



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

**Date:** Thursday, 5 November 2020  
**Time:** 4:00pm  
**Location:** Norfolk Island Regional Council Meeting Room

# **AGENDA**

## **Tourism Advisory Committee Meeting**

**5 November 2020**

**Andrew Roach  
GENERAL MANAGER**

**Order Of Business**

<b>1</b>	<b>Welcome.....</b>	<b>3</b>
<b>2</b>	<b>Disclosure of Interest.....</b>	<b>3</b>
<b>3</b>	<b>Confirmation of Minutes .....</b>	<b>3</b>
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	4.3 Special Event Sale of Food Licence.....	10
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<b>5</b>	<b>Reports from Officers .....</b>	<b>10</b>
	5.1 Tourism Report October 2020 by Team Leader Tourism & Heritage .....	10
<b>6</b>	<b>Items from Committee Members.....</b>	<b>13</b>
	Nil	
<b>7</b>	<b>Report from RDA .....</b>	<b>13</b>
	RDA Report was circulated to TAC with Agenda.	
<b>8</b>	<b>Committee of the Whole .....</b>	<b>13</b>
<b>9</b>	<b>Date of Next Meeting .....</b>	<b>13</b>
<b>10</b>	<b>Close of Committee Meeting .....</b>	<b>13</b>

**1 WELCOME**

**2 DISCLOSURE OF INTEREST**

**3 CONFIRMATION OF MINUTES**

**3.1 MINUTES OF THE TOURISM ADVISORY COMMITTEE MEETING HELD ON 1 OCTOBER 2020**

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

**RECOMMENDATION**

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

**ATTACHMENTS**

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



# MINUTES

## Tourism Advisory Committee Meeting

1 October 2020

**MINUTES OF NORFOLK ISLAND REGIONAL COUNCIL  
TOURISM ADVISORY COMMITTEE MEETING  
HELD AT THE NORFOLK ISLAND REGIONAL COUNCIL MEETING ROOM  
ON THURSDAY, 1 OCTOBER 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	✓	
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 PRESENTATION BY MARTIN PURSLOW**

Martin Purslow was off island and apologised for not being able to attend.

**3 DISCLOSURE OF INTEREST**

Nil

**4 CONFIRMATION OF MINUTES****4.1 MINUTES OF THE TOURISM ADVISORY COMMITTEE MEETING HELD ON 3 SEPTEMBER 2020****RECOMMENDATION**

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

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

**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**

Andrew Roach phoned in from Brisbane and provided an update on airline Regular Passenger Schedules.

1. Air New Zealand have reinstated the Tuesday Brisbane flights from 13 October 2020 to 2 February 2021. The TAC expressed concerns that the Tuesday schedule ceases on 2 Feb.
2. The General Manager has so far had three meetings with the airline industry and has engaged the company 'Three Consulting' to assess flight movements and negotiate potential bids from Alliance and Qantas Airlines. Discussions have also begun with Virgin Airlines and any other airlines who will listen.
3. The General Manager should be able to provide a report back to Council next week regarding the outcome of airline industry meetings.
4. Air Chathams have announced that they won't be restarting their Norfolk Island schedule until April 2021. They will however assess the situation monthly and will consider amendments should the 'travel bubble' situation change.

**5.3 SPECIAL EVENT SALE OF FOOD LICENCE**

Rose Evans provided information regarding the Special Event Sale of Food Licence.

New Sale of Food (SoF) Licence is \$380 - a one off payment

Renewal for a SoF Licence is \$185 - annually

Permits for events such as the Christmas Pageant and the Food the Festival require persons selling food to hold a SoF Licence. This is a requirement of the Sale of Food Act 1950 and can't be avoided.

Currently for events all stall holders are required to be linked to a registered SoF Licence holder. So if someone who doesn't have a licence wants to have a stall, they can arrange to use someone else's licence. The premises of the licence holder must be used for all food prep and therefore would meet basic requirements for hygiene and water quality.

Council have been linking stall holders with current licence holders since the food festival started and many of these are in people's homes. There are about 100 licences on island and a lot of them are for things like progressive dinners, or jams and pickles, and they are all in household kitchens - as long as they meet basic sale of food standards.

Important to note that a new 'special event sale of food licence' holder would still need to nominate a registered SoF licenced premises for food prep.

A scaled fee structure for SoF licences is suggested - based on the risk and size of operation, so the market stall holder isn't paying the same as a busy restaurant. Council already have a risk rating for SoF licence holders so it wouldn't be hard to base a new licence on the risk level.

Suggestion was made to get the Food Festival organisers to identify how many people would be interested in having a food stall but don't currently have a SoF licence.

**RECOMMENDATION**

That the report regarding the Sale of Food Licence be noted, and investigation into the demand for a Special Event Sale of Food Licence, and the possibility of a new scaled fee structure for the Sale of Food Licence be investigated.

<u>Moved</u>	Lisle Snell	<u>Seconded</u>	Rael Donde
			Carried

**5.4 MEDIA FAMIL – RM WILLIAMS OUTBACK MAGAZINE**

Rose Evans informed the TAC that UTC have been in contact with RM Williams Outback Magazine and begun negotiations for inclusion in an upcoming edition. The proposal will be subject to the availability of Marketing Budget funds.

**6 REPORTS FROM OFFICERS****6.1 TOURISM REPORT SEPTEMBER 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 from Team Leader Tourism & Heritage for September 2020 be noted.

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

**7 ITEMS FROM COMMITTEE MEMBERS**

Nil

**8 REPORT FROM RDA**

Lucy Foster provided a report on the Nourishing Norfolk Incubator Project progress and it was circulated to the TAC via email prior to the meeting.

**RECOMMENDATION**

That the RDA Report THREE about the Nourishing Norfolk Incubator Project be received and noted.

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

**9 COMMITTEE OF THE WHOLE****Opening of the Committee of the Whole**

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

**Closing of the Committee of the Whole**

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



**RECOMMENDATION**

That due to late negative feedback from booked airline passengers and the travel industry, Madam Mayor is to discuss the \$25 Entry Pass fee with the General Manager as a matter of urgency with a view that the fee be repealed immediately.

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

As a result of the recommendation regarding the Entry Pass fee and the looming introduction of the fee, the Mayor immediately phoned the General Manager to discuss the urgency of the situation.

The General Manager suggested that the fee be delayed until the end of October to allow sufficient time for the Councillors to further discuss the implications of the fee at the October Council meeting.

**ACTION: Team Leader to recall the media release scheduled, and contact Redman Solutions to place a stop on the implementation of the fee until further notice.**

**ACTION: Team Leader to obtain a consultation report from the Norfolk Island 2030 Sustaining our Future consultations by C Change Sustainable Solutions and Stump Jump Solutions. Link provided-**

[https://www.regional.gov.au/territories/norfolk\\_island/working-with-the-community/files/200903-norfolk-consultation-report-phase-1-consultation-august-2020.pdf](https://www.regional.gov.au/territories/norfolk_island/working-with-the-community/files/200903-norfolk-consultation-report-phase-1-consultation-august-2020.pdf)

**10 DATE OF NEXT MEETING**

Next meeting will be held on Thursday, 5 November 2020 .

**11 CLOSE OF COMMITTEE MEETING**

There being no further business the Chair declared the meeting closed at 5:19pm.

## 4 BUSINESS ARISING FROM MINUTES

### 4.1 COUNCIL MEETING RESOLUTIONS – 23 OCTOBER 2020

#### Minutes of the Tourism Advisory Committee Meeting held on 1 October 2020

1. That the Minutes of the Tourism Advisory Committee Meeting held on 1 October 2020 be received and the recommendations therein be adopted.
2. That the report regarding the Sale of Food Licence be noted, and investigation into the demand for a Special Event Sale of Food Licence, and the possibility of a new scaled fee structure for the Sale of Food Licence be investigated.
3. That the Tourism Report from Team Leader Tourism & Heritage for September 2020 be noted.
4. That the RDA Report THREE about the Nourishing Norfolk Incubator Project be received and noted.
5. That due to late negative feedback from booked airline passengers and the travel industry, Madam Mayor is to discuss the \$25 Entry Pass fee with the General Manager as a matter of urgency with a view that the fee be repealed immediately.

### 4.2 AIRLINES

General Manager to provide an update on the Airline situation.

### 4.3 SPECIAL EVENT SALE OF FOOD LICENCE

Team Leader to provide an update.

### 4.4 ENTRY PASS FEE

General Manager to provide an update.

## 5 REPORTS FROM OFFICERS

### 5.1 TOURISM REPORT OCTOBER 2020 BY TEAM LEADER TOURISM & HERITAGE

**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.



### BARISTA TRAINING WORKSHOPS

The Barista Workshops are scheduled to take place at Governors Lodge Resort Hotel on Sunday 1 November. Due to COVIDSafe procedures, four workshops will take place to train 24 community members with varying levels of experience. Georgia Buffett, who has extensive barista skills and training experience will be leading the workshops.

### AUSTRALIAN REGIONAL TOURISM CONFERENCE

Team Leader Tourism & Heritage attended a virtual conference coordinated by Australian Regional Tourism from 27 to 29 October. The theme for this year's convention was 'Building resilient and adaptive communities that thrive'. Speakers provided virtual presentations with opportunities for live questions and answers. The diverse range of topics included were:

#### Visitor Servicing

- Tourism Recovery
- Welcoming and managing tourists in current times
- COVID, Turning Australia's barriers into drivers
- Data

#### Crisis Management

- Sovereign Hill 20 year Master Plan
- Building resilient businesses through innovation
- Looking after the Wellbeing of you and your staff in these challenging times
- Crisis Management
- Leadership in times of crisis

#### Local Government

- Grant Writing
- Business Policy
- Infrastructure Kalbarri National Park Skywalk Story
- Social Licence

#### Restarting Tourism

- Road to Recovery - Airlines
- Crisis Communication for the long haul
- How do we better manage destinations?
- Regional Success Stories



### REGULAR AIRLINE PASSENGER SERVICE UPDATE

There have been further changes to the Air New Zealand flight schedule with four flights per week.

<b>9 Nov to 27 Mar 2021</b>	SYD-NLK Fri	NLK-SYD Sat
4 flights per week	SYD-NLK Mon	NLK-SYD Mon
	BNE-NLK Sat	NLK-BNE Fri
	BNE-NLK Tue	NLK-BNE Tue

Additionally there has been Alliance private charters exclusively for Seaview clients each Thursday between 22 October and 26 November 2020.

**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%
<b>Sep 2020</b>	8	1200	36%	437	250	57%

**DIGITAL MARKETING - SEPTEMBER 2020**



**UPCOMING MARKETING CAMPAIGNS 2020**

**Mid November** - The 'Choose Your Experience' holiday giveaway and audience engagement campaign incorporates interactive elements into a competition entry form, giving the audience the chance to choose the type of holiday they would like to win. The objective of the campaign is to continue capturing a database, while allowing us to appeal to a wider audience range through identifying and promoting the different experiences available on Norfolk Island.

**28 & 29 Nov** - Weekend Sunrise with James Tobin (JT) and the Channel 7 team of Sunrise crew will conduct live weather crosses to promote destination awareness.

**RECOMMENDATION**

That the Tourism Report October 2020 by Team Leader Tourism & Heritage be noted.

**6 ITEMS FROM COMMITTEE MEMBERS**

Nil

**7 REPORT FROM RDA**

RDA Report was circulated to TAC with Agenda.

**8 COMMITTEE OF THE WHOLE**

**9 DATE OF NEXT MEETING**

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

**10 CLOSE OF COMMITTEE MEETING**