

Tourism Kuranda Advisory Committee Meeting Minutes		
20 February 2018	App presentation 4:20pm Meeting 5:10pm	Tourism Kuranda Office Kuranda Library, Kuranda
Chairperson	Cr. Lenore Wyatt, Mareeba Shire Council (MSC)	
Attendees	<ul style="list-style-type: none">• Peter Danford, Cedar Park Rainforest Resort• Trish Green, Honey House• Adam Letson, Skyrail Rainforest Cableway• Terry Pates, Frogs Restaurant• Kahlia Pepper, Executive Officer Tourism Kuranda MSC• Susan Parson, Senior Engagement Officer MSC	
Visitors	<ul style="list-style-type: none">• Alex & Geoff Elwood Director Specialist Apps Limited• Richard Berman-Hardman General Manager Skyrail Rainforest Cableway	
Apologies	<ul style="list-style-type: none">• Cr. Tom Gilmore, Mayor Mareeba Shire Council• Cathie Flambo, The Australian Bush Store• Adrian Pancirov, Heritage Markets• Angela Freeman, Koala Gardens/Birdworld• Chris Grantham, Rainforestation	
Introductions and confirmation of Previous Minutes - Tuesday 21 st November 2017		
<ul style="list-style-type: none">• Confirmation of the previous minutes in January 2018; <div>Moved: Peter Danford, Seconded: Terry Pates. That the minutes of the previous meeting be confirmed.</div><div>Carried.</div>		
Business Arising from the Previous Minutes		
<ul style="list-style-type: none">• <u>Painting Ergon electricity boxes around Kuranda Village</u> – There was general support from the committee and the Chair suggesting it could be a RADF project. It was mentioned that a local artist Rebecca Koller would be suitable and can apply for A RADF grant from Council. The Tourism Kuranda Advisory Committee support for the project would be noted by Council.		
Confirmation of Executive Report and Budget Report		
<ul style="list-style-type: none">• Confirmation of the Executive Report; <div>Moved: Kahlia Pepper, Seconded: Adam Letson.</div>• Confirmation of the Budget Report; <div>Moved: Trish Green, Seconded: Kahlia Pepper.</div> <p>That both reports presented by the Executive Officer be received and noted.</p> <div>Carried.</div>		
General Business		
<ul style="list-style-type: none">• <u>Kuranda Visitor App</u> – App developers Geoff and Alex and Richard from Skyrail conducted a presentation about the proposed Kuranda App to the Committee. This gave them the opportunity to ask questions about the App, its functionality and how it will provide destination marketing to benefit Kuranda businesses.		

As it stands, Mareeba Shire Council is awaiting the decision from Queensland Government on the use of the KIAC levy on digital infrastructure i.e. the Kuranda APP. Discussion about the use of the Tourism Kuranda levy being used for ongoing APP fees of around \$20,000 per year plus administration and wages costs, a large proportion of the marketing budget. It was considered that the Kuranda Infrastructure levy could be used to pay for the ongoing App costs.

- Kuranda carved signage (Highway/Tom Veivers Drive)- Susan asked for suggestions, which were having a sign 'Spend the day, Stay the night'. The Chair suggested relocating to this site the green Kuranda sign (currently on the left-hand side of the road when driving into Kuranda). Main Roads would need to approve any changes and have recently installed directional signage. Council would negotiate any changes with DTMR.

Items

Action Item 1	Person Responsible	Deadline

Next meeting

The next meeting will be held on Tuesday 20 March 2018 at 4.30pm

Closure

There being no further business the meeting closed at 5.50pm

TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT

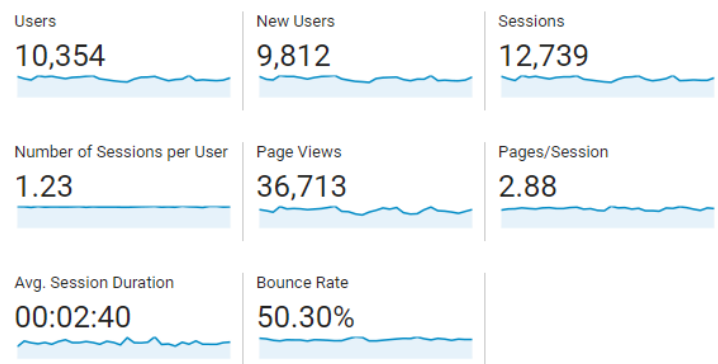
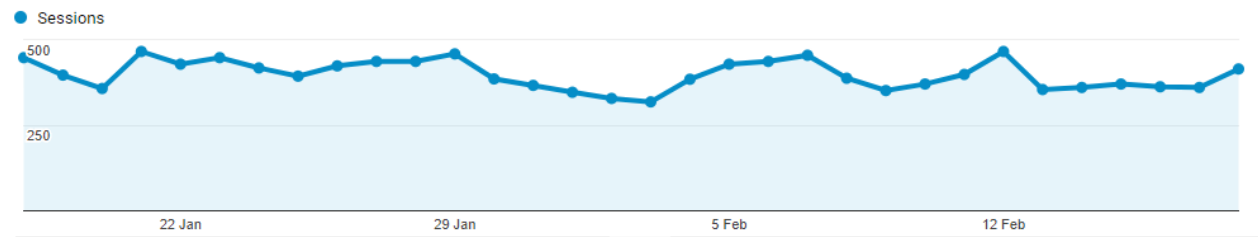
	BUDGET 2017/18 \$	ACTUALS	YTD Variance
<u>INCOME</u>			
Tourism Kuranda Advertising Contributions	36,500.00	761.30	35,739
Benefited Rate Contribution	210,566.18	101,496.58	109,070
Sundry Revenue	-	-	0
Surplus Carry Over 2016/17	4,934.25	4,934.25	0
	252,000.43	107,192.13	144,808
<u>ADMINISTRATION COSTS</u>			
Wages	62,843.00	31,955.00	30,888
Oncosts	25,137.00	12,171.20	12,966
Telephone	600.00	203.63	396
Electricity	700.00	-	700
Licences, Subscriptions & Memberships	-	-	0
Goods, Materials & Services	-	89.97	(90)
Fringe Benefit Tax	1,000.00	-	1,000
Internal Plant	8,520.00	4,970.00	3,550
Total Administration Costs	98,800.00	49,389.80	49,410.20
<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	10,321.44	6,507
Kuranda Festival Event	20,000.00	9,337.45	10,663
Kuranda Easter Event	19,638.00	-	19,638
Social Media Management	13,000.00	7,890.96	5,109
Industry Famils & Presentations	4,000.00	502.40	3,498
Tourism Kuranda Memberships	1,000.00	930.00	70
Adv Pre & Post Tourism Publications	7,500.00	6,038.18	1,462
Tradeshows & Sales Missions	19,000.00	8,403.91	10,596
Public Relations Management	5,800.00	2,500.00	3,300
General Advertising	4,000.00	535.86	3,464
Total Promotion costs	148,566.00	49,424.03	99,141.97
TOTAL ADMIN AND PROMOTION COSTS	247,366.00	98,813.83	148,552.17
SURPLUS/(DEFICIT)	\$ 4,634.43	\$ 8,378.30	-\$ 3,743.87



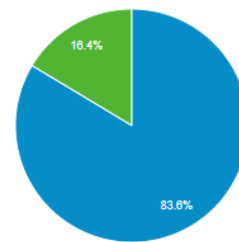
EO REPORT FEB 2018

WEBSITE: Google Analytics for www.kuranda.org - 18th January 2018 to 18th February 2018

- Sessions – 12,739 Users – 10,354 Page Views – 36,713 Pages/Visit – 2.88



■ New Visitor ■ Returning Visitor



Country	Sessions	Page Views	contribution to total: Page Views
	12,739 % of Total: 100.00% (12,739)	36,713 % of Total: 100.00% (36,713)	
1. Australia	8,169	61.32%	
2. United States	1,220	10.81%	
3. United Kingdom	742	6.89%	
4. Germany	233	2.08%	
5. Japan	220	1.57%	
6. Canada	211	1.98%	
7. India	210	1.50%	
8. New Zealand	177	1.36%	
9. Hong Kong	163	1.50%	
10. China	160	1.16%	

SOCIAL CHANNELS




Due to first report being less than a month since new contracted social media management company Epic Times took over, Facebook & Instagram are based on different reporting dates. The next report in March will give us more data and insights.

Facebook

Facebook reporting only allows statistics from previous 28 days, so reporting period is 21st Jan- 17th Feb for this report. Best posts are based on the period of 1st Feb- 17th Feb, when Epic Times took over channel management.

- Page Likes: 192
- Engagement rate: 0.61%
- Page followers: 194 page followers since last month

Achievements: Best posts based on Impressions:

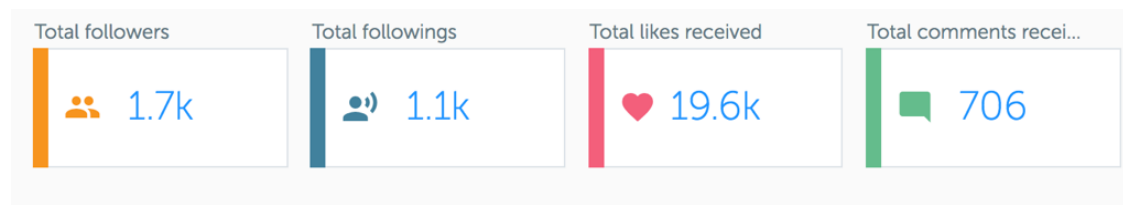
Date		Post	Impressions	Reach	Clicks
1 st Feb		Repost photo of Train & waterfall	123	2,101	75
13 th Feb		Repost of Birdwing Butterfly	118	1,877	59
6 th Feb		Barron Falls video	63	1.1K	63

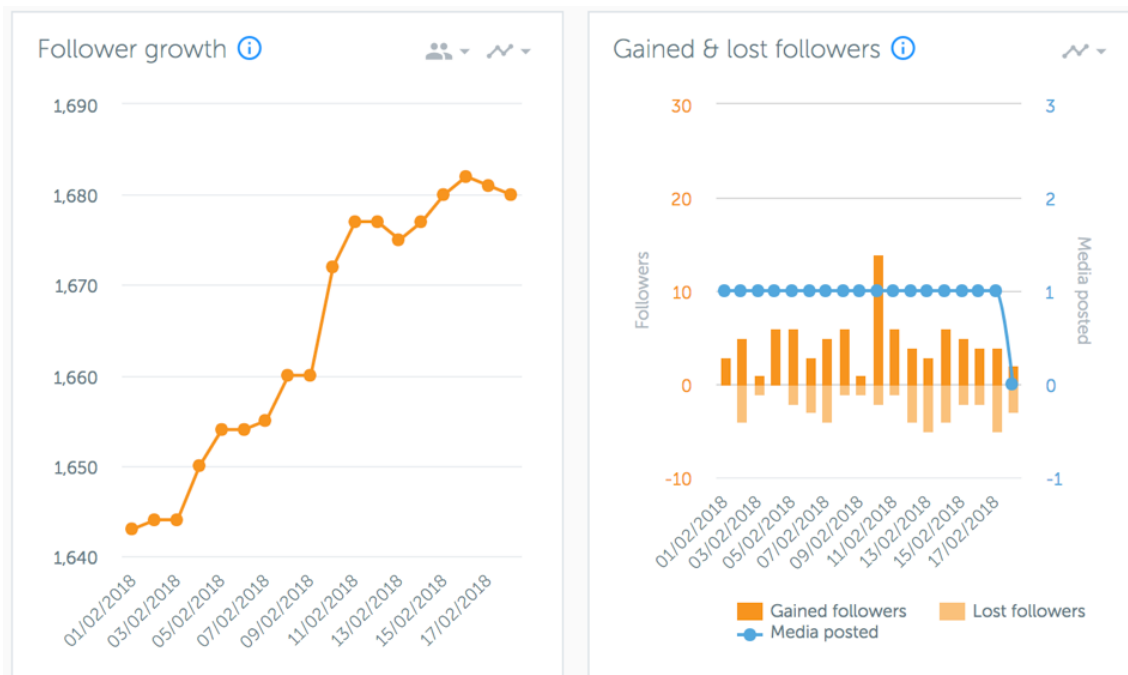
INSTAGRAM

Reporting period is from 1st Feb- 19th Feb – when Epic Times took over channel management.




Based on reporting period:

- Overall engagement rate: +4.79%
- 1.3K post likes
- 37 comments
- Follower growth: 40





Achievements: Best posts based on Engagement:

Date		Post	Engagement	Likes	Comments
9 th Feb		Repost photo of double Rainbow	9.27%	152	2
4 th Feb		Repost of Stoney Creek Falls	9.18%	142	9
12 th Feb		Drone of Kuranda Riverboat	8%	133	1

E-NEWSLETTER – February Newsletter will be reported in March EO report

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

9th February - P & O cruises promotional shoot Juicy Projects Media Famil –Tourism Kuranda supported Juicy Projects Pty Ltd for the filming of content for P&O Cruises Shore Tours video in Tropical North Queensland. The production of the promotional video series will greatly benefit the destination, providing coverage across a variety of regions within TNQ which included Kuranda. The series will also showcase the accessibility of the destination to cruise passengers, which has been identified as a key market from both a domestic and international perspective.

16th February - German Bewegte Zeiten Filmproduction Media Famil - Escorted this filming company from Germany called Bewegte Zeiten Filmproduction GmbH. This company is filming a travel documentary 'Longing for the sea'. The series is produced for the German television ARD - Germany's biggest public broadcasting station. For the documentary they accompanying passengers and crew members visiting Kuranda on the cruise ship 'MS Artania' which docked in Cairns that day.

SUMMARY OF ACTIVITY

EASTER IN THE PARK 2018 – Preparations are currently underway for our Easter Saturday Celebration which will be held on Saturday 31st March 2018.

The advertising campaign for this event is as follows;

1. Star FM radio advertising
2. Hit FM/Triple M radio advertising
3. What's On magazine advertising (NEW)
4. Cairns Post, Tablelands Advertiser.
5. Channel 7 TV advertising (15 second TV commercial promoting the Easter Event)
6. WIN TV (15 second TV commercial promoting the Easter Event)
8. Tourism Kuranda Facebook Posts
9. Tourism Kuranda e-Newsletter
10. Kuranda Website Blog post
11. 30 x road side corflutes (dependent on budget)

The additional activities currently being organised are as follows;

1. 15,000 Chocolate Easter Eggs have been ordered
2. A portable cherry picker is being sourced from Mareeba to act as the platform to throw the chocolate eggs into the crowd every hour from 11am to 2pm
3. Dream State Circus performances
4. Street performers x2
5. Magic Show
6. 4 x Face painter
7. 3 x Jumping Castles
8. Kids games. Egg & Spoon Race, Sack race
9. Pamagirri Dancers (Rainforestation Nature Park)
10. Horse & carriage rides
11. Kuranda Pony Club rides – yet to be confirmed

- Meeting with Phil from Phillipvids re: filming videos in Kuranda Village include accommodation 18th Jan
- Meeting with Wayne TTNQ re: product training and brochures for upcoming cruise ship season 18th Jan
- Meeting with Geoff App developers re: proposed Kuranda App 23rd Jan
- Meeting with Pip CEO TTNQ re: 2018 Marketing opportunities for Kuranda Tourism with TTNQ 23rd Jan
- Meeting with Jeremy & Vivienne re: proposed Chinese Tour guiding services in Kuranda village 25th Jan
- Move to new TK office at Kuranda Library Arara st 29th Jan
- Attended ATEC networking function Pullman Casino 30th Jan
- Meeting with Nettie 'What's On' mag re: Easter festival promotion 31st Jan
- Attended TTNQ networking function Cairns Aquarium 31st Jan
- Phone meeting with Dug Stratford and Peter Ryle re: BBC documentary Kuranda History 1st Feb
- TK Strategic Planning meeting with Advisory committee 1st Feb
- Meeting Lyn Grant Broadcaster re: Easter festival promotion 2nd Feb
- Attended TTNQ funding bids workshop re: to look for grant opportunities from Tourism Kuranda 6th Feb
- TK Budget submitted to MSC 9th Feb
- Sick leave 24th Jan to 28th Jan
- Assisting in filming of village with Phil from Phillipvids 14th & 16th Feb
- Meeting Natasha Win TV re: Easter festival TVC proposal
- Meeting Trish Aust Tourism Publication re: upcoming advert publications and magazines

FUTURE ACTIVITY

- Ongoing meetings and introductions with strategic partners and Kuranda businesses
- Ongoing meetings with media and advertisers to gain Kuranda exposure
- Easter Festival event organizing and preparations
- Commonwealth Games Baton in Kuranda preparations
- Kuranda Website advertising renewals
- Welcome to TTNQ Magazine advertising renewals
- BBC Great Continental Railway Journeys documentary filming o Kuranda History
- New video filming of village and accommodation operators with Phillipvids ongoing
- A4 brochure and DL 22 page Kuranda Brochure renewals and printing in May/June

Correspondence In/Out:

17/1 e-mail to/from Bronwyn TTT re: Themed Trails Booklet
19/1 e-mail from Robert Blake MSC re: Street Furniture and signs in Kuranda starting to be restored
22/1 e-mail to/from TK advisory committee re: Planning of TK marketing activities meeting
22/1 e-mail to/from Phil Skyrail & Anji Tjapukai re: BBC documentary filming inclusion
22/1 email to/from Maria CruiseSaleFinder.com re: Including Kuranda on their website
23/1 e-mail from Ivana KSR advising us of 50% locals discount on train fares on Australia Day 26th Jan
23/1 e-mail to/from Alana Epic times digital re: Social media management, policies and code of conduct
24/1 e-mail from Trish Honey House/Susan Parson MSC re: RADF grant to paint power boxes in Kuranda
24/1 e-mail from Sam Sakamoto re: Japan Government staff study & TV tour famil in Jun-July 2018
29/1 e-mail from ATDW for Easter in the Park event approved and listed
30/1 e-mail to/from Neville Dunn Proactive MKT re: Melb & Adelaide Caravanning Camping Travel promo
1/2 e-mail from/to Caro Ryan producer Juicy Projects re: filming Kuranda village for P & O cruises
1/2 e-mail from Claudia TTNQ re: Air NZ inflight Magazine Kia Ora feature published included Kuranda
1/2 e-mail from Becca TTNQ re: advising Mega Famil cancelled for 2018
2/2 e-mail from Liz Inglis re: February E-newsletter content
3/2 e-mail from Bella BBC re: finalizing BBC documentary Kuranda History segment
5/2 email from Rachael – Tripping Magazine Kuranda Feature for Autumn Issue
5/2 e-mail to all operational participants for the Kuranda Easter festival. Confirming bookings and Advert
5/2 e-mail from Harriet TTNQ re: China Tour Guide training, was then cancelled due to lack of numbers
8/2 email to/from Tamara TTNQ re: TTNQ new website Kuranda section, content, picture, images, text and will include Kuranda Accommodation.
8/2 e-mail from Rick Tourdex re: adding Kuranda promo video to his Gateway TVs in Accommodation house in the region.
10/2 e-mail to/from Robert Blake MSC re: Commonwealth Games baton in Kuranda, contact schools
16/2 e-mail to/from Geoff App developer re: To do a APP presentation at the TK advisory committee meeting on 20th Feb
18/2 e-mail to Kuranda businesses/Attraction regarding filming in Kuranda village for TK videos
18/2 e-mail from/to Daimin MSC re: re installing the free Wifi in Kuranda Centenary park