pass has been approved or denied.

Australia to Norfolk Island Border Restrictions

Due to COVID-19 some [border restrictions](#) remain in place between certain states of Australia and Norfolk Island. For those who are allowed to travel, Norfolk Island Regional Council require all passengers to complete and obtain an online [Entry Pass](#) 24 to 72 hours prior to flight departure. [More info.](#)



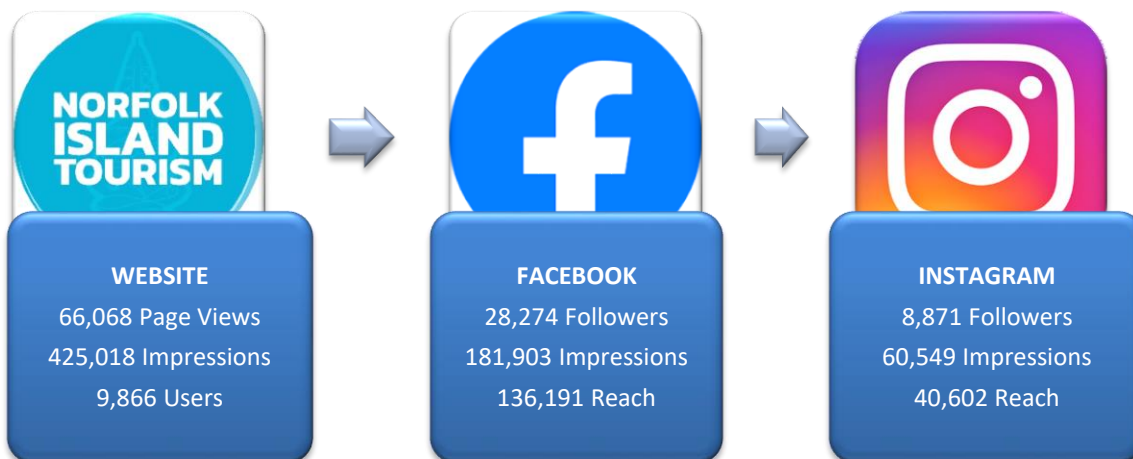
Entry pass form

Required at least 24 to 72 hours before departure

[See more](#)

Air New Zealand have included notification regarding the Entry Pass requirements and a link on their website for anyone looking to book a flight to Norfolk Island.

DIGITAL MARKETING - JUNE 2020



AIRLINE STATISTICS 2019/20

	Incoming Flights	Seats Available	Load Capacity	Incoming Passengers (PAX)	Visitors	Visitor % of PAX
Australia	212	31,800	73%	23,132	19,479	84%
New Zealand	32	1,188	87%	1,028	816	79%
TOTAL	244	32,988	73%	24,160	20,295	84%

SUMMARY: Borders were closed to visitors for four months (31% of the year)

Total Passengers down 21% from 2018/19

Total Visitors down 22% from 2018/19

A complete report including monthly breakdowns will be provided in Council's Annual Report.

TOURISM GROSS SALES – 2019/20

Tourism gross sales include Tours, Accommodation, Car Hire, and Retail sales.

Sales transactions are from the destination website and Visitor Information Centre.

GROSS SALES	2019/20	2018/19	COMPARISON
Retail Sales	\$101,653.39	\$123,522.18	⬇️ 18%
Accommodation Sales	\$148,949.00	\$191,670.20	⬇️ 22%
Tours Sales	\$279,689.00	\$301,743.50	⬇️ 7%
TOTAL SALES	\$530,291.39	\$616,935.88	⬇️ 14%

SUMMARY: Whilst COVID-19 had a dramatic impact on Tourism resulting in 16 weeks (31% of the year) without tourists, the annual Gross Sales are only down 14% from 2018/19.

A complete report including monthly breakdowns will be provided in Council's Annual Report.

RECOMMENDATION

That the Tourism Report July 2020 be noted.

ATTACHMENTS

Nil

6 ITEMS FROM COMMITTEE MEMBERS

Nil

7 REPORT FROM RDA

Tina Loader to provide a report about the RDA Incubator project.

8 COMMITTEE OF THE WHOLE

9 DATE OF NEXT MEETING

The next meeting of the Tourism Advisory Committee will be held on Thursday, 3 September 2020 at 4:00pm.

10 CLOSE OF COMMITTEE MEETING