

Tourism Kuranda Advisory Committee Meeting Minutes		
24 April 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">• Cathie Flambo, The Australian Bush Store• Terry Pates, Frogs Restaurant• Angela Freeman, Koala Gardens/Birdworld• Chris Grantham, Rainforestation• Adrian Pancirov, Heritage Markets• Kahlia Pepper, Executive Officer Tourism Kuranda MSC• Susan Parson, Senior Engagement Officer MSC	
Visitors	<ul style="list-style-type: none">• Cr. Angela Toppin, Kuranda Infrastructure Advisory Committee (KIAC)	
Apologies	<ul style="list-style-type: none">• Cr. Tom Gilmore, Mayor Mareeba Shire Council• Peter Danford, Cedar Park Rainforest Resort• Adam Letson, Skyrail Rainforest Cableway• Trish Green, Honey House	
Introductions and confirmation of Previous Minutes - Tuesday 24 st March 2018		
<ul style="list-style-type: none">• Confirmation of the previous minutes in March 2018; <div>Moved: Terry Pates, Seconded: Adrian Pancirov. Carried.</div>		
Business Arising from the Previous Minutes		
<ul style="list-style-type: none">• <u>Kur-Cow Festival sponsorship</u> – Executive decision was made that no sponsorship opportunity was required for Easter Festival 2018, however Kur-Cow was asked if they could kindly donate to the Kuranda SES instead for their continuous volunteering work they do for the Easter Festival and our community. The idea was welcomed and Kur-Cow has since donated to Kuranda SES.		
Confirmation of Executive Report and Budget Report		
<ul style="list-style-type: none">• Confirmation of the Executive Report; <div>Moved: Kahlia Pepper, Seconded: Cathie Flambo. Carried.</div>• Confirmation of the Budget Report; <div>Moved: Angela Freeman, Seconded: Chris Grantham. Carried.</div>		
General Business		
<ul style="list-style-type: none">• Ratified Motion from Flying Minutes. Revised budget approved by Committee. <p>Motion: Advise MSC that TKAC endorses the proposed 2018/2019 Tourism Kuranda budget and recommends it be adopted by MSC.</p> <p>Moved: Angela Freeman, Seconded: Chris Grantham.</p>		

Carried.

- 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 to discuss concepts with Rebecca and final sketches to then be presented to TKAC for approval.
- Totem poles (Highway/Tom Veivers Drive)- TKAC recommended signage, including costs, to replace totem poles be referred to KIAC.

Motion: TKAC advises it considers the totem pole signage is wayfaring signage and recommends the matter be referred to KIAC for further consideration.

Moved: Angela Freeman, **Seconded:** Terry Pates.
Carried.

- TKAC monthly meeting dates moved - It was agreed that the Tourism Kuranda Advisory Committee meeting be moved to the 4th Tuesday of every month.

Moved: Angela Freeman, **Seconded:** Adrian Pancirov.
Carried.

- KIAC update summary - Cr. Angela Toppin - To establish better communication channels/linkages between both TKAC and KIAC, Cr. Angela Toppin (a KIAC member) will attend TKAC meetings going forward. The updated *Kuranda Infrastructure Master Plan 2010-2020* was signed off by the Minister this week. It includes the Therwine St Redevelopment Project starting end of May, new Kuranda signage, Centenary Park Toilets upgrade, Barron Falls walking track upgrade and Kuranda APP. Cathy queried bus parking spaces and drop off location in the new Therwine St Redevelopment Project was queried due to the increase in bus coaches particularly on cruise ship days. Susan and Lenore to follow up with Traffic Management Study and Therwine St Redevelopment Project plan.
- Jumrum Creek walk and river bank cleanup - Terry advised that after the recent floods the Jumrum walking track needs urgent repairs. Being visited by tourists every day, the walking track is becoming a safety issue and an eye sore. Question was asked who is responsible for fixing this. Cr. Wyatt will clarify this.
Terry also mentioned the Barron river bank needs an urgent clean up with logs and debris and fallen down signs needing repairs. Susan to follow up with Council.
- Process for renewal of TK Advisory Committee: Cr. Wyatt outlined that committee renewal is coming up in August 2018. It is a requirement for Council to appoint the Tourism Kuranda Advisory Committee for a new three year term. To be discussed in next month's 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		
Therwine St Redevelopment Project plan, bus drop off and Traffic Management Study	Susan Parson/Lenore Wyatt	Next meeting
Action Item 4		
Sign poles across road from BP service station re: new directional signage	Angela Freeman	Next meeting
Action Item 5		
Jumrum Creek walking track repair	Lenore Wyatt	Next meeting
Action Item 6		
Barron River bank clean up after floods	Susan Parson	Next meeting
Next meeting		
The next meeting will be held on Tuesday 22nd May 2018 at 4.30pm.		
Closure		
There being no further business the meeting closed at 5.55pm		

TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT
to March 2018

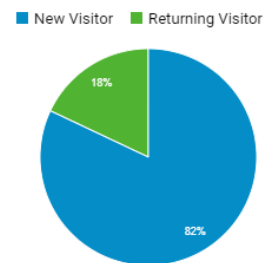
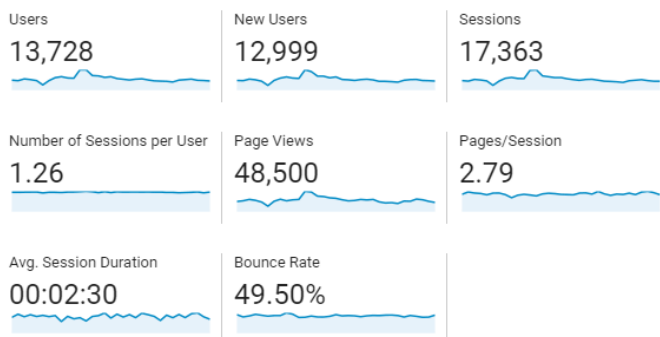
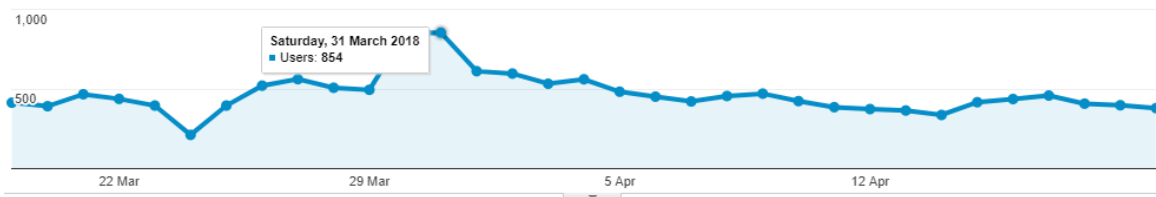
	BUDGET 2017/18 \$	ACTUALS	YTD Variance
<u>INCOME</u>			
Tourism Kuranda Advertising Contributions	36,500.00	761.30	35,739
Benefited Rate Contribution	210,566.18	202,015.23	8,551
Sundry Revenue	-	-	0
Surplus Carry Over 2016/17	4,934.25	4,934.25	(0)
	252,000.43	207,710.78	44,290
<u>ADMINISTRATION COSTS</u>			
Total Administration Costs	98,800.00	72,129.05	26,670.95
<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	13,081.71	3,746
Kuranda Festival Event	20,000.00	791.58	19,208
Kuranda Easter Event	19,638.00	5,642.27	13,996
Social Media Management	13,000.00	10,244.07	2,756
Industry Famils & Presentations	4,000.00	761.49	3,239
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	9,027.01	9,973
Public Relations Management	5,800.00	4,359.95	1,440
General Advertising	4,000.00	6,448.22	(2,448)
Total Promotion costs	148,566.00	60,288.31	88,277.69
TOTAL ADMIN AND PROMOTION COSTS	247,366.00	132,417.36	114,948.64
	\$	\$	-\$
SURPLUS/(DEFICIT)	4,634.43	75,293.42	70,658.99



EO REPORT APRIL 2018

WEBSITE: Google Analytics for www.kuranda.org - 19th March 2018 to 20th April 2018

Sessions 17,363	Users 13,728	Page View 48,500	Pages/visits 2.79
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Country	Sessions	Page Views	contribution to total: Page Views
	17,363 % of Total: 100.00% (17,363)	48,500 % of Total: 100.00% (48,500)	
1. Australia	12,868	72.33%	
2. United States	1,243	7.94%	
3. United Kingdom	656	3.73%	
4. India	257	1.52%	
5. New Zealand	240	1.58%	
6. Canada	214	1.36%	
7. Japan	209	1.17%	
8. Germany	201	1.48%	
9. France	149	0.86%	
10. Hong Kong	147	0.96%	

SOCIAL CHANNELS

Competing against last month's Barron Falls footage was a tough one to follow, so figures are slightly down but the channels are doing well and both TK Facebook and Instagram are growing. 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 23rd March – 19th April

Insights based on reporting period:

- Page Likes: +254
- Engagement rate: +2.01% (last month +17.7%)
- Page followers: +262 page followers since last month
- Exceeded follower goal & all smart goals set for the month

Achievements: Best posts based on Impressions:

Date		Post	Impressions	Reach	Clicks
27 th March		Barron Falls live shared from ABC	305	4.9K	1K
6 th April		Video from Siobhan	235	5.6K	460
3 rd April		Koala photo taken at Rainforestation	155	2.7K	101

Facebook Advertising – 2 x School holiday campaigns

Targeting travelling in Cairns aged 21-65+


Date	Reach	Impressions	Cost Per 1000	Amount Spent
16 th March- 5 th April	4,567	5,865	\$6.57	\$30

Targeting locals in Cairns, Mission Beach, Atherton, Port Douglas aged 23-65+


Date	Reach	Impressions	Cost Per 1000	Amount Spent
16 th March- 5 th April	7,869	12,386	\$3.81	\$30

Facebook Advertising – 2 x Easter Festival campaigns

Boosted Event: Easter in the Park - Targeted men and women 18-65+ in Atherton, Cairns and Port Douglas

Date	Post/Ad	Spend	Engagement	Reach	Impressions	Event response
15 th - 29 th March	 <p>Easter in the Park 2018 Sat 10:00 Kuranda Village - Kuranda 559 people interested, 113 people going</p>	\$40	222	3,760	8,450	369 interested, 113 going

Boosted Post for Easter in the Park - Targeted Men and Women in Queensland aged 18-63

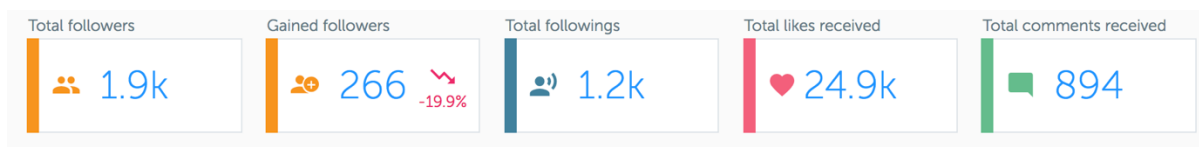
Date	Post/Ad	Spend	Engagement	Reach
29 th March	 <p>Who is EGG-CITED for Easter in the Park? Included in the free family fun will be jumping castles, kids' games, street performers, a magic show, face painters, horse and carriage rides, Aboriginal Dance performance and stalls. PLUS who can forget there will be 15,000 chocolate eggs raining down on Atherton! We have also organised a separate area for the little ones aged five years and under to meet the Easter Bunny for a photo, and to collect their own little bag of Easter egg. There's something for everyone! See you this Saturday!</p>	\$20	17 shares 13 comments 133 reactions	8,862

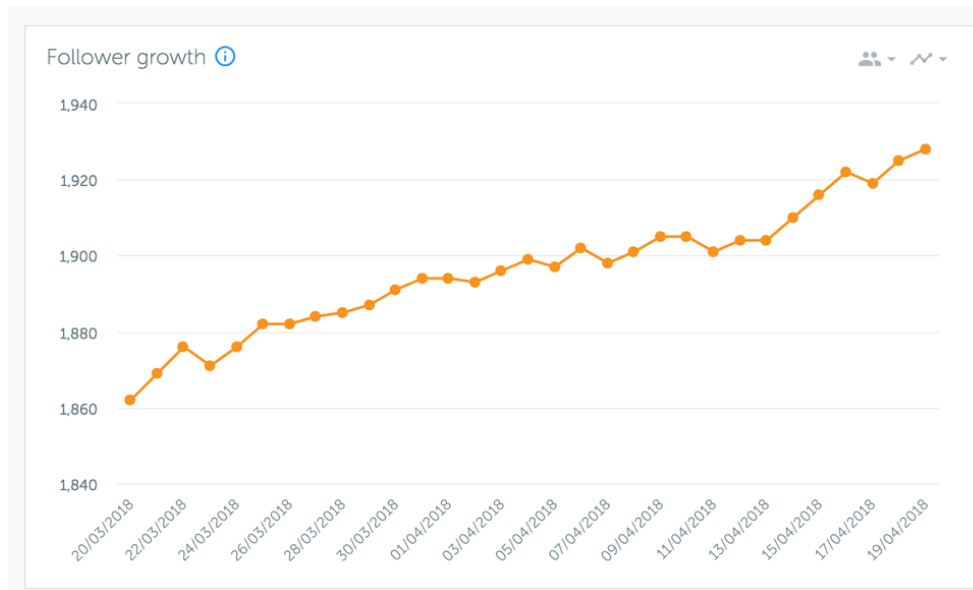
Instagram

Reporting period is from 20th March – 19th April

Insights based on reporting period:

- Overall engagement rate: +5.59%
- 22.4K post likes
- 894 comments
- Follower growth: +266
- Exceeded smart goals set for the month





Achievements: Best posts based on Engagement:

Date		Post	Engagement	Likes	Comments
1 st April		Repost: Adventure Mumma	7.87%	145	4
2 nd April		Repost: Kuranda Rainforest Journeys	7.12%	135	0
7 th April		Petite Cafe	5.43%	99	4

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

Open rate 27.1%	[industry average is 21%]	Click rate 6.6%	[industry average is 6%]
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March newsletter featured the following articles:

- Welcome - Happy Easter! Village open all weekend, Accommodation options and thank you to sponsors.
- Easter in the Park – Chocolate Easter eggs will be raining on Kuranda on Easter Saturday.
- Win a Kuranda hamper – Hampers with gourmet treats made in Kuranda will be given away at STARFM.
- Chinese Love Skyrail – Skyrail has become a hit on China's Ctrip social media platform. 99 five-star reviews.
- At a glance – Music cruise with singer songwriter Jeanette Wormald, Queens Baton Relay visits Kuranda and Happy Birthday to Jungle Juice Kuranda.

SUMMARY OF ACTIVITY

EASTER IN THE PARK 31st MARCH 2018 – Kuranda Easter Festival drew another big crowd into the village Easter Saturday with some reports from businesses it being another successful event for Kuranda.

While our Easter Celebration acts as an economic boost for many businesses in the village, it is also designed to profile Kuranda and target locals by reconnecting with this important market. The festival also connects with our tourism partners and local booking agents who see the village as an exciting destination and an appealing proposition for Easter school holidays.

A considerable amount of activity happens behind the scenes and I would like to thank the following people and organizations;

- Cr. Lenore Wyatt, Cr. Nipper Brown and Cr. Angela Toppin for all the help throughout the day.
- Jim Smart for handing out event flyers and Cathy Harvey all the Kuranda Visitor Information Centre volunteers who helped with the Under 5 Easter Bunny tent.
- John Baskerville and the team at Kuranda SES for helping with setting up, Car parking, safety in Centenary Park and packing up.
- All the local businesses that provided prize donations for Golden Egg drop which included Skyrail, Rainforestation, Australian Butterfly Sanctuary, Birdworld, Kuranda Koala Gardens and Rainforest Journeys ATV tours, Kuranda River Boat.
- All the local businesses that provided prizes for the Kuranda Made hamper for STAR FM radio promotion which included Kuranda Cookies, HoneyBee House honey, Kuranda fudge, Kuranda Candy, Rare Earth oils, Kuranda Chilli Shop, Stillwater sweets, Sweetleaf Blissballs Golden Drop Winery, Kuranda Rainforest Coffee and art Henri Hunsinger.

Easter Festival Surveys were conducted to help Tourism Kuranda give the best possible experience for at the festival and help to improve the event next year. Overall surveys suggested the overall Easter festival experience was good to excellent with 50% attending the event was for the first time. Survey suggestions to improve the Easter event was more parking, more shade and water facilities. 100% of the surveys said that they visited Kuranda village markets and cafes while at the event and overall Kuranda village experience was rated good. Only issues advised were lack of Eftpos facilities in shops, all ATMs in town were out of order and public toilets were unsatisfactory.

Media Exposure – Through our branded advertising campaign we were able to secure substantial pre and post media exposure for the event and strengthened our relationship with these media outlets. Exposure included: Tablelands Advertiser, Kuranda Paper, Cairns Post, Cairns EYE, STAR FM, ZINC FM, 4CA, 4am, HITFM, WIN TV and Channel 7. Media examples;



New Kuranda Village Guided Walking Tours – Just Holiday International who is a locally owned tourism operator submitting their proposal to Council in February to have Kuranda Village Chinese Guided Walking tours and have since been approved in March. This new and unique tourism experience would give the emerging Chinese market the opportunity to be guided through Kuranda Village by professional tour guides. Chinese commentary will showcase Chinese visitors the rich history, architecture, art, cultural, markets, local produce that Kuranda Village has to offer. This tour will attract more Chinese visitation, encourage longer stay, obtain good reviews, more spending as well as repeated visits in future. Just Holidays have worked collaboratively with me to ensure it benefits the local business community. They are starting the walking tours with 2 Routes with 1 hour guided tours throughout the day and can take up to 25 people. They are looking at starting in May and already have advanced bookings.

Route 1 is - Kuranda Hotel- Kuranda Arts Co-Op Gallery/Aboriginal Art-Visit, Opal Time- St Saviour Church- Emu Ridge Gallery- Kuranda Original Market-Honey House.

Route 2 is - Kuranda Information Centre- Kuranda Original Market- Honey House- Emu Ridge Gallery- Kuranda Opal time- Kuranda Arts Co-Op Gallery/Aboriginal Art - Kuranda hotel.

Tropical North Queensland (TTNQ) Website – TTNQ have just launched Kuranda's new blog post on their website. These blog articles give Kuranda more exposure and continuous promotion on our regions destination website. Blogs include "Guide to Kuranda Markets", "Walks in Kuranda" and "The Rainforest people of Kuranda". I'll continue to work with TTNQ to help generate more blog articles and exposure.

PRO-ACTIVE MARKETING – Perth Caravan & Camping Show 21 - 25 March 2018

Neville Dunn's report is as follows:

The number of visitors attending was 47,337 (only 2,400 less than Melbourne) this being 300 down on last year and this was the number down on day 1 because of the heat. A number of those attending the show indicated they were travelling this year with others planning for 2019 all having North Queensland as a favoured destination. Some visitors came gathering last minute information as they were starting their trip in the next few weeks and found information other than packaged holidays very hard to find in Perth and wished to confirm information listed on the internet.

Most of the drive market indicated entry to the North would be via the Savannah Way either from Broome or the longest short cut route going via Mt. Isa and Charters Towers. Day and extended tours [Reef, Kuranda, Rainforest & Cape York-Torres Strait] were regularly requested.

The continuation of a trend to only take brochures on either a specific product or area has meant less wastage and fewer brochure grabbers at all shows. So, although numbers of some brochures distributed has reduced, the quality of the collector has increased, and the number of Caravans and Motorhomes sold indicates the drive market is very strong in WA. The Show was very much a success with the quality of enquiries indicating a high visitation to Queensland and North Queensland.

- Meeting with Lily Tourism Town re: Kuranda listing on website 21st March
- Attended BEC&GBR event update meeting 22nd March
- Escort BBC film crew re: Kuranda History documentary 24th March
- Cairns Post photoshoot for Easter Festival for inclusion in Cairns Post 26th March
- Attended TTNQ ATE18 pre-event Sellers meeting 26th March
- Kuranda Easter Festival preparations 26th to 30th March
- Kuranda Easter Festival 31st March
- Annual Leave 4th April to 6th April
- Meeting with Jeremy from Just Holidays re: Chinese guided walking tours in Kuranda Village 9th April
- Attended ATE18 in Adelaide from 15th April until 20th April

FUTURE ACTIVITY

- Ongoing meetings and introductions with Tourism industry and Kuranda strategic partners
- Ongoing meetings with media and advertisers to gain Kuranda exposure
- Finalize 2018/2019 Budget proposal April
- Develop 2018/2019 Strategic Marketing plan April/May
- BBC Great Continental Railway Journeys documentary filming of Kuranda History April
- ATE18 Adelaide follow up - May
- Kuranda Website advertising renewals in May
- New video filming of village and accommodation operators with Phillipvids ongoing
- Kuranda DL Map & Visitor Guide renewals and printing in May/June
- Kuranda A4 brochure print June

Correspondence In/Out:

19/3 email to/from Drew Down Under Tours re: Kuranda boarding pass opportunity

20/3 email to/from Lily Tourism Town re: Easter Festival published on Cairns Events website

21/3 email from Liz Inglis re: Tourism Kuranda E-newsletter content

23/3 email from Steve Leap Frog Travel Marketing re: Brochure distribution opportunity

23/3 email from Siobhan TTNQ re: Business, Major and Regional events update presentation

23/3 email from/to Trish Aust Tourist Publication re: Welcome to Cairns magazine advert

6/4 email from Neville Proactive MKT re: Perth Caravan and camping show report

10/4 email from/to Danielle TTNQ re: Kuranda blogs for TTNQ website

*Ongoing emails for Kuranda Easter festival, Tax invoices, preparations, promotions and advertising.