

Tourism Kuranda Advisory Committee Meeting Minutes

22 October 2019	Meeting commenced 9:47am	Angela Freemans Office 4/4 Mount Finnigan Court, Smithfield
Chairperson	<ul style="list-style-type: none"> Susan Parson, Senior Engagement Officer, MSC 	
Attendees	<ul style="list-style-type: none"> Richard Berman-Hardman, Skyrail Rainforest Cableway Rob Dean, Rainforestation Angela Freeman, Koala Gardens/Birdworld/TTT Terry Pates, Frogs Restaurant Kahlia Pepper, TK Executive Officer, MSC 	
Visitors	Nil	
Apologies	<ul style="list-style-type: none"> Cr. Lenore Wyatt, Mareeba Shire Council (MSC) Glenys Pilat, Manager Community Wellbeing, MSC 	
Introductions and confirmation of Previous Minutes - Tuesday 27 August 2019		
Confirmation of the previous minutes;		
Moved: Angela Freeman Seconded: Terry Pates. Carried.		
Business Arising from the Previous Minutes		
Nil		
Confirmation of Financial Report		
To be presented at next meeting.		
Noted.		
Strategic Marketing Plan Update		
<p><u>Operators Survey</u> - Priority action 19/20: Ooperator surveys completed with 60 responses received. Draft report due early Nov. Activity on track.</p> <p><u>Visitor Survey</u> - Priority action 19/20: Visitor surveys commenced October. Currently 200+ surveys completed with aim to get 400+. Draft report due November. Activity on track.</p> <p><u>Brand review</u> - Priority action 19/20: Draft specifications under development to then be provided to TKAC for consideration.</p> <p><u>Inbound Up North 2019</u> - Completed. TK Executive Officer attended IUN and hosted Kuranda Activity Day, promoting Kuranda destination and expand marketing network to a further 40 inbound tour operators and online travel agents. Follow up completed in October.</p> <p><u>Welcome to Cairns/Atherton Tablelands publications</u>- Publisher provided opportunity for input and new editorial. Kuranda section reviewed, artwork endorsed. New editorial in Tablelands magazine on Kuranda arts culture, which will enhance reputation of Kuranda destination.</p>		

TK Quarterly Update – Priority action 19/20: E-newsletter to Kuranda operators and Kuranda Paper editorial about TK activities is under development, scheduled for November and next edition of the paper. Activity on track.

Kuranda Infrastructure Advisory Committee (KIAC) update - Wayfinding Signage – draft proposal completed. **Barron Falls Walking Trail** – tender process underway.

General Business

Draft First Nations Tourism Potential Plan - Queensland Tourism Industry Council provided Council the opportunity to provide feedback and TKAC advice is requested for input into Council response to QTIC.

Meeting with Djabugay Aboriginal Corporations – Chair and TK Executive Officer met with Acting CEO of DAC, to discuss DAC’s tourism plans, the TK strategic plan, and further consultation with DAC.

Items

Action Item	Person Responsible	Timeframe
Action Item 1 Operator Survey – Finalise report with TKAC input.	Glenys Pilat	Ongoing
Action Item 2 Visitor Survey - Finalise report with TKAC input.	Glenys Pilat	Ongoing
Action Item 3 Brand review – Finalise specification brief with TKAC input.	Glenys Pilat	Ongoing
Action Item 4 TK quarterly update. Prepare Kuranda operator E-newsletter and inclusion in Kuranda Paper.	Kahlia Pepper	November

Next meeting

The next meeting will be held on Tuesday 26 November 2019 at 3.00pm

Closure

There being no further business the meeting closed at 10.17am