

**TOURISM REPORT JUNE 2020**

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**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.

**TOURISM & HERITAGE MERGE**

As part of the NIRC organisational restructure, Team Leader Tourism & Economic Development's role has now changed to Team Leader Tourism & Heritage. This change has meant a large amount of re-organising has been crucial to ensure a smooth transition for all staff, industry and stakeholders dealt with as part of the merged role.

During the last three weeks of June, Team Leader Tourism & Heritage has undertaken:

- Numerous meetings with the new Economic Development Manager
- One-on-one meetings with 14 Heritage staff and 6 Tourism staff
- Weekly meetings with full time Heritage staff
- Weekly Tourism staff meetings
- Introductory emailing all major Heritage stakeholders
- Attending numerous Zoom meetings with Tourism / Heritage / Economic Development stakeholders
- Preparing agendas for both the TAC and Heritage & Culture Advisory Committee (HCAC) meetings

The unexpected change has had a substantial impact on work load, however the Team Leader has committed herself to undertake all responsibilities to the best of her ability.

**MARKETING PLAN AND BUDGET 2020/21**

Team Leader Tourism & Heritage, the Economic Development Manager, and the General Manager have been investigating innovative ways to move Norfolk Island forward from the damage caused by the pandemic, and fast track tourism recovery. Since COVID-19 hit, travel has changed, tourism has changed, marketing has changed, and the necessity to try and rebuild the island's economy primarily revolves around converting potential travellers into bookings.

To enable Norfolk Island to stand out from other destinations competing for business, some major changes have been implemented to the marketing plan for the 2020/21 financial year. The Unique Tourism Collection (UTC) submitted to NIRC their proposed marketing plan for 2020/2021 which has been reviewed. Additionally a proposal from a marketing content provider has been considered to supplement what UTC provide.

The 2020/21 marketing budget (yet to be approved) is to be dispersed between:

- Consumer, Trade, PR, Digital (social media, website, EDM) and print marketing
- Brand focus, awareness campaign, niche markets, content creation, website optimisation

A detailed report will be published in August 2020 including the 2020/21 marketing plan, and a review of 2019/20 marketing results.

## TRAINING WORKSHOPS

As part of NIRC's commitment to supporting community, Team Leader Tourism & Heritage has undertaken the coordination of volunteer trainers to conduct free training workshops for Norfolk Island residents. The purpose of the workshops is to improve service standards Island wide, provide a free opportunity for locals during a difficult period, and offer personal development not normally available on island.

Courses will include:

- Customer Service;
- Barista Course; Coffee Art
- Serve Food & Beverage; Provide Table Service of Food & Beverage; Provide Silver Service;
- Social Media for Businesses.

Venues large enough for training (with social distancing regulations) are being secured. Enrolment priority for the initial courses will be given to those who are already working in local businesses under the relative industries with any spaces filled by interested community members. If the initial courses are successful secondary courses may be scheduled for any residents who are interested in gaining employment in the relative industries.



## TOURISM AUSTRALIA

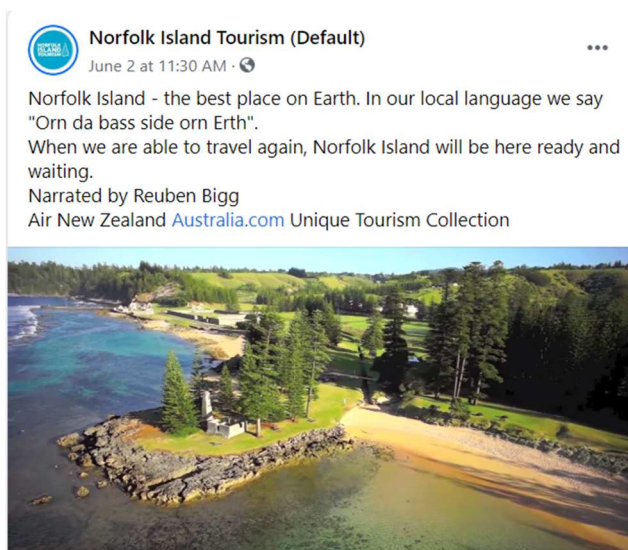
After reviewing the content on the Tourism Australia (TA) 'Guide to Norfolk Island' website page, Norfolk Island Tourism have recently provided updated information for the TA staff who will implement and improve the .

<https://www.australia.com/en-us/places/sydney-and-surrounds/guide-to-norfolk-island.html>

Additionally Norfolk Island Tourism have been creating a 'Stand out itinerary' to showcase Norfolk's unique status as a tourism destination. The itinerary has been proposed to be included on the TA website by October.

## 'DA BASS SIDE ORN EARTH' VIDEO

During the COVID-19 pandemic, Norfolk Island Tourism has focused on digital destination marketing to lure potential travellers. Michelle & Kristie at Norfolk Island Tourism created a new destination video titled 'Dar Bass Side Orn Erth' which was launched on 2 June 2020. Reuben Bigg narrated the video in the Norf'k language. So far the video has had incredible response, and particularly via Facebook (34.6k Reach, 224 Shares, 12.3K Views, 2.6k Engagements).



**BUY LOCAL CAMPAIGN**

Norfolk Island Tourism staff have been working on upcoming projects to encourage locals to support local businesses and where possible to buy locally. We continue to feature local products in the newspaper every two weeks and recently highlighted products relevant to the COVID-19 pandemic.

The Buy Local community survey is available once again during the month of July and is accessible via the online link (<https://www.surveymonkey.com/r/BuyLocal2020>) which is accessible from the Council website. Alternately, printed copies are available from Customer Care.



July is also the month for the Buy Local Spending Spree Competition and we commend the local businesses for their excellent participation, considering the ordeals that they have endured recently. This year the prizes value over \$1000 with one major prize and two minor prizes. NIRC have donated \$500 in prize money to assist the competition. Winners will have the opportunity to select which participating businesses they would like their prize vouchers from.

**MONTHLY NEWSLETTER**

From June 2020, the monthly E-Newsletter was released in a new format and distributed via Norfolk Island Tourism to the current database of over 25,000 contacts. The latest issue promoted a new video - courtesy of the BBC, documenting the Morepork Owl chick story. Also featured were a new blog story written by Tourism staff and informative links to the destination website.

**RECOMMENDATION**

That the Tourism Report June 2020 be noted.

**ATTACHMENTS**

Nil