

## Tourism Kuranda Advisory Committee Meeting Minutes

25 September 2018	Meeting 4:30pm	Tourism Kuranda Office Kuranda Community Precinct, Arara Street
Chairperson	• Cr. Lenore Wyatt, Mareeba Shire Council (MSC)	
Attendees	• Peter Danford, Cedar Park Rainforest Resort • Trish Green, Honey House • Angela Freeman, Koala Gardens/Birdworld • Adam Letson, Skyrail Rainforest Cableway • Chris Grantham, Rainforestation • Kahlia Pepper, Executive Officer Tourism Kuranda MSC • Glenys Pilat, Manager Community Wellbeing MSC	
Visitors	Nil	
Apologies	• Cathie Flambo, The Australian Bush Store • Terry Pates, Frogs Restaurant • Adrian Pancirov, Heritage Markets.	
Introductions and confirmation of Previous Minutes - Tuesday 24 July 2018		
• Confirmation of the previous minutes in August 2018; <div>Moved: Angela Freeman Seconded: Trish Green Carried.</div>		
Business Arising from the Previous Minutes		
• Nil		
Confirmation of Executive Report and Budget Report		
• Confirmation of the Executive Report; <div>Moved: Kahlia Pepper Seconded: Adam Letson. Carried.</div>		
• Confirmation of the Budget Report; <div>Moved: Chris Grantham Seconded: Angela Freeman. Carried.</div>		
General Business		
• <u>Kuranda Wayfinding APP</u> - Kahlia reported that the App is now at Tender stage.		
• <u>Sign Poles replacement</u> - Glenys updated the Committee that this Committee recommendation to replace the sign cannot be supported by Council as the sign needs to be referred to the Kuranda Wayfinding Project for consideration by KIAC to ensure appropriate signage is in place with consistent branding throughout the village. The Committee agreed with this outcome.		
• <u>China Now workshop</u> - Kahlia reported that she has sent emails to Kuranda Business operators to identify the preferred date and time options for a workshop in October or November. Kahlia will finalize the date and send out invitations.		

- TK Strategic direction update- Glenys provided the following update.  
Kahlia and Glenys are preparing draft options for consideration by Council and Committee and once these are finalized, discussions will be held with levy payers and business operators. It was decided that a levy payer/business survey was not the best means of engagement and that a meeting is preferred. The aim is to hold the meeting in December/January during the quieter trading period. The aim is to present the draft options at the next Committee meeting for feedback, should Kahlia and Glenys have sufficient time to prepare the drafts.
- Kuranda Feature and Fashion Editorial Opportunities - Two Editorial ideas were presented to TKAC about having a Kuranda fashion article in Cairns Eye, and a lifestyle themed editorial in Oasis magazine. It was also suggested that collaborative advertising is offered to Business operators to reduce the cost.

**Motion: Tourism Kuranda Advisory Committee recommends to Council that Kuranda fashion and lifestyle promotional articles are placed in local media costing up to \$2,500 and funded by the Tourism Kuranda surplus.**

**Moved:** Angela Freeman **Seconded:** Peter Danford  
**Carried.**

- Kuranda New Website Quotations- The project to develop a new website is included in the 2018/2019 Strategic Plan, with a total budget of \$10,000. Kahlia prepared a brief and called for quotes from suitably experienced and qualified website developers. Four quotations were received, and proposals summarised and presented to the committee for selection. At the meeting, the committee decided to wait until all committee members, especially Peter Danford who has expertise in this area, have considered the quotations further and provided feedback to Kahlia. Kahlia collated the committee feedback and prepared a 'flying minute' that was sent to all Committee members and the following motion was unanimously endorsed:

**Motion: Tourism Kuranda Advisory Committee recommends to Council that RJ New Designs is contracted to develop a new Tourism Kuranda website at a total cost of \$10,000.**

**Moved:** Peter Danford **Seconded:** Chris Grantham  
**Carried.**

- Development of visual content and footage- The Committee has identified the need to develop new visual content and footage which will be used for several promotional activities including: re-placing the Kuranda TVC (TV commercial), can be used with the new website development and on Tourism Kuranda's social network channels and YouTube and for sales & marketing presentations/displays at Tourism Tradeshows and Sales Missions. The current video footage is old, low quality and outdated and the committee agreed to develop the new visual content with surplus funds up to \$8,000. Kahlia reported that there was about \$10,500 in remaining surplus funds and with the \$2500 spent on the fashion/lifestyle advertising features, this would leave about \$8,000 for this new project.

**Motion: The Tourism Kuranda Advisory Committee recommends that new visual content and footage is developed for promotional activities at a total cost not exceeding the remaining Tourism Kuranda surplus of \$8,000.**

**Moved:** Chris Grantham **Seconded:** Trish Green  
**Carried.**

Items		
Action Item 1	Person Responsible	Timeframe
Review of TK Strategic Direction - Options to be presented at the next meeting	Kahlia Pepper/Glenys Pilat	23 October 2018
Action Item 2		
Report to Council to be prepared with TKAC recommendation that Fashion/Lifestyle editorials be funded by TK surplus	Kahlia Pepper	23 October 2018
Action Item 3		
Report to Council to be prepared with TKAC recommendation that RJ New Designs is appointed to develop the new website.	Kahlia Pepper	23 October 2018
Action Item 4		
China Now Workshop- send out invitation	Kahlia Pepper	By November 2018
Action Item 5		
Report to Council to be prepared with TKAC recommendation that surplus funds be used to develop new visual content and footage.	Kahlia Pepper	23 October 2018
Action Item 6		
Report to Council to be prepared with TKAC recommendation that BP sign is replaced immediately is not supported by Council as it needs to be referred to KIAC Wayfinding Project.	Kahlia Pepper	23 October 2018

Next meeting
The next meeting will be held on Tuesday 23 October 2018 at 4.30pm.
Closure
There being no further business the meeting closed at 6.00pm

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

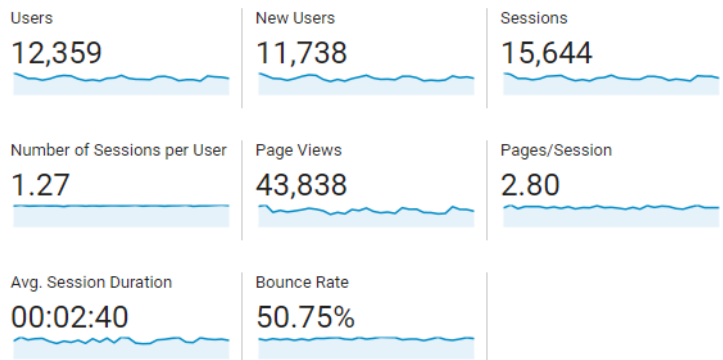
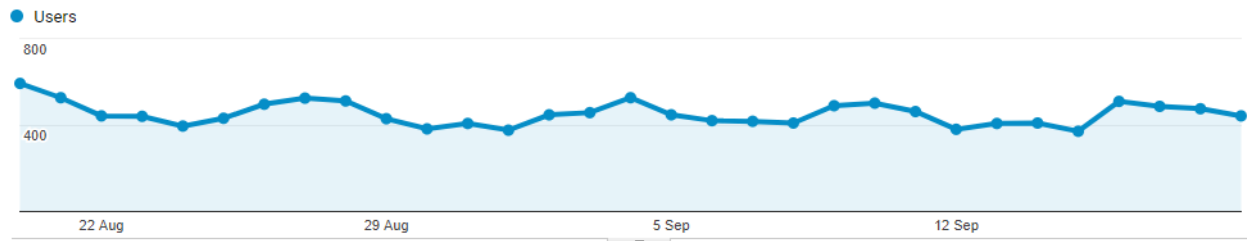
	BUDGET 2018/19 \$	ACTUALS	YTD Variance
<b><u>INCOME</u></b>			
Tourism Kuranda Advertising Contributions	36,500.00	6,331.83	30,168
Benefited Rate Contribution	207,000.00	103,117.75	103,882
Sundry Revenue	-	-	0
Surplus Carry Over 2017/18	15,504.00	15,504.00	0
	<b>259,004.00</b>	<b>124,953.58</b>	<b>134,050</b>
<b><u>ADMINISTRATION COSTS</u></b>			
<b>Total Administration Costs</b>	99,799.00	12,904.58	86,894.42
<b><u>PROMOTIONAL COSTS</u></b>			
A4 Brochure	8,000.00	4,581.07	3,419
Map & Visitors Guide	29,500.00	-	29,500
Brochure Distribution	16,828.00	3,153.40	13,675
Kuranda Easter Event	21,000.00	-	21,000
Social Media Management	25,000.00	2,014.51	22,985
Industry Famils & Presentations	4,000.00	-	4,000
Tourism Kuranda Memberships		-	0
Adv Pre & Post Tourism Publications	11,000.00	1,253.33	9,747
Tradeshows & Sales Missions	21,000.00	3,558.81	17,441
Public Relations Management	6,000.00	1,400.00	4,600
Special Marketing Projects 18/19	1,372.00	-	1,372
General Advertising		-	0
<b>Total Promotion costs</b>	143,700.00	15,961.12	127,738.88
<b>TOTAL ADMIN AND PROMOTION COSTS</b>	<b>243,500.00</b>	<b>28,865.70</b>	<b>214,633.30</b>
<b>SURPLUS/(DEFICIT)</b>	<b>\$ 15,504.00</b>	<b>\$ 96,087.88</b>	<b>-\$ 80,582.88</b>



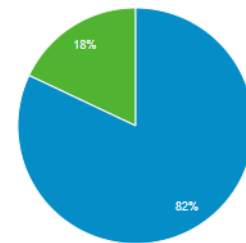
## EO REPORT SEPTEMBER 2018

WEBSITE: Google Analytics for [www.kuranda.org](http://www.kuranda.org) – 20 Aug 2018 to 19 Sept 2018

<b>Sessions 12,359</b>	<b>Users 11,738</b>	<b>Page View 43,838</b>	<b>Pages/visits 2.80</b>
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■ New Visitor ■ Returning Visitor

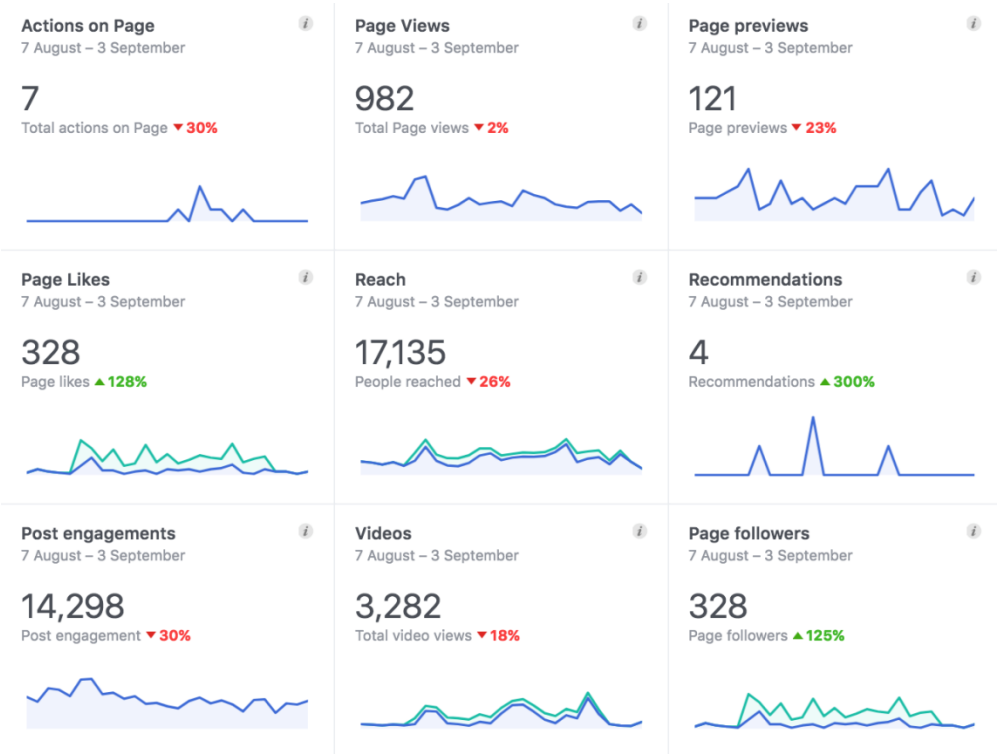


Country	Sessions	Page Views	contribution to total: Page Views
	15,644 % of Total: 100.00% (15,644)	43,838 % of Total: 100.00% (43,838)	
1.  Australia	11,729	74.26%	
2.  United States	1,062	7.28%	
3.  United Kingdom	537	3.71%	
4.  New Zealand	231	1.61%	
5.  Japan	219	1.59%	
6.  India	217	1.22%	
7.  Germany	195	1.33%	
8.  France	171	0.90%	
9.  Hong Kong	151	1.17%	
10.  China	142	0.57%	

SOCIAL CHANNELS

Facebook



The page is continuing to grow and have a total of 10,395 likes! Page likes are way up this month, but engagement and reach have dropped, which is due to competing with last month when we were running the selfie competition campaign.




Insights based on reporting period:

- Actions on page: 7
- Page Likes: +328 (last month was 169)
- Engagement rate: +1.39%

Achievements: Best posts based on Engagements:

Date		Engagement	Reactions, shares & comments	Reach	Clicks
14 <sup>th</sup> August		2.94%	164	2.7K	139
20 <sup>th</sup> August		2.74%	110	1.9K	172

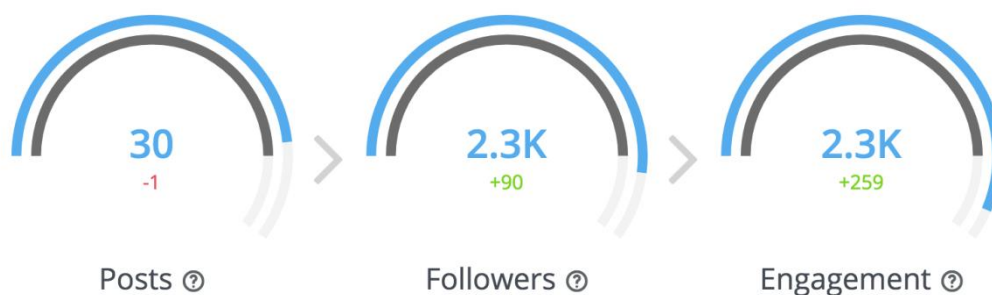
22 <sup>nd</sup> August		2,26%	58	2.4K	175
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### Instagram




The page is doing well, growing in followers and has strong engagement. Our best posts are the cute cuddly animals but continuing to do a good mix of the 8 pillars of Kuranda village economy which include, Retail/Shopping, Rainforest Walks, Wildlife/Attraction, Art and Craft/Galleries, Indigenous & Culture, Restaurants/cafes, Unique Accommodation and History/Heritage.

Insights based on reporting period:

- Overall engagement rate: +0.99 %
- 2,193 post likes (last month 1,885)
- 58 comments
- Follower growth: +90



Achievements: Best posts based on Engagement:

Date		Engagement	Likes	Comments
23 <sup>rd</sup> August		12.7%	282	7
1 <sup>st</sup> August		6.24%	137	5
15 <sup>th</sup> August		5.45%	121	3

Future/Advertising: For September we will run a page promotion and create an Ad for the lead up and during the school holidays highlighting some of the family friendly activities.



## E-NEWSLETTER

News from the Village in the Rainforest. Heritage Fig Trees, Targa Great Barrier Reef & more!

Open rate 25.7%	[industry average is 21%]	Click rate 7.3%	[industry average is 6%]
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### August newsletter featured the following articles:

- Welcome – Kuranda's Fig Trees now added to Queensland Heritage Register. Planted in 1930s.
  - Selfie Competition Winner announced – #KurandaSelfie on Instagram.
  - Macramé workshop – Global Gypsy at the Kuranda Original Rainforest Markets doing classes.
  - Rainbow jewels – Glass artist at Kuranda Heritage Markets.
  - Watch Targa – Rainforestation hosting Targa Great Barrier Reef Father's Day event.
  - At a glance – Keeping safe, Mareeba Shire Council's released a community awareness guide, aimed at keeping locals and tourists safe when exploring the shire.
- Sunday session - Mandala café in Coondoon st has live music from 10am to 1pm Sundays  
Discover Barron Gorge – New National Parks brochure is an excellent guide for our visitors.  
Jimmy's gourmet diet – Lumholts Tree-Kangaroo at Rainforestation rescued by Treeroo rescue.  
Stay longer – Kuranda Villas fully furnished holiday accommodation

## SUMMARY OF ACTIVITY

**MEDIA & TRADE FAMILIARISATIONS** – During the month I hosted 4 trade and media famils.

**"Let's have a World Heritage Wedding" Japan TV program media famil 18 & 21 August:** I hosted the TV program film crew which was supported by Tourism and Events Queensland and features a Japanese couple getting married in Port Douglas and introduces sightseeing of Kuranda Village and Great Barrier Reef. Filming locations included the Kuranda Scenic Railway, Koala Gardens, lunch at Kuranda Hotel, Coondoo St, Therwine St, Kuranda Heritage Markets, Original Rainforest Markets and Skyrail Rainforest Cableway. The program will create great exposure for Kuranda and is due to air in January 2019 on BS Japan Corporation, nationwide, with a potential reach of around 3.5 million viewers.

**Queensland on Stage Europe Media famil 6 September:** TTNQ, in partnership with TEQ organized this group of key influential Media from Europe to visit Kuranda as part of their Queensland tour. One of the aims of the famil programme is to provide positive exposure for regions after consecutive years of negative media coverage in Europe regarding the reef. Kahlia was able to escort the group around Kuranda Village, lunch at Frogs restaurant where they were welcomed by Paul Chatill from Wet Tropics Management to enlighten them about our World Heritage Listed Rainforest Kuranda is surrounded by, Koala Gardens, Kuranda markets and Skyrail Rainforest Cableway. These key influential media have the great potential to target high value travellers in Europe encouraging them to travel to our destination.



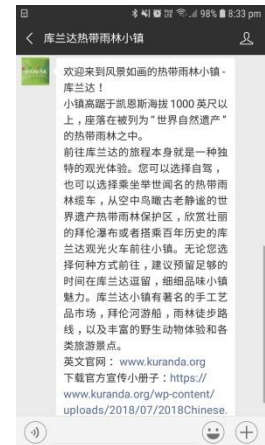
**China TV Reality Show Film day 16 September:** After 4 site inspections of Kuranda Village, producers selected Kuranda Village as the location for the day 1 of the opening season for the Chinese Reality Show "Little Grand Tour". The reality show features three celebrity teachers and six children as they travel to different places and go on missions. Each child had its own film crew and the show started at the Kuranda River Bank, Skyrail Rainforest Cableway, Centenary Park, Kuranda shops on Therwine St, Kuranda Original markets, Heritage Markets and ended the day at the Australian Butterfly Sanctuary. Lunch was catered by Freshhhh Café and drinks provided by Kuranda Foodworks. 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 October 2018 and it will also be aired on Jiangsu primetime TV later in the year with a potential reach of 50 million. Kuranda gained media exposure online and in the Cairns Post.





**Escort TEQ Connecting with Asia ITO Trade Famil 21 September:** Under the Connecting with Asia (CWA) Project, TTNQ and TEQ have invited a select group of key Chinese Trade Distribution partners (Inbound Tour Operators) from Sydney to visit the region which includes Kuranda. The purpose of this educational is to introduce the agents to new activities and experiences and deepen their knowledge of the region and foster closer relationships between trade and industry.

**CORROBORRE ASIA:** Kahlia attended Corroboree Asia which was held on the Gold Coast, from Monday 27 to Friday 31 August 2018. Corroboree Asia is an Australia-based trade event training workshop exclusively for over 300 qualified Aussie Specialist agents from China, Hong Kong, Taiwan, Japan, Korea, India, Malaysia, Indonesia and Singapore. These qualified Aussie Specialists actively sell Australia as a preferred long-haul destination to Asian travellers with many of them being frontline retail agents as well as a mix from wholesale and online travel agents. The event provided Tourism Kuranda the opportunity to train and educate agents about our destination to strengthen their product knowledge and enhancing their ability to promote and sell Kuranda experiences. Chinese agents were instantly able to scan Tourism Kuranda's WeChat QR code on their smart phones, which enabled them to directly download Kuranda Chinese brochure, business details and information. This was very well received.



**TOURISM KURANDA NEW WEBSITE BREIF:** Kahlia developed a brief to assist in seeking quotes and proposals with main primary objectives being to redesign and develop the site, into a more contemporary appearance and design. The new site will retain the written content of the existing site but be redesigned to provide more visual impact and appeal, creating a modern, destinational website appealing to the online visitors and mobile friendly. As per 2018/19 strategic marketing plan, an allocated budget of \$10,000 was for our new website, with proposals presented to the next Tourism Kuranda Advisory Committee Meeting for consideration.

- Escorted "Let's have a World Heritage Wedding" Japan TV program media Famil 21 August
- Attended Corroboree Asia 2018 – 27 to 31 August
- Developed Tourism Kuranda Website Development Brief – 4 & 5 September
- Phone meeting with Tavia, producer China TV re: Reality show "Little Grand Tour"- 5 September
- Escort Queensland on Stage Media famil - 6 September
- Meeting Colyn from Lovegreen Photography re: Kuranda village photos – 7 September
- Phone meeting with FastTrack re: New website proposal and quote – 7 September
- Phone meeting with Richard, RJNewdesigns re: New website proposal and quote -10 September
- Corroboree Asia 2018 follow up – 17 to 20 September
- China Social Media workshop with TTNQ - 11 September
- Meeting with Ian, ASPECT and Chris, MSC re: Wayfinding Signage inspection – 12 September
- Attended TTNQ networking function in Cairns – 12 September
- Escort China TV Reality Show inspection media Famil 13 September
- Submitted ATE2019 Trade Show application submission – 14 September
- Escort China TV Reality Show filming day media Famil – 16 September
- Meeting with Peter Danford, Cathy Retter, Roy Lander MSC re: Kuranda APP – 18 September
- Meeting with Darryl, Kuranda Heritage Rail re: Kuranda DL brochures on buses – 19 September
- China Now Workshop in Kuranda preparation – 19 September
- Meeting with Peter Danford, Cathy Retter, Roy Lander MSC re: Kuranda APP – 19 September
- Meeting with Paul, TheAgency.Blue re: website proposal and quote – 20 September
- Escort TEQ Connecting with Asia ITO trade Famil – 21 September
- Annual leave – 24 September
- New website development quotes received – September

## FUTURE ACTIVITY

- Welcome to Cairns Magazine Kuranda Advert – End of September
- Escort Christine Retschlag Australian Travel blogger Famil – 8 October
- Escort UK Chanel 5 “Cruising with Jane McDonald” Travel Documentary media Famil – 9 October
- Escort Tabi Salad – Japan TV program media Famil – 13 October
- Launch of new Kuranda Videos by Phillip Vids - October
- Kuranda Wayfinding App brief & meetings - ongoing
- Kuranda Wayfinding signage meetings - ongoing
- Strategic Direction review project plan - ongoing
- China Digital Set up for Weibo – ongoing
- New Kuranda Website project – ongoing
- China Now workshop in Kuranda – October/November
- Inbound Up North - 24 to 26 October
- Escort Japan Media campaign 1010 stores HIS Famil – 6 November

### **Correspondence In/Out:**

21/8 email from Angela Freeman re: Oasis Magazine information  
22/8 email from/to Brad Farrington, GTS re: Create Kuranda map flyer to be given to deluxe Kuranda tour  
23/8 email from Glenys Duncombe, Cardiac Challenge re: Kuranda range closure notification  
24/8 email from Angela Freeman re: FW Sign Pole Artwork via Marie Two-Can designs  
24/8 email from Angela Freeman re: FW Cairns Eye Feature via Katie Johnston Cairns Post  
3/9 email from Glenys Pilat MSC re: endorsed Kahlia request to buy a TK uniform to wear at trade shows  
3/9 email from Sam & Glenys MSC re: Sign poles in front of BP removal enquiry reply  
4/9 email from/to Peter Danford re: Kuranda APP requirements Final draft  
4/9 email from Susan TTNQ re: Japan Campaign 101 Stories - H.I.S Educational Famil in November  
4/9 email from Becca, TTNQ re: Queensland on Stage Europe media Famil  
5/9 email to Colyn, LoveGreen Photography re: New Kuranda Village images  
6/9 email to Richard & Julie RJNewdesigns re: Invitation to submit a website proposal  
6/9 email to Amy, Fastrack re: Invitation to submit a website proposal  
6/9 email to Gabby, Justpurple re: Invitation to submit a website proposal  
6/9 email to Nicky, Precedence re: Invitation to submit a website proposal  
6/9 email to Paul, Blue Agency re: Invitation to submit a website proposal  
6/9 email from/to Tavia China TV re: Requesting site inspections of Kuranda Village  
7/9 email to/from Ross, Targa Rally re: Follow up email for preparation for 2019 event to include Kuranda  
7/9 email to/from Gayle, Kuranda Historical Society re: Opportunity to work together once established  
11/9 email to/from Liz Inglis re: Kuranda E-newsletter content  
13/9 email from/to Angela Freeman & Jules, Oasis Mag re: FW Kuranda feature information  
15/9 email from Chris, UK Channel 5 re: Request to film Travel doco “Cruising with Jane” in Kuranda  
18/9 email to Honey House, Jungle Juice and Petit Café re: Last filming for PhilVids for Kuranda videos  
19/9 email to Epic Times re: Social media content for October  
19/9 email to/from Harrett, TTNQ re: China Now works shop dates and times available  
19/9 email to Kuranda businesses about China now workshop in Kuranda and to pick preferred date/time  
19/9 email from Becca, TTNQ re: Christine Retschlag Australian Travel Blogger Famil  
19/9 email from Jane, TEQ re: Tabi Salad - Japan TV media Program Famil  
19/9 email from Jules, Oasis Magazine re: meeting for Kuranda feature  
20/9 email to/from Steven, Local Attractions re: Brochure distribution for Townsville region  
20/9 email from Amanda, The Tablelander re: Quote for Cairns Eye Feature  
20/9 email from Brad, Kuranda Hotel re: SKAL function being hosted by Kuranda Hotel  
21/9 email from Trish ATP re: Kuranda Feature in Welcome to Cairns Magazine