

Tourism Kuranda Advisory Committee Meeting Minutes

21 August 2018	Meeting 4:30pm	Tourism Kuranda Office Kuranda Community Precinct, Arara Street
Chairperson	Angela Freeman, Koala Gardens/Birdworld	
Attendees	<ul style="list-style-type: none"> • Peter Danford, Cedar Park Rainforest Resort • Adrian Pancirov, Heritage Markets • Cathie Flambo, The Australian Bush Store • Trish Green, Honey House • Kahlia Pepper, Executive Officer Tourism Kuranda MSC 	
Visitors	Nil	
Apologies	<ul style="list-style-type: none"> • Cr. Lenore Wyatt, Mareeba Shire Council (MSC) • Glenys Pilat, Manager Community Wellbeing MSC • Terry Pates, Frogs Restaurant • Adam Letson, Skyrail Rainforest Cableway • Chris Grantham, Rainforestation 	
Introductions and confirmation of Previous Minutes - Tuesday 24 July 2018		
<ul style="list-style-type: none"> • Confirmation of the previous minutes in July 2018; Moved: Peter Danford, Seconded: Trish Green Carried. 		
Business Arising from the Previous Minutes		
<ul style="list-style-type: none"> • Nil 		
Confirmation of Executive Report and Budget Report		
<ul style="list-style-type: none"> • Confirmation of the Executive Report; Moved: Adrian Pancirov, Seconded: Peter Danford. Carried. • Confirmation of the Budget Report; Moved: Cathie Flambo, Seconded: Trish Green. Carried. 		
General Business		
<ul style="list-style-type: none"> • <u>Kuranda Wayfinding APP</u> - Peter presented the final Kuranda APP design requirements to the committee for final consideration. Committee feedback was good, with suggestions by committee to add local indigenous culture and family friendly walking tours, leaving option to stay longer or encourage repeat visitors by linking Atherton Tablelands or what attractions they might of missed. Kahlia to amend design requirements with suggestions and send to committee and KIAC. • <u>Sign Poles replacement</u>- Angela presented to the committee draft sign design idea for the vacant sign poles directly across the road from BP service station. Design concept aim was to help self drive market determine how many metres they are away from 6 main locations including 3 attractions, KVIC, Original Markets and Heritage markets. Kahlia recommended the sign be considered in the Wayfinding project but TKAC view is that it will take too long 		

and sign to be erected asap.

Motion: TKAC recommends that a replacement sign opposite the BP service station is designed and installed as per TK branding for \$600 or less and to be charged to the TK surplus.

Moved: Cathie Flambo **Seconded:** Peter Danford

- China Now workshop - Kahlia gave proposed dates to TKAC for the China Now Workshop in Kuranda for October and November. It was suggested to email Kuranda business operators to seek feedback on what days suit them best. Adrian asked if it was possible for facilitator to change times to be 8am start in morning or 3pm start in the afternoon to give a better opportunity for Kuranda businesses to attend outside work hours. Kahlia to follow up with facilitator and email Kuranda Business operators for preferred date.
- Business survey - Council Officers are working on a draft survey for Committee feedback.
- Tourism Sentiment Index Report - Kahlia updated TKAC that the TSI report paperwork was completed and submitted. Report is expected to arrive in October. A 30 minute phone meeting will be scheduled in October with DestinationThink! On how to present and read the report.
- TKAC endorsement for Ergon boxes artwork - Local artist Rebecca Kohler's RADF project grant for painting the Ergon boxes in Kuranda, presented 3 artwork concepts for approval and endorsement. Rebecca noted that she designed this artwork relevant to Kuranda and where the boxes are located and the reach of audience traffic. Committee was very impressed and endorsed artwork. Kahlia to follow up with Rebecca.

Motion: TKAC unanimously endorsed the proposed artwork by Rebecca Kohler for the RADF funded project to paint the Ergon boxes in Kuranda.

Moved: Cathie Flambo **Seconded:** Trish Green

- Kuranda Fashion Advertising Opportunities - Cathy suggested the possibility of having a Kuranda fashion article in Cairns Eye, Oasis or any other advertising opportunities. Angela advised she can get a better proposal and investigate prices direct with Cairns Post etc. and cost of article will be charged to TK surplus. Angela and Kahlia discuss at the next meeting.

Items		
Action Item 1	Person Responsible	Deadline
Review of TK Strategic Direction - Presentation of draft Business Survey for feedback	Kahlia Pepper/Glenys Pilat	September
Action Item 2		
Kuranda Wayfinding App - Amend and finalize App design requirements. Send final to KIAC and TKAC members	Kahlia Pepper/Peter Danford	September
Action Item 3		
Report to Council to be prepared with TKAC recommendation that sign across road from BP service station is replaced by TK.	Kahlia Pepper	ongoing
Action Item 4		
China Now Workshop- Send dates to Kuranda operators and ask facilitator for revise times	Kahlia Pepper	ongoing
Action Item 5		

Advise Rebecca Kohler of TKAC endorsement of designs for Ergon boxes artwork.	Kahlia Pepper	September
Action Item 6		
Kuranda Fashion advert opportunities. Cairns eye, Oasis quotes. Discuss recommendation to Council for special project funded by TK surplus	Angela Freeman/Kahlia	ongoing

Next meeting
The next meeting will be held on Tuesday 25 September 2018 at 4.30pm.
Closure
There being no further business the meeting closed at 5:45pm

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

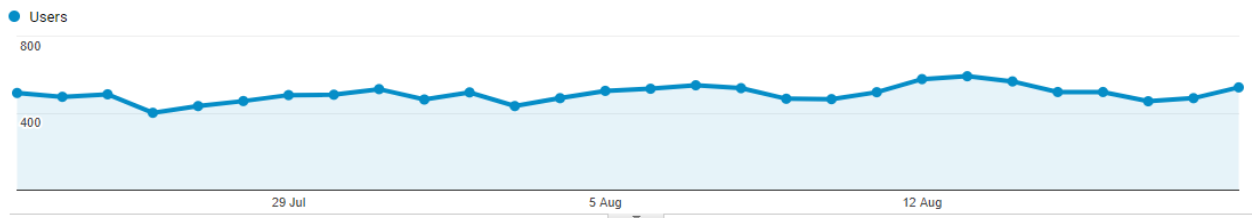
	BUDGET 2018/19 \$	ACTUALS	YTD Variance
<u>INCOME</u>			
Tourism Kuranda Advertising Contributions	36,500.00	4,033.80	32,466
Benefited Rate Contribution	207,000.00	-	207,000
Sundry Revenue	-	-	0
Surplus Carry Over 2017/18	15,504.00	15,504.00	0
	259,004.00	19,537.80	239,466
<u>ADMINISTRATION COSTS</u>			
Total Administration Costs	99,799.00	3,497.36	96,301.64
<u>PROMOTIONAL COSTS</u>			
A4 Brochure	8,000.00	-	8,000
Map & Visitors Guide	29,500.00	478.18	29,022
Brochure Distribution	16,828.00	1,766.82	15,061
Kuranda Easter Event	21,000.00	-	21,000
Social Media Management	25,000.00	-	25,000
Industry Famils & Presentations	4,000.00	-	4,000
Tourism Kuranda Memberships		930.00	(930)
Adv Pre & Post Tourism Publications	11,000.00	1,000.00	10,000
Tradeshows & Sales Missions	21,000.00	-	21,000
Public Relations Management	6,000.00	-	6,000
Special Marketing Projects 18/19	1,372.00	-	1,372
General Advertising		-	0
Total Promotion costs	143,700.00	4,175.00	139,525.00
TOTAL ADMIN AND PROMOTION COSTS	243,500.00	7,672.36	235,826.64
SURPLUS/(DEFICIT)	\$ 15,504.00	\$ 11,865.44	\$ 3,639.56



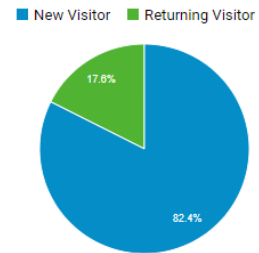
EO REPORT AUGUST 2018

WEBSITE: Google Analytics for www.kuranda.org – 23 July 2018 to 19 Aug 2018

Sessions 12,360	Users 11,723	Page View 45,214	Pages/visits 2.91
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Users 12,360	New Users 11,723	Sessions 15,563
Number of Sessions per User 1.26	Page Views 45,214	Pages/Session 2.91
Avg. Session Duration 00:02:50	Bounce Rate 49.78%	

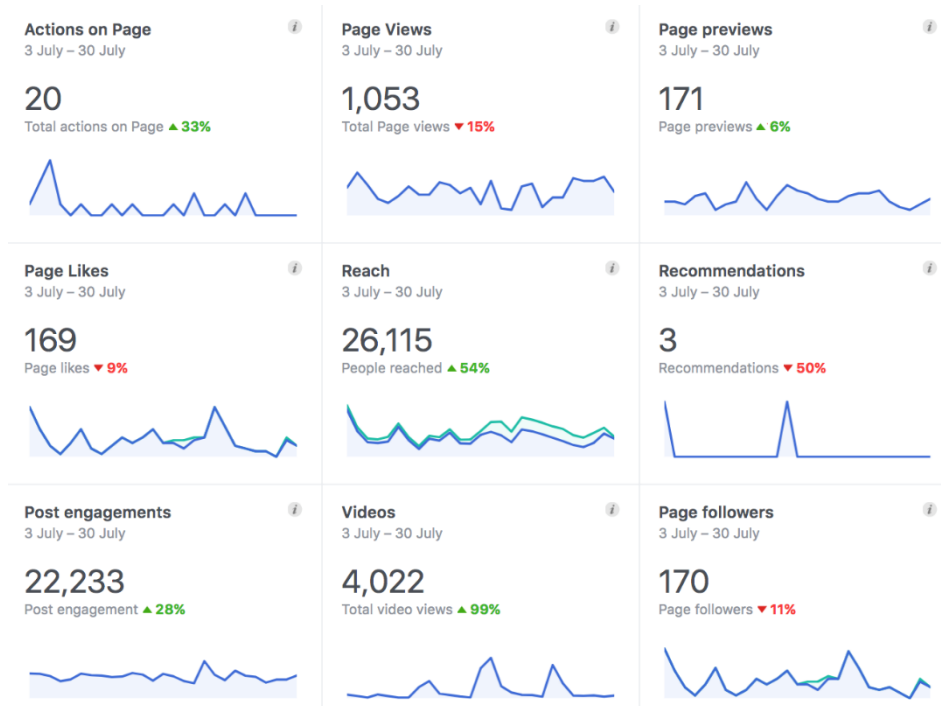


Country	Sessions	Page Views	contribution to total: Page Views
	15,563 <small>% of Total: 100.00% (15,563)</small>	45,214 <small>% of Total: 100.00% (45,214)</small>	
1. Australia	11,409	71.39%	
2. United States	988	6.87%	
3. United Kingdom	625	4.31%	
4. France	245	1.31%	
5. New Zealand	242	1.87%	
6. Japan	224	1.58%	
7. Germany	202	1.75%	
8. India	199	1.24%	
9. Hong Kong	188	1.47%	
10. Canada	128	1.00%	

SOCIAL CHANNELS

July social media statistics (3 – 30 July 2018) Both Social platforms are continuing grow in followers, likes and interaction. July's #KurandaSelfie competition campaign was a success with over 60 entrants and we reached 10,000 likes on Facebook!

Facebook



Insights based on reporting period:

- Actions on page: 20 (last month 13)
- Page Likes: +169
- Engagement rate: +2.25% (last month 1.7%)

Achievements: Best posts based on Engagements:

Date	Engagement	Reactions	Reach	Clicks
2 nd July	7.31%	279	6.3K	452
22 nd July	5.22%	256	3.8K	276
25 th July	3.52%	92	640	260

July Advertising Campaigns:

Leading into peak season we promoted another important alternative to get to Kuranda Village which is the Cairns to Kuranda bus services, TransNorth Bus & Coach Services and John Kuranda Bus.

Date	Type of ad	Target	Action	Reach	Impressions	Goal	Amount spent
18 th -30 th July	Boosted post: Bus transport	19-65+ living in Australia	979	6,598	NA	Engagement & Information	\$88
17 th – 28 th July	Boosted post: Selfie comp	Men & women Cairns region	146	1,089	NA	Engagement	\$15
26 th June-28 th July	Selfie competition campaign	Men & Women Cairns region	455	2,385	4,217	Engagement	\$60.83
28 th June-27 th July	Boosted post: Selfie comp	Men & women Cairns region	128	1,041	1,775	Engagement	\$31.41



Instagram


Insights based on reporting period:

- Overall engagement rate: +0.85 %
- 1,885K post likes
- 48 comments
- Follower growth: +129.



Achievements: Best posts based on Engagement:

Date		Engagement	Likes	Comments
30 th July		5.84%	123	9
4 th July		4.78%	103	5

11 th July		<p>Kurandavillage has taken the highly sought-after 11th July to lead the way in the celebration of Queensland's 50th birthday with the launch of the #KurandaSelfie competition.</p> <p>Kurandavillage has taken the highly sought-after 11th July to lead the way in the celebration of Queensland's 50th birthday with the launch of the #KurandaSelfie competition.</p>	4.69%	105	1
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E-NEWSLETTER

Open rate 25%	[industry average is 21%]	Click rate 6%	[industry average is 6%]
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News from the Village in the Rainforest. Take a Kuranda selfie to win a prize pack!

July newsletter featured the following articles:

- Welcome – Kuranda is running a [#KurandaSelfie](#) competition where you can win a Kuranda prize pack worth \$500. Follow @kurandavillage on Instagram.
- Little gems – Colourful agates from Agate Creek near Georgetown have just arrived at Emu Ridge Gallery and the Gallery's 17th birthday!
- Insta success – Kev's Shed and local photographer Kev Koelmeyer's images of scenes and life in Tropical North Queensland have attracted more than 44,000 followers on Instagram.
- Golden Drop – Mangoes are the essence of Summer in Kuranda, enjoy this tropical fruit in winter at Mango Drop Winery shop in Kuranda.
- Butterfly guardians – Green ants are guardian angels for butterflies with many species seeking green ant nests to lay their eggs, according to Skyrail Rainforest Cableway.
- At a glance –The Kuranda Visitor Information Centre has a live display of a cave huntsman and a rainforest tarantula spider for visitors to see. Kuranda Rainforest coffee is locally grown, and the beans are roasted instore creating a delicious aroma. Make the most of this spectacular winter weather and explore Barron Gorge National Park on foot. The Speewah Trailhead and campground is the starting point for all the major trails in Barron Gorge National Park.

SUMMARY OF ACTIVITY

MEDIA & TRADE FAMILIARISATIONS – During the month I hosted 2 media famils.

HelloWorld TV series 8 August: I escorted the film crew of Channel 9 TV series "HelloWorld". Kuranda village will be featured and filming took place of the village which included Skyrail Rainforest Cableway, Australian Butterfly Sanctuary, Kuranda Original Rainforest Markets and Kuranda Scenic Railway. This will create great exposure for Kuranda and will come to air in Australia in 2019.

Chinese Reality Show Inspection Tour 15 Aug: I escorted producers around the village for an inspection for a Chinese Reality Show "Little Grand Tour" for September 2018 filming. The reality show features three celebrity teachers and six children as they travel to different places and go on missions. The show is aimed at advocating a brand-new educational concept that kids can be better educated by travelling. The show will debut on Tencent Video which is one of China's top online video platforms in the second half of this year, and it will also be aired on Jiangsu primetime TV at the same time.

NEW KURANDA MAP & VISITOR GUIDE BROCHURE DISTRIBUTION – Boxes we sent to Information Centers in Queensland and conducted sales calls to all Information Centre in the Atherton Tablelands. 300+ local tour desk agents in Cairns, Port Douglas and Beaches were sent a soft copy of brochure and was well received as some tour desks get a lot of online enquires about Kuranda. Website was updated with all 3 languages.

VILLAGE MAPS – During the month the two village maps - one at Kuranda Station and one now relocated to the Kuranda Visitor Information Centre Wall, were erected and are both proving to be extremely popular with visitors to the village.





CHINA DIGITAL SET UP FOR WEIBO & WECHAT - In August, Kuranda's verified official WeChat account was completed. With over 1 billion users WeChat is a all in one china social media platform and operation system, allows Tourism Kuranda to promote our destination through high quality content and gives us the opportunity to now engage and educate the Chinese trade & distribution. A QR code was generated and will be tested at the Corroboree Asia trade show in August. Kuranda WeChat has a welcome post including website link and Chinese Map & Visitor Guide. Wechat will also be used as main tool to follow up for trade show agents, sending important marketing materials and information as opposed to email.

Weibo is registered but verification from China will take a few months. The necessary paperwork has been lodged and will report its progress once verified.

REGIONAL TOURISM MEETING – Four times per year Tourism Kuranda will now be invited with other LTO's & Local Tourism Associations to meet with TTNQ to ensure we are all working towards a common goal, to hear updates on the different markets and regions and to build on the relationships we have with each other by sharing information and insights.

- Attended TTNQ WordPress workshop 25 July
- Annual Leave 5 days - 26 & 27 July / 1 to 3 August
- Meeting with Bolton Print regarding New Map & Visitor Guide brochure printing 30 July
- Attended TTNQ's Regional Tourism Meeting 7 August
- Escorted HelloWorld Media Famil 8 August
- Attended Chinese Business Payment forum 9 August
- Meeting with Nicole from Divers Den re: Kuranda packages 10 August
- Meeting Epic Times re: Social media strategic plan for September/October 15 August
- Sales calls to Atherton Tablelands Information Centres 16 August
- Meeting with KVIC & Grand Barron Lodge 20 August

FUTURE ACTIVITY

- Ongoing meetings and introductions with Kuranda strategic partners
- Kuranda Wayfinding App brief & meetings - ongoing
- Strategic Direction review project plan - ongoing
- Attendance of Corroboree Asia 2018 - 27 to 31 August
- Corroboree Asia 2018 follow up – September
- China Digital Set up for Weibo – September
- Escort Queensland on Stage Media famil - 6 September
- China Social Media workshop with TTNQ - 11 September
- Escort Chinese Reality Show media famil - September
- Follow up with Targa Great Barrier Reef for 2019 - September
- New website development quotes – September
- China Now workshop preparation – September
- Kuranda Business operator/Levy payer survey – September
- Inbound Up North preparation - 24 to 26 October

Correspondence In/Out:

26/7 email to Kuranda Businesses re: Skyrail and KSR closure dates for 2019

28/7 email from Susan, MSC re: Reef to Reef in our region in 2019

28/7 email to/from Ross, Event Manager Targa Great Barrier Reef re: Follow up email for meeting to discuss 2019 Targa Rally

30/7 email from Rachel, the CaPTA group re: requesting video footage of Kuranda Village to use in Tropic Wings video.

30/7 email to/from Gerard, Executive of InterCruises Shore Excursion re: requesting information for Cruise Ship passengers who want to do a Kuranda experience.

30/7 email from Nicole, Divers Den re: Meeting to discuss Kuranda Packages options

31/7 email from/to Peter Danford re: Kuranda APP progress and tender

31/7 email to/from Ben, Destination Think! Re: Tourism Sentiment Index (TSI) report approved and paperwork submission

31/7 email from Itourism re: New contracts for Morgan Freeman boards and Tours Dex

4/8 email from Cath, KVIC re: Grand Barron Lodge Meeting

4/8 email to/from Len, Whammo re: Artwork back panel artwork for Corroboree Asia

6/8 email to Harriet, TTNQ re: China Now Workshop approval in Kuranda

6/8 email from Tourism Australia re: Corroboree Asia briefing notes and schedules

6/8 email from Liz Inglis re: E-newsletter content for August

6/8 email from Drew, DUT re: Channel 9 "HelloWorld" film crew in Kuranda

6/8 email from Becca, TTNQ re: Kuranda participation in QOS media famil in August

7/8 email to/from Len, Whammo re: Artwork for Kuranda Map signs

8/8 email to Kuranda Businesses re: Targa Rally Road Closure 2nd September

8/8 email to/from Kavrine, Big Red Business services re: Wechat set up and Weibo paperwork

8/8 email from ATEC re: Inbound Up North registration

13/8 email from Beau, Kuranda Hotel re: Kuranda Chamber of Commerce start up

15/8 email to Rebecca Koller re: Kuranda Ergon Power box artwork concepts

17/8 email from expressway signs re: Installation of the two Kuranda Signs

17/8 email to Kuranda Businesses re: Cruise Ship passenger days for 2018/19

17/8 email to IIG re: Kuranda website SSL secure website certificate