

## **TOURISM KURANDA COMMITTEE MINUTES**

**Tuesday, 20 May 2014, Bottom Pub - Kuranda Hotel at 4.30pm.**

### **AGENDA**

#### **1. Welcome and Introduction**

**Attendees** - Melanie Wicks, Kevin Parise, Marc Sleeman, Trish Green, Chris Grantham, Terry Pates, Adrian Pancirov, Cr Jenny Jensen, Cathie Flambo

**Apologies** - Glenys Pilat, Robert Matthews, Cr Karen Ewin (nominated Cr Jenny Jensen as proxy)

**Visitors** – Alex De Waal (Tropical Tourism NQ = TTNQ), Mayor Tom Gilmore, Peter Franks (CEO – Mareeba Shire Council), Helen Irwin (minute taker - MSC)

#### **2. Confirmation of Previous Minutes – 15 April 2014**

moved Adrian, seconded Terry

#### **3. Business Arising from Previous Minutes – 15 April 2014**

Mountain Bike group not yet ready to talk to TK re the promotion of their event

### **ACTION ITEMS**

<b>Responsible Person</b>	<b>Action</b>	<b>Date for Completion</b>	<b>Follow-up/Completion</b>
<b>whole Committee</b>	Review of organisational structure	ongoing	whole Committee
<b>whole Committee</b>	Feedback on proposed budget and possible increase in Benefitted Area Levy	To Marc by COB Friday 23 May	Marc
<b>whole Committee</b>	Kuranda Festival – planning and organising for October event	ongoing	Marc
<b>Marc</b>	Website consultant – other options and costs to be brought to next meeting,	17/06/2014	Marc
<b>Marc</b>	Get estimate of number of Kuranda businesses benefitting from tourism but not paying benefitted area levy – plus estimate of revenue this would add	17/06/2014	Marc
<b>Robert</b>	As President of the Kuranda Chamber of Commerce, Rob is to report to Tourism Kuranda officially at the next meeting.	17/06/2014	Robert

#### **4. Correspondence**

##### **Inward Correspondence -**

- 23/4 e-mail from Cr. Karen Ewin – congratulating TK on our Easter Event
- 23/4 e-mail from Charles Woodward – congratulating TK on our Easter Event
- 23/4 e-mail from Bernie – Ceti – congratulating TK on our Easter Event
- 23/4 e-mail Terry – Trading Post – congratulating TK on our Easter Event
- 23/4 e-mail from Peita – KKG – congratulating TK on our Easter Event
- 30/4 e-mail from Robert Morgan – new stall in Heritage Markets introduction
- 6/5 e-mail from Michael Trout's office re: Cassowaries on the range
- 8/5 e-mail invitation to attend National Volunteers Week breakfast for the KVIC vols
- 8/5 letter from MSC re: Financial & in-kind support confirmation letter

##### **Outward Correspondence -**

- 16/4 e-mail to Kuranda business owners re: Easter Event schedule and activities
- 16/4 e-mail to all MSC staff re: Easter Event schedule and activities
- 23/4 e-mail to Kuranda business owners thanking all the Easter volunteers
- 23/4 e-mail to Fusa at Doki Doki confirming our appointments on the 30<sup>th</sup> April
- 24/4 e-mail to Charles Woodward thanking him for his support
- 30/4 e-mail to Marni at Skyrail confirming TK's involvement in the Trinity Beach BBQ
- 1/5 e-mail to all Kuranda business owners requesting support to man welcome marquee
- 6/5 e-mail sent to Strategic planning committee confirming meeting date of 8<sup>th</sup> May
- 13/5 e-mail to Peter Franks MSC CEO inviting him to our next TK meeting
- 16/5 e-mail to Alex de Waal with regional VIC stats

#### **5. Confirmation of Budget Report**

Moved – Kevin, seconded - Mel

#### **6. Confirmation of Executive Officer Report**

Report noted by Committee

#### **7. General Business**

- 7.1 Easter (wrap up) - See EO Report – Marc: One of the biggest trading days in history, the event achieved our goal of reconnecting with local community at a low trading time. 5<sup>th</sup> successful event in a row.
- 7.2 Australian Tourism Exchange (ATE) 2014 (wrap up) – Marc: lots of famils booked, some very high level so excellent benefits. Meet and greet was a great opportunity to put maps in visitor's hands before they entered the Village. Alex de Waal noted TK's contribution to the welcome event at the airport.
- 7.3 Kuranda Festival – Marc: Planning is under way for our biggest event of the year in October. Length of event discussed – recently run as a 2 day event Saturday to Sunday. Customer experience is better spread over the 2 days because businesses can cope with the level of trade more efficiently. Possibly do a launch event at night, targeting the local market. Maybe community film night in the park? Inviting key strategic partners to be involved. Maybe do food stalls on the street because easier to run than opening whole restaurant. Could promote as a one-off event showcasing cafes and restaurants. So, 1 or 2 day event? General consent to continue with 2 days, including twilight shopping to encourage longer stays. We could focus on different demographic targets for each day, thereby growing 2 market segments. Also inviting community organisations to be involved.
- 7.4 Cassowaries on the range – Marc: got a call from ABC to do an interview on "state of the range". Marc went and looked and there was lots of litter particularly around the lookout. He put a callout on Facebook, got lots of feedback and then organised a working bee. With 5 volunteers, they filled the back of a ute with rubbish from the lookout, which should be a Main Roads responsibility.
- 7.5 Future structure of TK – Peter Franks: Now that the dust has settled post de-amalgamation, it is felt that this organization has outgrown its advisory committee role and may need to establish itself as an incorporated body to give it more autonomy and credibility in the tourism industry hierarchy as an LTO. Mel met with Council recently to discuss possible organisational models. Noosa, as a community-run example, has an independent board and the group delivers similar services to TK. There would need to

be a transition to such an arrangement. It would include running the Visitor Information Centre (VIC). The benefits would be strong recognition and autonomy to be recognized by our Regional Tourism Organisation (RTO). Council would assist with business and strategic planning. A Memorandum of Understanding would include reporting requirements back to Council. Advantages? Better recognition and could include revenue from the VIC. Currently, commissions go into general revenue. Council subsidises costs of the VIC.

Mel would like to see the financial modeling done. Funding would be locked in for the term of an agreement - eg for 3 years to provide security of funding.

Questions raised; what about insurance costs and the appointment of board members?

Mel: The idea today is just to table this concept so that people can think it over. Tropical Tablelands Tourism is a membership based organisation and Mel does not want to go in that direction. Need to find best model to deliver services. Mareeba Heritage Centre has an independent board of directors, elected by members. Response from Mayor - as an incorporated body, the group would have to have members, but this could be limited to one (ie MSC), who would then appoint a skills-based board. There was general agreement about TK not being a membership driven group. Mel: our current model works because of our independent representation without borders. Just wanted to table this – there was general agreement to explore the idea further.

Alex (TTNQ): Tourism is struggling in general. The same local strength can be a weakness, Clearly there are two major delivery points for Kuranda that are well connected - Cairns as a gateway and the self-drive market. Local perspectives can limit regional promotion. The challenge is improving local infrastructure and maintaining an external focus so we don't isolate ourselves. Cairns is the main hub and CRC is increasing its investment in TTNQ without dictating where the spending should be. The aim should be an enhanced focus on the region with external perspectives. Kuranda is already proactive in seeking out opportunities.

General agreement to explore options and to review financial models before any commitments are made.

- 7.6 Strategic Plan and budget for 2014/15 – Mel: An addendum to the 2 year strategic plan was distributed electronically before the meeting and also copies handed out. The strategic plan sub-committee reviewed the strategies and recommend a couple of small changes. Planning period is from 1<sup>st</sup> July for 12 months. Our target markets remain the same. The Chinese market continues to grow – we are already addressing this with our multi-lingual website and map versions in Chinese and Japanese.

The accommodation group doesn't really exist any more. Communication between the Kuranda Chamber of Commerce and TK continues through informal discussions and cross representation on both committees, so the need to formalise a collaboration strategy is redundant and will be removed from the Strategic Plan.

Digital strategy - is working well for us and Alex agreed. Consultant value discussed - other options to be investigated by Marc. Recommend that budget for digital consultant/s increases to \$500/month. The consultant currently provides advice and guidance on search engine optimisation, promotions with other groups etc. Need more tangible services to support Marc - MS will bring more detailed info to next meeting. An app was suggested as a vehicle for promoting discounts. Skyrail – they have an app being launched in a few weeks. It is multilingual with commentaries for specific sites and lots of information. So it is very comprehensive and has a Kuranda section with GPS enabled locators. Marc has provided lots of stuff for the app. The TK website is important and it is mobile for smart phones.

All other strategies to remain with this addendum to sit on top of the existing strategic plan.

Then we looked at the draft budget.

Mel: p. 4; The 2013/2014 column is the budget, not actuals. The figures for 2014/2015 are the proposed budget, with the next columns being the variance and reasons why. Our overheads are creeping up all the time. Admin needs to be increased and the brochure needs to be reprinted. Map - extra for cost of translation to Chinese and Japanese but this is off-set by revenue. Distribution of map and brochures - some savings there. Print ads - mainly Cairns Post and Mareeba Express - recommending an increase. Miscellaneous category is photography at events and this remains the same. Events budgets to increase - we were stretched this year with the current budget. Industry and media famils need a bit extra and we

want to re-launch the agency VIP card. Proposal to reduce TTNQ membership from silver to bronze. Advertising print remains the same. The TV ad needs freshening up and an increase is proposed for radio to extend to a broader reach. Trade and sales missions reduced because one event not relevant in this next 12 months. Partner with TTNQ for ATE event. (Alex: A change in membership of TTNQ would affect TK's ability to be promoted as a conventions destination). Increase in cost of database management is a one-off.

So the proposal requires an additional \$15,000 = approximately an 8% levy increase if that's the decision. The levy has been capped for past 4 yrs with no increase. We have explored the option of other grants and funding sources before. Council budgeting is currently underway, to be completed before end of June.

The benefitted area levy is based on cents in the dollar and our recommendation needs to go to Council ASAP, within the next couple of weeks. Question raised: Are all tourism based businesses paying the levy? eg all accommodation houses? Some don't pay - perhaps we could broaden the base paying the levy instead of increasing it. This has been looked at before but Council will report back to the Committee about broadening the base and what potential revenue that could raise.

Feedback to Marc by end of this week please – by COB Friday. A final decision on TK's recommendation to increase the levy or not will then be made.

**8. Other Business:**

Other venues for committee meetings - background noise can make it difficult to hear at the pub. Precinct could be used, or the new VIC?

**9. Next Meeting: proposed for Tuesday, 17 June 2014**  
(Apologies for next meeting - Cathie Flambo and Chris Grantham)

**Meeting Closed: 6:00pm**

**10. Supporting Documents**

Executive Officer's Report  
Profit and Loss Statement



## **EO REPORT MAY 2014**

**FACEBOOK POSTS** – The TK Facebook posts for the month as follows;

1. Facebook Easter promotion
2. Huge Kuranda Easter Promotion
3. Taipans Basketball Players help deliver 11,000 eggs to Kuranda
4. Thanks Marni & Kahlia for helping deliver all the eggs
5. The massive Easter Egg drop every hour from 10am to 3pm
6. Kuranda Envirocare will have a stall in Centenary Park for Easter
7. Easter Kids games from 11.15am in Centenary Park
8. Pamagirri Aboriginal Dancers performing at 11.30am
9. Did someone say face painting
10. The winner of our Huge Kuranda Easter Competition is Christie Thackray
11. Carol from Kuranda SES testing the crane for our huge Easter egg drop today
12. Thanks for being part of our Kuranda Easter Celebrations
13. Huge thanks to everyone who helped make our Kuranda Easter Celebrations a success.

14. It was standing room only in Kuranda for our huge Easter Celebrations last Saturday
15. Kuranda Easter Event – photo folder
16. Kuranda will be open for ANZAC Day - 25th April 2014
17. Kuranda Koala Gardens & Birdworld Kuranda will open for normal trading hours this year for ANZAC Day on Friday 25th April.
18. Team Tourism Kuranda at Cairns Airport as part of the ATE airport welcome party
19. Kuranda representatives at ATE Airport Welcome
20. Kuranda Volunteer helping out at the airport
21. Kuranda Hotel looking forward to welcoming ATE delegates to Kuranda this week
22. ATE welcome marquee located at the Kuranda Train Station & Skyrail Kuranda Terminal
23. A few photos of our first escorted ATE famil group in Kuranda
24. We have a pre ATE Western familiarisation group in Kuranda
25. The Barron River Challenge is happening in Kuranda today
26. National Volunteer Week – Thank you.
27. Volunteers special breakfast thank you
28. ATE film night – TK goodie bags
29. Down on the Esplanade
30. Yes we have Dinosaurs in Kuranda too.

**LOCAL SALES CALLS** – I spent 4 days during the month completing local sales calls and delivering brochures to our main booking outlets. I also ensured brochures were distributed across our major distribution points like Freshwater Station & KSR Cairns Central, Kuranda Station, Skyrail terminals and the main outlets in Cairns CBD & Esplanade.

#### **April (ONE MONTH) GOOGLE ANALYTICS**

9,760 Sessions  
 7,906 Users  
 33,992 Page views  
 3.48 Pages/Visit  
 00:3.08 Avg. Time on Site



**EASTER CELEBRATION 2014** - Our Kuranda Easter Celebration drew another massive crowd into the village and it was another successful event for Kuranda.

The Easter event is designed to be an economic boost during a traditionally quiet period and targets locals in our region from Port Douglas to Mission Beach and the Atherton Tablelands to re-engage with this important market. A message we received from a Cairns local on our Tourism Kuranda Facebook page after the event shows us that our plan to re-connect with locals is working and positioning Kuranda as a repeat destination.

*"Thanks for a brilliant day out. I can't believe I had forgotten how gorgeous Kuranda is!"*

A considerable amount of activity happens behind the scenes to co-ordinate an event like the Kuranda Easter Celebration and I would like to thank the following people and organisations;

- **Cathy Harvey** from the Kuranda Visitor Information Centre and all the volunteers who helped throughout the day.
- **Carolyn Day** and the team at Kuranda SES for helping with setting up and safety in Centenary Park.
- **Pamagirri Aboriginal Dancers** from Rainforestation for their performance.
- **Kuranda Amphitheatre** for providing the stage for our music performance and dancers.
- **Mareeba Shire Council** for their in-kind support with additional rubbish bins, marquees and witches hats for the event.
- **Tim Riley** for his amazing whip cracking performance.
- **All the local businesses** that provided prize donations for all the kid's games in Centenary Park and prizes for the colouring competition.
- The Easter Bunny volunteers – **Cathy Harvey, Candice Walsh & Jenny Jensen.**
- **Adrian Pancirov** from Heritage Markets for helping with the stage in Centenary Park
- **Trish Green** for helping co-ordinate additional Easter Event activities.
- **Sylvia Conway** from Kuranda Envirocare who set up a plant stall in Centenary Park

We employed a professional photographer for our Easter Event this year and the photos really captured the fun and games of our annual celebration including shots of the massive chocolate egg drop, egg & spoon race, Pamagirri Aboriginal Dancers, horse & carriage rides, music from Timber & Wood and lots of happy visitors. All these images we placed in a special Easter folder on our Facebook page and were also used by the Kuranda Paper in their Easter feature.

Our Easter advertising campaign involved all forms of media as follows;

1. Hot FM radio advertising
2. Sea FM radio advertising
3. Hot FM Outside Broadcast in Centenary Park from 10am to 1pm
4. Cairns EYE – 2 x half page advertising
5. Tablelands Advertiser – 1 full page advertisement (heavily discounted rate)
6. 15 roadside corflutes were also printed for the event (These corflutes were positioned on all of the Northern Beach access roads)
7. Channel 7 TV advertising
8. WIN TV
9. Tourism Kuranda Facebook Posts
10. Tourism Kuranda e-Newsletter

**FREE MEDIA EXPOSURE** – To compliment our Easter advertising campaign we organised a number of media photo opportunities which resulted in the following free exposure.

11. Tablelands Advertiser – Front Page Feature (pre-event)
12. Kuranda Paper – Front Page Feature (post event)
13. The Express – Front Page Feature & page 2 (post event)
14. Cairns Post – ¾ page feature on page 3 – (pre-event)
15. Cairns Post – ¾ page feature on page 8 – (post event)
16. Cairns EYE – half page feature (pre-event)
17. Sea FM on-air interview (pre-event)
18. Hot FM – 3 on-air interviews
19. WIN – pre & post news coverage
20. Channel 7 – pre & post news coverage

The free media exposure we received for our Easter event doubled our exposure for the event and strengthened our relationship with the above media outlets.



# TABLELANDS advertiser

## Easter egg-citement

MORE than 11,000 mini chocolate eggs will be showered from a crane on Saturday as Easter comes alive at Kuranda.

The annual Easter in the Park will be held on April 19 from 10am-4pm with 2000 of the sweet eggs dropped into the crowd throughout the day.

Tourism Kuranda chief executive Marc Sleeman said it was a starvelous part of the event that had become etched in his memory. "Kids love chocolate and it's great seeing them all with their hands out ready to catch the eggs as they fall from the crane."

But it's the bunny's visit that will be the major highlight.

"Of course, without the rabbit, the event wouldn't exist," he said. "To complement the rabbit's visit, there will be traditional backyard games including an egg and spoon race which is always popular."

There will be entertainment throughout the day, buskers and jumping castles. There is also a chance to win a family season pass to the Skyways Cairns Taipans basketball games.



Tourism Kuranda chief executive Marc Sleeman with the Easter bunny. Photo by the photographer

**EASTER TAIPANS PROMOTION** – Our Easter Facebook / social media promotion worked well and certainly increased exposure for our Easter Event while at the same time increasing the number of likes on our Facebook page. The competition went well and at a cost of \$30.00 for Woobox and \$30.00 Facebook advertising we picked up an additional 100 new Facebook likes.

The winner of the Easter promotion was Christie Thackray from Cairns and her son Will received the seat in the crane to throw the chocolate eggs into the crowd – he loved it!



Christie posted the above photo on our Facebook page and thanked Tourism Kuranda for an awesome day in Kuranda with her family and had forgotten how beautiful the village is!!

**KURANDA EASTER COLOURING COMPETITION** - As part of our Easter Celebrations we promoted a colouring competition through our TK Facebook and Cairns Post/Tablelands Advertiser advertising. Skyrail provided the artwork again for the colouring competition and we had prizes donated by KKG, Birdword, Skyrail & KSR. Hot FM also promoted this competition through their website and Facebook and we used all forms of social media to get the competition out and about. We had 45 entries and it was an excellent vehicle to help promote the event.

The following is some feedback from local business owners about the event.

Hi Marc,  
Congratulations on the Easter promotion at Kuranda.

Pip & I attended to see our Pamagirri Dance Troupe perform & the place was packed. It was a terrific turn out with cars parked way back almost to the main road. Our 3 grand children were there & loved the Easter egg drop. The Australian Butterfly Sanctuary had a great day with attendance up substantially & Rainforestation also experienced an increase in drive by traffic. So it is great to see a promotion succeed financially but also good to see the profile & awareness of Kuranda increased.

Regards,

Charles Woodward  
Chairman  
Capta Group

Hi Marc

Once again outstanding effort making a brilliant day

Thanks to you and all the helpers

Terry O'Riley - Trading Post

Hey there Marc,

Saturday was a very good trading day for us. We had heaps of folks up from Cairns and the surrounding area and the feedback of their day was all positive.

A big thumbs up to you and the entire team for putting on such a great Easter celebration.

cheers,  
Bernie – ceti bath soap

Hi Marc,

FANTASTIC!! I always know now to expect a busy day on the Saturday Easter Celebrations in the park. You do a brilliant job with the organisation of this event and we certainly see a spike in our numbers for the day. This year we had almost 300 people through the door and almost half of those had a cuddle with a koala so..... THANK YOU!! Job definitely well done!!

**Peita Harrison**

**Wildlife Manager**

Kuranda Koala Gardens | Birdworld Kuranda

Kuranda Heritage Markets | Rob Veivers Drive | Kuranda 4872

P +61 7 4093 9953 | M +61 467 611 733 | F +61 7 4093 9957

E [p.harrison@wildlifetnq.com](mailto:p.harrison@wildlifetnq.com)

**JTA KURANDA CARD & DOKI DOKI MEETING** – An EOI was sent out to all the Kuranda business owners for an opportunity to be involved in the 2014/15 Special JTA Card. We received 13 special offers as follows;

1. **Australian Butterfly Sanctuary** - 10% discount off entry price
2. **Birdworld Kuranda** – 10% discount off entry price
3. **Emu Ridge Gallery** - 20 % OFF EVERYTHING
4. **Honey House Kuranda** - Free gift with every purchase over \$25.
5. **Kuranda Foodworks** - Spend \$10 and get a free best buy spring water 600ml
6. **Kuranda Fudge Bar & Tea Room** - 10% off all fudge & tea & coffee.
7. **Kuranda Hotel** - 10% discount off main meals at the time of ordering
8. **Kuranda Koala Gardens** - 10% discount off entry price
9. **Kuranda Riverboat** – Adult - \$3 discount and children Free to 14 years
10. **Kuranda Village Cafe Bar & Grill** - Free bottle of water with every meal purchased.



11. **Skyrail Rainforest Cableway** - 10% discount at our Kuranda Retail store\*
12. **Terra Nova Gallery** - 10% discount for a sale over \$20.
13. **Tropical Gifts (Heritage Markets)** – Spend over \$50 and receive a free gift of 1 x 55gm jar of natural pure honey plus 1 x small soft Koala Bear

The Doki Doki Tours marketing manager Fusayoshi Kimura visited Kuranda on the 30<sup>th</sup> April and I introduced him to most of the participating business owners.

**ATE 2014** – The Australian Tourism Exchange was held in Cairns from the 11<sup>th</sup> to the 15<sup>th</sup> May 2014. Tourism Kuranda was involved in a number of events and activities as follows;

1. **ATE Airport Welcome** – We had a total of 9 delegates representing Tourism Kuranda at the ATE airport welcome from 12noon to 6pm on Thursday 8<sup>th</sup> May 2014.



2. **Kuranda ATE Welcome Marquee** – On Friday 9<sup>th</sup>, Saturday 10<sup>th</sup> & Sunday 11<sup>th</sup> May we set up an ATE welcome marquee in Kuranda located near the Kuranda Station and Skyrail Terminal. We had 13 volunteers over the three days to help welcome ATE delegates and visitors to the village and provide everyone with a Kuranda map on arrival in the village.



3. **ATE community film night** – Cathy Harvey & I manned the ATE delegates welcome marquee on the Cairns Esplanade for the community film night from 5pm to 7.30pm on Wednesday 14<sup>th</sup> May 2014. Tourism Kuranda organised special goodie bags for all the ATE delegates attending the community film night with lots of yummy treats from Kuranda Village. Thanks KSR for supplying the bags.



4. TEQ ATE FAMILS – I hosted 3 separate ATE familiarisations during the week as follows;
- **Famil #1026** – 9<sup>th</sup> May PRE ATE Famil - South East Asia (5 pax)
  - **Famil #985** – 10<sup>th</sup> May PRE ATE Famil – Western (9 pax)
  - **Famil #1118** – 15<sup>th</sup> May AVIATION CZ ATE CHINA VIP TRADE FAMIL



**NATIONAL VOLUNTEER WEEK** - This week is the 25th anniversary of National Volunteer Week (12 – 18 May), a time each year when Australia's volunteers are recognised, celebrated and thanked. I attended a breakfast for all of the KVIC volunteers at Frogs Restaurant which was organised by Cathy Harvey and financially supported by Terry Pates at Frogs and Adrian Pancirov - Heritage Markets. It was a wonderful morning indeed and I thanked all the volunteers for their support in the KVIC and also for all of our extra events and activities.

**SEA FM TOURISM TALK** – As a result of my Easter interview with Mark & Juanita at Sea FM I now have a Kuranda Tourism Talk at 7.05am every Tuesday morning.

#### **Sydney Caravan & Camping Show 26<sup>th</sup> April – 4<sup>th</sup> May 2014 – Pro-Active marketing**

Approximately 77,000 visitors attended. This figure was up on last year and those visiting were very positive.

Queensland was a popular State with the Far North very much a requested destination. The majority are travelling this year and others planning for next year and some beyond. Some are departing in the next few weeks others from September. Although mid-year is popular some are becoming aware the shoulder has less people.

A high number of those travelling to the Cape are very unhappy about the National Park pre booking. Not all are driving as airfares are low in comparison to fuel and people are flying to Cairns and then renting vehicles.

For those driving the most requested destination was Cape York with the Gulf then the Savannahway with Lawn Hill, Karumba, Normanton, Undara, Cobbold Gorge, Fossicking, Kuranda and Cooktown information a high priority.

For the self-drive market the favoured route North being travel via the Matilda Highway to the Gulf then crossing to Cairns and return on the inland or coast road as the coast has regained some popularity with this market.

A large number of visitors are first time travellers to the North and information on road conditions, Caravan Parks both site and cabin accommodation, general facilities with Tourist Attractions being regularly requested with many requiring detailed information on The Gulf and Cape York.

Day and Extended Tours received a high enquiry rate as a number of visitors intended to fly to Cairns because of the cheap airfares. Even the self-drivers indicated a stay in Cairns to visit the Reef, travel on the Skyrail and visit Kuranda, Daintree and Cooktown

This again was a successful Show and although brochure movement was not as high as usual, because of the high number of genuine information requests everyone represented should expect a good result from their involvement.

**Income and Expenditure Statement**

	<b>BUDGET 2013/14</b>	<b>TOTAL ACTUALS</b>
<b>Tourism Kuranda INCOME</b>		
Advertising Contributions	47,500.00	3,536.35
Benefited Rate Contribution	190,498.00	188,599.60
Sundry Revenue	6,000.00	6,000.00
<b>TOTAL Tourism Kuranda INCOME</b>	<b>243,998.00</b>	<b>198,135.95</b>
<b>ADMINISTRATION Tourism Kuranda</b>		
<b>Total Tourism Kuranda Administration</b>	<b>92,000.00</b>	83,312.85
<b>PROMOTION Tourism Kuranda</b>		
TK Comm Stake/Liaison	-	985.50
TK Brochure	8,000.00	8,272.73
TK Map	23,000.00	-
TK Brochure Distribution	16,488.00	10,210.09
TK Advertising Other - Cairns Post	6,000.00	3,375.00
TK Misc Promotions	500.00	464.69
TK Kuranda Branding/Graphic Design	1,500.00	1,000.00
TK Events & Promotions	17,348.00	15,720.78
TK Website & Elect Mkting	8,600.00	4,511.82
TK Industry & Media Famils	4,000.00	522.49
Memberships (TTNQ & TTT)	4,845.00	4,927.27
TK Advertising-Tourism Pub	17,000.00	3,860.50
TK Advertising - TVC	18,000.00	11,489.00
TK Advertising - TVC Production	2,000.00	110.00
TK Advertising - Radio	11,000.00	5,500.00
TK Trade/Sales Missions	6,000.00	2,234.36
TK PR/Media Management	6,400.00	5,683.79
TK Getting the Product Right	-	156.99
<b>Total Tourism Kuranda Promotions</b>		

	150,681.00	71,304.01
TOTAL TOURISM KURANDA EXPENDITURE	242,681.00	154,616.86
NET AMOUNT	1,317.00	43,519.09