

Tourism Kuranda Advisory Committee Meeting Minutes

22 May 2018	Meeting 4:30pm	Tourism Kuranda Office Kuranda Community Precinct, Arara Street
--------------------	----------------	---

Chairperson	Cr. Lenore Wyatt, Mareeba Shire Council (MSC)
Attendees	<ul style="list-style-type: none"> • Peter Danford, Cedar Park Rainforest Resort • Terry Pates, Frogs Restaurant • Chris Grantham, Rainforestation • Adrian Pancirov, Heritage Markets • Trish Green, Honey House • Kahlia Pepper, Executive Officer Tourism Kuranda MSC • Susan Parson, Senior Engagement Officer MSC
Visitors	<ul style="list-style-type: none"> • Sam Wakeford, Manager Technical Services (MSC) • Jen McCarthy, Director Corporate & Community Services
Apologies	<ul style="list-style-type: none"> • Cr. Tom Gilmore, Mayor Mareeba Shire Council • Angela Freeman, Koala Gardens/Birdworld • Adam Letson, Skyrail Rainforest Cableway • Cathie Flambo, The Australian Bush Store

Introductions and confirmation of Previous Minutes - Tuesday 24th April 2018

- Confirmation of the previous minutes in April 2018;
Moved: Terry Pates, **Seconded:** Chris Grantham.
Carried.

Business Arising from the Previous Minutes

- Nil

Confirmation of Executive Report and Budget Report

- Confirmation of the Executive Report;
Moved: Kahlia Pepper, **Seconded:** Adrian Pancirov.
Carried.
- Confirmation of the Budget Report;
Moved: Adrian Pancirov, **Seconded:** Peter Danford.
Carried.

General Business

- TKAC endorsement for Ergon boxes artwork - Local artist Rebecca Koller's RADF project grant for painting the Ergon boxes in Kuranda was approved on the basis that TKAC endorse the artwork concepts. Kahlia has made contact with Rebecca and final sketches are being created which will soon be presented to TKAC for endorsement.
- Social Media contract renewal - Epic Times 3 month social media management contract is up for renewal. Kahlia has noted being happy with the management of the TK Social

Platforms so far, helping increase our engagement, followers and likes compared to the previous year. Committee happy to renew contract for 12 months.

- Therwine St Upgrade briefing - Sam Wakeford - The *Kuranda Infrastructure Master Plan 2010-2020* was signed off by the Minister in April and included the Therwine St Redevelopment Project. Sam presented draft plans for both the Upper and Lower Therwine St Redevelopment Project. Concerns were raised by committee firstly about having 2 bus loading bays as this may cause traffic blockages and back up issues when cruise ships are in; and the timing of the works being in the middle of school holidays busy period which is an inconvenience for Kuranda businesses. Terry asked about a car park levy or fund that he recalls was discussed previously. Lenore and Jen to check and follow up.
- Accommodation Levy - Jen McCarthy - Jen explained that the Kuranda Benefited Area (Tourism Kuranda) - small accommodation operator's levy is becoming more difficult to apply and is costing a considerable amount to administer. Jen asked TKAC for input into whether to continue charging this levy for 2018/19.

Motion: TKAC recognises the constraints and risks relating to this levy however based on concerns regarding equity recommend that Council continue to levy the Tourism Kuranda Small Accommodation Operators Special Charge for 2018/19.

Moved: Peter Danford, Seconded: Trish Green Carried.

- Kuranda Wayfinding APP - Sub-Committee - The Kuranda Wayfinding App is included in the approved *Kuranda Infrastructure Master Plan 2010-2020*. Council is seeking two representatives from TKAC to be part of KIAC's Kuranda Wayfinding App Development Sub-Committee.

Motion: TKAC recommends that Kahlia Pepper and Peter Danford be part of the sub-committee for KIAC Kuranda Wayfinding APP Development.

Moved: Trish Green, Seconded: Adrian Pancirov Carried.

- Kuranda Business Communication - Susan and Kahlia asked the committee for ideas or suggestions to better communicate with Kuranda businesses on Tourism Kuranda marketing activities. To be discussed more in the next meeting.

Items		
Action Item 1	Person Responsible	Deadline
Ergon boxes painting artwork	Kahlia Pepper	Ongoing
Action Item 2		
Kuranda Map relocation in Centenary Park	Kahlia Pepper	Ongoing

Action Item 3		
Car park levy re: Therwine St Redevelopment Project plan	Lenore Wyatt/Jen McCarthy	Next meeting
Action Item 4		
Sign poles across road from BP service station re: new directional signage	Angela Freeman	Ongoing
Action Item 5		
Process for renewal of TK Advisory Committee for a new three year term in August	Lenore Wyatt	Next meeting
Action Item 6		
Kuranda business communications about Tourism Kuranda marketing programme. Suggestions to be discussed in next meeting	All committee	Next meeting
Action Item 7		
Jumrum Creek walking track repair	Lenore Wyatt	Completed in May
Action Item 8		
Barron River bank clean up after floods	Susan Parsons	Completed in May
Next meeting		
The next meeting will be held on Tuesday 26 th June 2018 at 4.30pm.		
Closure		
There being no further business the meeting closed at 5.55pm		

TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT

To April 2018

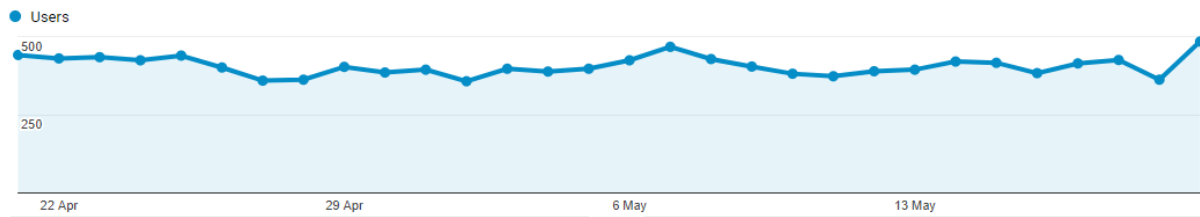
	BUDGET 2017/18 \$	ACTUALS	YTD Variance
<u>INCOME</u>			
Tourism Kuranda Advertising Contributions	36,500.00	4,596.30	31,904
Benefited Rate Contribution	210,566.18	202,817.63	7,749
Sundry Revenue	-	-	0
Surplus Carry Over 2016/17	4,934.25	4,934.25	0
	252,000.43	212,348.18	39,652
<u>ADMINISTRATION COSTS</u>			
Total Administration Costs	98,800.00	84,023.04	14,776.96
<u>PROMOTIONAL COSTS</u>			
A4 Brochure	8,300.00	-	8,300
Map & Visitors Guide	29,500.00	2,963.83	26,536
Brochure Distribution	16,828.00	13,422.16	3,406
Kuranda Festival Event	20,000.00	791.58	19,208
Kuranda Easter Event	19,638.00	19,850.13	(212)
Social Media Management	13,000.00	10,250.71	2,749
Industry Famils & Presentations	4,000.00	901.53	3,098
Tourism Kuranda Memberships	1,000.00	930.00	70
Adv Pre & Post Tourism Publications	7,500.00	8,038.18	(538)
Tradeshows & Sales Missions	19,000.00	9,211.55	9,788
Public Relations Management	5,800.00	4,859.95	940
General Advertising	4,000.00	6,448.22	(2,448)
Total Promotion costs	148,566.00	77,667.84	70,898.16
TOTAL ADMIN AND PROMOTION COSTS	247,366.00	161,690.88	85,675.12
	\$	\$	-\$
SURPLUS/(DEFICIT)	4,634.43	50,657.30	46,022.87



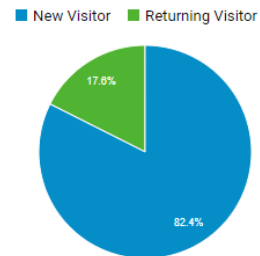
EO REPORT MAY 2018

WEBSITE: Google Analytics for www.kuranda.org – 21st April 2018 to 20th May 2018

Sessions 13,509	Users 10,217	Page View 39,057	Pages/visits 2.89
------------------------	---------------------	-------------------------	--------------------------



Users 10,767	New Users 10,217	Sessions 13,509
Number of Sessions per User 1.25	Page Views 39,057	Pages/Session 2.89
Avg. Session Duration 00:02:40	Bounce Rate 48.77%	



Country	Sessions	Page Views	contribution to total: Page Views
	13,509 % of Total: 100.00% (13,509)	39,057 % of Total: 100.00% (39,057)	
1. Australia	9,836	71.75%	
2. United States	1,010	8.35%	
3. United Kingdom	394	3.10%	
4. India	268	1.95%	
5. New Zealand	238	2.12%	
6. Canada	199	1.41%	
7. Japan	185	1.22%	
8. Germany	172	1.19%	
9. Hong Kong	167	1.50%	
10. Singapore	103	0.86%	

SOCIAL CHANNELS

Both TK Facebook and Instagram are growing well. We reached the goals set for followers on both channels and will continue to grow these. Facebook isn't too far off 10,000 followers!


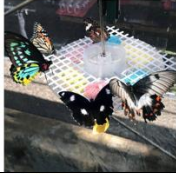

Facebook

Reporting period is from 19th April – 16th May


Insights based on reporting period:

- Page Likes: +144
- Engagement rate: +1.5% (last month +2.01%)
- Page followers: +146 page followers since last month

Achievements: Best posts based on Engagements:

Date	Post	Impressions	Reach	Clicks
28 th April	 <p>Kuranda gets it's fair share of famous visitors every year but today we welcomed BBC star Michael Portillo filming his new documentary on Great Australian Butterflies in Australia. @ Kuranda's history is lucky enough to be featured which includes in our plans before the 1920's Paradise Railforest Walk and Kuranda River Boat Cruise. Excuse Tropical North Queensland Visit Queensland, Australia</p>	372	8,212	1.1K
24 th April	 <p>Kuranda Village <small>Kuranda Village · 24 April at 12:08 · 0</small> It's a feeding frenzy at the Australian Butterfly Sanctuary! Make sure you catch the largest butterfly display in the Southern Hemisphere and don't forget your camera! @ Kuranda #AustralianButterflySanctuary</p>	93	2,971	134
19 th April	 <p>Kuranda Village <small>Kuranda Village · 19 April at 12:08 · 0</small> Take a step back in time by hopping aboard the Kuranda Scenic Railway. Take the winding train as you wind through the lush World Heritage Rainforest @ Kuranda #TropicalNorthQueensland #TNSQ Excuse Tropical North Queensland Visit Queensland, Australia #Australia</p>	94	2,135	88

Advertising: Boosted Post – A guide to 48 Hours in Kuranda – The Village in the Rainforest. Targeted men and women 18-63 who live in southern states of the country and the aim was to promote Kuranda during the low season when people are often looking to escape the cold.

Date	Post/Ad	Spend	Engagement	Reach	Impressions	Cost Per Result
4 th to 11 th May	 <p>There is so much to see and do in Kuranda. Check out Excuse Tropical North Queensland's guide to discovering our little bit of paradise in the rainforest. <3> A Guide to 48 Hours in Kuranda - The Village in the Rainforest</p>	\$100	977	7,957	6131	\$0.10

Instagram




Reporting period is from 29th April – 19th May

Insights based on reporting period:

- Overall engagement rate: +13.37% increase on last month
- 1.6K post likes
- 31 comments
- Follower growth: +32



Achievements: Best posts based on Engagement:

Date	Post	Engagement	Likes	Comments
26 th April	 Selfie with Roo	4.89%	93	3
24 th April	 Feeding at Butterfly Sanctuary	4.89%	86	3
1 st May	 Waterdragon	4.74%	86	7

E-NEWSLETTER – News from the Village in the Rainforest. Kuranda has a fresh look after the rain!

Open rate 28% [industry average is 21%] | **Click rate 6%** [industry average is 6%]

April newsletter featured the following articles:

- Welcome – Barron Falls and gorge looking amazing after rain, Kuranda Scenic Railway is back doing daily trips, Kuranda River Boat tours after rain.
- Forget the Caffeine – Japanese tea house in Kuranda Original Rainforest Markets.
- Artistic ants – Green Ant Art are on the march at Kuranda Arts Co-Op.
- Burn for you – Individually crafted candles that burn for more than 120 hours can be found at Il Mare Candles.
- Historic joke – The crumbling remains of a C-47 DL aircraft at Kuranda Heritage Markets. Popular photo spot!

- Nature Diary – The wet tropics is home to some 240 species with one being the Ulysess butterfly on Skyrail.

SUMMARY OF ACTIVITY

ATE18 - 16th to 20th April

I attended Australian Tourism Exchange (ATE) in Adelaide where Tourism Kuranda and our member products worked together to promote Kuranda and our region. ATE is Australia's largest annual travel and tourism business-to-business event. The event brings together Australian tourism businesses and tourism wholesalers and retailers from around the world through a combination of scheduled business appointments and networking events. Around 1,500 Australian seller delegates from approximately 550 companies, 700 key buyer delegates from over 30 countries, and over 80 international and Australian media attend this global event.

100 meeting appointment we completed promoting Kuranda as a 'must do' destination, increasing our brand and building awareness within tourism markets. It was a perfect format for Tourism Kuranda to develop new relationships and to strengthen existing contacts with both the travel trade and our strategic partners.

It was also an excellent opportunity to reinforce our partnership with Tourism Events Queensland & Tourism Australia. ATE was very positive and a huge success for Kuranda with a fantastic return on investment. The event also provided us with the platform to connect with some of our important tourism partners like Capta, Down Under Tours, Birdworld Kuranda/Kuranda Koala Gardens, and Skyrail.



BBC Documentary filming for "Great Australian Railway Journeys".

Kuranda will be captured in an episode of the BBC's documentary series Great Australian Railway Journeys to be aired next year. Presenter Michael Portillo arrived in Kuranda with his 1913 guidebook to discover what was so special about Kuranda during that era and how it had changed in the past century. Among those early attractions were the Paradise Rainforest Walk, world-famous Butterfly Man of Kuranda and the Indigenous culture.

Kuranda Scenic Railway played a starring role in the documentary which features its construction and heritage, while Skyrail Rainforest Cableway represents Kuranda's modern attractions. Other attractions included in the filming were the Kuranda Riverboat Cruises, Kuranda Hotel and the Australian Butterfly Sanctuary.

This documentary will put Kuranda on the international stage and showcase our rich heritage and tourist village.



Website Advertising Renewals

Website advertising renewal EOI's were sent out in May to all Kuranda business owners and we received 28 renewals and 9 new advertising Businesses making it a total 37. Our 2017/18 strategic plan budget for website advertising income was \$3,000.00 and I'm happy to advise that we have secured \$6,400 which goes directly back into the new creation and promotion our www.kuranda.org website. Kuranda Website will be updated and optimized in May.

- Finalised 2018/19 Budget proposal
- Escort BBC film crew re: Kuranda History documentary 28th April
- Provided a list of all Airbnb Accommodation properties for MSC
- Finalised 2018/19 Strategic Marketing plan
- Provided forecast budget document for MSC EOY
- Brochures distributed to Freshwater, Cairns Central and Kuranda train stations.
- Attended TTNQ Conversations with industry re: Tourism Market overview 9th May
- Kuranda Website Business advertising renewals for 2018/19 sent 10th May
- Chan Brothers advertising renewals for 2018/19
- ATE18 agent follow up May
- Attended TTNQ networking function Palm Cove 17th May
- Phone meeting Marcus Australian Traveler re: Advertising opportunities print & digital 18th May.

FUTURE ACTIVITY

- Ongoing meetings and introductions with Tourism industry and Kuranda strategic partners
- Ongoing meetings with media and advertisers to gain Kuranda exposure
- Updating and optimizing Kuranda website and advertising – May
- New video filming of village and accommodation operators with Phillipvids ongoing
- Kuranda DL Map & Visitor Guide renewals. quotes, artwork and printing in June
- Kuranda A4 brochure. Quotes, artwork and print in June.

Correspondence In/Out:

20/4 email to/from Chris Price re: Iron man reef to reef, opportunities for touring and accommodation.

26/4 email to/from Alana re: Social media post content for May

30/4 email to TK committee Flying minute re: To endorse 18/19 budget proposal

1/5 email from/to Tamara TTNQ re: Kuranda articles for publish on TTNQ website

3/5 email to/from Emma Skyrail re: updating Kuranda listing on Skyrail website

4/5 email to/from Sam MSC Tech services re: to attend TK meeting about Therwine St upgrade

11/5 email from Rachael re: Tripping magazine renewal for Jun-Aug 18

11/5 email from Lauren UK Producer of 'railway secrets' re: inquiry filming in Kuranda

14/5 email to/from Harriet Ganfield TTNQ re: China Now workshop in Kuranda

15/5 email from Glenda Kirk MSC Infrastructure services re: requesting Kuranda Brand guide/manual for Wayfinding signage preparations

17/5 email to Rebecca re: Kuranda Ergon power box beautification

18/5 email from Sarah TTNQ re: Tablelands Conversations event in July

*Ongoing emails to/from Kuranda businesses for website advertising, updating listing on website.