

TOURISM KURANDA COMMITTEE

Minutes

Tuesday, 19th September 2017 at the Tourism Kuranda Office at **4.30pm**

1. Welcome and Introduction

Attendees – Kahlia Pepper (EO TK), Angela Freeman (Koala Gardens/Birdworld), Lenore Wyatt – Chair (MSC), Cathy Harvey (KVIC), Terry Pates (Frogs), Peter Danford (Cedar Park), Cathie Flambo (Australian Bush Store).

Apologies – Cr Tom Gilmore (MSC). Chris Grantham (Rainforestation), Adrian Pancirov (Heritage Markets), Trish Green (Honey House), Adam Letson (Skyrail), Susan Parsons (MSC).

Visitors – Member for Barron River Craig Crawford.

2. Confirmation of Previous Minutes - August 2017. Moved Cathie Flambo, seconded Terry Pates.

3. Business Arising from Previous Minutes

- Hero Shots. EO to go through existing photo database – include food, walking tracks, fashion, waterfalls.
- CCTV – on Council agenda. Craig Crawford asked who would monitor and then suggested linking in with the new Cairns Comms Centre for monitoring of footage. Council to investigate.
- QR Contributions – Craig Crawford to follow up with QR.
- Chinese Website/social media- Proposal and quotes received – website build \$22,000, Wechat management \$8,900, Weibo management \$7,200. Committee to look at network for sourcing other China Digital opportunities and quotes.

ACTION ITEMS – AUGUST

Responsible Person	Action	Date for Completion	Follow-up/Completion
Kahlia Pepper	Tripping Magazine copy	End August	Completed
Kahlia Pepper	5 suggestions for photo shoot	Next meeting	ongoing
Susan Parsons	Motion to reconsider location of CCTV priorities	Next meeting	ongoing
Angela/Susan	Amend signage distances on Jum Rum. To Council for follow up	Completed	Completed
Kahlia Pepper	Letter to Craig Crawford's office to follow up on past Action items.	Completed	Completed
Kahlia Pepper	Chinese website/social media	Next Meeting	ongoing
Kahlia Pepper	Register for Inbound Up North	End August	Completed

4. **Correspondence In/Out:**
Located at the end of EO Report.
5. **Confirmation of Budget Reports**
Report to August 2017 included below. **Moved** Terry Pates, **seconded** Angela Freeman.
6. **Executive Officer Report**
Provided at the meeting included below. **Moved** Peter Danford, **seconded** Cathie Flambo.
7. **General Business**
 - Introductions to small accommodation operators and accommodation group. EO to call local accommodation operators and invite them to a meeting if required. To discuss TK role and use of the levy with current marketing activities, and their opportunity for participation e.g. collaborative marketing, social media, website links, role of KVIC and brochure display.
 - Accommodation of EO. Proposed move to library confirmed.
 - China Digital. EO presented quotes. Suggested looking within committee members for alternative suggestions.
 - ATE 18. Applications close 11th October. Adelaide April 16-19. Motion that TK committee are in favour of Kahlia Pepper attending ATE 2018. **Moved** Angela Freeman, **seconded** Terry Pates.
 - Volunteer Induction – 4.00pm at next meeting 17th October to be confirmed.
 - Craig Crawford. Henry Ross Lookout being upgraded – will include shelter, interp signage and maps. Kur-World EIS due by end October/November.
9. **Next Meeting:** Tuesday 17th October. 4.30pm Tourism Kuranda Office.
10. **Supporting Documents**
Previous minutes - supplied separately.
Income and Expenditure statement - included below.
Executive Officer's Report - attached.
11. Meeting closed 5.21pm

ACTION ITEMS – SEPTEMBER

Responsible Person	Action	Date for Completion	Follow-up/Completion
Kahlia Pepper	Call local accommodation operators to discuss TK role and Opportunities	Next meeting	Ongoing
Kahlia Pepper	Go through photo database	Next meeting	Ongoing
Susan Parsons/Lenore	Motion to reconsider location of CCTV priorities.	Next meeting	Completed.
Kahlia Pepper	Chinese website/social media – TK committee to network.	Ongoing	Ongoing
Craig Crawford	To follow up with QR regarding contributions towards TK	Next meeting	Ongoing

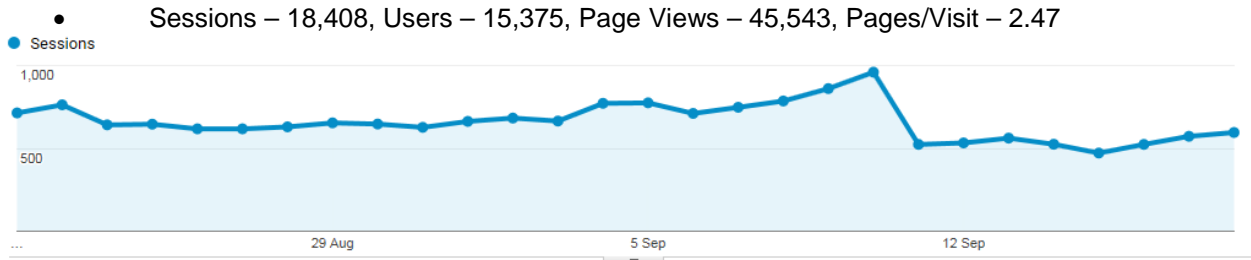
TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT
to August

	BUDGET 2017/18 \$	ACTUALS	YTD Variance
<u>INCOME</u>			
Tourism Kuranda Advertising Contributions	36,500.00	761.30	35,739
Benefited Rate Contribution	210,566.18	101,745.10	108,821
Sundry Revenue	-	-	0
Surplus Carry Over 2016/17	4,934.25		4,934
	252,000.43	102,506.40	149,494
<u>ADMINISTRATION COSTS</u>			
Total Administration Costs	98,800.00	8,156.08	90,643.92
<u>PROMOTIONAL COSTS</u>			
A4 Brochure	8,300.00	-	8,300
Map & Visitors Guide	29,500.00	22,379.91	7,120
Brochure Distribution	16,828.00	2,535.45	14,293
Kuranda Festival Event	20,000.00	-	20,000
Kuranda Easter Event	19,638.00	-	19,638
Social Media Management	13,000.00	1,200.45	11,800
Industry Famils & Presentations	4,000.00	-	4,000
Tourism Kuranda Memberships	1,000.00	930.00	70
Adv Pre & Post Tourism Publications	7,500.00	1,000.00	6,500
Tradeshows & Sales Missions	19,000.00	-	19,000
Public Relations Management	5,800.00	1,000.00	4,800
General Advertising	4,000.00	-	4,000
Total Promotion costs	148,566.00	29,045.81	119,520.19
TOTAL ADMIN AND PROMOTION COSTS	247,366.00	37,201.89	210,164.11
SURPLUS/(DEFICIT)	\$ 4,634.43	\$ 65,304.51	-\$ 60,670.08

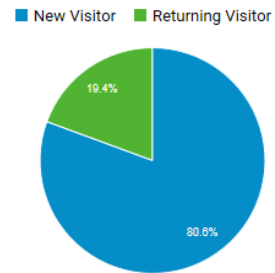


EO REPORT SEPTEMBER 2017

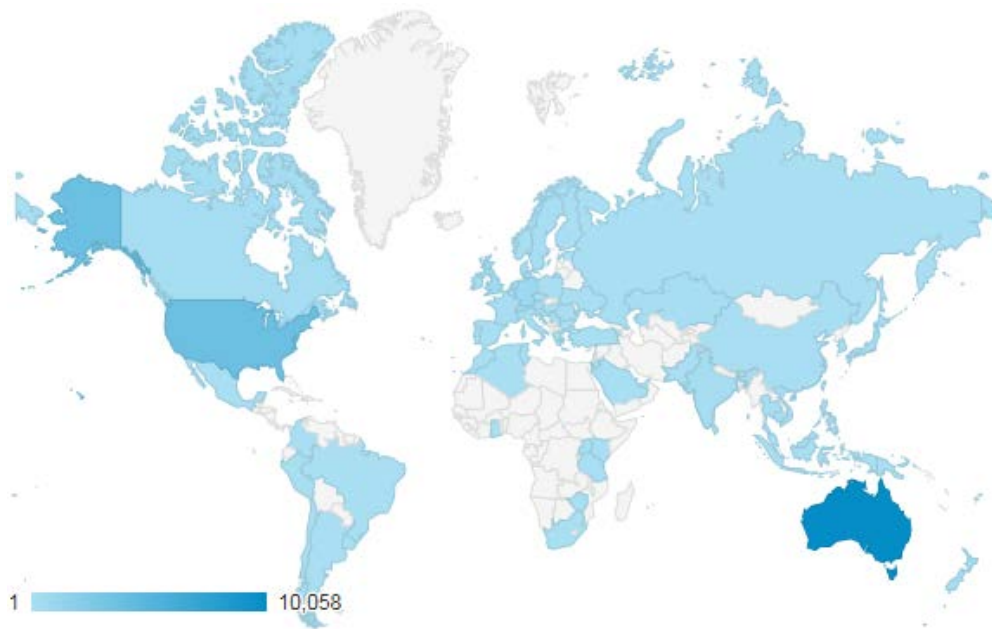
WWW.KURANDA.ORG GOOGLE ANALYTICS 22 August to 17 September 2017



Sessions 18,408	Users 15,375	Page Views 45,543
Pages/Session 2.47	Avg. Session Duration 00:02:03	Bounce Rate 60.99%
% New Sessions 80.54%		



Country	Sessions	Sessions	contribution to total: Sessions
	18,407 % of Total: 100.00% (18,407)	18,407 % of Total: 100.00% (18,407)	
1. Australia	10,061	54.66%	
2. United States	3,773	20.50%	
3. Germany	798	4.34%	
4. (not set)	718	3.90%	
5. United Kingdom	538	2.92%	
6. Japan	287	1.56%	
7. New Zealand	247	1.34%	
8. Canada	217	1.18%	
9. Netherlands	217	1.18%	
10. India	209	1.14%	



SOCIAL NETWORKS [Facebook, Instagram, Twitter] - TK posts for the month as follows;

- Lunch time at Kuranda Koala Gardens
- Looking for a place to stay on your next Kuranda visit. Platypus Springs Rainforest retreat (directing back to www.kuranda.org/kuranda-accomodation)
- Rare Earth Oils Kuranda
- Time for a snack at Birdworld
- Big Welcome to World Mountain Bikers @ UCI Mountain Bike Championships. Video Kuranda Range track [reached 3,041 people, 57 reactions, 307 link clicks]
- Finding hidden gems at Original Kuranda Markets
- Save the Koala Day 29th Sept meet furry friends at Kuranda Koala Gardens
- Handmade candles II Mare Candles @ Original Kuranda Rainforest Market
- Searching for genuine hunger buster, German Tucker Wursthouse

E-NEWSLETTER – The August and September newsletter featured the following articles;

August

- Welcome introduction new EO
- Bindi drops in - ABS
- Happy anniversary - 20th anniversary of the Kuranda Arts Co-operative.
- Artistic retreat - Cantata Studio
- Snake tales - Red Belly black snake Skyrail
- Wearable art - Kuranda artist Didi La Baysse
- Katchafire returns - Billabong Kuranda is hosting the Katchafire Aussie Legacy Tour

September

- New market stalls - Original Kuranda Rainforest Market and
- Koala tracking - Kuranda Koala Gardens
- Instagram heaven – Skyrail World Ranger Day
- Have a holiday - at Kuranda Rainforest Accommodation Park during the school holidays
- Celtic cruise – Kuranda River Boat
- Midnight Oil – book your bus
- Happy anniversary – 30th Birthday ABS
- Kuranda Range road closed – Cardiac Challenge

SUMMARY OF ACTIVITY

- Started position 21st August [MSC inductions and training ongoing]
- Attended TTNQ Tourism workshop Atherton 22nd August
- TTT board meeting Introduction 25th August
- Attended ATEC networking function 4th Sept
- 22 page DL Map & Visitor Guide DL brochures delivered 6th Sept
- Attended ABS 30th Birthday Celebration
- Attended TTNQ members Digital strategy 8th Sept
- Conference call Fastrack – Social media engagement going forward 8th Sept
- Escort TEQ USA agents Famil through markets and hosted lunch 11th Sept
- Meeting with Liz Inglis media – Discussing future E-Newsletters and PR 12th Sep
- Attended TTNQ networking function 13th Sept
- Meeting TTT Discover Guide 14th Sept

Correspondence In/Out:

22/8 e-mail from Becca Doktan TTNQ re: Educational opportunity - Jin Air Trade
22/8 e-mail from Becca Doktan TTNQ re: Japan "What is your dream experience" filming Kuranda promo
22/8 e-mail from Becca Doktan TTNQ re: Educational opportunity - JTB ASP Trade
25/8 e-mail from Amy Fastrack re: September Social Content
26/8 e-mail from Kylie Smith TEQ re: INT group visit markets
27/8 e-mail from Mel Sands TEQ re: FROSCH Agent famil USA escort markets
28/8 e-mail from Cheryl Kelly ATEC re: Inbound up North registration extension for TK
29/8 e-mail invitation to attend ABS 30th Birthday
30/8 e-mail from Renee Myers CH 7 re: Ch 7 Cairns - TVC Campaign Sept
31/8 e-mail Trish Blackman Australian Tourist Publication re: Welcome to artwork approval
31/8 e-mail from Rachael Smith Tripping Magazine re: Sept/Oct campaign renewal artwork
31/8 e-mail from TEQ re: QLD Event guide tourism for download
31/8 email to Adrian Pancirov Heritage Markets re: permission to film shoot
1/9 e-mail from Rebecca Wallis The Express Newspaper re: New TK EO editorial
3/9 e-mail from Grand Barron Lodge re: listing on website
4/9 e-mail to Committee members for proposed TVC campaign in Sept Holidays- Approved
4/9 e-mail from House call a Doctor re: listing on website
5/9 e-mail to Clair Baldonasa Flight Club re: requested Kuranda Video to use on website/youtube
7/9 e-mail from Liz Inglis re: September Newsletter Content
7/9 e-mail from Amy Mail TTNQ re: TK Images and content for new TYNQ website launch
7/9 e-mail from GM Richard Skyrail re: Skyrail App
7/9 e-mail to Natasha Renwick NQ MKT re: distributing new DL in the local Market ASAP
7/9 e-mail to KSR re: distribution of DL maps at stations ASAP
7/9 e-mail to TourDex & Morgan Freeman re: A4 brochure distribution stock
11/9 e-mail from Ivana Andacic-Tong re: Inbound up North Rail Journey
11/9 e-mail from David Farmer re: 15 second TVC video approval
11/9 e-mail from Len Astle WHAMMO CREATIVE re: Business cards design
13/9 e-mail from Lily Stacey re: Promote Tourism Kuranda on Local Tourism Network
13/9 e-mail from Anne Becirevic TEQ re: Educational opportunity - France Agents Trade
13/9 e-mail Invitation to attend TTT Discover Committee Meeting
14/9 email from Marni Barnett Skyrail re: request digital 22 page Kuranda Visitor map for use
14/9 e-mail from Anne Becirevic re: Educational opportunity- Corroboree West USA/Brazil agents
19/9 e-mail from Lotsa re: quote for business cards printing