

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

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

AGENDA

Tourism Advisory Committee Meeting

3 December 2020

**Andrew Roach
GENERAL MANAGER**

Order Of Business

1	Welcome.....	3
2	Disclosure of Interest.....	3
3	Confirmation of Minutes	3
3.1	Minutes of the Tourism Advisory Committee Meeting held on 5 November 2020.....	3
4	Business Arising from Minutes.....	9
4.1	Council Meeting Resolutions – 18 November 2020.....	9
4.2	Airlines.....	9
4.3	Special Event Sale of Food Licence.....	9
4.4	Entry Pass Fee.....	9
4.5	Changes to the NI Accommodation Act	9
4.6	Letter of Thanks.....	9
5	Reports from Officers	10
5.1	Tourism Report November 2020 from Team Leader Tourism & Heritage	10
6	Items from Committee Members.....	12
	Nil	
7	Report from RDA.....	12
8	Committee of the Whole	12
9	Date of Next Meeting	12
10	Close of Committee Meeting	12

1 WELCOME

2 DISCLOSURE OF INTEREST

3 CONFIRMATION OF MINUTES

3.1 MINUTES OF THE TOURISM ADVISORY COMMITTEE MEETING HELD ON 5 NOVEMBER 2020

Author: Rose Evans, Team Leader - Tourism and Heritage

RECOMMENDATION

1. That the Minutes of the Tourism Advisory Committee Meeting held on 5 November 2020 be received and the recommendations therein be adopted.

ATTACHMENTS

1. **Minutes of the Tourism Advisory Committee Meeting held on 5 November 2020**



MINUTES

Tourism Advisory Committee Meeting

5 November 2020

**MINUTES OF NORFOLK ISLAND REGIONAL COUNCIL
TOURISM ADVISORY COMMITTEE MEETING
HELD AT THE NORFOLK ISLAND REGIONAL COUNCIL MEETING ROOM
ON THURSDAY, 5 NOVEMBER 2020 AT 4:00PM**

PRESENT:**IN ATTENDANCE:**

Name	Representative	Present	Apology
Robin Adams	Mayor	✓	
Lisle Snell	Councillor	✓	
Fiona Anderson	The Administrator's Office	✓	
Sue Sills	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

Nil

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

That the Minutes of the Tourism Advisory Committee Meeting held on 1 October 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 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

Economic Development Manager provided a brief update on the Airline situation and advised that while no changes are currently confirmed, things are progressing well.

4.3 SPECIAL EVENT SALE OF FOOD LICENCE

Team Leader discussed the situation of the Food Festival stall holders with the organisers. In their opinion, an amendment to the Sale of Food Licence to allow for tiered fees would assist all events on the island and they fully support the concept.

ACTION: Economic Development Manager to progress a proposal to amend the existing Sale of Food Licences fee to incorporate a tiered fee structure.

4.4 ENTRY PASS FEE

Council are still investigating ways to fund the Entry Pass computer software as an alternative to the proposed Entry Pass Fee.

5 REPORTS FROM OFFICERS**5.1 TOURISM REPORT OCTOBER 2020 BY TEAM LEADER TOURISM & 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.

RECOMMENDATION

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

<u>Moved</u>	Sue-Ellen Quintal	<u>Seconded</u>	Fiona Anderson
			Carried

6 ITEMS FROM COMMITTEE MEMBERS

Nil

7 REPORT FROM RDA

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

RECOMMENDATION

That the RDA Report FOUR about the Nourishing Norfolk Incubator Project be received and noted and congratulations be offered for the ongoing enthusiasm. Additionally, the TAC members are encouraged to attend the Ignite Marketplace event.

<u>Moved</u>	Robin Adams	<u>Seconded</u>	Sue Sills
			Carried

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

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

Closing of the Committee of the Whole

<u>Moved</u>	Fiona Anderson	<u>Seconded</u>	Sue Sills
			Carried

RECOMMENDATION

That the TAC be provided with an update and a progress report on the changes to the NI Accommodation Act.

<u>Moved</u>	Sue Sills	<u>Seconded</u>	Sue-Ellen Quintal
			Carried

ACTION: Team Leader to contact Leanne Webb for a progress report on the changes to the NI Accommodation Act.

RECOMMENDATION

That the TAC sends a letter of thanks to the Minister and her department in appreciation of the tourism stimulus package, and their support in acquiring additional Air New Zealand flights.

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

ACTION: Team Leader to email a draft letter to the Mayor.

9 DATE OF NEXT MEETING

Next meeting will be held on Thursday, 3 December 2020 .

10 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 COUNCIL MEETING RESOLUTIONS – 18 NOVEMBER 2020

Minutes of the Tourism Advisory Committee Meeting held on 5 November 2020

1. That the Minutes of the Tourism Advisory Committee Meeting held on 5 November 2020 be received and the recommendations therein be adopted.
2. That the Tourism Report from Team Leader Tourism & Heritage for October 2020 be noted.
3. That the RDA Report FOUR about the Nourishing Norfolk Incubator Project be received and noted and congratulations be offered for the ongoing enthusiasm. Additionally, the TAC members are encouraged to attend the Ignite Marketplace event.
4. That the TAC be provided with an update and a progress report on the changes to the NI Accommodation Act.
5. That the TAC sends a letter of thanks to the Minister and her department in appreciation of the tourism stimulus package, and their support in acquiring additional Air New Zealand flights.

4.2 AIRLINES

General Manager to provide an update on the Airline situation.

4.3 SPECIAL EVENT SALE OF FOOD LICENCE

Economic development Manager to provide an update.

4.4 ENTRY PASS FEE

General Manager to provide an update.

4.5 CHANGES TO THE NI ACCOMMODATION ACT

Team Leader emailed the TAC on 9 November, and included the Report for Council and the Issues Discussion Paper. These documents were sent to the DITRDC legislation team as per Councils recommendation from the March 2020 Council meeting.

4.6 LETTER OF THANKS

On 26 November 2020, Team Leader Tourism & Heritage provided to the Mayor a draft letter of thanks to send to Minister Marino on behalf of the TAC.

5 REPORTS FROM OFFICERS

5.1 TOURISM REPORT NOVEMBER 2020 FROM 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.



WEEKEND SUNRISE

Weekend Sunrise with James Tobin (JT) and the Channel 7 team of Sunrise film crew conducted live weather crosses on 28 and 29 November 2020 to promote destination awareness. The locations for the crossovers were Emily Bay and Kingston on Saturday 28 November and Anson Bay on 29 November.

EXPERIENCE NORFOLK ISLAND... YOUR WAY - HOLIDAY COMPETITION

The 'Experience Norfolk Island... Your Way' holiday competition has commenced and will run for one month. This 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 (Wellness, Flavour, or Adventure). Each choice of holiday consists of relevantly themed activities and will be promoted with the appropriate 360° (Wellness, Flavour, or Adventure) videos created by Tourism Media.



REGULAR AIRLINE PASSENGER SERVICE UPDATE

There have been further changes to the Air New Zealand flight schedule with an additional Brisbane flight on Thursdays (from 10 Dec) resulting in five scheduled flights per week.

10 Dec to 27 Mar 2021 SYD-NLK Fri NLK-SYD Sat
 5 flights per week SYD-NLK Mon NLK-SYD Mon
 BNE-NLK Sat NLK-BNE Fri
 BNE-NLK Tue NLK-BNE Tue
 BNE-NLK Thu NLK-BNE Thu

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%
Aug 2020	10	1500	23%	349	154	44%
Sep 2020	8	1200	36%	437	250	57%
Oct 2020	15	2250	60%	1346	971	72%

VIRTUAL MEDIA BRIEFING

The Unique Tourism Collection (UTC) coordinated a ‘Holiday Overseas Without Leaving Home’ virtual media briefing on 5 November for Australian and New Zealand journalists to help promote destination awareness for Norfolk Island.

The message was to reinforce that Norfolk Island is a desirable short-haul Australian and New Zealand destination in the South Pacific for both markets. Norfolk Island offers a safe, secure and crowd-free environment which remained virus-free throughout the global pandemic.

Now, more than ever, is a time for people to focus on themselves, their loved ones, and important people in their lives. In this new COVID-world, people's expectations have changed. Travellers are looking for safety, security, social distancing, open spaces, and privacy, while focusing on their health and wellness. As borders gradually reopen, Norfolk Island is welcoming back guests to enjoy a myriad of outdoor, culinary, historical, adventure, and nature experiences, with a strong emphasis on wellbeing.

Sally Morgan from UTC hosted the virtual media briefing and guest speakers were:

- Eric Hutchinson, Norfolk Island Administrator
- Tania Anderson, Norfolk Island Tourism
- Martin Purslow, Norfolk Island Heritage Manager
- Jesse Schiller, Tintoela
- Jill and Kurt Menghetti, The Homestead Restaurant
- Emily Ryves, Hilli Goat Farm
- Ray Martin, Norfolk Island Tourism Ambassador

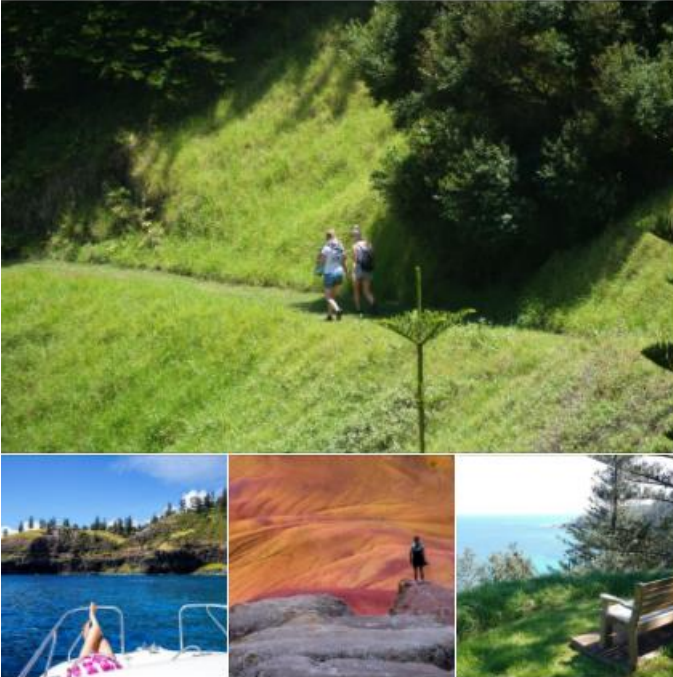
DIGITAL MARKETING - OCTOBER 2020



Most Engaging Facebook Post Oct 2020

Norfolk Island Tourism (Default) is at Norfolk Island Tourism (Default).
Published by Tania Anderson · October 24 at 10:00 AM · Kingston

It's competition time again and we have one more souvenir gift pack to giveaway! Hopefully our fun posts have cheered up your day a little, ☺ in these challenging times.Thanks for participating, we have really enjoyed reading your comments and seeing your photos. 📸 Complete this sentence " When I visit Norfolk Island the first thing I want to do is....." We are just over the horizon and are ready to show you around. #holidayhere #domestictravel



7,659 People Reached 1,262 Engagements Boost Post

191 101 Comments 12 Shares

Facebook Post highest Reach Oct 2020


Norfolk Island Tourism (Default)
October 8

Take your holiday 'overseas' this summer and discover 360° of wonder on Norfolk Island, a South Pacific gem. Don't miss out flights are filling up fast. 🌴 #visitnorfolkisland #holidayhere...



0:02 / 0:33

Most Engaging Instagram Post Oct 2020



norfolk.island

norfolk.island It's not just something different, it's something better! Norfolk Island is full of different perspectives, this one on a walk in the National Parks. Thank you for sharing @blakey_j

#norfolkisland #mynorfolkisland #freerange #norfolkislandnaturally #bestkeptsecret #eventisland #enjoythematic #naturalattractions #sliceofparadise #relaxation #lovethedoorsoors #culture #experience #organic #freedom #unique #landscape #discovernorfolkisland #wanderlust #theremoretonorfolkisland

Liked by slickandsons and 531 others
OCTOBER 22

Add a comment... Post

RECOMMENDATION

That the Tourism Report November 2020 from Team Leader Tourism & Heritage be noted.

6 ITEMS FROM COMMITTEE MEMBERS

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 4 February 2021 at 4:00pm.

10 CLOSE OF COMMITTEE MEETING