

Tourism Kuranda Advisory Committee Meeting Minutes

Tuesday, 26 March 2019	Meeting 4:01pm	Tourism Kuranda Office Kuranda Community Precinct, Arara Street
Chairperson	<ul style="list-style-type: none"> Cr. Lenore Wyatt, Mareeba Shire Council (MSC) 	
Attendees	<ul style="list-style-type: none"> Richard Berman-Hardman, Skyrail Rainforest Cableway Robert McCartney, Kuranda Scenic Railway/QRail Angela Freeman, Koala Gardens/Birdworld/TTT Board Rob Dean, Rainforestation Kahlia Pepper, Executive Officer Tourism Kuranda MSC 	
Visitors	N/A	
Apologies	<ul style="list-style-type: none"> Terry Pates, Frogs Restaurant Glenys Pilat, Manager Community Wellbeing MSC Susan Parsons, Senior Engagement Officer Community Wellbeing MSC 	
Confirmation of Previous Minutes - Tuesday 27 November 2018		
<ul style="list-style-type: none"> Confirmation of the previous minutes. <p style="text-align: right;">Moved: Cr. Lenore Wyatt Carried.</p>		
Business Arising from the Previous Minutes		
<ul style="list-style-type: none"> Proposal of Cairns Eye Kuranda feature and new visual content footage for TVC not progressed. 		
Confirmation of Executive Report and Budget Report		
<ul style="list-style-type: none"> Executive Report received by Committee. <p style="text-align: right;">Moved: Rob Dean Seconded: Robert McCartney Carried.</p> <ul style="list-style-type: none"> Confirmation of the Budget Report. <p style="text-align: right;">Moved: Angela Freeman Seconded: Richard Berman-Hardman Carried.</p>		
General Business		
<ul style="list-style-type: none"> <u>Ergon Energy boxes artwork project update:</u> Postponement due to April due to weather. (MSC RADF community grant for wildlife artist, Rebecca Koller, to create artworks on Ergon Power Boxes located in Coondoo and Therwine Sts, Kuranda with images reflecting natural beauty of the tropical region and Kuranda.) <u>5 year TK Strategic Marketing planning update:</u> Planning meeting with newly appointed TK Advisory Committee held Friday 22 March. Kahlia thanked TKAC members for attending. The strategic planning process going forward: <ul style="list-style-type: none"> ➤ Consultants to prepare a draft plan for consideration by Council and TKAC. ➤ Council adopts plan at Council meeting. ➤ Community meeting held to launch TK Strategic Marketing Plan. 		

- General discussion by committee about representation on the newly appointed TKAC and a specific concern raised by Angela Freeman about lack of retail sector representation. Chair confirmed focus of the advisory committee had changed to strategic marketing planning and destination development, and this necessitated changes to the structure of the advisory committee. Chair advised if the TKAC sees an opportunity to expand the membership, the committee can raise a motion to MSC to do so.
- TKAC meetings frequency and time: Chair and committee agreed that following adoption of the 5 year plan, meeting frequency can be bimonthly with time and location of meeting flexible, Kahlia confirmed these arrangements are in line with the TKAC terms of reference.

Items

Action Item 1	Person Responsible	Timeframe
Ergon Energy boxes artwork project - follow up with Rebecca for timeframe in completion	Kahlia Pepper	ongoing
Action Item 2		
TKAC members induction to be conducted	Glenys Pilat	April
Action Item 3		

Next meeting

The next meeting will be held on Tuesday 30 April 2019 at 4.30pm.

Closure

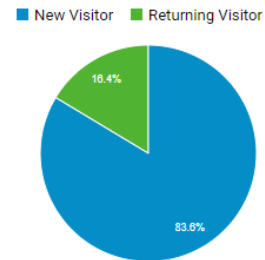
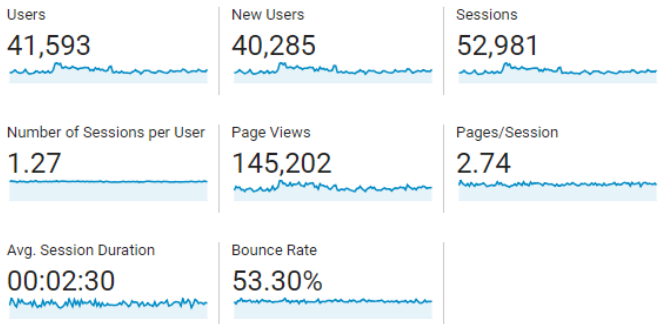
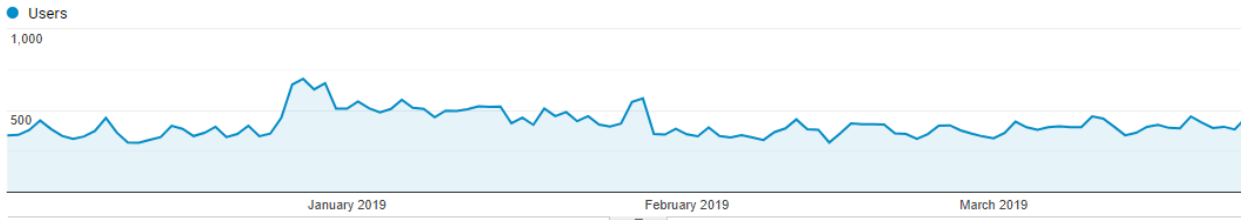
There being no further business the meeting closed at 5:10pm



EXECUTIVE OFFICER REPORT DECEMBER 2018 TO MARCH 2019

DIGITAL

Google Analytics for kuranda.org – 1st Dec 2018 to 24 March 2019

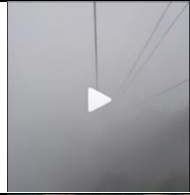



Country	Sessions	Page Views	contribution to total: Page Views
	52,981 % of Total: 100.00% (52,981)	145,202 % of Total: 100.00% (145,202)	
1. Australia	35,857	65.88%	
2. United States	5,970	11.63%	
3. United Kingdom	2,915	5.89%	
4. Canada	800	1.91%	
5. Japan	774	1.57%	
6. Germany	709	1.56%	
7. India	694	1.25%	
8. New Zealand	593	1.32%	
9. Hong Kong	450	1.21%	
10. Singapore	401	0.80%	

New Kuranda Website - Content review was finished in February and the design and creative concept for the new website was completed early March and reviewed by Executive Officer. The completed design is currently underway and once finished, will be sent to the Kuranda Advisory Committee for final review.

SOCIAL CHANNELS

Facebook: Continuing to grow quickly with engagement & likes increasing month on month. Yearly overview in page growth is currently 12,096 (+4,276) and best performing posts are videos particularly of the Barron Falls in flood.

1 Feb		6.1%	182	6
8 Feb		5.5%	164	6

E-NEWSLETTER: News from the Village in the Rainforest.

February 2019 E-Newsletter	Open rate 28%	Click rate 12%
March 2019 E-Newsletter	Open rate 26%	Click rate 8%

February newsletter featured the following articles:

Dine with dragons, fairy fun and plenty to discover in Kuranda!

- **See Local Culture** - Discover the culture of the rainforest Aboriginal people on weekends at the Original Kuranda Rainforest Markets with the Mayi Wunba Dance Group.
- **Find the fairy within** - Costumes, games and treasure hunts take kids on a magical journey teaching them to bring fairies into their world and get closer to nature at The Magical Lane.
- **Dine with dragons** - Frogs Restaurant puts a Sri Lankan spin on crocodile and green apple using a locally crafted spice mix with dark roasted peppers.
- **Trees on the attack** - Kuranda's impressive wet season means the rainforest is thriving. This strangler fig at Skyrail's Red Peak Station has grabbed an unsuspecting tree host.
- **Kuranda quickies** - Check out Ned and Kelly's Australia Day feast at Rainforestation Nature Park. Many of Kuranda's cafes are pet-friendly, but where can you stay? Well-behaved pets are welcome at Honeybee House, just 10 minutes from the village. Did you make it to the spectacular Barron Falls Lookout when the Wet Tropics rainforest received a record soaking?

March newsletter featured the following articles:

Easter fun, Cultural walks and streets to explore in Kuranda!

- **Hunt for Easter eggs** - It's the 10th anniversary of Kuranda's Easter in the Park and to mark the occasion there will be a giant Easter egg hunt on April 20.
- **Cultural walk** - Iron sculptures of insects such as this praying mantis can be seen on the Budaadji Rainforest Canopy Walk to the Barron Falls.
- **Naturally sweet** - Tropical fruit flavours including mango, pineapple and strawberry are among the delectable locally made lollies at Stillwater Sweets.
- **Rainforest inspiration** - Discover what inspires artists in the village when you call in to the Kuranda Arts Co-op in Coondoo Street. The gallery is run by community artists such as William Wakefield.
- **Explore Coondoo Street** - It may only be 7 minutes to the station, but who wants to rush when there are so many interesting shops to explore along the way. Funky cafes, cute boutiques and novelty stores.
- **Kuranda Quickies** - Check out the display of Japanese dolls at Hyabusa Café this month in the Kuranda Original Rainforest Markets. The Australian Butterfly Sanctuary has recently welcomed back the cream and black Chequered Swallowtail Butterfly. Have you ever seen a knob tailed gecko bark? Check out this cute video from Kuranda Koala Gardens. A kangaroo pie is about as Aussie as you can get for lunch. The historic Kuranda Hotel includes a gourmet version on their menu. Nominate an outstanding individual, or groups, organizations and schools, who have made exceptional contributions to the protection of the Wet Tropics World Heritage Area.

SUMMARY OF ACTIVITY

MEDIA & TRADE FAMILIARISATIONS: During the month we hosted the following trade and media famils in Kuranda Village: **Griff Rhys Jones ABC TV Documentary Series 25 March:** I hosted the popular British Comedian and Presenter Griff Rhys Jones. Griff is embarking on some of Australia's most impressive

train journeys, discovering the history of the communities and people around them and immersing himself in the sometimes unexpected and unseen history and culture of Australia. The TV production company Essential Media and Entertainment are hosting this ABC Documentary and are the producers of Rake, Todd Sampson's Body Hack, and Gourmet Farmer. This creates great exposure for Kuranda encouraging UK consumers to visit our destination.

Japan Inbound Presentation 5 December: TNQ in conjunction with TEQ brought key Japanese inbound tour operators and agents from package planning or group sales departments from head offices in Sydney, Gold Coast to the TNQ region. Tourism Kuranda was invited to participate in a presentation seminar which was an excellent opportunity to educate these agents on the many things to do and see in Kuranda Village.

Welcome to Tropical North Queensland Magazine: Tourism Kuranda participated again in the Welcome to TNQ Magazine 2019/20. This magazine will be released in April to Sydney, Melbourne, Adelaide and South East Queensland markets, with 75,000 copies being delivered via letter box as well as being distributed for events and at trade and consumer shows throughout the year by TTNQ. We have managed to secure a two-page feature in this magazine. This is a wonderful result for our destination and great to see so much continuous support from Kuranda businesses in this magazine.



Tourism Sentiment Index (TSI) Report: An opportunity recommended by TTNQ arose for Tourism Kuranda to commission a Tourism Sentiment Index (TSI) report which measures visitor feedback for a specific destination on multiple variables and this data is valuable for the review of the TK strategic direction. The report was received in December and the date range for report is July 1, 2017 to June 30, 2018, 4.5 million online conversations about Kuranda collected from 500,000 different sources. Kuranda Tourism Sentiment Score is 54. In comparison with the 100 other destinations in the world we are placed in the medium to low category. Tourism Port Douglas and Daintree got the best score world-wide, followed by Hervey Bay, Noosa, Sydney and the Sunshine Coast.

This report provides Kuranda with a view of how it is perceived and discussed among consumers as a travel destination. Everyone in our destination can influence the levels of positive and negative sentiments about its tourism experiences. Based on the analysis of word of mouth about Kuranda, results show that Kuranda underperforming assets are:

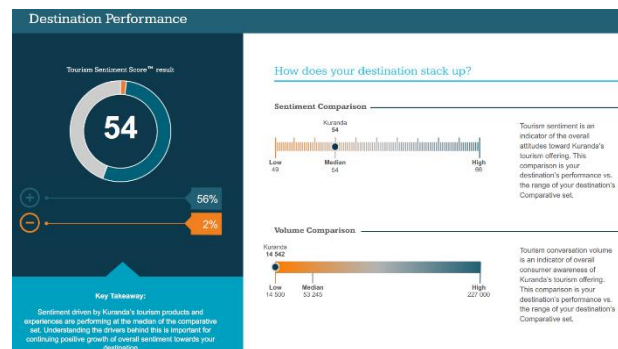
- * Shopping & Markets
- * Food producers & farmer markets.

Potential growth Opportunities in Kuranda:

- * Museums & Galleries
- * Cycling & biking
- * Festival and events.

Core main drivers of Kuranda:

- * Nature Viewing
- * Attractions & Landmarks
- * Wildlife viewing
- * Restaurants.



Study Cairns Project Kuranda: An opportunity was presented to us which was referred by Pip, CEO of TTNQ in January and Mareeba Shire Council endorsed the opportunity for Study Cairns to undertake a Kuranda tourism market research project. This project was at no cost to Tourism Kuranda, but the anticipation for the project research results, could have help support the development of Tourism Kuranda's new strategic direction, marketing strategies and action plan. The CONNECTS Business Project Program is a 3-week program in which teams of international students work collaboratively to deliver a consulting project for a Local Government Agency, Business or Non-profit organisation. Teams are guided by a structured program with learning content via Practera's technology platform and receive support from an appointed professional mentor which was Executive Officer of Tourism Kahlia Pepper. Kahlia provided a project brief, with the project outcome covering customer analysis, product analysis and marketing analysis.



As part of the project analysis students planned to do visitor surveys but due to Skyrails unforeseen closure that day, the students were unable to do on ground visitor surveys which was the main data analysis needed for the project. Due to not being able to collect this data, the students project outcome changed, and final project report was recommendations on marketing strategies for Tourism Kuranda. Project results had many strategies tourism Kuranda already has in place however, suggested ideas were, destination Art/street attraction, more community events, customer feed back survey and business feedback surveys.

Discover Atherton Tablelands Visitors Guide Magazine: Tourism Kuranda has secured a double page spread and has again subsidise \$2,000 to the Discover Magazine advertising costing for the Kuranda editorial section in 2019/20, making it cheaper for businesses to advertise. This Advertising Opportunity helps create more awareness and interest of Kuranda as a destination to its target audience, potential visitors and current visitors and encourages them to extend their length of stay in the region. 110,000 copies are to be printed and over 100,000 digital downloads are expected annually. Distribution is targeting the TTNQ region and East Coast information centres, car rental companies, accommodation tour desks, attractions, airports, Caravan and Camping Travel shows and other tourism related outlets.



Easter In the Park 2019: Preparations are finalised for our Easter Saturday Celebration which will be held on Saturday 20 April 2019. Due to continuous complaints about the crane and the eggs being thrown at children and can cause injury, the crane was removed and replaced with Ester egg hunts and Easter Bunny Meet and greet. Activities for the event are 5 face painters, 3 jumping castles, horse and carriage rides, street performers, kids' games and fun arts and crafts activities for the kids. Live! Hit FM Outside Broadcast. Schedule of events:

- 10.00am - Magic Show in Centenary Park
- 11.00am - Easter Bunny Egg Hunt at the Kuranda Heritage Markets
- 11.30am - Kids Circus Workshop in Centenary park
- 11.45am - Kuranda Candy Kitchen – candy making demonstration (21 Coondoo Street)
- 1.00pm - Mayi-Wunba Aboriginal Dance show in Centenary Park
- 1.30pm - Easter Bunny Meet and Greet - Easter eggs for every child!
- 1.45pm - Kuranda Candy Kitchen – candy making demonstration (21 Coondoo Street)
- 2.00pm - Kuranda Egg & Spoon race

Tiger Air Inflight Magazine: Kuranda Village, Kuranda Original Markets and attractions were featured in the Tiger Air Inflight Magazine which was written by a travel blogger commissioned by TEQ. This created great exposure for our destination to domestic and international airline passengers.



- Phone conference with Destination Think! for Kuranda TSI report - 6 Dec
- Meeting with Richard Yates from TTNQ re: Information on Chinese payment systems - 18 Dec
- Attended Skyrail's official launch of a multi-lingual interpretive app 19 Dec
- Photoshoot of Barron Falls and JumRum Creek walking track - 21 Dec
- Annual Leave 22 Dec to 2 Jan
- Attended KVIC volunteer meeting - 9 Jan
- Meeting with Epic Times re: TK Social media updates and content -15 Jan
- Meeting with TTNQ re: Strategic Marketing strategies for TK - 17 Jan
- Annual Leave 18 Jan to 30 Jan
- Attended the Kuranda Chamber of Commerce meeting - 30 Jan
- Meeting with All corp re: Google AdWords campaign for new website launch 31 Jan
- Meeting with RJNew designs re: New Kuranda Website design brief 15 Feb
- ATE19 preference completed online
- Meeting HIT FM re: Easter in the Park Outside broadcast preparation 4 March
- Meeting Triple MMM re: TK radio opportunities 11 Feb
- Presentation for Study Cairns "Project Kuranda" 5 March
- Easter in the Park event preparations February/March
- Attended Djabugay Bama Plan Launch - 20 March
- Attended TKAC strategic planning meeting - 22 March
- Escorted Griff Rhys Jones ABC TV Documentary media famil 25 March

FUTURE ACTIVITY

- Participation at ATE19 tradeshow - April 7 to 13
- Easter in the Park event - April 20
- Kuranda Map & Visitor guide advertising and printing - April
- Kuranda website advertising - April
- New Strategic Marketing and Development plan - ongoing
- New Kuranda Website project – ongoing
- Kuranda Wayfinding signage - ongoing

Correspondence In/Out:

29/11 email to Kelly, TTNQ re: Kuranda listing for their new business events website
 4/12 email from Kevin, Skyrail re: Official Interpretive app launch invitation
 5/12 email from Lisa, Bobwood Cruise Group re: Images for their website
 6/12 email from Neville, Pro-Active Marketing re: Tradeshow representation dates for 2019
 6/12 email to/from Kav, Bigred Business Services re: Wechat and Weibo posting campaigns
 18/12 email from Sam, TTNQ re: Japan presentation seminar feedback from agents
 20/12 email from Peter, Cairns Luxury Coaches re: content and images for their new website
 31/12 email from Colyn, Lovegreen Photography re: download of new images of Kuranda for website use
 2/01 email from Steven, Local Attractions re: Kuranda Maps and visitor guide brochure distribution
 11/1 email from Richard, TTNQ re: Chinese payment systems information
 14/1 email to Julie, RJNewdesigns re: New website content review final draft
 15/1 email to/from Tiffany, Allcorp re: Google Ad words campaign proposal for launch of new website
 17/1 email to Tamara, TRC re: Kuranda website domain registration change from TRC to TK
 18/1 email from Abbey, TTNQ re: Invite to Regional Tourism Meeting 22 Jan, declined annual leave
 28/1 email from Beau, Kuranda Hotel re: New Kuranda Chamber of Commerce meeting on 30 Jan

30/1 email to Mel, Heritage Markets re: referring complaints about free shuttle bus to them
11/2 email letter of support for Peter McCabe's RADF grant to continue the Kurandascope project.
12/2 email from Liz, PR re: February E-newsletter content
15/2 email from Adventure Cairns re: TK membership and content/images for website
15/2 email from Matilda, Essential Media re: Griff Jones TV documentary series filming in Kuranda
26/2 email to Kuranda businesses re: Kuranda new wayfinding signage survey
28/2 email to new Tourism Kuranda Advisory Committee re: strategic planning meeting in March
28/2 email from Trish, ATP re: Welcome to Tropical North Queensland magazine TK participation
4/3 email from Natasha, NQ Marketing re: update on sales call and brochure locations
12/3 email from Liz, PR re: March E-newsletter content
13/3 email from Lauren, The Today Show re: Kuranda LIVE broadcast and run sheet proposal
15/3 email from Julie, RJNewdesigns re: TK new website design for review
18/3 email from Becca, TEQ re: escort CWA China media famil in Kuranda April