

Tourism Kuranda Advisory Committee Meeting Minutes		
27 August 2019	Meeting commenced 3:06pm	Tourism Kuranda Office Kuranda Community Precinct, Arara Street, Kuranda
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 Rob Dean, Rainforestation Angela Freeman, Koala Gardens/Birdworld/TTT board Kahlia Pepper, Executive Officer Tourism Kuranda MSC 	
Visitors	Nil	
Apologies	<ul style="list-style-type: none"> Terry Pates, Frogs Restaurant Susan Parson, Senior Engagement Officer, MSC Glenys Pilat, Manager Community Wellbeing, MSC Robert McCartney Kuranda Scenic Railway 	
Introductions and confirmation of Previous Minutes - Tuesday 23 July 2019		
Confirmation of the previous minutes;		
Moved: Richard Berman-Hardman Seconded: Rob Dean. Carried.		
Business Arising from the Previous Minutes		
Nil		
Confirmation of Financial Report		
Tourism Kuranda Income and Expenditure Statement presented;		
Noted.		
Strategic Marketing Plan Update		
<p><u>TK Strategic Marketing Plan</u> was adopted by Council on 21 August 2019 and feedback has been positive. The Kuranda launch was attended by 60 people, with the offer of individual meetings with the TKAC Chair and TK Executive Officer. The Plan provided by email through the Kuranda business operators' database and is available on MSC's website.</p> <p>A <u>Tourism Kuranda Annual Activity Calendar</u> has been developed to progress the Plan activities.</p> <p><u>Operators Survey</u> - Priority action for 19/20: preparations are underway for development of operator survey. Data analysis and report due November 2019.</p> <p><u>Visitor Survey</u> - Priority action for 19/20: Specifications are under development for quotations from suitably qualified and experienced consultants to conduct the survey and analysis, to be conducted during Sept/Oct school holidays with report by the end of October 2019.</p> <p><u>Brand review</u> - the brand review specifications will be discussed next meeting.</p>		

Kuranda Infrastructure Advisory Committee (KIAC) update - structural and technical designs for Wayfinding signage are being finalised with fabrication quotes to be called September and construction planned for this financial year.

Mapping and cultural assessment completed for Barron Falls Walking Trail with discussions currently taking place with effected land owners. Tender for construction will be commence soon. JumRum walk and Jungle walk are also undergoing maintenance work and upgrades. Therwine St upgrade has some works being completed e.g. line marking, road asphalt and a bus sign.

General Business

Kuranda TV Commercial marketing - Scheduled after the brand review as the current TVC is obsolete. With no scheduled TVC advertising this financial year, Angela advised of plans to undertake her own TVC marketing.

Items

Action Item 1	Person Responsible	Timeframe
Operator Survey - development with consultant and implementation.	Kahlia Pepper/MSC	Ongoing
Action Item 2		
Visitor Survey - Finalise specification brief and share with TKAC. Seek quotes/proposals from research companies.	Kahlia Pepper/MSC	Ongoing
Action Item 3		
Brand review - Prepare specification brief and share with TKAC for consideration.	Kahlia Pepper/MSC	Ongoing
Action Item 5		
Organise and conduct brand review meeting with TKAC.	Kahlia Pepper	Next meeting

Next meeting

The next meeting will be held on Tuesday 22 October 2019 at time and location tba
***next scheduled meeting for 24 September 2019 postponed due to busy school holiday period and committee being unavailable.**

Closure

There being no further business the meeting closed at 4.00pm

TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT
to July

	BUDGET 2019/20 \$	ACTUALS	YTD Variance
<u>INCOME</u>			
Tourism Kuranda Advertising Contributions	31,750.00	763.65	30,986
Benefited Rate Contribution	209,943.00	-	209,943
Sundry Revenue	-	-	0
	241,693.00	763.65	240,929
<u>ADMINISTRATION COSTS</u>			
Total Administration Costs	98,428.00	6,113.94	92,314.06
<u>PROMOTIONAL COSTS</u>			
Map & Visitors Guide	21,000.00	-	21,000
Brochure Distribution	18,500.00	10.91	18,489
Kuranda Easter Event	-	-	0
Social Media Management	13,500.00	109.98	13,390
Industry Famils & Presentations	2,500.00	131.05	2,369
Tourism Kuranda Memberships	1,000.00	930.00	70
Adv Pre & Post Tourism Publications	11,500.00	-	11,500
Tradeshows & Sales Missions	3,000.00	-	3,000
Public Relations Management	6,000.00	450.00	5,550
Visitor Research	8,000.00	-	8,000
Branding Review	40,264.00	-	40,264
Trail Campaign	18,000.00	-	18,000
Total Promotion costs	143,264.00	1,631.94	141,632.06
TOTAL ADMIN AND PROMOTION COSTS	241,693.00	7,745.88	233,946.12

PLEASE NOTE THAT THESE FIGURES ARE NOT YET FINALISED, AND COULD BE SUBJECT TO CHANGE