TOURISM KURANDA COMMITTEE MINUTES

Of the Committee Meeting held

Tuesday, 20th September 2016 at the Tourism Kuranda office at **4.30pm**.

AGENDA

1. Welcome and Introduction

Attendees – Cr Lenore Wyatt (Chair) , Peter Danford (Cedar Park Resort), Cathy Harvey (MSC), Terry Pates (Frogs Restaurant), Angela Freeman (Koala Gardens/Birdword), Craig Crawford, Cathy Flambo (Australian Bush Store), Marc Sleeman (TK EO) MP Craig Crawford

Apologies -, Adam Letson (Skyrail), Tom Gilmore (MSC), Chris Grantham (RFS), Trish Green (Honey House), Adrian Pancirov (Kuranda Heritage Markets)

Visitors - NIL

2. Confirmation of Previous Minutes – August 2016 – moved Cathy Flambo, Seconded Terry Pates

3. Business Arising from Previous Minutes – August 2016

1. Kuranda Festival funding. Committee voiced concern that the tourism benefitted rates had increased by 3.5% and the previous $6,000 event cash contribution from council had been taken from the budget. Cr. Lenore Wyatt reported that council would provide in-kind support if required. It was discussed that in future the TK strategic plan should include all the marketing activities required to successfully continue promoting the destination. Requested that in-kind support offer to be in writing from MSC. **Motion**: Follow up letter to Council to be drafted – asking them to reconsider their decision not to remove the $6,000 from the budget and the additional monies raised with the 3.5% increase be used to further promote Kuranda Village. Moved Terry Pates, seconded Angela Freeman

ACTION ITEMS - September 2016

Responsible Person	Action	Date for Completion	Follow-up/Completion
Marc Sleeman	Follow up letter to Council to be drafted – asking them to reconsider their decision not to remove the $6,000. Offer of In-kind support to be requested in writing.	Next meeting	ongoing
Marc Sleeman	ATEC tender	Ongoing	ongoing
Marc Sleeman	Kuranda Festival	23 October	ongoing

4. Correspondence In/Out:
Included at the end of EO Report. Moved Peter Danford, seconded Cathy Flambo

5. Confirmation of Budget Reports
Report to August 2016 included below. Moved Angela Freeman, seconded Terry Pates
Confirmation of the TK EO corporate credit card expenses – noted.

6. Confirmation of Executive Officer Report. Moved Marc Sleeman
Marc reported that he has recorded 250 check-ins on the new free WIFI service since starting. Marc will be checking on Chinese social media options for the village as Facebook is not used in China.
Also, new drone footage has now been obtained of the Village.

7. General Business

- Kuranda Festival –

  Advertising is locked in with Radio Hot FM which will give a wider demographic.
  Same programme as in previous years with the addition of a project from the Arts Coop "Weaving the Community Together" and Art & Craft workshops.
  Raft Race confirmed with more entries this year.
  A Djabugay dance group is available for $500, but requires a cash payment. Cathy Flambo volunteered to co-ordinate this sponsorship among the Kuranda business community.

- TTT update –

  Angela attended the TTT meeting, confirmed appointment of the TK representative on the Discover committee.
  Michael Nelson will be visiting Kuranda – invited to look at accommodation.
  Discover magazine moving ahead
  Angela to look at their marketing plan
  Suggested to get fresh Hero shots for submission into magazine.

- Accommodation Group update

  Members of the accommodation group will be visiting Rainforestation during the holidays. Meeting to be held after the holidays when Chris Grantham returns from annual leave.

- ATEC IUN 2016 - Activity Day Tenderl

  Proposal confirmed with 18 coming to Kuranda with the following schedule: come up on Skyrail – get off at Barron Falls – hummer ride and rainforest tour out to Penda. Bus at highway to Rainforestation – Bush Tucker Walk, orchard – back to Kuranda – Australian Butterfly Sanctuary, riverboat lunch on the other side (Frogs), Koala Gardens (plus photo), Birdworld, Cliffs Ice Cream, train return. Great exposure for Kuranda.

- www.kuranda.org website advertising

  Asking for direction from Committee for yearly fee to advertise. Suggested $175 (currently 30 advertisers). Motion to charge $175 for a 12 month period – moved Cathy Flambo, seconded Angela Freeman.

- Craig Crawford updated the committee on the position of Kur-World . Will follow the same process as AQUIS, needing the EIS to proceed. Reported that with all the cruise ships arriving, it has been noted that the crews also have spare time, which could open more opportunities.

- Cathy Flambo mentioned the Skyrail May Closures – Marc suggested a flyer be prepared combining the Train and local bus services. Cathy suggested a refund on bus fares if the customer spent over a certain amount.

- Angela Freeman raised the subject of the maintenance of the village, particularly on Main Roads land at the end of Therwine Street – concern over vermin, fire hazards. Craig Crawford to refer back to Main Roads. Angela to confirm exact area in question. Lenore has been in discussions with Craig Crawford on this topic.

- Memorial Signage for Col Jeanes to be erected in Coondoo Street.

- Angela Freeman raised subject of the development of Therwine streets between the two markets – suggested "Market Precinct" theme.

8. Next Meeting: proposed for 25th October

9. Supporting Documents

Previous Minutes - supplied separately
Income and Expenditure statement - included below
Executive Officer's Report - attached.

Responsible Person	Action	Date for Completion	Follow-up/Completion
Marc Sleeman	Follow up letter to council to be drafted – asking them to reconsider their decision not to remove the $6,000. Offer of In-kind support to be requested in writing.	Next meeting	ongoing
Marc Sleeman	Skyrail closure for May 2017 - preparation	Next meeting	ongoing
Marc Sleeman	Kuranda Festival	23 October	Ongoing
Lenore Wyatt/Craig Crawford	Main Roads land to be identified and cleaned up/maintained.	Next meeting	
Angela Freeman	Development of Therwine Street between the two markets	Next meeting	

TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT
to August

	BUDGET 2016/17 $	ACTUALS	YTD Variance
INCOME			
Tourism Kuranda Advertising Contributions	31,000.00	-	31,000
Benefited Rate Contribution	207,695.00	102,845.02	104,850
Sundry Revenue	-	-	0
Surplus Carry Over 2015/16	12,197.97	12,197.97	0
	250,892.97	**115,042.99**	**135,850**
ADMINISTRATION COSTS			
Total Administration Costs	97,446.00	12,281.56	85,164.44
PROMOTIONAL COSTS			
A4 Brochure	8,000.00	-	8,000
Map & Visitors Guide	24,000.00	1,337.02	22,663
Brochure Distribution	16,028.00	2,120.86	13,907
Kuranda Festival Event	21,900.00	-	21,900
Kuranda Easter Event	22,400.00	-	22,400
Social Media Management	12,600.00	2,280.00	10,320
Industry Famils & Presentations	3,000.00	440.80	2,559
Tourism Kuranda Memberships	900.00	-	900
Adv Pre & Post Tourism Publications	7,300.00	200.00	7,100
Tradeshows & Sales Missions	16,500.00	-	16,500
Public Relations Management	5,800.00	1,500.00	4,300
General Advertising	4,000.00	-	4,000
Total Promotion costs	142,428.00	7,878.68	134,549.32
TOTAL ADMIN AND PROMOTION COSTS	**239,874.00**	**20,160.24**	**219,713.76**
	$	**$**	**$**
SURPLUS/(DEFICIT)	**11,018.97**	**94,882.75**	**(83,863.78)**

EO REPORT SEPTEMBER 2016

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

- Award-winning Rainforestation Nature Park
- Check out Down Under Tours
- Visit the famous German Tucker in Kuranda
- If you're looking for that special outfit (plus fashion blog)
- Be sure to drop in to see Bob and Mary from Bob's Woodart Gallery
- Millaa Millaa Falls is a little piece of magic in the Atherton Tablelands
- Experience a taste of France at Petit Café Creperie

INSTAGRAM & TWITTER

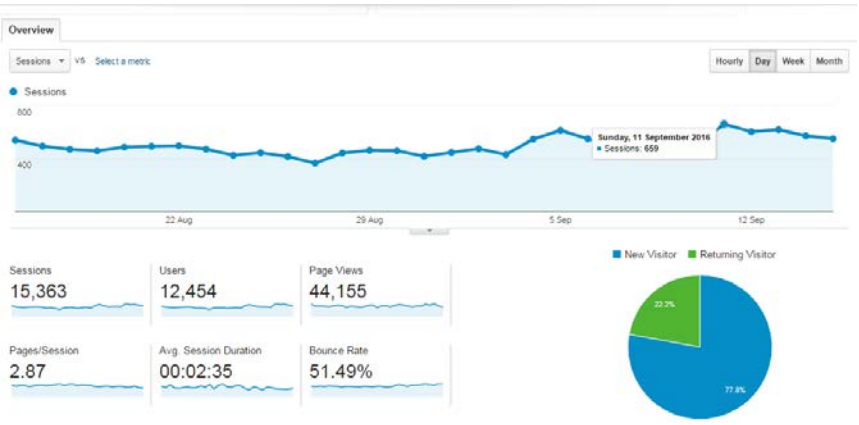
- Chris Grantham with new baby dingoes
- Kangaroo Kisses are the best
- Spirit of Kuranda – walking tracks
- It's colours and patterns galore
- German Tucker – Guten Tag
- Drop into Just Gorgeous for an outfit for the races
- Say hello to Bob and Mary at Bob's Woodart
- Milla Milla Falls a little piece of magic
- Experience a taste of France
- Birdworld – Don't even think about eating my food
- Taste of France

SEPTEMBER 2016 (ONE MONTH) GOOGLE ANALYTICS 16th August to 15th Sep 2016

Sessions – 15,363 Users – 12,454 Page Views – 44,154 Pages/Visit – 2.87

COMMENTS

- Organic unique visitors have increased 17% from the previous year. The pageviews have increased 7% from the previous year. Time on site has increased 5% reaching 2:59mins, which is very close to our goal of 3mins for this month. Posting blog articles contributes to this, as users spend more time on site as they read the article.
- Referral unique visitors have increased 19% from the previous year. Pageviews have decreased 9% and bounce rate has increased by 21% from the previous year. Referral average time on site has decreased 30% from the previous year.
- It is good to see that Facebook unique visitors have increased by 30% from the previous period. Unique pageviews have increased 346% from the previous period and 32% from the previous year. Facebook bounce rate has increased 6% from the previous period. The average time on site has dramatically improved from the previous period. This is due to publishing posts on Facebook that engage users and encourage them to find out more. Posting links to the blogs is also a great way to draw users to the website.



TOURISM KURANDA DIGITAL RESULTS – AUGUST/SEPTEMBER

Facebook

Highest performing post

28 Likes

33 post clicks

1,600 Users reached

Lowest performing post

8 Likes

11 post clicks

406 users reached

COMMENTS

We continue to see improvements for Facebook.

- Facebook page unlikes has decreased from 42 in the previous period down to 31. That is a 26% improvement from the previous period, and 23% from the previous year.
- Facebook page impressions has increased 225% from the previous year, and 11% from the previous period.
- Facebook page interactions have increased 20% from last year.
- Facebook check-ins have dramatically increased from the previous period.
- Facebook engaged users have increased 90% from the previous period and 27% from the previous year.
- Facebook likes have increased 18% from the previous year.

We can see that more users are looking at the Facebook page and have become more engaged with the Facebook content.

Instagram

Highest performing post

76 likes

Lowest performing post

38 likes

Twitter

Top Tweet

4 Likes

1 Re-tweet

LOCAL SALES CALLS – I spent 3 days during the month completing local sales calls and delivering brochures to our main booking outlets. I distributed across our major distribution points including Freshwater Station & KSR Cairns Central, Kuranda Station, and the main outlets in Cairns CBD including Trek North, TTNQ on the Cairns Esplanade and 3 boxes to Neville at Pro-active Marketing.

SEA FM RADIO INTERVIEW – The following topics were discussed during my weekly radio interviews.

- New dingo pups
- Record numbers through the VIC
- New fashion outlet – Tonketti
- Mareeba Multicultural Festival
- Yowie on the Tablelands
- Capta special disability offer
- Sugarcane at the markets!

TOURISM KURANDA eNEWSLETTER – The August eNewsletter was distributed on 19th August – topics as follows;

- New dingo pups at RFS
- Welcome Ambassador Program
- Bonus for visitors at KVIC
- Happy 40th birthday RFS
- Healing help
- Skyrail Nature Diary
- Bike around Kuranda
- A happy snap
- Dinner and a laugh at Cedar Park

ATEC COMMITTEE MEETING – During the month I attended an ATEC committee meeting to discuss the upcoming IUN event in October 2016.

KURANDA WELCOME AMBASSADOR LAUNCH – On the 22ND August Cathy Harvey and I launched the new welcome ambassador program at the Kuranda Station which has been well received by visiting tourists. The ambassador program helps with general directions, assisting visitors with disabilities and overall improves the visitor experience in the village. Our launch was covered by Andrea from the Tablelands Advertiser.

Kuranda Visitor Information Centre Senior Information Officer Cathy Harvey, volunteer Dorothy Sibley and Tourism Kuranda executive officer Marc Sleeman launched the village's new Welcome Ambassador Program on Monday. Picture: Andrea Falvo

Warm greetings boost visitors' experiences

KURANDA | Andrea Falvo

VISITORS to Kuranda will be welcomed with open arms and a friendly local face as they touch down in the village following the launch of a new Welcome Ambassador Program.

The joint initiative by Kuranda Visitor Information Centre (VIC) and Tourism Kuranda kicked off on Monday. Welcome ambassadors will be set up near the Kuranda Scenic Railway and Skyrail during peak hours to distribute maps of the village, including maps that have been interpreted to Japanese and Chinese, as well as assisting visitors with any queries.

Tourism Kuranda executive officer Marc Sleeman said the aim of the new program was to help improve the visitor experience in the village.

"This is an initiative born out of demand," he said.

"We have more than half million visitors arrive in Kuranda each year between 10am and 12pm via Kuranda Scenic Railway and Skyrail and we feel it is important to have welcome ambassadors positioned at this location to provide a welcome and help improve the visitor experience.

"It's the most important place to have information."

Mr Sleeman said two large-scale maps have also recently been installed in the village, one at Centenary Park and one near the Kuranda Scenic Railway.

The maps feature Quick Response Codes that provide visitors with a list of accommodation options and information even after the VIC has closed.

Last month, more than 11,000 tourists visited the Kuranda Visitor Information Centre, the most through the centre for one month in 16 years.

"The welcome ambassadors linked with the new maps will dramatically improve the visitor experience," Mr Sleeman said.

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CONNECTING TO ASIA FORUM – On 25th August I attended the Palaszczuk Government's Connecting to Asia Forum was held at the Cairns Convention Centre. The forum brought together tourism industry representatives, government ministers and key stakeholders to discuss priorities and identify opportunities to maximise tourism growth from Asia and create new tourism jobs in Queensland. The program focused on how Queensland's tourism industry can capitalise on opportunities coming out of Asia - from creating innovative product, to enhancing digital connections and aviation access. It was an excellent networking event and provides some excellent insight to the digital media trends that will certainly help shape the way Kuranda promotes to these markets.

TEQ & TTNQ MEDIA & TRADE FAMILIARISATIONS – During the month I hosted the following trade and media famils in Kuranda village.

26th August – Let's Travel Magazine - NZ (TNQ) Let's Travel Magazine is a popular bi-monthly magazine with a circulation of 12,000 copies. It is an upmarket publication aimed at 45+ affluent readers in New Zealand. The magazine also uses partnerships with high-value clients in banks, insurance and credit card companies to attract the right readership.
Coverage:
Print: 45,000 readers
Digital: 70,000
Facebook: www.facebook.com/letstravelmag/ 5,000-8,000 per week
Website: www.letstravelmag.com 45,000 unique viewers per month.

31st August - Educational Opportunity - NZ TOP 10 Sellers to TNQ - The purpose of this educational was to showcase the beauty and ease of access to TNQ for NZ consumers, and to educate these top performing agents of our destination by allowing them to personally experience the region for the first time.

7th September – Korean Media-TEQ/TA IMHP - Jin Air, the sister company of Korean Air will fly to Cairns directly from Incheon from 14 Dec 2016, twice weekly. This will be the high season for Koreans to visit Australia and Tourism & Events Queensland and Tourism Australia coordinated this media famil to help showcase our region.
The following media have been invited:
1) Korea Business Daily - travel writer
2)Email Business Daily - travel writer
3)Traveller Magazine - travel writer
4)Old Dog - Influencer who is a webtoon artist living in JEJU Island do alot of different water swim, also can take video under water
5)Bobjang - Influencer who is a travel curator & iIlustrator
6)Freelance photographer who is travel writer

9th September - HX Airlines Trade (GC/CGBR) HK - TEQ and GCT entered into a Co-operative marketing agreement with HX to promote new tri-weekly direct service and this trade famil was one of the key activities included in the marketing plan to help promote this new service and showcase Queensland and our region.

13th September - Hong Kong Airlines - CHINA Media - TEQ Greater China team (China and Hong Kong) are currently finalising a new marketing agreement with funding partners, Hong Kong Airlines, Tourism Australia, Gold Coast Tourism

and Cairns Airport. Hong Kong Airlines launched its first route to Australia e.g. China – HKG-OOL-CNS-HKG-China , 3 flights per week.

This media famil was designed to promote the new Hong Kong Airlines service, fill the plane and educate the agents. Media coverage generated after this trip will hopefully attract more consumers to purchase the HXA travel package to Gold Coast and Cairns/Kuranda.

AMAZING RACE 2017 MEETING – On the 30th August I met with our Amazing Race partners – Skyrail DUT and KSR and we all agreed that next year we will change event plans and TK will take the lead role in hosting our first Cairns Product/Brochure Launch (similar to the one in Port Douglas in May 2016).

DRONE FOOTAGE OF KURANDA – During the month I secured some amazing aerial drone images and video footage of Kuranda that will be used for future trade presentations and new brochures.

NEW FREE WIFI LAUNCH – The new free wifi external modem was set up during the month and there has been a spike in Kuranda check-ins through Facebook since the launch. This will further help promote Kuranda via social media and we are encouraging visitors to share their photos on instagram #kuranda.

TTNQ KOREAN WORKSHOPS – On Tuesday 30th August I attended a Korean trade workshop at the Hilton Hotel that was hosted by TTNQ & TEQ with 10 sales managers from key Korean wholesalers. They were all here to learn about the variety of products in Cairns & Great Barrier Reef region and toured the destination in preparation for the arrival of Jin Air's direct flights in December.

TAFE NORTH FAMIL – On the 31st August we hosted an Amazing Race Style event in Kuranda for the TAFE North tourism students that involved visiting over 20 local Kuranda business and engaging directly with the staff and owners of each business.

ATEC TOURISM TUESDAY EVENT – On 30TH August I co-hosted the monthly ATEC Tourism Tuesday networking event with Ben Woodward that was held at Hilton Hotel. With about 50 industry representatives attending the event, it was a fantastic opportunity to network with regional tourism partners.

FATHERS DAY NEWSPAPER ADVSRTISEMENT – During the month Tablelands Advertiser offered TK a last minute free slot in their Father's Day special feature and I quickly organized the following advertisement to take advantage of the wonderful free offer.

Correspondence In:

23/8 e-mail from Lisa Bulman re: newsletter
24/8 e-mail from Pete SCA re: apology
24/8 e-mail from Rob Richardson re: drone footage
26/8 e-mail from KUR-World re: Update
29/8 Susie Pilkington – INSTITUTE OF AUSTRALIAN TOUR GUIDES re: newsletter
1/9 e-mail from Bronwyn at TTT: re: confirmation of Discover committee position
6/9 e-mail from Stacey Lui – re: Tourism Student visit thank you.
6/9 e-mail from Rydges Plaza Cairns confirming 3 nights FOC for ATEC IUN
13/9 e-mail from Violet Tan TEQ China – thank you for hosting China Media visit
13/9 e-mail from Rosie Douglas re: 2018/19 China Amway visit
14/9 e-mail to Rebecca Koller – re: new roller door painting
14/9 e-mail from Lyn Jensen Star FM re: school holiday promotion

Correspondence Out:

25/8 e-mail to Stacey Lui at Tafe North re: Tourism Student visit
26/8 e-mail to Andrea Falvo at Tablelands Advertiser – thanks for article
26/8 e-mail to MP Craig Crawford re: Kuranda Festival
30/8 e-mail to RT Ops Manager at RT re: Raft Race
1/9 e-mail to Bronwyn Cant at TTT infirming Cathy Harvey involvement in Discover
6/9 e-mail to Kuranda restaurants and cafes re: hosting TEQ famil on the 3rd Nov
9/9 e-mail to Mayor Tom Gilmore re: HK Trade famil hosted on the 9th Sep
12/9 e-mail to Aleisha Farrel from Cairns Surf Lifesaving Club re: Raft Race
12/9 e-mail to TTNQ re: Raft Race
12/9 e-mail to TTT re: Raft Race
12/9 e-mail to TCT re: Raft race
12/9 e-mail to PDDT re: Raft Race
13/9 e-mail to Kuranda SES re: Raft Race
13/9 e-mail to Envirocare re: Raft Race
14/9 e-mail to Rosie Douglas re: Amway quote for 2018/19
14/9 e-mail to Toni Rogers re: Kuranda Festival (Arts-coop)