

Tourism Kuranda Advisory Committee Meeting Minutes

30 January 2020

Meeting commenced 3.00pm

Tourism Kuranda office
Kuranda Community Precinct
Arara Street, Kuranda

Chairperson

- Cr. Lenore Wyatt, Mareeba Shire Council (MSC)

Attendees

- Angela Freeman, Koala Gardens/Birdworld/TTT
- Terry Pates, Frogs Restaurant
- Steven Van Ballegooyen, Kuranda Scenic Railway/QRail
- Rob Dean, Rainforestation
- Susan Parson, Senior Engagement Officer, MSC
- Kahlia Pepper, TK Executive Officer, MSC

Visitors

Nil

Apologies

- Richard Berman-Hardman, Skyrail Rainforest Cableway
- Glenys Pilat, Manager Community Wellbeing, MSC

Introductions and confirmation of Previous Minutes

Confirmation of the previous minutes:

Moved: Angela Freeman **Seconded:** Terry Pates
Carried.

Ratified motion from flying minute

- Kuranda event: TKAC considered the Kuranda Easter Festival for 2020 and discussed the feasibility of holding an alternative event or activities to increase exposure, boost visitor numbers and spend in Kuranda village, which is negatively impacted by current events such as Australian bushfires and coronavirus.

Motion: Tourism Kuranda Advisory Committee recommends the Kuranda Easter Festival no longer be held and further event activities be considered following the Kuranda brand review and that the following activities, costed at \$10,000, be funded from the Tourism Kuranda Benefitted Area levy and the 2019/20 Budget amended accordingly:

- **A Social media ‘Kuranda Painted Rocks’ campaign to be held over the 4-day Easter weekend to increase engagement and awareness of Kuranda while showcasing Kuranda’s creative and artistic elements**
- **A street activation campaign (buskers and street entertainment) be held on the May Day long weekend (2-4th May) to create brand awareness and boost visitors and spend in Kuranda village ahead of the peak tourist season.**

Moved: Richard Berman-Hardman **Seconded:** Angela Freeman
Carried.

Business Arising from the Previous Minutes

Nil.

Financial Report

Tourism Kuranda budget is on track;

Noted.

Strategic Marketing Plan Update

- Industry sales calls – three days of local sales calls and re stocking brochures conducted with main booking outlets, in conjunction with brochure distributors, NQ Marketing.
- Kuranda Map & Visitor Guide – reprinting conducted for sufficient supply to June 2020 when it will be redesigned in alignment with refreshed brand and new Kuranda map (wayfinding signage).
- Collaboration with TTNQ, to have Kuranda Map and Visitor Guide at the Queensland booth for Melbourne Caravan & Camping show. Negotiation also underway for collateral display at the Sydney and Brisbane shows.
- Re-introduction special industry event May/June 20: preliminary planning underway for Port Douglas local agent trivia night hosted by Tourism Kuranda. Formal discussions to commence soon with industry partners.
- Operators Survey - Priority action 19/20. Operator survey completed. Findings to be presented at the next local operator networking meeting April 2020.
- Visitor Survey 19/20 – Kuranda Visitor Research Report December 2019 finalised. TKAC discussed how it will inform brand review.
- Brand review - Priority action 19/20. Activity to commence February, now that surveys are completed. TKAC discussed the scope of the review required. Action plan amended to completion date of June 2020.
- TK Quarterly update - eNewsletter to be prepared February. Scheduled publication last week Feb 2020 and in March edition (first week) of the Kuranda Paper.
- KIAC update: Wayfinding Signage – at procurement stage. Barron Falls walking trails – work to commence after the wet season (April/May). Rehabilitation of Jum Rum & Jungle Walking trails – at design stage.

General Business

- Defining the EO development role: TKAC agreed that the development role is not to enable, manage, fund or identify ideas for new product or experience development, rather to be a facilitation role/middle person by having access to information or referrals to other council departments/grants.
- Brand Review: Specifications to be developed in February to conduct a brand review.
- Social media - As requested in December, social media results presented.
- Indigenous representative in TKAC - Chair asked for feedback on request from Djabugay Aboriginal Corporation for Errol Hunter to attend committee meetings as a visitor to provide

input on Indigenous tourism. There was general agreement and support for Errol to attend meetings.

- Operator Survey - TKAC requested that the operator survey report be provided to the committee before the next local operator networking meeting.

Items

Action Item 1	Person Responsible	Timeframe
Brand review. Finalise specification brief with TKAC input.	Kahlia Pepper	24 February 2020
Action Item 2	Person Responsible	Timeframe
Operator Survey. Finalise report with TKAC input and present at the next Local Operator Networking meeting.	Kahlia Pepper/Glenys Pilat	April 2020
Action Item 3		
TK quarterly update. Prepare Kuranda operator E-newsletter and inclusion in Kuranda Paper	Kahlia Pepper	March 2020
Action Item 4		
Social media. Present at TKAC meeting and attach to minutes.	Kahlia Pepper	Completed
Action Item 5		
Wayfinding map. Ask KIAC how the map can be utilised.	Kahlia Pepper	June 2020

Next meeting

The next meeting will be held on Tuesday 25 February 2020 at 3.00pm

Closure

There being no further business the meeting closed at 4:50pm.