

Tourism Kuranda Advisory Committee Meeting Minutes		
19 December 2019	Meeting commenced 3.00pm	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"> Angela Freeman, Koala Gardens/Birdworld/TTT Terry Pates, Frogs Restaurant Steven Van Ballegooyen, Kuranda Scenic Railway/QR Glenys Pilat, Manager Community Wellbeing, MSC Kahlia Pepper, TK Executive Officer, MSC 	
Visitors	Nil	
Apologies	<ul style="list-style-type: none"> Rob Dean, Rainforestation Richard Berman-Hardman, Skyrail Rainforest Cableway Susan Parson, Senior Engagement Officer, MSC 	
Introductions and confirmation of Previous Minutes		
Confirmation of the previous minutes;		
Moved: Terry Pates Seconded: Angela Freeman Carried.		
Business Arising from the Previous Minutes		
Nil		
Financial Report		
Tourism Kuranda budget is on track;		
Noted.		
Strategic Marketing Plan Update		
<p><u>Operators Survey</u> - Priority action 19/20: Operator survey completed with 60 responses received. Report delayed findings to be presented at the next local operator networking meeting, planned for April.</p> <p><u>Visitor Survey</u> - Priority action 19/20: Visitor surveys completed with 421 surveys responses received. Report finalised. To be presented at the Local Operator Networking meeting 19 December 2019.</p> <p><u>Brand review</u> - Priority action 19/20: Waiting for visitor survey results. Further discussion with TKAC.</p> <p><u>TK Quarterly update</u> - Some Strategic plan activities will be presented at the Local operator networking meeting. Next eNewsletter is to be prepared and scheduled for Feb 2020 and inclusion in March edition of the Kuranda paper.</p> <p>Collaboration with Neville Dunn, Proactive Marketing to have Kuranda present at the upcoming caravan & camping travel shows in Melbourne, Sydney and Brisbane.</p>		

Meeting with Buluwai Indigenous Corporation - TK Executive Officer and Susan Parson, met with Willie Brim and Jo Martin, to discuss BIC tourism plans, the TK strategic plan and further consultation with BIC.

Meeting with Sheena Walshaw, Consultant who is engaged by the Djabugay Aboriginal Corporations to look at indigenous opportunities with the attraction product Tjapukai Aboriginal Cultural Park.

Meeting with Djabugay Aboriginal Corporations - TK Executive Officer and Glenys Pilat met with Nick and Maree from DAC to discuss indigenous participation in TKAC and exploring opportunities for indigenous tourism in Kuranda.

Kuranda Infrastructure Advisory Committee (KIAC) update - Wayfinding Signage - structural designs nearly completed, seeking quotes for fabrication and/or install January.

General Business

- Wayfinding Signage - TKAC ask to see wayfinding signage documents. Kahlia to follow up with KIAC.
- Brand review - Glenys gave an update on the visitor survey, with a full comprehensive report presented at the local operator networking meeting. Due to visitor survey results, instead of a large comprehensive overview of the brand, instead do a smaller "tweek" of the brand review. TKAC agreed.
- Visitor report - Request for cross tabs data from the visitor survey to be accessible to the TKAC. Kahlia to send.
- Review festival activity - Review festival activity once brand review is completed. This is to ensure events or activities align with our new brand outcomes.
- Social media - Lenore praised social media activity and would like to see social media results at next meeting. Kahlia to prepare.

Items

Action Item 1	Person Responsible	Timeframe
Visitor Survey. Report finalized. Send report including Cross tabs to TKAC.	Kahlia Pepper	December 2019
Action Item 2	Person Responsible	Timeframe
Operator Survey. Finalise report. To be presented at the next Local Operator Networking meeting.	Kahlia Pepper/Glenys Pilat	April 2020
Action Item 3		
Brand review. Finalise specification brief with TKAC input.	Kahlia Pepper/Glenys Pilat	Ongoing
Action Item 4		
Wayfinding Signage. Send copy of KIAC wayfinding document to TKAC.	Kahlia Pepper	Ongoing
Action Item 5		

TK quarterly update. Prepare Kuranda operator E-newsletter and inclusion in Kuranda Paper.	Kahlia Pepper	March 2020
Action Item 6		
Social media - Prepare SM report and present at next TKAC meeting.	Kahlia Pepper	January 2020

Next meeting

The next meeting will be held on Tuesday 28 January 2020 at 3.00pm

Closure

There being no further business the meeting closed at 3:50pm