

NORFOLK ISLAND TOURIST BUREAU

Destination Management - Norfolk Island Tourism - Visitors Information Centre

Taylors Rd. - P.O Box 211 - Norfolk Island - 2899 – Australia - South Pacific

Ph +6723 23310 fx +6723 22708 E.info@nigtb.gov.nf www.norfolkisland.com.au www.facebook.com/NorfolkIslandTourism

FACT SHEET

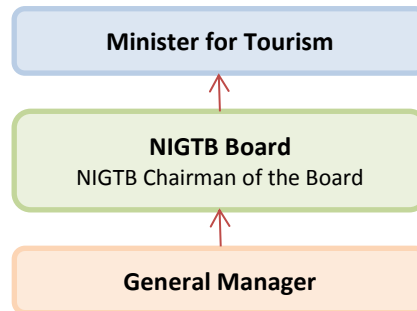
Norfolk Island Government Tourist Bureau: Organisation

Background:

The Norfolk Island Government Tourist Bureau (NIGTB) is a statutory authority formed under the *Norfolk Island Government Tourist Bureau Act 1980 (the Act)*. Originally the NIGTB was set up as a Territory Instrumentality and a service which required Industry specific management. As such it was set up to be at 'arm's length' to the Norfolk Island Administration management structure. Staff of the NIGTB were not Public Servants under the applicable legislation.

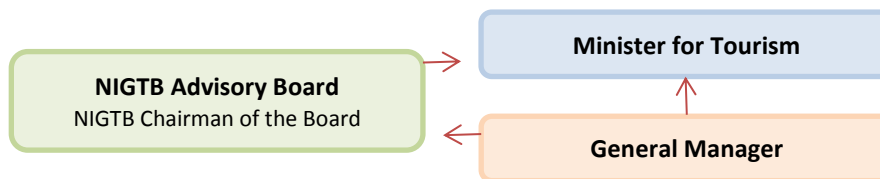
The Board:

From 1980 – 2011 the management for the NIGTB was provided for by the Norfolk Island Government Tourist Board which was made up from representation of Industry bodies, the community and Government. The NIGTB Board had the responsibilities for financial management, annual marketing, day to day operations and employment.



In September 2011 the Management structure was changed (*Norfolk Island Government Tourist Bureau (Amendment) Bill 2011*) to resemble that of the Norfolk Island Hospital Enterprise. The NIGTB Board was replaced by the NIGTB Advisory Board;

- The powers (including employment) of the Bureau and day to day management of Bureau activities were delegated to role of the General Manager.
- The Advisory Board role changed to one of providing the Minister with advice on strategy and direction regarding the Bureau and development of the tourism industry.
- From 2013 the Board membership was representative of Government, the community, Industry, Environment, Heritage and Culture.



Functions:

Originally the NIGTB was established to provide a Visitor information service (VIC) and a Norfolk Island Tourism Marketing service (NIT). This is clearly articulated in the Functions of the Bureau in section 10 of the Act.

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| Functions etc of the Bureau | |
| 10. | The functions of the Bureau are — |
| (a) | to encourage — |
| | (i) visits to; and |
| | (ii) travel within, Norfolk Island by people from outside Norfolk Island; and |
| (b) | to seek and receive the views, comments, suggestions and complaints of persons and bodies concerning Norfolk Island tourism; and |
| (c) | to advise the Minister on Norfolk Island tourism including the means by which tourism in Norfolk Island might be extended or improved; and |
| (d) | to consider any matters relating to Norfolk Island that the Minister may refer to the Bureau; and |
| (e) | to carry out any directions given to the Bureau by the Minister under section 15. |

During the period between 2006 - 2011 the functions of the NIGTB were expanded to include destination management functions (DMO). These functions have included, but not limited to, some of the below;

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| Strategic Plan development | <i>ie. 2007 5 year Tourism plan and the 2013-2023 Tourism Strategic Plan</i> |
| Government Policy | <i>ie. 2008 Market Options paper, 2012 advice on the Cruise market</i> |
| Industry Product development | <i>ie. 2008 NIGTB Events co-ordinator, NIGTB Events policy</i> |
| Industry Communications | <i>ie. Product newsletters, industry newsletter, corporate website</i> |
| Industry Capacity development | <i>ie. 2012 Customer Service Training on Norfolk Island</i> |
| Visitor Statistics | <i>ie. Monthly visitor Statistics, Annual visitor survey form reports</i> |
| Stakeholder Advice | <i>ie. 2011 Norfolk Island Tourism Exchange Online Agent updates</i> |

Note. The examples over a period of time spanning 10 years

Policy and procedures:

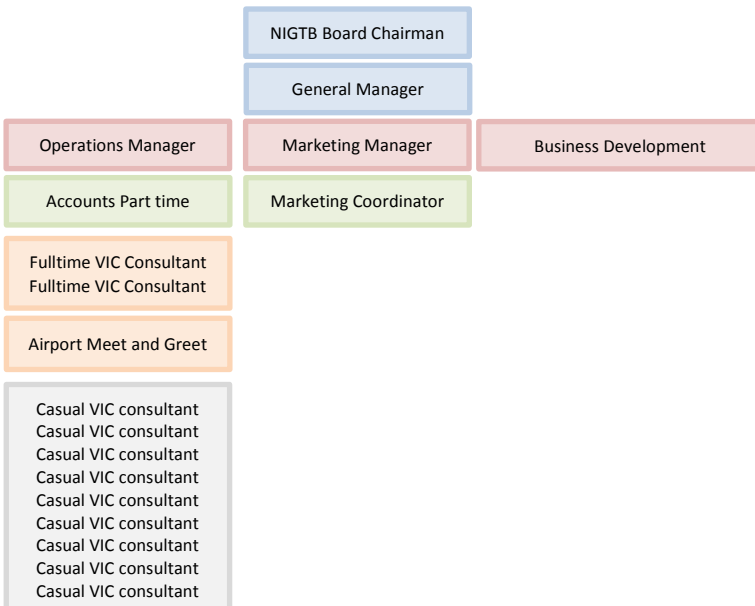
During the period between 2012 and 2015 a number of policies have been introduced to deal with financial management and accountability they have included;

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| NIGTB Human Resource Policy | NIGTB Advisory Board code of conduct |
| NIGTB Travel Policy | Image Library and Logo Use Policy |
| NIGTB requisitioning and ordering policy | Creative Branding guidelines |
| Events funding Policy | Internal risk assessment |
| Complaints Handling Policy | Office manuals – Accounts and operations |

Staffing:

There have been significant changes to the on Island operational employment structure over the past five years;

2009/10 NIGTB Staff structure



2015/16 NIGTB Staff structure

