



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

**Date:** Thursday, 1 October 2020  
**Time:** 4:00pm  
**Location:** Norfolk Island Regional Council Meeting Room

# **AGENDA**

## **Tourism Advisory Committee Meeting**

**1 October 2020**

**Andrew Roach  
GENERAL MANAGER**

**Order Of Business**

<b>1</b>	<b>Welcome.....</b>	<b>3</b>
<b>2</b>	<b>Presentation by Martin Purslow .....</b>	<b>3</b>
<b>3</b>	<b>Disclosure of Interest.....</b>	<b>3</b>
<b>4</b>	<b>Confirmation of Minutes .....</b>	<b>3</b>
4.1	Minutes of the Tourism Advisory Committee Meeting held on 3 September 2020.....	3
<b>5</b>	<b>Business Arising from Minutes.....</b>	<b>9</b>
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<b>6</b>	<b>Reports from Officers .....</b>	<b>10</b>
6.1	Tourism Report September 2020.....	10
<b>7</b>	<b>Items from Committee Members.....</b>	<b>12</b>
	Nil	
<b>8</b>	<b>Report from RDA.....</b>	<b>12</b>
<b>9</b>	<b>Committee of the Whole .....</b>	<b>12</b>
<b>10</b>	<b>Date of Next Meeting .....</b>	<b>12</b>
<b>11</b>	<b>Close of Committee Meeting .....</b>	<b>12</b>

- 1 WELCOME**
- 2 PRESENTATION BY MARTIN PURSLOW**
- 3 DISCLOSURE OF INTEREST**
- 4 CONFIRMATION OF MINUTES**
- 4.1 MINUTES OF THE TOURISM ADVISORY COMMITTEE MEETING HELD ON 3 SEPTEMBER 2020**

**Author: Rose Evans, Team Leader - Tourism and Heritage**

**RECOMMENDATION**

- 1. That the Minutes of the Tourism Advisory Committee Meeting held on 3 September 2020 be received and the recommendations therein be adopted.

**ATTACHMENTS**

- 1. Minutes of the Tourism Advisory Committee Meeting held on 3 September 2020**



# MINUTES

## Tourism Advisory Committee Meeting

**3 September 2020**

**MINUTES OF NORFOLK ISLAND REGIONAL COUNCIL  
TOURISM ADVISORY COMMITTEE MEETING  
HELD AT THE NORFOLK ISLAND REGIONAL COUNCIL MEETING ROOM  
ON THURSDAY, 3 SEPTEMBER 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	✓	
Lucy Foster	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.

**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 6 AUGUST 2020****RECOMMENDATION**

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

<u>Moved</u>	Sue-Ellen Quintal	<u>Seconded</u>	Paul Porter
			Carried

**4 BUSINESS ARISING FROM MINUTES**

**4.1 COUNCIL MEETING RESOLUTIONS – 6 AUGUST 2020**

<b>9.5 MINUTES OF THE TOURISM ADVISORY COMMITTEE MEETING HELD ON 6 AUGUST 2020</b>	
<b>RESOLUTION 2020/129</b>	
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.
<b>CARRIED</b>	
<b>UNANIMOUS</b>	

**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.

The General Manager confirmed that all international travel is restricted until at least 17 December, 2020.

**5 REPORTS FROM OFFICERS**

**5.1 TOURISM REPORT AUGUST 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 August 2020 be noted.

<u>Moved</u>	Sue-Ellen Quintal	<u>Seconded</u>	Lisle Snell
			Carried

**6 ITEMS FROM COMMITTEE MEMBERS**

**6.1 DISCUSS DETAIL OF THE WHITE TERN PROJECT**

**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

The Team Leader’s Tourism Report and the General Manager provided satisfactory answers to all of the questions directed by Elise.

**7 REPORT FROM RDA**

**RECOMMENDATION**

That the RDA Report TWO about the incubator project be received and noted.

<u>Moved</u>	Elise McCaskie	<u>Seconded</u>	Naomi Thompson
			Carried

**8 COMMITTEE OF THE WHOLE**

**Opening of the Committee of the Whole**

<u>Moved</u>	Elise McCaskie	<u>Seconded</u>	Sue-Ellen Quintal
			Carried

**Closing of the Committee of the Whole**

<u>Moved</u>	Elise McCaskie	<u>Seconded</u>	Sue-Ellen Quintal
			Carried

**RECOMMENDATION**

That Council be approached to create a 'Special Event' Sale of Food Licence to encourage additional stall holders to participate at events.

<u>Moved</u>	Naomi Thompson	<u>Seconded</u>	Elise McCaskie
			Carried

**RECOMMENDATION**

That Heritage Manager Martin Purslow be invited to the October TAC meeting for a short presentation to the committee on the Kingston Branding and new interpretive signage.

<u>Moved</u>	Sue-Ellen Quintal	<u>Seconded</u>	Naomi Thompson
			Carried

**ACTION:** Team Leader to contact UTC and request that RM Williams Outback Magazine be added to the list of possible media famils.

**9 DATE OF NEXT MEETING**

Next meeting will be held on Thursday, 1 October 2020 .

**10 CLOSE OF COMMITTEE MEETING**

There being no further business the Chair declared the meeting closed at 5.30pm.



**5 BUSINESS ARISING FROM MINUTES****5.1 COUNCIL MEETING RESOLUTIONS – 3 SEPTEMBER 2020****9.1 MINUTES OF THE TOURISM ADVISORY COMMITTEE MEETING HELD ON 3 SEPTEMBER 2020****RESOLUTION 2020/151**

Moved: Cr John McCoy

Seconded: Cr Lisle Snell

1. That the Minutes of the Tourism Advisory Committee Meeting held on 3 September 2020 be received and the recommendations therein be adopted.
2. That the Tourism Report August 2020 be noted.
3. That the RDA Report TWO about the incubator project "Nourishing Norfolk:" be received and noted.
4. That Council be approached to create a 'Special Event' Sale of Food Licence to encourage additional stall holders to participate at events.
5. That Heritage Manager Martin Purslow be invited to the October TAC meeting for a short presentation to the committee on the Kingston Branding and new interpretive signage.
6. And further that Council Notes that the Team Leader to contact UTC and request that RM Williams Outback Magazine be added to the list of possible media famils.

**CARRIED****UNANIMOUS****5.2 AIRLINES**

Howard Martin to provide an update on airline Regular Passenger Schedules.

**5.3 SPECIAL EVENT SALE OF FOOD LICENCE**

Howard Martin to provide an update on the Special Event Sale of Food Licence.

## 6 REPORTS FROM OFFICERS

### 6.1 TOURISM REPORT SEPTEMBER 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 UPDATE

Tourism Media have been solidly progressing with the White Tern Project alongside the Norfolk Island Tourism staff. New social media posts and designed webpages with a gentle undertone about COVID-19 safe travel were developed some time ago. With border restrictions easing further from 1 October, tourism staff have been able to commence releasing the new content to entice visitors back to the island again.

##### Completed Components

- Short term COVID strategy developed
- Social Media post styles developed (COVID-related)
- New camera equipment provided
- Photography training guide provided
- Tourism staff photography training sessions
- Writing, Brand, Photography and Style Guide provided
- Website template developed

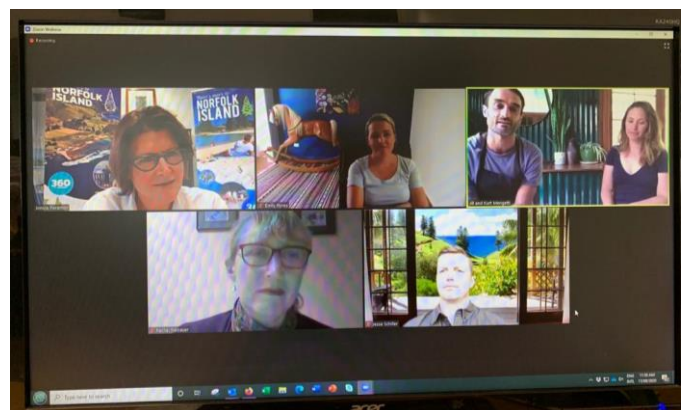


##### Under Construction

- Website restructure
- Email campaigns
- SEO Structural Guide for social channels
- Website populating – new content and new images
- Blog stories
- Curation of images
- Data collection setup
- YouTube update
- User Experience (UX) Update (mobile and desktop)

#### TRADE WEBINAR

The Unique Tourism Collection have been running monthly Zoom 'There's More to Norfolk Island' webinars for travel agents, MICE and corporate partners. On 17 September guest speakers Rachel Nebauer, Kurt & Jill Menghetti, Jesse Schiller, and Emily Ryves chatted about their local businesses for approximately 160 registered trade representatives. The webinars include a PowerPoint Presentation of general destination information, and time for each guest to expand on the amazing experiences available on island.



**TRIPADVISOR**

Every year, experience review website Tripadvisor pulls together customer reviews and ratings from travellers across the globe and use that info to spotlight the very best tourism attractions. These awards are the result of consistently great reviews from the people that matter the most — the guests. Travellers highly value the feedback of other travellers.

This year, Norfolk Island has received 13 TripAdvisor 2020 Traveller’s Choice Awards. Based on a full year of Tripadvisor reviews, prior to any changes caused by the pandemic, award winners are known for consistently receiving great traveller feedback, placing them in the top 10% of experiences around the globe.

**Norfolk Island’s winners...**

Visitor Information Centre, Norfolk Island Museum, Kingston & Arthurs Vale Historic Area, Norfolk Island Cemetery, Kingston Pier, Emily Bay, St Barnabas Chapel, National Park and Botanical Garden, Captain Cook’s Monument, Hundred Acres Reserve, Anson Bay, Mount Pitt, Puppy’s Point.



**AIR NEW ZEALAND UPDATE**

There have been further changes to the Air New Zealand flight schedule as follows.

**Up until 27 Mar**                      SYD-NLK Fri                      NLK-SYD Sat  
 2 flights per week                      BNE-NLK Sat                      NLK-BNE Fri

**AIRLINE STATISTICS 2020/21**

	Incoming Flights	Seats Available	Load Capacity	Incoming Passengers (PAX)	Visitors	Visitor % of PAX
<b>Jul 2020</b>	8	1200	24%	291	107	37%
<b>Aug 2020</b>	10	1500	23%	349	154	44%

**DIGITAL MARKETING - AUGUST 2020**



**RECOMMENDATION**  
 That the Tourism Report September 2020 be noted.

**7 ITEMS FROM COMMITTEE MEMBERS**

Nil

**8 REPORT FROM RDA**

Lucy Foster to provide a report on the Incubator project progress.

**9 COMMITTEE OF THE WHOLE**

**10 DATE OF NEXT MEETING**

The next meeting of the Tourism Advisory Committee will be held on Thursday, 5 November 2020 at 4:00pm.

**11 CLOSE OF COMMITTEE MEETING**