

Tourism Kuranda Advisory Committee Meeting Minutes

Tuesday, 30 April 2019	Meeting 4:33pm	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"> Cr. Tom Gilmore, Mayor Mareeba Shire Council Richard Berman-Hardman, Skyrail Rainforest Cableway Robert McCartney, Kuranda Scenic Railway/QRail Rob Dean, Rainforestation Kahlia Pepper, Executive Officer Tourism Kuranda MSC Glenys Pilat, Manager Community Wellbeing MSC 	
Visitors	N/A	
Apologies	<ul style="list-style-type: none"> Terry Pates, Frogs Restaurant Angela Freeman, Koala Gardens/Birdworld/TTT Board Susan Parsons, Senior Engagement Officer Community Wellbeing MSC 	
Confirmation of Previous Minutes - Tuesday 26 March 2019		
<ul style="list-style-type: none"> Confirmation of the previous minutes. <p style="text-align: right;">Moved: Robert McCartney Seconded: Rob Dean Carried.</p>		
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"> Executive Report received by Committee. <p style="text-align: right;">Carried.</p> <ul style="list-style-type: none"> Confirmation of the Budget Report. <p style="text-align: right;">Moved: Richard Berman-Hardman Seconded: Rob Dean Carried.</p>		
General Business		
<ul style="list-style-type: none"> Cr. Tom Gilmore, Mayor Mareeba Shire Council thanked the committee members for their time and contribution as members of the TKAC. <u>Kuranda Easter event survey</u>: It was suggested an event survey should be conducted which will provide feedback on how this event impacted on local businesses and whether businesses value this event as part of future promotional activities. Committee agreed and Kahlia to go ahead with survey. <u>5-year TK Strategic Marketing planning update</u>: Consultants have prepared a draft plan for consideration by Council and TKAC. This will be reviewed and discussed further at next TKAC meeting. <u>TKAC members induction</u>: Glenys Pilat conducted an induction of the advisory committee, including code of conduct, committee roles and responsibilities and insurances. Information packs were provided. 		

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		
Kuranda Event Survey - prepare and send out survey to Kuranda business community.	Kahlia Pepper	May
Action Item 3		
TK Strategic Marketing Plan - organise new meeting date and send draft plan prior to meeting for consideration	Glenys Pilat/ Susan Parson/ Kahlia Pepper	May
Action Item 4		
Advisory committee induction for Angela and Terry	Glenys Pilat/Susan Parson	Ongoing

Next meeting
The next meeting will be held on 11 June 2019 at 2.00pm in MSC Boardroom, Mareeba.
Closure
There being no further business the meeting closed at 5:10pm

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

	BUDGET 2018/19 \$	ACTUALS	YTD Variance
<u>INCOME</u>			
Tourism Kuranda Advertising Contributions	36,500.00	10,868.48	25,632
Benefited Rate Contribution	207,000.00	205,076.00	1,924
Sundry Revenue	-	-	0
Surplus Carry Over 2017/18	15,504.00	15,504.00	0
	259,004.00	231,448.48	27,556
<u>ADMINISTRATION COSTS</u>			
Total Administration Costs	99,799.00	85,080.89	14,718.11
<u>PROMOTIONAL COSTS</u>			
A4 Brochure	8,000.00	6,232.03	1,768
Map & Visitors Guide	29,500.00	2,000.00	27,500
Brochure Distribution	16,828.00	15,549.21	1,279
Kuranda Easter Event	21,000.00	2,405.91	18,594
Social Media Management	25,000.00	17,078.93	7,921
Industry Famils & Presentations	4,000.00	3,092.24	908
Tourism Kuranda Memberships	-	-	0
Adv Pre & Post Tourism Publications	11,000.00	9,973.33	1,027
Tradeshows & Sales Missions	21,000.00	14,533.44	6,467
Public Relations Management	6,000.00	3,853.18	2,147
Special Marketing Projects 18/19	1,372.00	528.00	844
General Advertising	-	-	0
Total Promotion costs	143,700.00	75,246.27	68,453.73
TOTAL ADMIN AND PROMOTION COSTS	243,500.00	160,327.16	83,171.84
SURPLUS/(DEFICIT)	\$ 15,504.00	\$ 71,121.32	-\$ 55,616.32

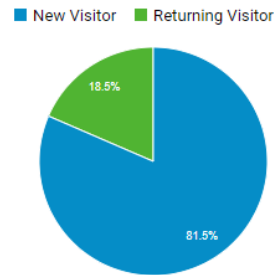
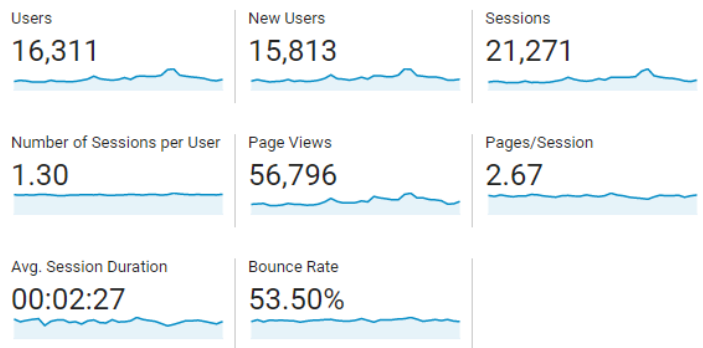
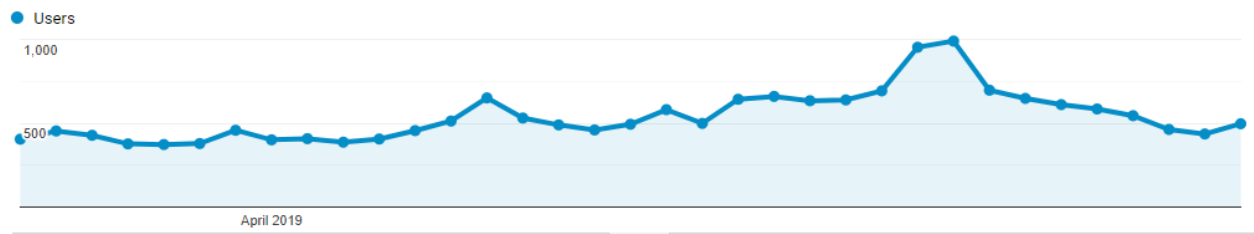


EXECUTIVE OFFICER REPORT APRIL 2019

DIGITAL

Google Analytics for kuranda.org – 25 March to 28 April 2019

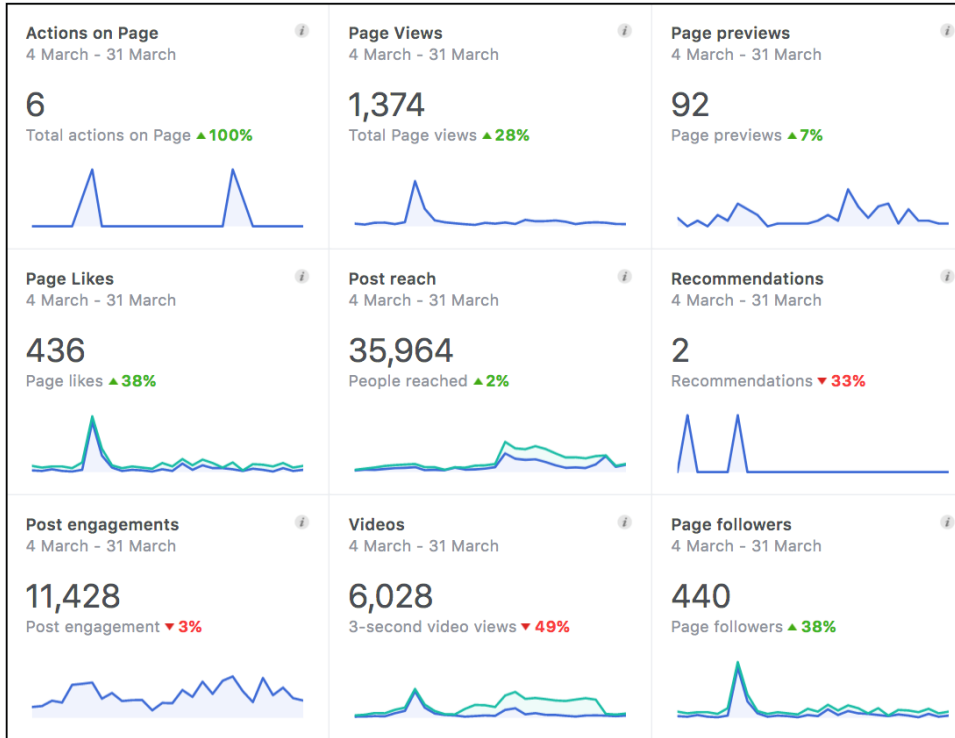
Analysis noted a spike in online visitors to our website leading up to and on the day of the Kuranda Easter event which was on the 20th April 2019.



Country	Sessions	Page Views	contribution to total: Page Views
	21,271 % of Total: 100.00% (21,271)	56,796 % of Total: 100.00% (56,796)	
1. Australia	16,209	74.00%	
2. United States	1,762	8.53%	
3. United Kingdom	788	3.83%	
4. New Zealand	268	1.70%	
5. India	266	1.45%	
6. Canada	229	1.09%	
7. Germany	197	1.04%	
8. Japan	193	0.91%	
9. Hong Kong	139	0.93%	
10. Singapore	134	0.90%	

SOCIAL CHANNELS




Facebook: Continuing to grow with engagement & likes increasing month on month.



Insights based on reporting period March 2019:

- Page Likes: +436
- Engagement rate: +0.91%

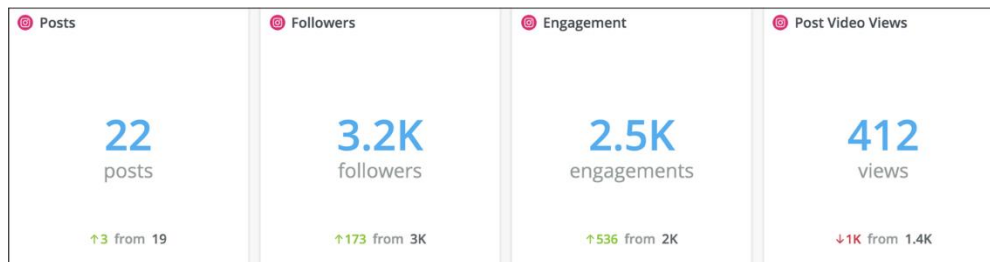
Best posts based on Engagements:

Date		Engagement	Reactions, comments & shares	Reach	Clicks
5 th March		4.1%	344	4.8K	171
29 th March		3.6%	210	3.6K	241
21 st March		1.4%	85	1.5K	91

Facebook Advertising: Advertising is doing well, targeting the right audiences and have low costs per results.

Date	Type of ad	Target	Reach	Impressions	Aim	Result	Cost per Result	Amount spent
3-31 March	video	Major cities interest	3042	4236	Page likes	211	\$0.24	\$50
14-28 March	video collage	Lookalike video views	1590	3033	Engagement	1590	\$0.02	\$25
18-28 March	Short form vid	Lookalike video views	14422	16044	Reach	14,422	\$2.08	\$30
5-12 March	Short form vid	Video views and video view lookalike	146	2910	Traffic/link clicks	146	\$0.17	\$25




Instagram: The Kuranda Village page is growing, has strong engagement and good quality content and images are noticeably more engaging.



Insights based on reporting period March 2019:

- Overall engagement rate: 0.77% (last month 0.62%)
- Likes this reporting period: 2375 (last month 1826)
- Comments this reporting period: 117 (Last month 78)
- Follower growth: 173 (last month 226)
- Profile visits: 2600 (last month: 856)
- Reach: 9504 (last month: 4850)
- Website clicks: 28

Best posts based on Engagement:

Date	Image	Engagement	Likes	Comments
22 nd March		7.1%	215	14
12 th March		5.7%	168	18
31 st March		5.6%	176	4

China Digital: Weibo and Wechat: After setting up both accounts, we engaged with Kavrine from Big Red Business Services to do posts and engagement on these channels. By starting in December with school holiday targeting interstate Australian Chinese travelers and February/March before and after Chinese New Year.

Weibo (Followers:36)			
	Date	Posts	Views
1	8-Nov-18	Post on must do things in Kuranda, and how to plan your day	4277
2	19-Feb-19	Repost TTNQ's post which include Kuranda	107
3	28-Feb-19	Repost Skyrail's post	363
4	28-Feb-19	Original post on restaurants in Kuranda	500
5	5-Mar-19	Original post on History of Kuranda Village	677
6	28-Mar-19	Original post on shopping tips in Kuranda	501
7	15-Apr-19	Repost Skyrail's post	40
8	15-Apr-19	Original post on how to plan your Easter holiday trip in Kuranda	481

WeChat (Followers:240)			
	Date	Content	Views
1	6-Dec-18	Repost TEQ's article on rainforests in the FNQ includes Kuranda	46
2	8-Feb-19	Eat in Kuranda	25
3	19-Feb-19	Must do things in Kuranda	78
4	11-Mar-19	History of the Market and art galleries in Kuranda	53
5	28-Mar-19	Shopping tips in Kuranda	38
6	14-Apr-19	How to plan your Easter holiday trip in Kuranda	78

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

April 2019 E-Newsletter	Open rate 24%	Click rate 7%
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April newsletter featured the following articles:

Daring rainforest views, Easter weekend fun and wombats!

- **Hunt for Easter Eggs** - Join Tropical North Queensland's biggest Easter egg hunt at Kuranda on Saturday.
- **Sweet treats for all** - Sweet vegan options in Kuranda. Raw cacao fudge, mango, lime and coconut tart and raw cashew caramel tart can be enjoyed at Jungle Juice.

- **Daring rainforest views** - The Edge Lookout at Skyrail's Barron Falls invites daring visitors to stand on a transparent section of the boardwalk suspended some 160 metres above the gorge.
- **Meet a wombat** - Did you know that wombat poo is square? Discover more about these quirky marsupials each day at 2.30pm when they are fed at Kuranda Koala Gardens.
- **New tasty waffles** - Enjoy fresh waffles, locally roasted coffee, burgers, fries and shakes at The Deck which has just opened in Therwine Street at Kuranda Original Rainforest Markets.
- **Kuranda quickies** - Experience Easter Services in the quaint and historical St Saviour's Anglican Church in the heart of Kuranda village. Crystal Hair Wraps and Braiding has special prices for braids, Race against the famous Kuranda Scenic Railway in the Cairns 2 Kuranda Train Race on May 19.

E-newsletter promotion on Twitter @kurandavillage and had a reach of 2025.

SUMMARY OF ACTIVITY

MEDIA & TRADE FAMILIARISATIONS: During the month we hosted the following media famils in Kuranda village: **TEQ Yr. 2 Connecting with Asia project - Funny Trip Media Educational 10 April:** Kuranda hosted this group which day included Skyrail, Original Markets/Petit Café then Rainforestation. Due to me being away at ATE, I was unable to escort this group, instead a member from TTNQ did on our behalf and reported that they got some great footage of Kuranda village. 'Funny Trip' is a comedy travelogue that combines vivid travel experiences with amusements. They mainly target young people who are aged between 18-35. The partnership with this program will help amplify TNQ destination awareness and experiences though themed story-lines and short videos, among respective target audiences, by presenting Cairns & Great Barrier Reef as an intriguing destination for China's target audience and attracting more target travellers to the area. They are planning to produce 8 themed episodes in Cairns & Great Barrier Reef (around 8 mins per episode), plus 1 re-edited video covering iconic destination elements (2-3 mins). Also, their outputs will be distributed through both online and offline media channels including video websites, travel websites, and outdoor exposure.

ATE19 - 6 to 12 April 2019:

I attended Australian Tourism Exchange (ATE) in Perth where Tourism Kuranda and our partners products worked together to promote Kuranda and our region. ATE is Australians largest annual travel and tourism business-to-business event. The event brings together Australian tourism businesses and tourism wholesalers and retailers from around the world through a combination of scheduled business appointments and networking events. Around 1,500 Australian seller delegates from approximately 550 companies, 650 key buyer delegates from over 30 countries, and 70 international and Australian media attend this global event.



80 meeting appointment were completed promoting Kuranda as a 'must do' destination in Tropical North Queensland, increasing our brand and build awareness within tourism markets. It was a perfect format for Tourism Kuranda to develop new relationships and to strengthen existing contacts with both the travel trade and our strategic partners.

It was also an excellent opportunity to reinforce our partnership with Tourism Events Queensland & Tourism Australia. ATE was very positive and a huge success for Kuranda with a fantastic return on investment.

EASTER IN THE PARK 20 April 2019 – Kuranda Easter in the Park 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 and visiting friends and relatives by reconnecting with this important market. This event 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.

Kuranda Visitor Information Centre recorded over 815 visitors to the center which was the most total visitors into the center in its history of operation. A considerable amount of activity happens behind the scenes and I would like to thank the following people and organizations:

- Cr. Lenore Wyatt and Cr. Angela Toppin for all the help with the Easter egg hunt.
- Cathy, Christiane and all the Volunteers working in Kuranda Visitor Information Centre.
- Volunteer Sarah Grout for being in our Cassowary costume for the day an amusing the visitors.
- Volunteers Jon, John and Doug for helping Easter bunny and helping setup/pack up for the event.
- John Baskerville and the team at Kuranda SES for helping with setting up, car parking, traffic control and packing up of the event.
- Henri Hunsinger and the members/volunteers at the Kuranda Arts Co-operative for running the Arts and crafts stall. This was a huge success!
- Kuranda Library for the donation of the arts and crafts
- Adriana and Mel from the Kuranda Heritage Markets for hosting the Easter Egg Hunt.

Media Exposure – Through our 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, The Express Newspaper Kuranda Paper, Cairns Post, Cairns EYE, Pakmag, Whats on magazine, Townsville Bulletin, Triple M, STAR FM, ZINC FM, HITFM, WIN TV and Channel 7. Easter in the Park made a national publication called the Easter School Holiday Guide which was also live on Family Travel website.



© 2014 West, L. and Foster Lachberg, A. are ready for the Kuranda Easter Egg Hunt on Saturday. PICTURE: STEPHEN MULLICA

"It is the 10th anniversary of Easter in the Park so we are bringing back the traditional Easter egg hunt with thousands of eggs hidden in the Kuranda Heritage Markets."

She said it was the perfect place for parents to take their kids to burn off the extra sugar.

EASTER IN KURANDA FESTIVE FUN



© Kahlia Pepper from Tourism Kuranda and the Easter bunny hand out chocolate eggs to children at the Kuranda Easter Festival, held at Centenary Park, Kuranda. PICTURE: BRENDAN RADKE



**PRO-ACTIVE MARKETING – Melbourne Caravan & Camping Show 20 - 25 February 2019
Neville Dunn’s report is as follows:**

Visitors attending was just under 48000 this being a little down on last year. Most visitors we saw indicated travelling this year while others were planning for next year and beyond with most indicated July as the month, they were planning to visit the North. However, a few were departing Vic in May to be ahead of the main crowd with a few looking at September and October. Some were a little concerned about the recent flooding, but we advised this would not be a problem by the time they arrived. In Melbourne the Cape and Gulf along with the Outback received many requests with a high number of these travellers driving themselves, others wanting a Tag-a-long or a Safari to Cape York including Torres Strait, some a Trinity Bay voyage with a number flying only then hiring a 4WD and camper trailer in Cairns. Of the other visitors most advised they were travelling inland to Cairns and indicated travel would be either using the Matilda or Inland routes and as with Adelaide, wished to visit Charters Towers and then returning via the Coast. Information on the Matilda Highway, Gulf with Normanton and Karumba along with products including Undara as well as road conditions were on the list of questions asked. Requests were received for Savannah Way information as many were planning to travel sections. Although most Travellers were not planning a lengthy stay in Cairns, information was requested on somewhere to stay to enable spending time with a Reef Cruise, Kuranda individually as well as Rail and Skyrail, Crocodile Farm, Paronella Park, Atherton Tablelands as well as a trip to the Daintree and Cooktown. This show was down on the previous 4 Melbourne Shows at the showgrounds and although brochure movement was a little lower than expected we did distribute information to people who had not previously visited the north as well as those revisiting again after many years.

- Meeting with Henri, Kuranda Arts Co-op re: Arts and crafts tent for Easter event 26 March
- Phone meeting with The Today Show producers re: Broadcast in Kuranda village 27 March
- Attended TTNQ/TTT board networking function 27 March
- Attended ATE briefing meeting 28 March

- Meeting with Mel Wicks re: TK budget for 2019/20 new strategic marketing plan 29 March
- Site meeting with Richard at 60 Barron Falls road re: proposed future accommodation 29 March
- Investigate Kuranda accommodation providers for 2019/20 rates 1 April
- Attended ATE19 trade show event in Perth 7 to 13 April
- Final preparation for Kuranda Easter in the Park event 15 to 19 April
- Media opportunity for Easter event, Cairns esplanade 17 April
- Easter in the Park event - April 20

FUTURE ACTIVITY

- ATE follow up - May
- Kuranda Map & Visitor guide advertising and printing - May/June
- Chanbrothers magazine advertising - May
- New Kuranda Website project – May/June
- Kuranda website advertising - June
- Attend Regional Tourism meeting - 21st May
- Adwords Campaign - June
- Local Agent and local MICE famil days - 5th & 6th June
- New Strategic Marketing and Development plan - ongoing
- Kuranda Wayfinding signage - ongoing

Correspondence In/Out:

28/3 email from ASIC re: TK business name renewal

1/4 email to Susan, MSC re: Event grant opportunity for Tourism Kuranda

1/4 email to Kuranda businesses re: Kuranda Easter in the Park

2/4 email from IIG re: Website domain registration

2/4 email from Ch nine The Today Show re: Cancellation of Kuranda Village broadcast

4/4 email from Neville, Pro-active Marketing re: report for Melbourne caravanning show

5/4 email from Michael, Festival services re: proposed waterslide event in Kuranda

5/4 email from Kelly MSC re: Approval for China Funny Trip Media famil group to film in in Kuranda

15/4 email from Cathy KVIC re: bus parking issues. Passed onto Sam, Manager Technical Services MSC

16/4 email to/from Liz Inglis re: April E-newsletter content

23/4 email from Tiffany, AllCorp re: Website google AdWords campaign for May/June

24/4 email from Sally re: 2019 Targa GBR sponsorship

*Ongoing emails to/from for preparation of the Kuranda Easter in the Park event.