

## DEPARTMENT OF INFRASTRUCTURE, REGIONAL DEVELOPMENT AND CITIES

### 1.28 EVENT BRIEF – Norfolk Island Tourism Brand Launch

<b>Date and Time:</b>	Wednesday 14 November 2018, 5.00 pm – 6.00 pm
<b>Location:</b>	Paradise Hotel
<b>Attendees:</b>	Eric Hutchinson, Administrator Mayor Robin Adams Lotta Jackson, General Manager  <u>Invited:</u> Councillors Tourism Advisory Committee ATA members Tourism industry stakeholders Chamber of Commerce representatives

#### Outcomes Sought:

- Attend an event that was open to tourism industry stakeholders for the launch of the updated brand utilised to promote tourism by Norfolk Island Tourism and Economic Development (NI Tourism).

#### Key Issues:

- NI Tourism provide branding and logos that can be utilised by tourism providers in individual and group marketing and campaigns.
- NI Tourism received feedback on multiple occasions and over an extended period of time in relation to dissatisfaction with current branding and logos.

#### Background:

- There are two main roles that NI Tourism is responsible for:
  - Responsible for the marketing of Norfolk Island as an ideal holiday destination.
  - To encourage and increase visitation numbers.
- To work with local industry stakeholders, wholesale partners in Australia and New Zealand, to deliver outcomes outlined in the *Norfolk Island Tourism Strategic Plan 2013-2023*.
- To implement a Public relations programme in hosting media and trade familiarisation visits.
- The management of Brand awareness. 360° of Wonder/ There's more to Norfolk Island.
- To maintain the website and all social media channels.
- To maintain and utilise a database of past visitors for online marketing purposes.

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### Responsible for the operation of the Visitors Information Centre (VIC)

- The VIC is a 7 day trading business that aims to provide a best practice visitor service by warmly welcoming all visitors and providing informative, impartial advice and answers to any queries.
- The VIC operates the Book Easy reservation system for on island bookings and off shore bookings via the website.
- Deals with enquiries received by walk-ins, email, phone, social media or the official website Norfolk Island Tourism.
- A VIC staff person also meets and greets every commercial flight into the island.

### Brand and Logo

- Feedback from the Norfolk Island tourism industry indicated they were not happy with the existing Brand and logos used were limiting.
- Rather than rebrand (a massive and risky task), NI Tourism chose to update the existing brand creative - so this is NOT a new Brand but an UPDATE
- The Brand hasn't been updated since 2014 but the unique selling proposition "There's More to Norfolk Island" continues to be a strong message in NI Tourism marketing - so remains as the focus of Branding.
- Core message "360 degrees of Wonder" also remains as an adaptable tag line which resonates how wonderful Norfolk Island is as a destination.
- NI Tourism have encompassed everything unique about Norfolk Island as a destination and embraced the cultural, historical and natural elements in the design creative of the updated branding
- The catalyst for the brand update was the Norfolk Island Tourism Industry. The designer of the brand creative and development of the new logo is Rob Nisbet from Insprint. The driver of the project was Rose Evans, Team Leader Tourism & Economic Development.

**Sensitivities:** Nil

**Attachments:** Nil

