

NORFOLK ISLAND TOURISM FACTSHEET 4

Myth busters and recommendations

OBJECTIVES

The aim of this research is to develop an understanding of the 'fit' between Norfolk Island's retail sector and the spending interests of Island visitors. The aim of this fact sheet is to put to rest some concerns that had been expressed about various aspects of the shopping experience on Norfolk Island and to outline the major recommendations of the report.

METHODOLOGY

The data presented in this factsheet draws on a visitor survey conducted in Norfolk Island to profile visitors and elicit their views on a range of shopping related issues. The survey was administered by survey staff employed by Norfolk Island Tourism and data was collated and analysed by JCU researchers. 403 surveys were collected during August and September 2008.

The survey included a mix of closed questions where respondents were asked to give a rating and open ended questions where respondents were able to give their views in written form. Specific questions were based on the outcomes of the focus group discussion, the Mystery Shopping exercise, retail audit based on previous research (Prideaux and Crosswell, 2006; Prideaux, Crosswell and Ng 2007).



Myth busters

Analysis of responses indicates that a number of factors raised as matters of concern in the focus group and discussions with 'gatekeepers' were not as significant as first thought. These include:

- Brand names are not particularly important for this group of shoppers
- Excess baggage fees are not a general concern of most visitors
- Respondents do not think that higher prices are an indicator of higher quality
- Shopping on Norfolk Island was not seen as overly expensive
- Norfolk Island retailers in general are not seen as having the latest styles and models of goods
- International brands were not considered to be important
- Baby boomers were the largest spenders but only slightly ahead of Generation X indicating that retailers need to develop stock lines for these generation segments.

Report recommendations

The following recommendations are made based on the results of the research findings.

Recommendation 1

A Retail Action Committee be formed to undertake the tasks recommended in Recommendations 2, 4, 7, 9 and 10. This committee should be constituted as a statutory body with specific objectives and tasks and report to the Commerce and Industry Minister.

Recommendation 2

The Burnt Pine shopping precinct be refurbished as a matter of urgency.

Recommendation 3

Where necessary new planning ordinances be introduced to guide the refurbishment of buildings and businesses in the Burnt Pine precinct.

Recommendation 4

A compulsory retail training scheme be introduced for all customer service staff including proprietors commencing in FY 2009/10.

Recommendation 5

The Administration consults with the Norfolk Island community about shopping hours.

Recommendation 6

Regular surveying of visitors should be undertaken to monitor changes in visitor composition, motivations and satisfaction.

Recommendation 7

A follow up study be undertaken after two years to identify the success of strategies implemented and identify additional strategies that may be required.

Recommendation 8

Develop a standardised customer survey that individual retailers can use to survey their own customers.

Recommendation 9

The retail sector in conjunction with the Chamber of Commerce and Norfolk Island Tourism organise annual shopping promotions and/or sales.

Recommendation 10

Retailers, individually and collectively should be encouraged to participate in seminars or workshops that provide updates on current shopping trends in major generating regions.

Recommendation 11

Investigate the introduction of a retail levee to fund to fund training and promotion.

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Photographs courtesy of Professor Bruce Prideaux and Factsheet prepared by Dr Karen McNamara