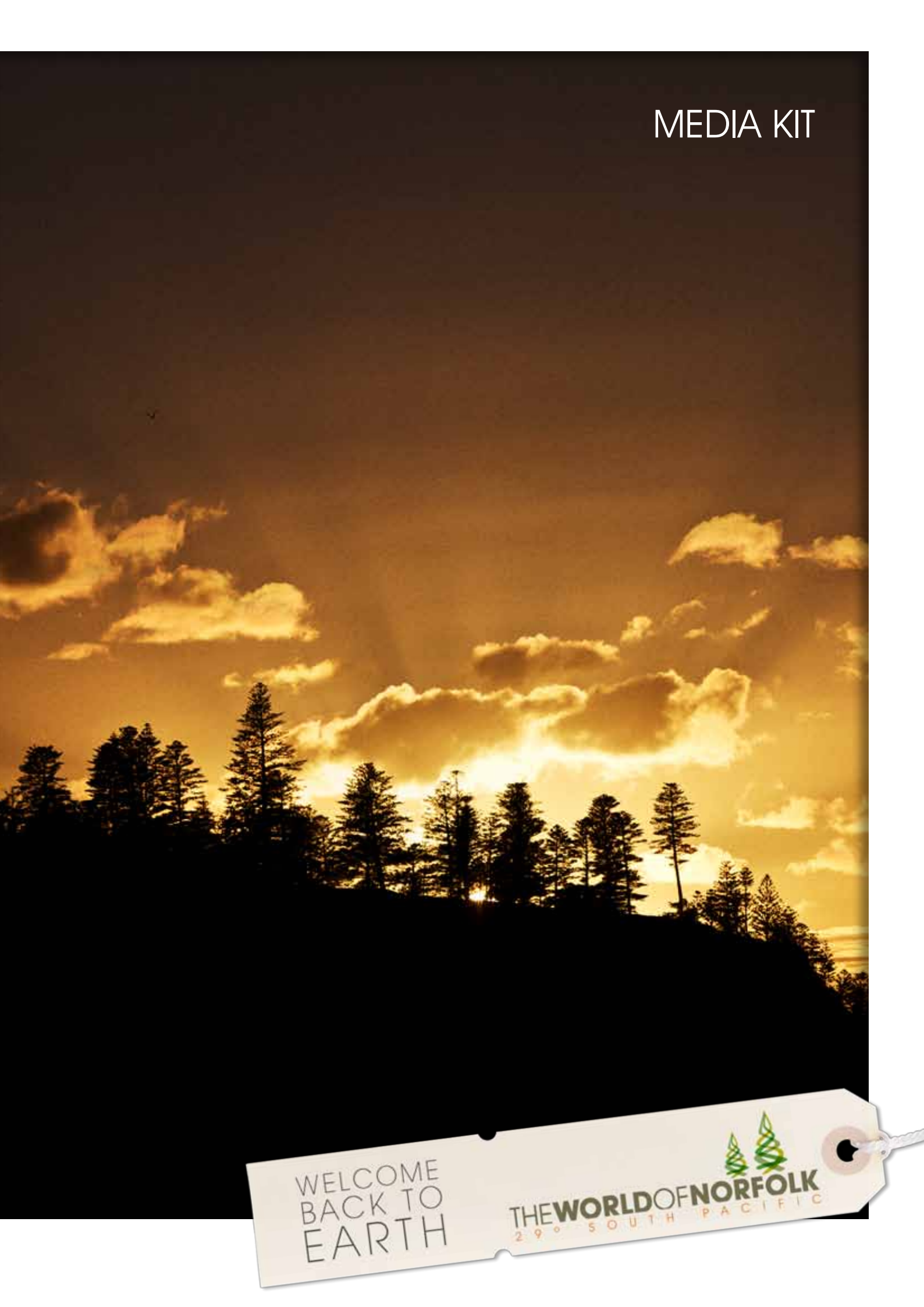


MEDIA KIT



WELCOME
BACK TO
EARTH



THE WORLD OF NORFOLK
29° SOUTH PACIFIC

CONTENTS

NORFOLK OVERVIEW	3
INTRODUCTION	4
NATURE AND THE ENVIRONMENT	5
CULTURE	6
LOCAL CUISINE	7
STUNNING OCEAN	8
HISTORY	10
GENERAL INFORMATION	11
INTERESTING FACTS	12
2010 MAIN EVENTS	13
ESSENTIAL INFO FOR DRIVERS	14

NORFOLK OVERVIEW



- 8 x 5 kilometre Island, self governed (9 member legislative assembly) external territory of Australia.
- Located in the South Pacific- 29°
- Population 1,770 (December 2009).
- Climate: Sub Tropical.
- Official Languages: English and Norf'k.
- Accommodation range: 3.5 star to 5 star (over 60 properties).
- Serviced by Norfolk Air (Australia) and Air New Zealand (New Zealand)
- Cruise ship visits by P&O
- Tourism website: www.theworldofnorfolk.com.au.
- Flights to Norfolk Island are international and a passport will be required for travel.
- Over 70 different experiences and tours suitable for singles, couples, adventure seekers, nature lovers, historians, fisherman, food lovers and families.

INTRODUCTION

Dear media traveller!

I'm smiling as I write this. Writing an introduction to The World of Norfolk, is like trying to introduce your family to strangers. You know your family's quirks, you care for them deeply and you think there's no one in the world quite like them – but no one will really understand until they meet them in their own home!

The World of Norfolk is home to warm, quirky, caring and down to earth people set against the most dramatic, rugged and sensational background. When you come to The World of Norfolk, you will be treated like a family member that has just come home. And just like when you're home, you'll feel safe, warm, relaxed and welcome – choosing for yourself just how much adventure you want in your day.

When you land on an island steeped in as much history, culture, scenery and tranquility as Norfolk Island you are left in no doubt that you are you in an entirely new world. A world you'll want to come back to over and over again – in fact, Norfolk enjoys a high repeat visitation rate, with an average of 18 per cent of visitors returning at least once.

For years, travellers have escaped to this tiny volcanic outcrop in the middle of the South Pacific. Visitors savour the special subtropical blend of soaring pines, azure lagoons, rolling meadows, brooding rainforests, dramatic coastline, scenic adventures and ever-smiling locals who open their idyllic homes to new guests.

Captain James Cook was the first to officially discover and record Norfolk Island, describing it as "paradise" – a term he did not use liberally in his journals. From 1825 to 1854, this paradise became Britain's harshest penal colony and home to hapless convicts. Today, it is home to the descendants of the Bounty Mutineers whose barefoot manners, warmth and hospitality have been woven into the island's unique and timeless rhythm – a special charm that draws visitors back time and time again.

Aside from lazing under the 5001 cliff-top pines overlooking the dreamy blue Pacific, you can snorkel in the lagoons, surf awesome breakers, hike amongst the world's tallest treeferns to find the world's rarest bird, taste Norfolk's own cuisine using ingredients grown out of its pure soils, gallop across the evergreen hills and dales on horseback, explore the old convict settlement, kayak along the stark basalt coastline, play golf on one of the world's greenest and most beautiful courses, go bush-bashing in a jeep, explore the untouched and deserted Philip Island and see vivid recreations of Norfolk's time as a penal colony and as a postscript for history's most famous mutiny.

You'll be entranced by the romance, beauty, history, adventure, culture, people and serenity that define a holiday on this tiny but well-endowed island. Just wait til you get there.

Public City is committed to ensuring your needs are met, at any time. For information, images or visit requests, please Marie Najjar or Linda Moussa on +61 9281 7272 or email marie@publiccity.com | linda@publiccity.com

NATURE AND THE ENVIRONMENT

Formed three million years ago, Norfolk Island is a large volcanic outcrop although the restless sea has eroded the island to one third of its original size and formed a coastline of high cliffs.

A subtropical island, Norfolk is a picturesque tapestry of forests, gardens and rolling, pine-dotted meadows - a pretty-as-a-picture landscape framed by fluted cliffs plunging into the surging sea.

National parks and reserves cover one third of the island, protecting the remaining rainforests as well as the island's precious fauna and flora. See more than 78 species of native plants, 40 of which are unique to the island including the Norfolk Smooth Treefern that grows up to 20m in height and is the tallest treefern on Earth.

Harder to find are Norfolk's three endangered birds – the Norfolk Island green parrot, the boobook owl and the 'bird of providence' petrel. More common is the wedgetailed shearwater and ghostbird (listen for its eerie call at night).

Walking tracks fan across the national park and include the island's highest points, Mt Pitt and Mt Bates, which provide breathtaking vistas right across Norfolk. The Bridle Track along the wild, unspoiled coastline from Captain Cook's monument back to Bird Rock is one of the most spectacular walks and is highly recommended.

PHILLIP ISLAND

Phillip Island is an uninhabited and undeveloped island just 7kms off Norfolk Island. This sensational island is home to many species of birds – and locals who are up for a getaway of their own, housed in a little fishing hut wedged between two rock formations, over looking a natural rock pool. During your trek, you will view scores of birds up close as they soar above you. Between the wildlife and the view, you won't be thinking of much else while you're there. A half day trek is a must see for anyone who visits Norfolk Island. Be sure to pack your cossie, because after the walk you will want to throw yourself into the natural rock pool and you will feel there is no one in the world but you. Unless of course, there's locals in the hut, and they wont mind!



CULTURE

Norfolk's stormy heritage, tiny size, isolation, incredible beauty and relaxed pace have together cultivated a culture like no other. Norfolk Islanders are proud, sturdy, independent, warm and resourceful people who cherish the uniqueness of their origins and love to share their intriguing lifestyle with visitors.

Around a third of islanders descend from the rebellious Bounty crew and their Tahitian partners. There are eight common surnames, including Quintal, McCoy and Christian. As a result, Norfolk's telephone book is the only one in the world to list by nicknames. This includes "Tarzan", "Lettuce Leaf", "Diddles", "Shagsy", "Carrots", Kik (and his son 'Kik Kik') and "Pinky".

While living on a small island like Norfolk with just 1800 residents does have its limitations, there are also many benefits. There are no rat race pressures, no unemployment (in fact most locals have multiple jobs), free range scenery for children and adults to revel in, no traffic jams (although there are sometimes two cars queued up at the island's single roundabout), no fast food outlets, no high rises, little crime and bountiful supplies of kinship, warmth, camaraderie, a sense of belonging, a spirit of community and a zest to really live life to the fullest.

The biggest day on the locals' calendar is Bounty Day, June 8. The entire population turns out on this special public holiday, to honour the Bounty descendants who left Pitcairn Island to settle on Norfolk Island in 1856. Each Bounty Day, islanders wear traditional period dress, some even original, and join the giant family celebration. A re-enactment of the bounty mutineer forefathers landing at Kingston Pier. Direct descendants of the mutineers march down quality row to the cemetery as tourists or other Islanders watch from the side of the road.

LANGUAGE

Norfolk Islanders speak Norf'k, a mix of Tahitian and 18th century English. It has been recognised for its distinctiveness by the United Nations. It will feature in the United Nations Educational, Scientific and Cultural Organisation's (UNESCO) next edition of its Atlas of the World's Languages in Danger of Disappearing. As of 2005, Norfolk Island Government declared Norf'k an official language as well as English, and is now taught at school.

The language originated from the Bounty mutineers who hid on remote Pitcairn Island with their Tahitian wives. Their descendants later brought the language to Norfolk. Among the most used words are "watawieh yourle" (hello, how are you?) and "kushu" (good thank-you).

Speaking Norf'k - some words and phrases:

watawieh = hello

kushu = I'm fine

naawi = swimming

tiicha = teacher

Wan kau f' mais bradhas s' orf aut =

My brother's cow has got out

Hi es kain a' huihuiwan = He's somewhat dirty

Kat krors aa paedak aafta tii en wi gu sing =

Cut across the paddock after tea and come for a singsong

Source: Speak Norfolk Today, by Alice Buffett, 1999



LOCAL CUISINE

HEALTHY SOIL, HEALTHY FOOD, HEALTHY BODY

There are more than 35 restaurants and eateries on the Island. Most use locally grown fruit, vegetables and fish. When these are used – they are fresh and in season.

In 2008, two locals founded 'Sustainable Norfolk' (www.sustainablenorfolk.com), an organisation committed to creating a 100% sustainable environment. Under this initiative and supported by the Norfolk Island Government, farmers were trained in sustainable agricultural techniques by world leader in agricultural sustainability, Graeme Sait of Nutritech Solutions. This means many local farmers have embraced nutrient-dense, chemical free growing as a result.

The 'paddock to plate' approach to Norfolk Island dining means food tastes just as it should, full of flavour, grown in its natural season and rich with all the right nutrients.

The environmental practices were extended even further, even now applied to the management of the South Pacific's most scenic, and Norfolk Island's stunning, nine hole (18-tee PGA rating) Golf Course.

TRADITIONAL DISHES

Traditional dishes are influenced by the local mix of British and Tahitian cultures. This includes Pilhai (baked with kumera, banana or pumpkin), mudda (banana dumplings) and hihi pie (made with periwinkles).

The abundance of fish in the commercially untouched waters makes for an ideal fishing experience. Fish is a regular on menus and the focus of cliff-top fish fries. It offers a banquet of traditional meals with the fried fish as the focal culinary piece. The event is hosted atop a cliff where visitors can enjoy the dramatic and breath taking sunsets as they enjoy the freshest food.

HOME MADE FOOD

Great for a fix of island culture and food, are the progressive dinners. Visitors meet Islanders in their lovely homes, many boasting amazing ocean views, for a fantastic home cooked meal. You'll try a different course at a different home, and get a real insight into Norfolk Island's history.

LOCAL COFFEE AND LIQUERS

Norfolk Island has its own coffee plantation, which you can visit as part of the eco tour. The Arabica coffee beans are grown and supplied locally and also sold online. Soft drinks and liquers are also made on the island – be sure to try the convict curse or pitcairn passion!

Norfolk Island also boasts award winning beer 'Bligh's Revenge' and "Bee Sting" which are produced on the Island.



STUNNING OCEAN

Norfolk Island is surrounded by crystal clear, sapphire coloured ocean that surrounds the dramatic cliff tops. No commercial wharfs. And as a result, no commercial fishing either.

If you're going anywhere by boat – you'll be surprised to see the boat airlifted off the pier and then dropped into the ocean before hopping into it – no commercial wharfs remember! Take a day trip to Phillip Island, a fishing trip, kayaking, snorkelling and more. The water is rich with marine life, untarnished by the trappings of commercial vessels.

FISHING (CATCHING)

Islanders call fishing, 'catching'. The water is full of fish that catching one (actually, tens of kilos) is the norm. Fishers can reel in delicacies like succulent Sweet Lip (Trumpeter), Yellowfin Tuna, Wahoo, Trevally and Kingfish – to name a few. Bag limits are generous, however Norfolk Island self imposes limits during breeding seasons to ensure there's plenty of fish for tourists and locals all year round

KAYAKING

Kayakers will enjoy exploring the rugged coastline and depending on the conditions, will do so under gentle or tough conditions. There are off-shore islands, stunning rock formations and fantastic marine life.

SCUBA DIVING AND SNORKELLING

Norfolk Island's waters are home to over one hundred species of hard and soft coral, submerged in a pristine marine environment. There are dozens of sites to enjoy, and no crowds. You'll have the water all to yourself.

SWIM

Have Slaughter or Emily bay entirely to yourself. These two stunning, pristine and quiet beaches are the most popular for swimming. Take a dip in the crystal clear water on a day of perfect temperature – which is almost every day considering the subtropical weather.

GLASS BOTTOM BOAT

See beautiful south pacific fish and a variety of coral formations on the glass bottom boat. If the tide is low, you can take a walk on the coral reef and your guide will surely introduce you to exotic ocean foods like seaweed and ocean caviar!



STUNNING OCEAN

MAIN ATTRACTIONS

Many visitors turn their trip into 'me' time – full of soft activities and personal time amongst the dramatic scenery, serene and pristine environment. Some of the must do's on the experience list include:

- Cyclorama. A 360° mural depicting the story of the Bounty mutiny. This is a creative and enjoyable way to learn all about the Island's history.
- Glass-bottom boat tours in the coral-filled lagoon
- Garden tours
- Bushwalks
- Four wheel drive tours
- Horse rides
- Golf at the stunning seaside course with the most breathtaking holes in the southern hemisphere.
- Norfolk Island National Park
- Half-day island tours
- Cliff top fish fries. Watch the sunset over dramatic cliff tops as you enjoy fresh fried fish and other local cuisine.
- Norfolk Island Botanic Gardens
- Progressive dinners. Each course is served at a different islander's home. The best way to get to know the locals and interact with the culture.
- Two Chimneys. A new, award winning winery where you can enjoy lunch overlooking the vineyards.
- The haunting but intriguing cemetery by the sea
- Watch the Mutiny on the Bounty show
- Horse and carriage rides
- Snorkelling and scuba diving
- Photography tours
- Visit beautiful St Barnabas Chapel
- Fishing trips
- Museums and cultural displays
- Wonderland by Night featuring Norfolk poetry by bush poet Archie Biggs, recited amongst flood lit pines
- Adventurous and exploratory cross – ocean trip to nearby Phillip Island. Phillip Island is a deserted Island, off the shore of Norfolk. Fantastic trekking and the most spectacular scenery.
- Sound and Light Show which vividly recreates Norfolk's convict days
- Culture tours including cooking, woodcarving and weaving
- History tours of the former convict settlement
- The Trial of the Fifteen play, which recreates Norfolk's history
- Bloody Bridge

HISTORY

Captain Cook was the first white man on record, to stumble across Norfolk's impressive cliffs, naming the island after the Duchess of Norfolk in 1774. However, scientists have since discovered that ancient Polynesians lived on the Island before.

When Cook first discovered Norfolk, he estimated that Norfolk's pines would be sturdy enough to be turned into ship masts. However, he was wrong. Therefore, less than two months after Sydney was settled in 1788, 23 settlers including 15 convicts arrived to settle Norfolk as a penal colony.

As the population steadily reached 1100, the remote and vulnerable settlement proved to be difficult and expensive to maintain. It was abandoned in 1814, with most structures destroyed to discourage unauthorised occupation of the isle.

In 1825, a second convict settlement was established. The worst prisoners from New South Wales and Van Diemen's Land were sent to Norfolk Island to suffer the "extremist punishment short of death". Conditions were harsh and inhumane, inciting many murders and mutinies. In fact, some convicts killed officers just so they could be transported back to the mainland, trialled and hanged to escape Norfolk's horrors.

This bloody chapter in Norfolk's history ended in 1854 when once again, all that was heard here was the ghostly whisper of ocean breezes whistling amongst the pines. That was until 1856 when the descendants of the Bounty mutineers settled after their ancestors' hideaway on tiny and remote Pitcairn Island beyond Tahiti proved too small to support the growing population of Christians, Quintals, McCoys, Nobbs', Buffetts and Evans'.

Until a program of conservation began in the 1960s, many of Norfolk's early convict buildings were destroyed or quarried for stone. There still remains plenty of buildings that showcase Norfolk's colourful history.

In 1979, Australia, under the Norfolk Island Act, granted Norfolk Island the right to establish its own 9 member legislative assembly, providing self governance. The Island today is a Territory under the authority of the Commonwealth of Australia.



GENERAL INFORMATION

BEST SUNSET

Puppy's Point.

HIGHEST POINT

Mount Bates, 319 metres above sea level.

HISTORICAL SITES

Convict built from 1825-1855, the handsome penal compound of Kingston is the oldest and one of the best preserved Georgian settlements in the southern hemisphere. Norfolk Island is also part of a group of Australian sites nominated for 'convictism', World Heritage Listing.

RAREST BIRD

Norfolk boasts what is thought to be the world's rarest bird – the Norfolk Island Boobook Owl. National park rangers could only find one owl - a female - in 1987, so they introduced two closely related males from New Zealand to keep the lonely female company and there is now a small colony of the owls.

TALLEST FERN

The Guinness Book of records lists the Norfolk Smooth Treefern as the tallest treefern in the world, with heights of up to 20m recorded

CURRENCY

Norfolk Island's currency is the Australian Dollar.

TAX

12% Goods and Services Tax.

BUSINESS HOURS

Monday to Friday, 9am – 5pm.

Wednesday afternoon, most shops close at 1pm.

Saturday afternoon, most shops close.

Sunday – all shops closed.

BANKS

There are two Australian banks and an ATM on the island.

POSTAL SERVICES

There is a postal office next to the Visitor Information Centre. Mail to Australia comes and goes twice a week. It's once a week to New Zealand.

Norfolk Island has its own philatelics – or stamps! All post out of Norfolk Island must have a local stamp in order for mail to be delivered.

EMERGENCY SERVICES

For emergency telephone calls whilst on the island, dial 999.

TELECOMMUNICATIONS

Norfolk Island has its own telecommunications service – Norfolk Telecom. International mobile phone services (including from Australia and New Zealand) will not operate from the Island. A local SIM card can be purchased from the hotel and will work in most mobile phones. Calls made to Australia or New Zealand require international prefix 00 followed by country code and number.

Calls made to Norfolk require country code 6723 followed by the phone number.

ELECTRICAL SUPPLY

Standard Australian / New Zealand power.

DRIVING

Anyone with a valid license can drive on Norfolk Island.

The speed limit is 50ks per hour.

NORFOLK ISLAND TOURISM'S VISITOR CENTRE

Located on Taylors Rd, Burnt Pine. The visitor centre can book tours for travellers.

Open weekdays 8.30am-5pm, Wednesdays 8:30am-4pm, Saturdays and Sundays 8.30am-3pm. Phone +6723 22 147.

INTERESTING FACTS

- Islanders and visitors alike exercise what is known as the “Norfolk wave” – a gentle raising of a finger or a whole hand by drivers to acknowledge other drivers. But more on this on page 13 – a must read for any visitor!
- More than one third of islanders are descendants of the Bounty mutineers who fled to tiny and remote Pitcairn Island after the 1789 revolt – the most famous naval mutiny in modern history.
- Norfolk Island has an Australian postcode 2899, Australian currency, Australian police and other Australian connections yet boasts its own nine-member government, own customs and immigration laws, own stamps and phone cards and even its own Commonwealth and South Pacific Games teams. Cows and ducks have right of way on the road
- Television was introduced on the island in 1985! Available channels now include ABC TV, SBS, Central Australia 7 and an option to subscribe to Foxtel. The island boasts its own Radio Norfolk station, transmitting on 89.9FM & 1566AM, and even a local TV station, TVNI.
- The island's official anthem is “God Save the Queen”. A demonstration of Norfolk Islanders gratitude to the British monarchy for granting their ancestors the right to settle Norfolk Island in 1856.
- Locals live a real island lifestyle, taking every Wednesday afternoon off - a long-time tradition to allow locals to play sport. They also enjoy two more public holidays than mainland Australians (10 in most States). Norfolk's special days off include Foundation Day in March, Bounty Day in June, Show Day in October and Thanksgiving Day in November.
- Norfolk Island celebrates Thanksgiving Day – a legacy of the American whalers based here last century. The day is marked by a public holiday on the last Wednesday of November.
- Resident Islanders pay no income tax.
- Islanders are generally Christian, and very religious.
- Norfolk's seaside golf course is one of the world's most scenic courses – and also one of the cheapest, with a round of nine holes costing just \$15.
- No building on Norfolk Island is taller than the island's famous pines – in fact the law restricts all buildings to just nine metres.
- Norfolk is home to 1400 cattle and 200 sheep. Seventy locals are permitted to allow 10 head of cattle each to graze along the island's roads.
- Seat belts are not compulsory and there are no traffic lights, with the island's first roundabout only installed in 1998.
- Contrary to what most visitors say, Norfolk Island does not have it all. It has no McDonald's restaurants, graffiti, frost, foreign debt or unemployment – in fact most locals have multiple jobs. The island supports its own health care scheme, welfare system and education.
- There are no snakes or poisonous spiders on Norfolk Island.
- The island's cricket pitch is the oldest in the southern hemisphere, with the first match played in 1838.
- The ‘bird of providence’ petrel was so named because it saved the island from starvation in 1790 when the supply ship Sirius sank en-route to Norfolk. More than 170,000 of the birds were collected for food that year.

2010 MAIN EVENTS

JANUARY Summerfest and Anniversary of the Burning of the Bounty

FEBRUARY Opera in Paradise

APRIL International Triathlon

MAY Country Music Festival

JUNE Anniversary Bounty Day

AUGUST Hardy Wines Golf Classic PRO-AM

NOVEMBER World Bowls Championships Tournament (2010 only)

DECEMBER Jazz in the Pines Festival

For further information on festivals and events visit www.theworldofnorfolk.com.au

One last thing...

ESSENTIAL INFO FOR DRIVERS

Travellers, especially those who plan to drive, must observe a strong Norfolk Island tradition. You must wave to every car driver that passes you by. This is not a joke. (well, it is funny, but it's true). Islander's will spot a tourist a mile away by how quickly you wave or whether you wave at all. I'll let Norfolk Island's resident bush poet Archie Bigg explain.

Archie's published poetry embodies the very humour and quiriness of the warm, fun and friendly locals. In fact, he hosts an outdoor poetry recital trail in the late evenings. When the sky is black and littered with hundreds of thousands of stars that it almost looks like polka dots; and you're in the thick of the bush and amongst soaring Norfolk pines; all you can hear is the song of the eerie ghost birds, the soft engine of the poetry wagon and Archie's warm voice. By wagon or walk, it's up to you, as you trail the romantically lit pathway that runs for a kilometre, taking you from one 'staged set' to match each poem. You'll eventually end up in a fairy light wonderland that will take you back to the days of dreams, fairytales and the freedom to imagine the most wondrous, safe and creative place for the soul to be fed.

THE NORFOLK WAVE

While driving round Norfolk in your flash little car
Take particular care with your hands
For the driver that travels the opposite way
Speaks a language you won't understand

With practice this language will unfold before you
And think of the time you could save
With a flick of your finger a whole conversation
May be had with a quick Norfolk wave.

Don't pay much attention to brakes or suspension
For the oncoming traffic won't linger
As the driver reveals the way that he feels
Just watch what he does with his finger.

There's a white admin ute, now this ones' a beaut
And it always raises a chuckle
So you'll have to look hard as he drives out the yard
As he struggles to straighten one knuckle.

One lady I know though I can't mention who
I can tell that it's her from afar
With one hand on the wheel and a big cheerful smile
Nearly waves herself out of the car.

There's the government official with a wave that is special
As four fingers point to the sky
And some can't be bothered with waving at all
And don't even see you pass by.

If you pass a road user that never waves back
Some people may not understand
When you give a good wave and then with regret
How you wish you could cut off your hand

An acquaintance of mine I remember the time
Though I don't think he'd stand up and bow
We all had a laugh at this fellow's expense
When he waved to a black and white cow.

One has to be careful so as not to offend
Fore there are certain rules to obey
And one thing you just should do when you wave
Is look in the opposite way.

There's the odd hire care with folks from afar
There's a couple from down Ballarat
With a quizzical look as you give them a wave
And they think "who the blazes was that?".

It doesn't feel right to wave in the night
And I don't think your wave would be seen
If the other car's lights are shining too bright
One finger would do and high beam.

If you're friendly or gruff or you don't give a hoot
And you haven't had time for a shave
Other drivers wont notice – they don't get that close
But they'll notice you don't wave.

So spare us a thought when you drive in your car
This tradition we surely must save
Put your car into gear and keep to the left
And give us a good Norfolk wave.

(c) Archie Bigg, 1998

Darset! (that's it).

**We welcome you to enjoy a holiday that will
bring you back to earth and back to us – this is
The World of Norfolk.**