



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

Date: Thursday, 3 September 2020
Time: 4:00pm
Location: Norfolk Island Regional Council Meeting Room

AGENDA

Tourism Advisory Committee Meeting

3 September 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 6 AUGUST 2020

Author: Rose Evans, Team Leader - Tourism and Heritage

RECOMMENDATION

1. That the Minutes of the Tourism Advisory Committee Meeting held on 6 August 2020 be received and the recommendations therein be adopted.

ATTACHMENTS

1. **Minutes of the Tourism Advisory Committee Meeting held on 6 August 2020**



MINUTES

Tourism Advisory Committee Meeting

6 August 2020

**MINUTES OF NORFOLK ISLAND REGIONAL COUNCIL
TOURISM ADVISORY COMMITTEE MEETING
HELD AT THE NORFOLK ISLAND REGIONAL COUNCIL MEETING ROOM
ON THURSDAY, 6 AUGUST 2020 AT 4:00PM**

PRESENT:**IN ATTENDANCE:**

Name	Representative	Present	Apology
Robin Adams	Mayor	✓	
Lisle Snell	Councillor	✓	
Fiona Anderson	The Administrator's Office	✓	
Elise McCaskie	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	✓	
Tina Loader	RDA Representative	✓	

Chelsea Evans provided an impromptu talk on the Pacific Peace event and the documentary proposal with David Bradbury.

1 WELCOME

The Chair welcomed the Committee to the meeting and opened the Meeting at 4:02pm. 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 2 JULY 2020****RECOMMENDATION**

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

<u>Moved</u>	Paul Porter	<u>Seconded</u>	Lisle Snell
			Carried

4 BUSINESS ARISING FROM MINUTES

4.1 COUNCIL MEETING RESOLUTION - 15 JULY 2020

9.2 MINUTES OF THE TOURISM ADVISORY COMMITTEE MEETING HELD ON 2 JULY 2020	
RESOLUTION 2020/112	
Moved: Cr John McCoy	
Seconded: Cr Lisle Snell	
1.	That the Minutes of the Tourism Advisory Committee Meeting held on 2 July 2020 be received and the recommendations therein be adopted.
2.	That the Tourism Report June 2020 be noted.
CARRIED	
UNANIMOUS	

4.2 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

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

2. That the Tourism Report July 2020 be noted.

<u>Moved</u>	Sue-Ellen Quintal	<u>Seconded</u>	Howard Martin
			Carried

6 ITEMS FROM COMMITTEE MEMBERS

Nil

7 REPORT FROM RDA

Tina Loader provided a report about the RDA Incubator project. Due to the length of the report, a copy was circulated to the TAC members.

RECOMMENDATION

3. That the RDA Report about the incubator project 'Nourishing Norfolk' be received and noted.

<u>Moved</u>	Lisle Snell	<u>Seconded</u>	Fiona Anderson
			Carried

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

RECOMMENDATION

4. That a quarterly update on the Norfolk Island registered tourist accommodation properties be provided to the TAC.

<u>Moved</u>	Fiona Anderson	<u>Seconded</u>	Elise McCaskie
			Carried

9 DATE OF NEXT MEETING

Next meeting will be held on Thursday, 3 September 2020 at 4:00pm.

10 CLOSE OF COMMITTEE MEETING

There being no further business the Chair declared the meeting closed at 5:07pm.

4 BUSINESS ARISING FROM MINUTES**4.1 COUNCIL MEETING RESOLUTIONS – 6 AUGUST 2020****9.5 MINUTES OF THE TOURISM ADVISORY COMMITTEE MEETING HELD ON 6 AUGUST 2020****RESOLUTION 2020/129**

Moved: Cr Lisle Snell

Seconded: Cr Rod Buffett

1. That the Minutes of the Tourism Advisory Committee Meeting held on 6 August 2020 be received and the recommendations therein be adopted.
2. That the Tourism Report July 2020 be noted.
3. That the RDA Report about the incubator project 'Nourishing Norfolk' be received and noted.
4. That a quarterly update on the Norfolk Island registered tourist accommodation properties be provided to the TAC.

CARRIED

UNANIMOUS

4.2 AIR NEW ZEALAND

Due to further travel restrictions, the Australian Government and Air New Zealand have removed some scheduled flights over the upcoming months. The proposed schedule now has an increase from two flights per week to six flights per week from 25 October 2020.

5 REPORTS FROM OFFICERS

5.1 TOURISM REPORT AUGUST 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.

WHITE TERN PROJECT

How did the proposal come about?

By the end of March 2020, Norfolk Island Regional Council identified that the island would soon be impacted by the devastating pandemic sweeping the world. The extent of the damage was unknown, however with tourism as the primary industry, a crisis plan of action needed to be promptly established to assist the island in surviving the pandemic. Tourism recovery was the key driver, and with such an uncertain future ahead of us, Council searched for innovative and



unique opportunities. Several Australian based marketing companies were contacted and asked what they could do to help. One company (Tourism Media) showed great potential in developing a way to economically develop the island's tourism industry.

Was there any consultation?

In May 2020, a project group of key stakeholders (including TAC members, local business operators and the ATA president) were included in the initial consultation with Tourism Media. From the consultation, a scoping document was created. Norfolk Island Tourism Team Leader also provided additional information to assist Tourism Media to understand the strengths, weaknesses, opportunities and threats the island has.

What was the proposal?

Tourism Media developed a proposal for a digital online strategy to assist Norfolk Island in attracting both younger and higher-yielding customers, overseeing the website restructure and creating new content for pages including photography, videos, copy and SEO elements. The proposal included producing initial content for the Norfolk Island social channels, including email marketing, and develop a plan to sharpen the focus of Norfolk Island's website and social channels. Part of this strategy focuses on identifying the key experiences found on Norfolk Island, and marketing these experiences consistently throughout the website and social channels including Facebook, Instagram and YouTube.

When was the project funding approved?

On 21 July 2020 NIRC received official notification about the approved funding of the White Tern project. A media release was emailed on 23 July to UTC, ATA, and the Chamber of Commerce asking them to circulate to their members and trade representatives. The media release was included in Norfolk Islander and Norfolk online News on 31 July 2020.

Who paid for the project?

NIRC submitted the proposal to the Australian Government asking for assistance to fund the project in its entirety. As part of the Australian Government's economic stimulus providing support to

remote communities and businesses of Norfolk Island, \$475,000 has been provided for tourism promotion of Norfolk Island. The White Tern Project expense is only a portion of this stimulus funds and the remainder is yet to be dispersed by the Office of the Administrator.

What are the project KPI's and Deliverables?

Deliverables (As advertised in the media release on 24 July)

- Writing & Brand Guidelines/ Photography & Videography Guidelines
- Photography/ Photography Training/ Video/ Writing
- Structure/ Content/ SEO/ Tagging & Metadata/ YouTube/ Facebook/ Instagram/ Email Marketing/ Integrated Marketing & Content Freshness/ Third Party Marketing
- Website/ Facebook/ Paid Advertising

Key Performance Indicators (As advertised in the media release on 24 July)

- Brand support and integration
- Content production
- Digital Marketing & Site Optimisation
- Data Collection Strategies
- Short-Term COVID Strategies

How is the project developing?

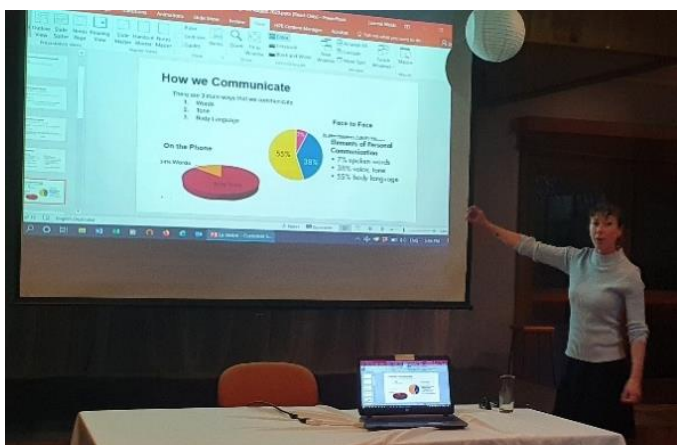
The entire Norfolk Island Tourism team are assisting Tourism Media by providing resources, information, and on ground support where required. Staff are also receiving training in photography, style guides, search engine optimisation, email marketing, and brand guidelines.

TRAINING WORKSHOPS

Three Social Media Marketing for Businesses workshops were delivered by Kyle Czech on 5, 12 & 19 August at Slick & Sons. Attendance at all workshops was booked out, with a waiting list from interested community members. Kyle followed up the workshops by sending personalised emails to all attendees including helpful information and resource links.



The Customer Service workshop was delivered by Leanne Webb on 20 August at the South Pacific Resort Hotel. Approximately 20 people attended the workshop which included a PowerPoint presentation and interactive activities which



assisted the participants to put into practice what they had learnt. Due to popular demand, Leanne has offered to run more Customer Service workshops in the future.

A list of names has been collated for the Food & Beverage Service workshop with Michele Van Gorph, and Barista and Coffee Art workshop with Georgia Buffett. These workshops will be coordinated soon.

BUY LOCAL SURVEY

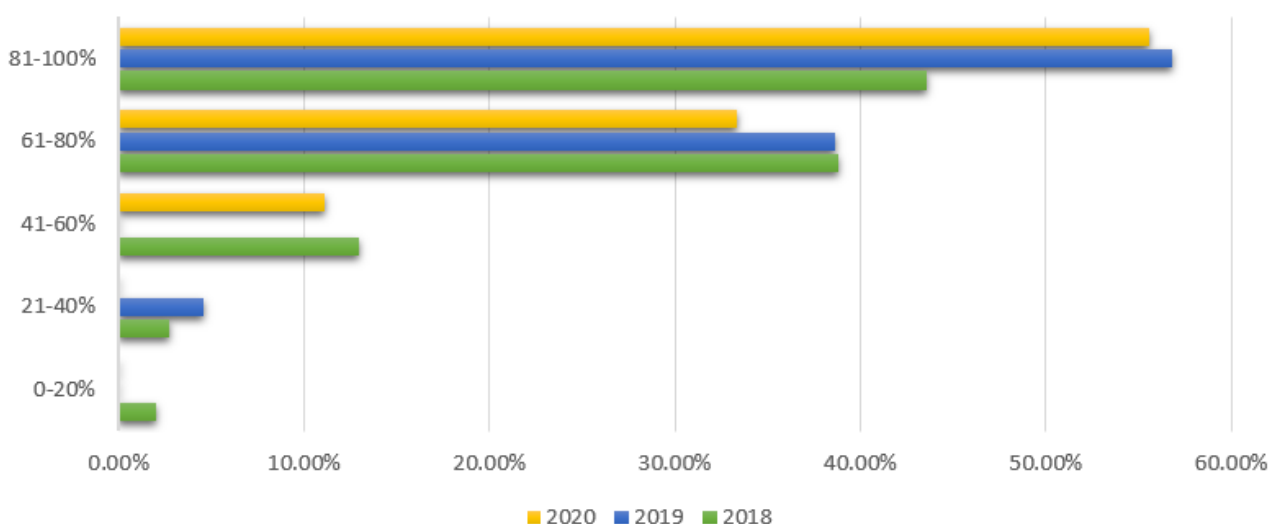
As part of the buy local campaign, a survey was created for Norfolk Island residents to assist Council in better understanding local consumer practices. A “local business” includes all goods and services available on island e.g. retail shops, hair and beauty services, food outlets, health and wellbeing, professional services, restaurants, cafes etc.

The survey was open for a period of one month from 1 July – 31 July 2020. The survey could be completed online or alternately, printed copies were available from Customer Care.

Overall, only 9 responses were received, all of which were from Norfolk Island residents, compared to 44 responses in 2019 and 168 responses in 2018. The poor response rate makes it difficult to compare data from previous years however 2020 results indicate the following:

1. The majority of respondents purchased 81-100% from local businesses
2. The majority of ‘off Island’ purchases were made because the products were not available on island.
3. The majority of ‘off Island’ purchases were made online
4. The majority of respondents purchased 6-20 items from online shopping.
5. The majority of off Island purchases were pet products, groceries/food, books and stationery, and medical/health supplies.
6. The majority of respondents would prefer to purchase items locally.
7. The majority of respondents quoted ‘competitive pricing’ and ‘bigger range’ as the primary suggestions for local businesses to attract customers.
8. The majority of respondents are satisfied with the existing range of businesses available on island.

Percentage of purchases from local businesses



BUY LOCAL SPENDING SPREE COMPETITION

As part of Councils Buy Local Campaign, a spending spree competition was held during the month of July, 2020 to encourage Norfolk Island residents to purchase products from local businesses during what is a traditionally quiet part of the year with low economic activity. During July 2020 the

economic situation was worsened due to the pandemic which enforced border closure to visitors, and extremely limited flights and travel restrictions for residents.

A media release invited all local businesses to participate in the competition. To participate businesses were required to pay a \$10 fee. For this fee businesses were promoted in all competition media releases and display material which supported the competition. One hundred percent of business participation fees were distributed as prizes and additionally Council supported the competition by providing \$500 for prizes. Prizes were distributed in the form of vouchers which could be spent at participating businesses. Winners were able to nominate which participating businesses they wanted their vouchers from.

Media releases provided additional promotion for all participating businesses and generally encouraged Norfolk Island residents to support local businesses by purchasing products locally. To enter the competition entrants needed to spend \$20 or more at a participating business during the month of July.

To complete an entry, the eligible entrant was required to write their name and phone number on the back of their original receipt and place in an entry box. The winners' receipts were drawn by the Norfolk Island Police on Friday 7 August 2020.

Participating Businesses 67

Total receipts received 13,029

Total spend as indicated by the receipt data collated \$846,648.25

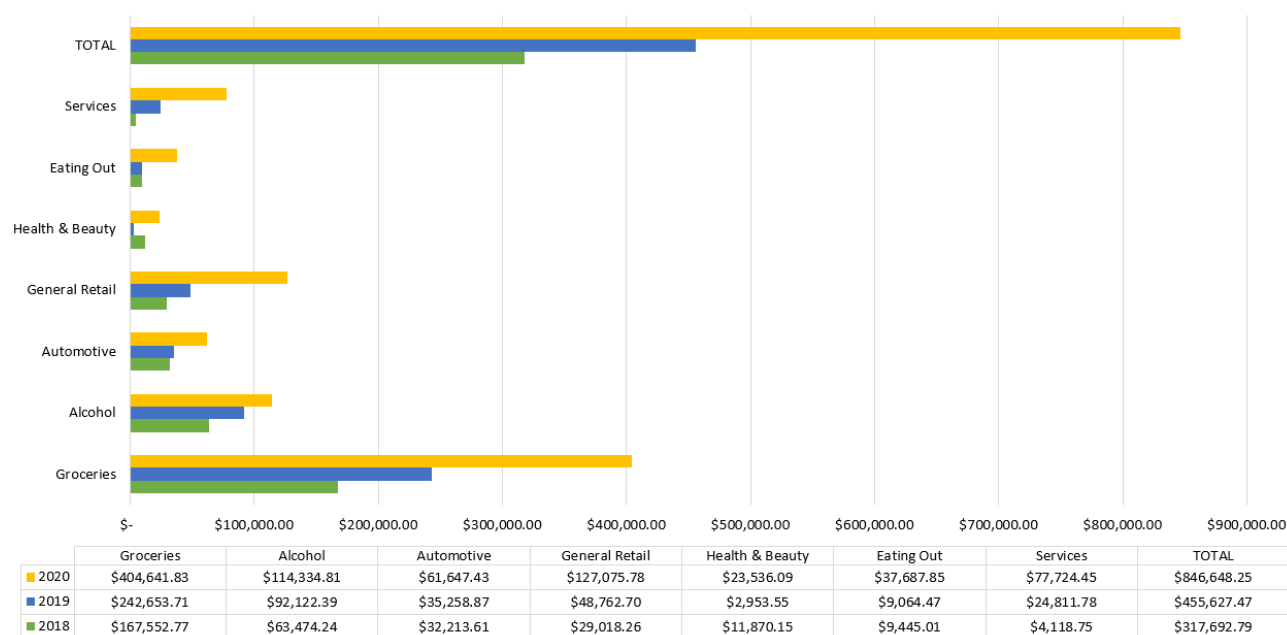
Competition Winners

1st Prize - \$700 Vouchers from participating businesses – Craig & Jill Buffett

2nd Prize - \$300 Vouchers from participating businesses – Byron Adams

3rd Prize - \$170 Vouchers from participating businesses – Alison Christian

Buy Local Spending Spree Competition - Annual Comparison



AIR NEW ZEALAND

Due to extended restrictions for visitor travel from ACT, NSW & VIC, there have been further changes to the Air New Zealand flight schedule as follows.

Up until 24 Oct

SYD-NLK Fri

NLK-SYD Sat

2 flights per week

BNE-NLK Sat

NLK-BNE 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

DIGITAL MARKETING - JULY 2020



AIRLINE STATISTICS 2020/21

	Incoming Flights	Seats Available	Load Capacity	Incoming Passengers (PAX)	Visitors	Visitor % of PAX
Jul 2020	8	1200	24%	291	107	37%

RECOMMENDATION

That the Tourism Report August 2020 be noted.

ATTACHMENTS

Nil

6 ITEMS FROM COMMITTEE MEMBERS**6.1 DISCUSS DETAIL OF THE WHITE TERN PROJECT**

Author: Elise McCaskie, Committee Member

DISCUSSION

Discuss detail of the White Tern Project, including:

What is the total cost of the project?

Who is leading the project from NI?

What are the anticipated outcomes/KPI's of the project?

The project was proposed by the council – what was the initial proposal?

Why was the TAC not consulted about the project and only informed via media release along with the rest of the community? The ATA is aware that there was consultation done with tourism stakeholders 'confidentially' outside of the TAC.

RELEVANCE TO THE ROLE OF THE ADVISORY COMMITTEE

Better understanding of the project will assist the committee in their role:

- 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.

PROPOSED ADVICE

Nil

ATTACHMENTS

Nil

7 REPORT FROM RDA

8 COMMITTEE OF THE WHOLE

9 DATE OF NEXT MEETING

The next meeting of the Tourism Advisory Committee will be held on Thursday, 1 October 2020 at 4:00pm.

10 CLOSE OF COMMITTEE MEETING