

TOURISM KURANDA MINUTES

of the Committee meeting held **Tuesday, 20 January 2015**
at the Heritage Markets - Kuranda Hotel at **4.30pm**.

AGENDA

1. Welcome and Introduction

Attendees -

Melanie Wicks (Chair), Adrian Pancirov (Kuranda Heritage Market), Chris Grantham (Rainforestation & Butterfly Sanctuary), Marc Sleeman (TK EO), Terry Pates (Frogs Restaurant), Trish Green (Honey House Kuranda), Cathy Flambo (Australian Bush Store)

Apologies -

Kevin Parise (Kuranda Skyrail), Cr Karen Ewin, Cr Tom Gilmore, Robert Matthews (Kuranda Hotel), Michael Trout (Member for Barron River)

Visitors -

Lisa Macalister (MSC)

2. Confirmation of Previous Minutes – 18 November 2014

Moved: Adrian Pancirov

Seconded: Melanie Wicks

3. Business Arising from Previous Minutes – 18 November 2014

ACTION ITEMS

Responsible Person	Action	Date for Completion	Follow-up/Completion
Marc Sleeman/ Lisa Macalister	Provide summary of revenue options	Next meeting 18 November 2014	Progressing
Marc Sleeman Lisa Macalister	Christmas promotion signs production TK Sales Car: report to Council re purchase	ASAP December 5 2014	Completed
Marc Sleeman	TK Sales car: Liaise with Len re graphics; Stanley Roos (MSC) re purchase	January 2015	Progressing
Marc Sleeman	ATE 2015 - organise shared booth; query Australian Tourism re advice TK does not meet ATE eligibility;	ASAP	Progressing
Marc Sleeman	Re-paint old office: \$300 quote to go ahead	December 2015	Progressing
TK strategic sub group	Table draft strategic plan and budget for 2015/2016 at next meeting	20 January 2015	Completed

4. Correspondence

Correspondence In:

21 Nov – e-mail from Paolo Gambino – ATEC NQ Chair welcoming me to ATEC NQ committee
21 Nov – e-mail from Neville Dunn Pro-active marketing advising travel shows for 2015
21 Nov – e-mail from Briohny Mutimer TTNQ advising intention to bid for Dreamtime 2015
25 Nov – e-mail from Sebastian Martens at FTI Germany re: New business structure
28 Nov – e-mail from Andrea Fogarty re: TTNQ/MSC service agreement
3 Dec – e-mail from Jane Wooley thanking TK for co-ordinating her Kuranda famil
8 Dec – e-mail from Luan Murat MSC re: Issues with Kuranda Homelessness
9 Dec – e-mail from KDCC monthly meeting invitation
9 Dec – e-mail from Marni Barnett – Skyrail thanking for involvement in the Trinity Beach BBQ
9 Dec – e-mail from Myee Maxfield re: Christmas TVC advertising
10 Dec – e-mail quote from Ralf Sommer for painting old TK office
11 Dec – e-mail from KDCC minutes from meeting
11 Dec – e-mail from Alex de Waal TTNQ congrats on the birth of Ruby
15 Dec – e-mail from Liz Inglis - TK newsletter to approve
15 Dec – e-mail Mel ABS requesting event dates for 2015
16 Dec – e-mail from Patrice Fletcher Atherton BIG 4 congrats on birth of Ruby
16 Dec – e-mail from Ghis – Crystal Caves – congrats on birth of Ruby
30 Dec – e-mail from Ginni – Tjapukai – congrats on birth of Ruby
13 Jan – e-mail from Cathy Kuranda VIC – invitation to open VIC Managers meeting
14 Jan – e-mail from Andrea Falvo – Tablelands Advertiser requesting image for Kuranda article

Correspondence Out:

20 Nov – e-mail to KDCC re: Showcase invoice
21 Nov – e-mail to Paolo Gambino ATEC NQ Chair thanking for successful committee nomination
21 Nov – e-mail to the Kuranda business owners re: EOI for This is my Paradise Magazine.
24 Nov – e-mail to Brain Hennessy re: local identity features for Singapore promotion
24 Nov – e-mail to Steve Dominikovic confirming that TK will repaint first room of old office.
25 Nov - e-mail to the Kuranda business owners re: EOI for Discover Magazine
26 Nov – e-mail to Sarah Weir from Sea FM / Hot FM thanking for recent media exposure
1 Dec – e-mail Kuranda business owners re: KSR closures
5 Dec - e-mail to Steve Dominikovic advising we are securing quotes.
8 Dec – e-mail to Jane Wooley from Coconut Van Park thanking her for visiting Kuranda
9 Dec – e-mail reminder to Kuranda business owners re: This is my Paradise
10 Dec – e-mail to painter confirming quote and advising to complete painting of old office

5. Confirmation of Budget Reports

Reports for November and December 2014 were presented at the meeting. Marc explained some discrepancies in the line entries (the amounts are correct, but they are under the wrong headings). Marc to organise for amended budget reports to be circulated and approved.

Moved Melanie Wicks, seconded Adrian Pancirov

6. Confirmation of Executive Officer Report

Report attached.

7. General Business

a) Draft Kuranda Strategic Plan 2015/16

The Plan was prepared by the Tourism Kuranda Strategic Planning Sub-committee with Cr Karen Ewin in November 2014 and the draft tabled at the meeting. Key discussion points were:

- "So much to do" 2015/16 campaign theme - agreed to campaign
- Promotion of earlier and later trading hours by promoting opportunity to see wildlife attractions after 3pm.
- Develop itineraries targeting self-drive market highlighting operating hours
- "So much to do" voucher book incentives; highlight trading hours where possible; consider branded books (covers) for key inbound operators, Chinese guides, hire companies etc.
- TV marketing - debate about merits of generic branding vs call to action campaign; Marc Sleeman to discuss further with media buyer given budget constraints.

- TK very willing to collaborate with TTT – especially to attract drive market – and awaits outcome of TTT’s discussions with MSC, and advice from TTT as to how it intends to include Kuranda in its future promotions.
- Recommendation to Council to recalculate and review the *Special Rate - Kuranda Benefited Area* in order to generate an additional \$18,500 in revenue in the 2015/16 financial year and thereafter increase it annually in line with CPI. The Special Rate provides annual funding to operate Tourism Kuranda and has not increased previously, however overheads and marketing costs have. The Plan outlines a range of *Special Rate - Kuranda Benefited Area* recommendations for discussion with Council. Tourism Kuranda proposes to workshop this issue with Council on 4 March. Marc Sleeman and Lisa Macalister to support.

b) Sales Vehicle

New vehicle to be delivered this week to MSC; Marc to organise suitable branding with designer. Marc is currently using a MSC vehicle.

c) Kuranda Events 2015

Kuranda Easter event to be held on Saturday 4 April.

Marc to determine Kuranda Day date to maximise visitation and avoid conflicts where possible with other region events. Will be a Sunday.

Noted many other regional events planned:

- 4 - 14 October Palm Cove Reef Feast
- 18 October Taste of the Tablelands
- 24 - 26 October Yungaburra Folk Festival

d) Grants

It was agreed that ‘Grants’ becomes a formal item on the monthly TK agenda, with Council to provide monthly update on upcoming grants relevant to TK’s operations and indication of project and administrative support for TK grant submissions. Noted: Council would be the proponent for grant applications.

Moved Melanie Wicks, seconded Adrian Pancirov

Opportunity for grant funding from Tourism and Events QLD under the Regional Development Program for events being held between 1 October 2015 and 31 March 2017. Single event support \$10,000 to \$45,000; significant regional events - single or multi year up to \$100,000 Round 28 Closes 13 February See <http://teq.queensland.com/Events/Regional-Development-Program>
Marc Sleeman and Melanie Wicks to prepare draft; Lisa Macalister to submit via Council.

8. Next Meeting: proposed for Tuesday, 17 February 2015

9. Supporting Documents

Previous Minutes - supplied separately

Income and Expenditure statements - to be provided at meeting

Executive Officer’s Report - attached

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Marc Sleeman	ATE 2015 - organise shared booth; query Australian Tourism re advice TK does not meet ATE eligibility.	ASAP	
Marc Sleeman	Re-paint old office: \$300 quote to go ahead	tbc	
Marc Sleeman	Discuss maximising TV advertising budget with media broker	Next meeting	
Marc Sleeman	Determine Kuranda Day date	Next meeting	
Marc Sleeman / Melanie Wicks	Draft Regional Development Program grant	Submissions due 13 February	
Melanie Wicks	Amend the 2015/2016 strategic plan	31 January	
Marc Sleeman/ Lisa Macalister	Circulate 2015/2016 strategic plan and prepare Council workshop	24 February for 4 March Council meeting	

Income and Expenditure Statement

	BUDGET 2014/15	MSC ACTUALS January
Tourism Kuranda INCOME		
Tourism Kuranda Advertising Contributions	47,600.00	-
Tourism Kuranda Brochure Contributions		-
Benefited Rate Contribution	190,498.00	91,335.40
Brochure Contribution		27,295.15
Sundry Revenue	6,000.00	6,000.00
Deficit B/F 2013/14	(5,691.04)	(5,691.04)
TOTAL Tourism Kuranda INCOME	238,406.96	118,939.51
ADMINISTRATION Tourism Kuranda		
Total Tourism Kuranda Administration	95,000.00	52,312.07
PROMOTION Tourism Kuranda		
TK Comm Stake/Liaison	-	-
TK Brochure	8,000.00	7,270.00
TK Map	25,000.00	3,898.00
TK Brochure Distribution	14,445.00	5,003.70
TK Advertising Other - Cairns Post	6,000.00	3,000.00
TK Misc Promotions	500.00	250.00
TK Kuranda Branding/Graphic Design	2,000.00	-
TK Events & Promotions	14,000.00	9,241.94
TK Website & Elect Mkting	9,800.00	100.00
TK Industry & Media Famils	4,000.00	788.10
Memberships (TTNQ & TTT)	2,855.00	1,850.00
TK Advertising-Tourism Pub	17,000.00	160.00
TK Advertising - TVC	16,000.00	8,472.00
TK Advertising - TVC Production	2,000.00	735.91
TK Advertising - Radio	11,000.00	5,000.00
TK Trade/Sales Missions	9,848.00	2,041.63
TK PR/Media Management	6,600.00	2,500.00
TK Getting the Product Right	-	-
TK Signage/Billboards		-
Total Tourism Kuranda Promotions	149,048.00	50,111.28
TOTAL TOURISM KURANDA EXPENDITURE	244,048.00	102,423.35
SURPLUS/(DEFICIT)	(5,641.04)	16,516.16



EO REPORT DECEMBER 2014

ANNUAL LEAVE – I took annual leave from the 11th December 2014 to 13th January 2015.

FACEBOOK POSTS – The facebook posts for the month included the following;

- Great to have Danielle from Scenic Travel in Kuranda.
- Kuranda village for that special Christmas gift!
- Congratulations Kuranda Visitor Information Centre & our tourism partner Skyrail Rainforest Cableway for your success at the TTNQ Tourism Awards
- Are you the next face of Maui Motorhomes?
- Looks like the girls from Just Gorgeous are getting ready for Christmas! Just Gorgeous!!
- Kuranda Range Road has been nominated one of the Top 10 road trips in Australia.
- The Royal Poinciana tree is also know as the Flamboyant tree and is in full bloom in Kuranda and around the region!
- Brand new 22 page 2015/16 Kuranda official map and visitor guide have just arrived! Anyone need new brochures??
- Happy 4th Birthday Kuranda Fudge Bar
- The baby chino's at [Petit Cafe](#) Kuranda are delicious!
- Mareeba Markets on this Saturday 29 November and some local food tasting too!! Kuranda Village Cafe Bar & Grill open from 6am so drop in for a coffee and breakfast on your way!!
- Come and met local Artist Owen Pointon at Terra Nova Gallery, Kuranda this Friday the 5 December at 10.00am & 2.00pm
- Brand new Cosy Tree Cafe has now opened in Coondoo Street Kuranda - check it out today!
- The Pink Evodia (Melicope elleryana) is a host tree of the Ulysses Butterfly and is in full flower in Centenary Park Kuranda.
- Barron River selfie! So much to do in Kuranda these school holidays!
- Mosaic Rocks now available in [Tantrika](#) Kuranda!!
- Congratulations [Skyrail Rainforest Cableway](#) - great to have a local tourism organisation leading the way!!
- Kuranda Arts Co-operative annual Xmas Sidewalk SALE this Saturday morning. Some fantastic handmade gifts for Christmas!
- Merry Christmas and Happy New Year from Kuranda Village! Thank you for all the support in 2014! – 30 second flipagram
- Great article about our amazing local artist David Stacey - inspiring work and his gallery is located at 22 Coondoo Street Kuranda

XMAS LOCAL SALES CALLS – Took delivery of the brand new Kuranda Map & Visitor Guides and the 12 page brochure and spent 5 days leading up to my annual leave completing local sales calls and delivering brochures to our main booking outlets. Areas covered included Palm Cove, Trinity Beach, Yorkeys Knob, Cairns CBD, Cairns Esplanade, South Side, Lake Street & caravan parks.

PAKMAG CHRISTMAS ADVERTISING – Following is the Christmas advertising feature in the Pak Mag Magazine.



KURANDA RANGE TOP 10 AWARD Media – As a result of our Skyscanner.com Top 10 road trips in Australia award I had an interview with Sarah Weir from Sea FM which resulted in the front page of the Cairns Post and an interview at the lookout on channel 7 news.

TOURISM e-NEWSLETTER – This month our e-Newsletter was distributed on 16th December focusing on Christmas shopping in Kuranda. Stories included,

- Kuranda is great place for Xmas shopping
- Little Ruby early Xmas present
- Christmas made easy
- Accolades for volunteers
- Skyrail Nature Diary
- Kuranda Volunteer of the year
- Award Winners
- Get Cosy
- Crafty Lessons

E- NEWSLETTER STATS – Our Constant Contact data base now consists of 2,689 contacts – we have a 96% delivery rate with a 26.9% average open rate. This is actually above the industry average which sits at 21.4%. Good result and an area that we will be continually working to increase.

THIS IS MY PARADISE 2015 (formally Winter Getaways) - EOI's were sent out mid November and we received 15 positive advertising responses. The following is the list of confirmed participants in the "This is my Paradise" advertising feature for 2015. We have managed to secure a double page feature in this magazine again this year which is a wonderful result for our destination and great to see so much support for the domestic market.

The following is the final list of participants.

1. Australian Butterfly Sanctuary
2. Rainforestation
3. Kuranda Hotel
4. Just Gorgeous
5. Emu Ridge Gallery
6. ceti bath soaps
7. Skyrail Rainforest Cableway
8. Skyrail Rainforest Cableway

9. Cedar Park Rainforest Retreat
10. Frogs Restaurant
11. Birdworld Kuranda
12. Kuranda Koala Gardens
13. Kuranda Foodworks
14. Kuranda Scenic Railway
15. Platypus Springs Rainforest Retreat
16. Australian Bush Store

DISCOVER MAGAZINE 2015 – EOI's were also sent out mid November and we received 12 positive advertising responses as follows;

Attractions

1. Australian Butterfly Sanctuary
2. Koala Gardens
3. Birdworld Kuranda
4. Kuranda Riverboat
5. **Skyrail Rainforest Cableway (2 slots)**

Art & Craft Galleries

6. Emu Ridge Gallery

Shopping/Retail/Restaurants

7. ceti bath soaps
8. Rainforest View Restaurant
9. Foodworks Kuranda

Kuranda Accommodation

10. Kuranda Hotel
11. Kuranda Rainforest Accommodation Park
12. Cedar Park Rainforest Resort

Total – 12 participants with 13 slots taken.

We have booked 1¼ pages in the Discover Magazine for 2014 and TTT have advised they will provide 1 ½ pages at the same cost. The revenue from the commercial operators for this feature will cover the advertising space and artwork. This advertising feature will be cost neutral for TK.

KURANDA & DISTRICT CHAMBER OF COMMERCE – I attended the monthly Kuranda Chamber meeting on Wednesday 10th December and a Chamber of Commerce - Therwine Street Redevelopment Design Meeting on 14th January. I provided my input to this meeting which included issues about lighting, trees/shading and widening of Therwine street to encourage alfresco dining in the village.

MORGAN FREEMAN & TOURDEX – Delivered 8 boxes of our new A4 Kuranda brochures to both distribution outlets this month and making sure we have plenty of supplies for my Christmas break.

TRANSNORTH NEW KURANDA SIGNAGE – I was contacted by Jo Paronella from Transnorth who advised that the coach with our Kuranda branding was being taken off the road and replaced by another larger vehicle. He was extremely happy to advise that they would be replacing the Kuranda signage on the new vehicle at no cost to TK.