

## Tourism Kuranda Advisory Committee Meeting Minutes

<b>26 June 2018</b>	Meeting 4:30pm	Tourism Kuranda Office Kuranda Community Precinct, Arara Street
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<b>Chairperson</b>	Cr. Lenore Wyatt, Mareeba Shire Council (MSC)
<b>Attendees</b>	<ul style="list-style-type: none"> <li>• Peter Danford, Cedar Park Rainforest Resort</li> <li>• Terry Pates, Frogs Restaurant</li> <li>• Chris Grantham, Rainforestation</li> <li>• Angela Freeman, Koala Gardens/Birdworld</li> <li>• Adam Letson, Skyrail Rainforest Cableway</li> <li>• Cathie Flambo, The Australian Bush Store</li> <li>• Trish Green, Honey House</li> <li>• Kahlia Pepper, Executive Officer Tourism Kuranda MSC</li> </ul>
<b>Visitors</b>	Nil
<b>Apologies</b>	<ul style="list-style-type: none"> <li>• Cr. Tom Gilmore, Mayor Mareeba Shire Council</li> <li>• Susan Parson, Senior Engagement Officer MSC</li> <li>• Adrian Pancirov, Heritage Markets</li> </ul>

### Introductions and confirmation of Previous Minutes - Tuesday 22<sup>nd</sup> May 2018

- Confirmation of the previous minutes in May 2018;  
**Moved:** Terry Pates, **Seconded:** Trish Green  
**Carried.**

### Business Arising from the Previous Minutes

- Nil

### Confirmation of Executive Report and Budget Report

- Confirmation of the Executive Report;  
**Moved:** Kahlia Pepper, **Seconded:** Peter Danford.  
**Carried.**
- Confirmation of the Budget Report;  
**Moved:** Angela Freeman, **Seconded:** Cathie Flambo.  
**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. Rebecca is waiting to have a safety induction with Ergon so she can be aware of what she can and cannot paint which will reflect on her artwork designs.
- Centenary Park Kuranda Map relocation - Kuranda Map signage is located on the outside of the former TK office. In the future the sign may be in the way of the entrance for future building tenants. It was suggested that the sign be moved to the Kuranda Information Centre outside wall. Committee agreed and Kahlia to facilitate the movement.

- Car Park Levy re: Therwine St - . Terry asked about a car park levy or fund that he recalls was obtained in the past which might be able to help fund the Therwine St upgrade. Lenore advised funds are remaining for car parking in Kuranda and MSC's Technical Services Group are further investigating MSC commitment to the BITZIOS traffic study recommendations.
- Kuranda Business Communication - Kahlia asked the committee for ideas or suggestions to better communicate with Kuranda businesses on Tourism Kuranda marketing activities. It was suggested to hold a Kuranda business community forum meeting in August. This would allow TK to give a budget and promotional activity snap shot for 2018/19, encourage businesses to apply for the new TK Advisory Committee and give the opportunity for businesses to give feedback and ask questions. Committee agreed and to discuss more at next meeting.
- Renewal of TK Advisory Committee and Workshop: Cr. Wyatt outlined again that the committee renewal is coming up in August 2018. Council would like to hold a workshop in August with Councillors and the current TK committee members to discuss the strategic direction of Tourism Kuranda.

Items		
Action Item 1	Person Responsible	Deadline
Kuranda Map relocation in Centenary Park.	Kahlia Pepper	July
Action Item 2		
Kuranda Business Operator community meeting.	Kahlia Pepper	August
Action Item 3		
Sign Pole across road from BP service station- Angela to present 3 ideas.	Angela Freeman	Next meeting
Action Item 4		
Council workshop with current TK Advisory Committee. Date tba.	Kahlia Pepper/Lenore Wyatt	Next meeting
Action Item 5		
Renewal of TK Advisory Committee for a new three year term in August.	Lenore Wyatt	August

#### Next meeting

The next meeting will be held on Tuesday 24<sup>th</sup> July 2018 at 4.30pm.

#### Closure

There being no further business the meeting closed at 6.00pm

**TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT**  
to May

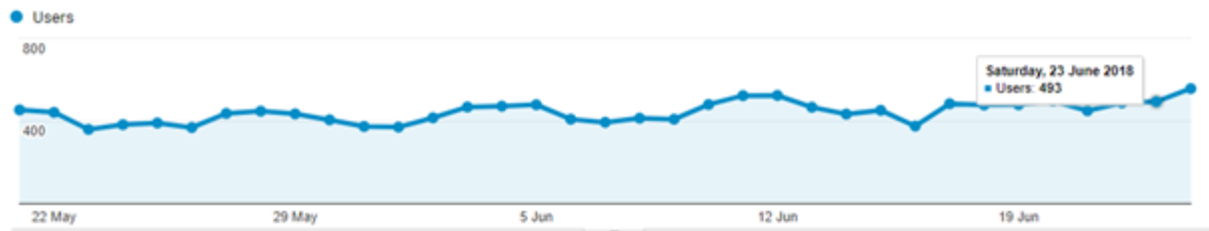
	BUDGET 2017/18 \$	ACTUALS	YTD Variance
<b><u>INCOME</u></b>			
Tourism Kuranda Advertising Contributions	36,500.00	10,164.80	26,335
Benefited Rate Contribution	210,566.18	202,817.63	7,749
Sundry Revenue	-	-	0
Surplus Carry Over 2016/17	4,934.25	4,934.25	0
	<b>252,000.43</b>	<b>217,916.68</b>	<b>34,084</b>
<b><u>ADMINISTRATION COSTS</u></b>			
Wages	62,843.00	55,981.14	6,862
Oncosts	25,137.00	21,302.05	3,835
Telephone	600.00	347.13	253
Electricity	700.00	-	700
Licences, Subscriptions & Memberships	-	-	0
Goods, Materials & Services	-	7,554.86	(7,555)
Fringe Benefit Tax	1,000.00	-	1,000
Internal Plant	8,520.00	7,810.00	710
<b>Total Administration Costs</b>	<b>98,800.00</b>	<b>92,995.18</b>	<b>5,804.82</b>
<b><u>PROMOTIONAL COSTS</u></b>			
A4 Brochure	8,300.00	-	8,300
Map & Visitors Guide	29,500.00	2,963.83	26,536
Brochure Distribution	16,828.00	14,505.89	2,322
Kuranda Festival Event	20,000.00	-	20,000
Kuranda Easter Event	19,638.00	20,356.13	(718)
Social Media Management	13,000.00	12,455.21	545
Industry Famils & Presentations	4,000.00	941.53	3,058
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	9,255.66	9,744
Public Relations Management	5,800.00	5,359.95	440
General Advertising	4,000.00	6,448.22	(2,448)
<b>Total Promotion costs</b>	<b>148,566.00</b>	<b>81,254.60</b>	<b>67,311.40</b>
<b>TOTAL ADMIN AND PROMOTION COSTS</b>	<b>247,366.00</b>	<b>174,249.78</b>	<b>73,116.22</b>
<b>SURPLUS/(DEFICIT)</b>	<b>\$ 4,634.43</b>	<b>\$ 43,666.90</b>	<b>-\$ 39,032.47</b>



# EO REPORT JUNE 2018

WEBSITE: Google Analytics for [www.kuranda.org](http://www.kuranda.org) – 21<sup>st</sup> May 2018 to 24<sup>th</sup> June 2018

<b>Sessions 13,579</b>	<b>Users 12,895</b>	<b>Page View 50,232</b>	<b>Pages/visits 2.90</b>
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Users <b>13,579</b>	New Users <b>12,895</b>	Sessions <b>17,325</b>
Number of Sessions per User <b>1.28</b>	Page Views <b>50,232</b>	Pages/Session <b>2.90</b>
Avg. Session Duration <b>00:02:55</b>	Bounce Rate <b>49.55%</b>	



Country	Sessions	Page Views	contribution to total: Page Views
	<b>17,325</b> % of Total: 100.00% (17,325)	<b>50,232</b> % of Total: 100.00% (50,232)	
1. Australia	12,708	70.85%	
2. United States	1,329	9.29%	
3. United Kingdom	523	3.22%	
4. New Zealand	333	2.54%	
5. Japan	256	1.39%	
6. India	246	1.42%	
7. France	217	0.93%	
8. Germany	194	1.28%	
9. Canada	167	1.08%	
10. Hong Kong	158	0.93%	

## Kuranda website update

In June I updated the 37 businesses listings on Kuranda website which included new imagery, content as well as doing a site audit to fix broken links. To help increase our SEO (search engine optimization) I add focus keywords and internal links for our listings and throughout our website. This allows users to navigate and flow through our website thus increasing the raking potential and help search engines and search crawlers better understand our website.

Website is also now multilingual as we embed google translate directly onto our website allowing users to instantly translate our website into 60+ languages reaching out to a global audience.

## **SOCIAL CHANNELS**

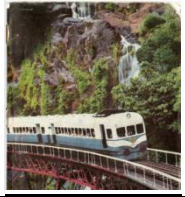


Due to the new contract with Epic Times Social media marketing in June they have now made some changes to monthly reporting. Reporting will be start to end of month which will streamline everything and comes into line with Facebook's billing cycle also. On the 1st of July, June social media statistics will be available and will be therefore reported in July EO report. We can however report on May 2018!

### Facebook

Insights based on reporting period:

- Page Likes: +146
- Engagement rate: +1.5% (last month 1.5%)
- Page followers: +146 page followers since last month
- Recommendations +89 (last month was 8) +200%

Achievements: Best posts based on Engagements:

<u>Date</u>		<u>Engagement</u>	<u>Impressions</u>	<u>Reach</u>	<u>Clicks</u>
<u>28<sup>th</sup> May</u>	<p>The Queensland's greatest natural experience that winds up the Kuranda Range through rainforests and the iconic Kuranda Railway, the 1880's of a 1900's class Rail Motor on a track that is 400 years old built by the Kuranda Forest Railway in Queensland, Australia</p> <p>Explore Tropical North Queensland</p> 	<u>7.22%</u>	<u>282</u>	<u>4.7K</u>	<u>419</u>
<u>19<sup>th</sup> May</u>	<p>Kuranda Village</p> <p>Honey House Kuranda has a long and important place in the history of Queensland. It is the largest existing timber shed that stands the Kuranda Markets. They stock only real honey that is sourced locally. It is delicious you have to stop by for a taste to check out all of the honey related products!</p> <p>Explore Tropical North Queensland</p> 	<u>4.43%</u>	<u>242</u>	<u>4.8K</u>	<u>188</u>
<u>17<sup>th</sup> May</u>	<p>Kuranda Village</p> <p>It's birdtime at Shirovets Kuranda! Be a good egg and come and hand feed some beautiful birds in Paradise</p> <p>Instagram: @shirovets_kuranda</p> <p>Explore Tropical North Queensland</p> 	<u>1.9%</u>	<u>106</u>	<u>2.4K</u>	<u>187</u>




## Instagram

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		engagement	likes	comment
25 <sup>th</sup> May		5.94%	116	2
4 <sup>th</sup> May		5.3%	106	0
22 <sup>nd</sup> May		5.3%	102	4

### **E-NEWSLETTER – News from the Village in the Rainforest.**

**Boho weddings, hipster soap and rainforest-inspired ceramics are part of the Kuranda arts scene!**

<b>Open rate 27%</b>	<b>[industry average is 21%]</b>	<b>Click rate 7%</b>	<b>[industry average is 6%]</b>
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#### **May newsletter featured the following articles:**

- Welcome –The romance of the village in the rainforest during the 1920s will be captured in an episode of the BBC's documentary series Great Australian Railway Journeys to be aired next year.
- Wedding Bliss – Kuranda ideal location for boho wedding. Tracey Healing of mind & Soul shop in KORM. Local made Macrame sandals and makes dream catchers from rainforest vines.
- Lather up – This locally made soap available from The Chilli Shop in the Kuranda Heritage Markets.
- Rainforest Ceramics – Rainforest leaves, green ants and butterflies decorate these wheel-thrown porcelains by Kuranda ceramic artist Mollie Bosworth display at the Kuranda Arts Co-op.
- Nature Diary – Red-bellied black snake at Skyrail's Red Peak Station has been seen looking for sunshine to warm up in since the weather has cooled.

Wonderful feedback about E-newsletters from Mollie at Kuranda Co-Op:

**From:** Mollie Bosworth <mollieb@tpg.com.au>  
**Sent:** Monday, 21 May 2018 11:25 AM  
**To:** 'Tourism Kuranda' <tk@kuranda.org>  
**Subject:** RE: News from the Village in the Rainforest

Hi Kahlia,

I posted the E-newsletter story with Kuranda.org acknowledgements on Instagram. I had a follower from Melbourne come into the Kuranda co-op yesterday and bought the most expensive pot. Another follower said they were coming to Kuranda next month. I think for me E-newsletters and Instagram is quite effective. [So](#) it's a win for both myself and Kuranda.

Thanks so much

Cheers,  
Mollie

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[@molliebosworth](https://www.instagram.com/molliebosworth)

**Database:** This month I updated our Tourism Kuranda (Constant Contact) database by sourcing contacts from group data bases and previous group e-mails. This month I added all the ATE18 contacts to our data base. Our database has increased by 600 contacts on previous year and is now a total of 3,980.

## SUMMARY OF ACTIVITY

**TEQ & TTNQ MEDIA & TRADE FAMILIARISATIONS** – During the month I hosted the following trade and media famils in Kuranda village:

**22<sup>nd</sup> May – TTNQ Infinitus Site Inspection conference famil** – I hosted this inspection group giving us the opportunity to demonstrate that Kuranda is a must do destination for their program and our destination to be included in their proposed program tour itineraries. Following TTNQ's successful winning bid for Amway 2019, TTNQ have now been shortlisted to bid for the Infinitus China Incentive program for either 2020 or 2021. Infinitus manufactures and distributes Herbal healthcare products and is Amway's biggest competitor. They are looking bringing 1000 high end delegates to our region.

**23<sup>rd</sup> May - AOT Mega inbound Educational Famil-** Escorted 36 agents from AOT Inbound and ATS Pacific. Through this familiarization visit the agents got to experience Kuranda Village first hand, enhancing their ability to promote and sell Kuranda packages. They experienced Skyrail, had 2 hours to explore markets and departed on the Train. AOT group is one of Australia & NZ's leading travel companies offering specialized FIT, Group, government, cruise ship and inbound bookings for destinations.

**29<sup>th</sup> May – TA Maravillas del Mundo Chile media famil** – We hosted 3 media film crew. Due to the weather the film crew could not film what they anticipated, which highlighted drone footage of Kuranda Village and Kuranda walking tracks. However, they were able to film KSR, Original Rainforest Markets, lunch at Petit Crepes and Skyrail. The show is Maravillas del Mundo (Wonders of the World) and this series is Oceania, The Fifth Continent.

**30<sup>th</sup> May – TEQ International education trade famil** – Escorted 6 educational representatives showcasing to them the many things to do and see in Kuranda. TEQ are working with key International Education trade by bringing managerial representatives from the top international education agent organisations to TTNQ to experience firsthand world-class tourism products so they are able to inform their sales teams to sell iconic experiences and holidays to the international students. The International education is a potential visitor market for Cairns. Not only for the students themselves (1 in 13 international visitors to Australia were education visitors), but also for the significant visiting friends and relatives market that these students attract.



**30th May - Diksha Singh ASP Coordinator, India Tourism Australia famil** – Being Diksha's first visit to Kuranda this familiarisation allowed us to demonstrate what Kuranda has to offer her market and was essential destination training showcasing Kuranda as part of the Indian Australian holiday itineraries. India is an important growing market in our region.

**A4 KURANDA BROCHURE** – I secured three printing quotes for our new 12 page Kuranda brochure and the artwork is currently being finalised. The new Kuranda brochure will go to print next month and will be distributed to both Morgan Freeman and Tourdex later in the month.

**22 PAGE DL KURANDA MAP & VISITOR GUIDE** – Work has begun on the new 2018/19 Kuranda Map & Visitor Guide. Email re-newals were sent out to current advertisers and an EOI was sent to some Kuranda businesses. Response has been ok. Only losing some advertisers but similarly we received responses from a number of new businesses which is fantastic.

Our brochure is a comprehensive directory of businesses in the village and is our major in-print promotional vehicle for our destination. This year we will be printing a total of 90,000 copies of our brochure which will be distributed domestically, internationally and to more than 350 local tour desk, hotels and information centres throughout the region. Our brochure is designed to create awareness and interest in our iconic destination.

Each business listing will be charged \$360.00 inclusive of GST. Will include exposure in the following brochures:

- 60,000 - English 22-page DL Map & Visitor Guide
- 10,000 - Chinese 22-page DL Map & Visitor Guide
- 10,000 - Japanese 22-page DL map & Visitor Guide
- 10,000 - English 6-Page DL Map (for distribution at the Kuranda Visitor Information Centre)
- Kuranda Station map sign and Centenary Park map sign

**TRIPPING MAGAZINE** – During the month I finalized participation and artwork for our double page feature in the Tripping Magazine. This magazine is bi-monthly and has excellent distribution and exposure up and down the east coast of Queensland. With co-operative support from Emu Ridge Gallery & Koala Gardens/Birdworld, we were able to secure this special feature.



**CHAN BROTHERS TRAVEL SINGAPORE** – Once again we were able to secure a full page co-operative advertisement with Chan Brothers Travel Singapore Australia package tours brochure that involved the support of KSR, Skyrail, KKG & BWK. The cost to Tourism Kuranda for our involvement in this full-page feature was \$280 which represents an excellent investment in Singapore and Chan Brothers Travel helping support these new direct flight services to Cairns.

**SKYRAIL RESEVATION/TICKETING PRODUCT TRAINING** - This month I collaborated with Maree Cahill, Reservations Manager of Skyrail Rainforest Cableway to update their internal product training about Kuranda. Kuranda Ticketing and reservation staff are the front line when it comes to Skyrail bookings and get daily phone calls about Kuranda and what to do and see. To help better educate new Skyrail staff I developed a Kuranda Quiz sheet which is given to every new Skyrail staff member when they do their familiarization in Kuranda. This Kuranda Quiz sheet ensures that they get the opportunity to see and explore every part of Kuranda Village, allowing them to better promote and give accurate information. In July I will be doing a product presentation at the Skyrail monthly Reservation meetings.



- Meeting with Peter McCabe Gecko FM re: virtual reality app 21<sup>st</sup> May
- Meeting with Jane/ Glenys MSC re: Kuranda Arts event ideas 22<sup>nd</sup> May
- Escort AOT Mega famil 23<sup>rd</sup> May.
- Escort Maravillas del Mundo Chile media famil 29<sup>th</sup> May
- Escort IET Famil 30<sup>th</sup> May
- ATE18 agent final follow up 24<sup>th</sup> & 25<sup>th</sup> May
- Updating and optimizing Kuranda website and advertising 28<sup>th</sup> May to 1<sup>st</sup> June
- Escort Diksha Singh ASP Coordinator, India Tourism Australia famil 30<sup>th</sup> May
- Meeting Brad Kuranda Hotel re: SKUL Industry event in November 31<sup>st</sup> May
- Kuranda DL Map & Visitor Guide EOI renewals advertising & quotes 11<sup>th</sup> to 13<sup>th</sup> June
- Meeting with Jane MSC & Jane and Mollie Kuranda Co-op re: Art event in 2019.13<sup>th</sup> June
- Attended KVIC monthly meeting 13<sup>th</sup> June
- Annual leave 4<sup>th</sup> June & 14<sup>th</sup> to 18<sup>th</sup> June.
- Meeting with Anne and Cathie KIAC re: Kuranda Wayfinding App 26<sup>th</sup> June.

## **FUTURE ACTIVITY**

- Ongoing meetings and introductions with Tourism industry and Kuranda strategic partners
- Ongoing meetings with media and advertisers to gain Kuranda exposure
- New video filming of village and accommodation operators with Phillipvids finishes July
- TTNQ Market, Airport and digital update forum 27<sup>th</sup> June
- TTT Destination Strategy Workshop in Atherton 28<sup>th</sup> June
- Kuranda A4 brochure printing – July
- Kuranda DL Map & Visitor Guide printing - July
- Local Government Tourism Forum 5<sup>th</sup> July
- Kuranda Wayfinding App brief meeting July/August
- Workshop with Council in August.

## **Correspondence In/Out:**

18/5 email from Marcus Hurley re: Advertising opportunity with Australian Traveller

18/5 email to/from Maree Skyrail Reservations Manager re: Product training for Skyrail TKT staff in July

29/5 email to Kylie TTNQ re: event promotion for Chamber Philharmonica Cologne concert in Kuranda.

29/5 email to/from Liz Inglis re: Brochure content for A4 and DL brochures

30/5 email from Sam TTNQ re: Inquiring about Kuranda participating in Corroborree Asia 2018

30/5 email application for Corroboree Asia 2018 submitted.

31/5 email from/to Rachael Tripping Magazine re: Advertising and Artwork approval

1/6 email to/from Rayson Chan Brothers Travel re: Advertising opportunity in Magazine

5/6 email to Harriet TTNQ re: China Now workshop in Kuranda postponed later in the year

6/6 email to/from Alana Epic Times re: Social media content and campaigns for June/July

19/6 email from Morgan Freeman Promotions re: New ownership and change of accounts

11/6 email from Kate Epic Times re: June add campaign and competition approval

19/6 email to/from Kirby DUT re: Cross promotion on Social network leading into school holidays

20/6 email from Callum Australian Tourism Data Warehouse re: requesting meeting in Kuranda

13/6 email to Kevin Skyrail re: inquiry about obtaining Skyrail surveys results for Kuranda experience.

14/6 email from Cathy KVIC re: Minutes from Volunteer meeting

14/6 email from Barb TTNQ re TTNQ board meeting and networking function in Kuranda in August

18/6 email from Kerry-Anne 4AM re: radio advertising opportunity

19/6 email from/to Lisa Skyrail re: Letter of Support for Qld Tourism Awards

19/6 email from Liz Inglis re: Kuranda E-newsletter content

21/6 email from Dave Creative Star Cairns re: TV ad productions

21/6 email t/from Richard RJ New Designs re: website social icon upgrade and Google translate

22/6 email from Marcus Australian Traveller re: Feature published on Australian Traveller.com

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

\*Ongoing emails to/from Kuranda businesses for Kuranda DL Map & Visitor Guide

\*Ongoing EOFY tax invoices and Debtors invoices.