

**TOURISM KURANDA COMMITTEE  
MINUTES**

of the Committee meeting held **Tuesday, 21 July 2015**  
at the Tourism Kuranda Office at **4.30pm**

**1. Welcome and Introduction**

**Attendees** - Melanie Wicks (Chair), Cathy Flambo (Australian Bush Store), Kevin Parise (Kuranda Skyrail), Adrian Pancirov (Kuranda Heritage Markets), Terry Pates (Frogs Restaurant), Chris Grantham (Rainforestation & Butterfly Sanctuary), Lisa Macalister (MSC), Marc Sleeman (TK EO), Cr Karen Ewin, Catherine Harvey (MSC)

**Apologies** – Cr Tom Gilmore, Cr Jenny Jensen, Robert Matthews (Kuranda Hotel), Trish Green (Honey House), Craig Crawford (Member for Barron River).

**2. Confirmation of Previous Minutes – 16 June 2015.**

Moved: Mel Wicks      Seconded Kevin Parise

**3. Business Arising from Previous Minutes – June 2015**

**ACTION ITEMS**

Responsible Person	Action	Date for Completion	Follow-up/Completion
<b>Marc Sleeman</b>	Maximise TV advertising budget with media broker	Ongoing	Ongoing
<b>Marc Sleeman</b>	Assist The City Slider with media management including joint media release and media event	Ongoing	26 <sup>th</sup> September
<b>Marc Sleeman</b>	Restart the Kuranda Accommodation Group as a sub-committee of Tourism Kuranda	Ongoing	For new committee
<b>TK Strategic subcommittee</b>	Finalise the TK Strategic Plan (Mel Wicks, Kevin Parise, Robert Matthews, Marc Sleeman)	Next meeting	Comments to Mel Wicks by 1 <sup>st</sup> August
<b>TK Committee</b>	Critique the Kuranda Visitor Information Centre draft Business Plan	August	Comments to Cathy Harvey by 1 <sup>st</sup> August
<b>Lisa Macalister</b>	Follow up bus signage with Council staff with request to notify TK committee in future before signage is erected	Next meeting	Completed
<b>Trish Green / Marc Sleeman</b>	Draft Kuranda law and order correspondence	Next meeting	Completed
<b>Mel Wicks / Marc Sleeman</b>	Draft Qld Destination Events Program grant	30 October	Ongoing

#### 4. Correspondence

##### Correspondence In:

23 June	ASIC – business name renewal
7 July	e-mail Rebecca Duffy – Maui THL re: new travel ap
7 July	e-mail John Edwards – MSC re: City Slider
9 July	e-mail Ravin Dran – SilkAir Cairns re: sales mission to Singapore
9 July	e-mail Helen Strain – Travel Corp re: Envirocare in Kuranda
10 July	e-mail Kristen Banks - Principal Adviser Communication, Engagement and Tourism - Redland City Council re: Tourism Structure in MSC.
13 July	e-mail TTNQ - Jane Wilson new TTNQ Director Leisure S&M on 3 August
15 July	e-mail request from Brad Farrington GTS re: ATEC membership support letter
16 July	e-mail from Kevin Parise – Skyrail re: no longer handing out Kuranda maps

##### Correspondence Out:

2 July	e-mail to Sam Sakamoto at TTNQ congratulating him on a wonderful effort.
2 July	e-mail to William Tranby Capta thanking for his support of the Sunrise TV show
3 July	e-mail to co-op partners in the Chan Bros Travel full page with artwork
6 July	e-mail to Khim Lim at TEQ in Singapore with selection of our hero shots
7 July	e-mail to John Edwards at MSC requesting update on City Slider
7 July	e-mail to Lisa Macalister re: CCTV trailer in Coondoo street complaints
8 July	e-mail to strategic planning subcommittee requesting meeting date
10 July	e-mail to Peter Franks re: Billabong meeting and update
20 July	Support letter for GTS – ATEC membership application
20 July	e-mail to Peter Danford re: public holiday pay feedback

#### 5. Confirmation of Budget Reports

Report for June 2015 included below.

#### 6. Confirmation of Executive Officer Report

Report attached

Moved: Terry Pates

Seconded: Cathy Flambo

#### 7. General Business

- **Arara Street – Kuranda community issue / development proposal – request of supporting letter for Skyrail:** Kevin Parise explained Skyrail's concerns regarding the proposed Arara St location including its proximity next to two of Kuranda's major attractions, Skyrail and Kuranda Scenic Rail. Following discussion it was agreed that Tourism Kuranda will provide a letter to Craig Crawford supporting Skyrail's objection to the proposed location.
- **Process for renewal of TK committee:** Lisa Macalister outlined the requirement for Council to appoint the Tourism Kuranda Committee for a new three year term. The current Terms of Reference advise:

##### **7. Committee Term**

- 1.1. *The committee is appointed for the term of 3 years and may be renewed with the same membership at this point or expressions of interest called for positions.*
- 1.2. *Expressions of interest will be called no later than 30 August of the year the previous term ceases and new appointments shall commence from no later than the September of that year.*

Agreement that: Advertisement to be placed in August Kuranda Paper and Council's website calling for expressions of interest. TK will use network to promote membership.

Rob Matthews has advised he will not renew and therefore a new Accommodation Representative would be needed. Mel Wicks has also advised that she will be resigning from the committee from the end of August, but is willing to remain as acting Chairperson until December 2015, if necessary. TK members intending to renew: Cathy Flambo, Terry Pates, Karen Ewin, Kevin Parise or Skyrail rep, Chris Gratham and Adrian Pancirov. Mel Wicks acknowledged the willingness of the current TK members to volunteer their services for another three year term.

Applications to close Friday 14 August. A Council report to go Council on 19 August will make membership recommendations and approve new TK Advisory Committee Terms of Reference, table the new TK Strategic Plan, and gain Council confirmation regarding TK's accommodation.

- **Draft Kuranda VIC business plan:** Catherine Harvey distributed copies of the plan to Kevin Parise and Mel Wicks. Kevin and Mel. Rest of committee also to receive copies except for Cathy Flambo as there was a conflict of interest. Agreement for feedback by 1<sup>st</sup> August.
- **City Slider:** New date set for 26 September. They are giving refunds. No new application has been submitted yet to Council.
- **Accommodation Group:** Sub-committee is part of revised strategic plan. Marc Sleeman suggested Peter Danford from Cedar Park Resort might be interested in chairing group.
- **Grants:** TEQ's Queensland Destination Events Program (QDEP) Round 2 funding applications are now open for Destination Event funding and Significant Event funding. Applications close 30 October 2015. Community Gambling Development fund closes 31<sup>st</sup> August. Priorities are for facility upgrades or equipment needs. TK would need to be auspiced by an incorporated community group to be eligible.
- **Business name up for renewal:** Agreed to renew with same name Tourism Kuranda.
- The TK Executive Officer, Marc Sleeman is on standby from 17 August as Juror for 2 weeks.
- Lisa Macalister advised the Committee she will be leaving Council with last day on 28 August. The Senior Engagement Officer position is advertised. [See msc.qld.gov.au/senior-engagement-officer/](http://msc.qld.gov.au/senior-engagement-officer/)

Responsible Person	Action	Date for Completion	Follow-up / Completion
Marc Sleeman	Maximise TV advertising budget with media broker	Ongoing	Progressing
Marc Sleeman	Assist The City Slider with media management including joint media release and media event	26 September	Progressing
Marc Sleeman	Restart the Kuranda Accommodation Group as a sub-committee of Tourism Kuranda	Ongoing	Progressing
TK Strategic subcommittee (Mel Wicks, Kevin Parise, Robert Matthews, Marc Sleeman)	Finalise the TK Strategic Plan	Comments to Mel Wicks by 1 <sup>st</sup> August with comments	Refer to Council on 19 August
TK Committee	Critique the Kuranda Visitor Information Centre draft Business Plan	June	August

<b>Mel Wicks / Marc Sleeman</b>	Draft Qld Destination Events Program grant	30 October	
<b>Marc Sleeman/ Mel Wicks</b>	Draft letter objecting to Arara St proposal	ASAP	
<b>Lisa Macalister/Marc Sleeman</b>	Manage process for expressions of interest called for new TK Committee and refer to Council	19 August	Refer to Council on 19 August

8. **Next Meeting:** proposed for Tuesday, 18 August 2015 at Tourism Kuranda Office.

9. **Supporting Documents**

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

# Tourism Kuranda

## Income and Expenditure Statement

	BUDGET 2014/15	MSC ACTUALS Closing Balances
<b>Tourism Kuranda INCOME</b>		
Tourism Kuranda Advertising Contributions	47,600.00	-
Tourism Kuranda Brochure Contributions		-
Benefited Rate Contribution	190,498.00	189,485.86
Brochure Contribution		44,577.15
Sundry Revenue	6,000.00	6,000.00
Deficit B/F 2013/14	(5,691.04)	(5,691.04)
<b>TOTAL Tourism Kuranda INCOME</b>	<b>238,406.96</b>	<b>234,371.97</b>
<b>ADMINISTRATION Tourism Kuranda</b>		
<b>Total Tourism Kuranda Administration</b>	<b>95,000.00</b>	<b>98,963.77</b>
<b>PROMOTION Tourism Kuranda</b>		
TK Comm Stake/Liaison	-	-
TK Brochure	8,000.00	7,750.00
TK Map	25,000.00	22,976.00
TK Brochure Distribution	14,445.00	15,258.02
TK Advertising Other - Cairns Post	6,000.00	6,018.22
TK Misc Promotions	500.00	250.00
TK Kuranda Branding/Graphic Design	2,000.00	2,211.23
TK Events & Promotions	14,000.00	20,237.56
TK Website & Elect Mkting	9,800.00	2.19
TK Industry & Media Famils	4,000.00	1,349.70
Memberships (TTNQ & TTT)	2,855.00	1,850.00
TK Advertising-Tourism Pub	17,000.00	15,204.54
TK Advertising - TVC	16,000.00	12,465.91
TK Advertising - TVC Production	2,000.00	825.91
TK Advertising - Radio	11,000.00	10,500.00
TK Trade/Sales Missions	9,848.00	9,247.87
TK PR/Media Management	6,600.00	6,811.47
TK Getting the Product Right	-	-
TK Signage/Billboards		201.15
<b>Total Tourism Kuranda Promotions</b>	<b>149,048.00</b>	<b>133,159.77</b>
<b>TOTAL TOURISM KURANDA EXPENDITURE</b>	<b>244,048.00</b>	<b>232,123.54</b>
<b>SURPLUS/(DEFICIT)</b>	<b>(5,641.04)</b>	<b>2,248.43</b>

Please note that this may **NOT** be the final report as we are still processing year-end adjustments.



## **EO REPORT JULY 2015**

**ANNUAL LEAVE** – During the month I took one week off annual leave.

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

- Kuranda Ukulele BBQ is happening 4 & 5 July
- "Another Day in Paradise!"
- Have you ever wondered what the DUT - Kuranda Boarding Pass is all about?
- Tourism Kuranda is attending Australian Tourism Exchange in Melbourne
- Tourism Events Queensland - Japan dinner ATE 2015
- Congratulations Eri Ueshiba for winning the industry prize to Cairns
- Team Kuranda attending the Australian Tourism Exchange 2015
- Kuranda set to rock this weekend - 4 & 5 July with the Kuranda Ukulele BBQ 2015!
- Kuranda is a great school holiday destination with plenty for children of all ages!
- July edition of the Kuranda Paper is out now!
- Butterfly wings - Friday fun facts!
- Kuranda one of the Top 10 things to do in TNQ.
- Happy NAIDOC week!
- Kuranda NAIDOC Celebrations are happening tomorrow Thursday 9th July
- Kuranda NAIDOC celebration march in full swing - awesome vibe
- Good morning! Hop on up to Kuranda Village and say G'day.
- Who's keen for a game of Kuranda Rainforest Mini golf??
- Amazing shot of the Barron River in Kuranda taken high above from a Skyrail gondola arriving into the village
- Plenty of butterfly love happening at the [Australian Butterfly Sanctuary](#) Kuranda - open 9.30am daily.

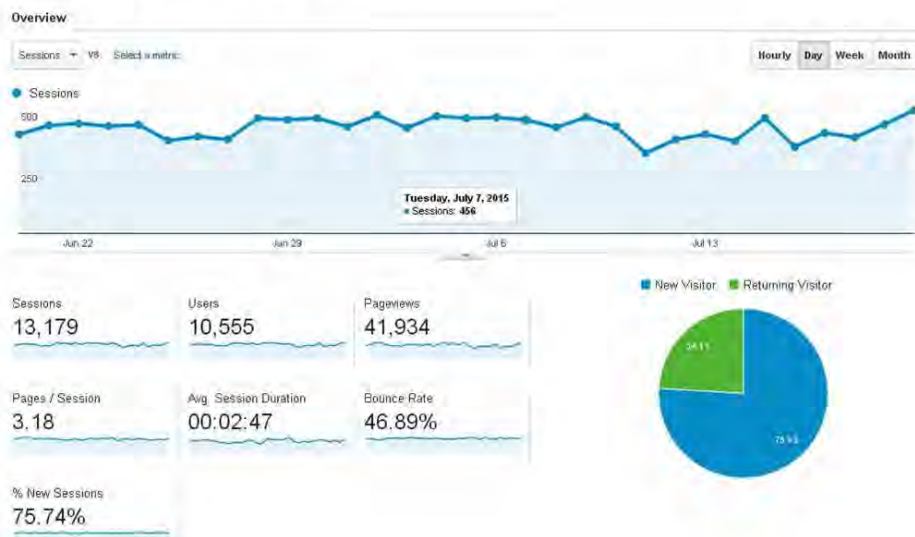
**INSTAGRAM & TWITTER** posts for the month (Tourism Kuranda registered for Instagram for the first time this month and I have linked these two social media platforms together)

- Cambell the swaggie
- Kuranda NAIDOC Celebrations
- Pretty Patterns
- Gorgeous joey in the pouch
- Snakes alive
- Hop on up to the village
- Explore amazing rainforest
- Lots of colour in the markets
- Barron River from a gondola
- Lots of butterfly love
- Skyrail Selfie

**TTNQ SOCIAL MEDIA SEMINAR** – On the 7<sup>th</sup> July I attended a half day social media – digital seminar to help with tips on working more efficiently in this area which was excellent and provided me with a few valuable tips. The following day I organised another meeting with Amy Mail (TTNQ) & Marni Barnett (Skyrail) who helped me set up our TK instagram account and provided some additional tips and some excellent advice.

**JULY 2015 (ONE MONTH) GOOGLE ANALYTICS**

Sessions – 13,179  
 Users – 10,555  
 Page Views – 41,934  
 Pages/Visit – 3.18



**THE CITY SLIDER EVENT** – The City Slider giant water slide that will stretch down Kuranda's Arara St, has been postponed from 4<sup>th</sup> July to September 26. While the day sessions were popular, not so many people were willing to brave the cooler evening in Kuranda. The event organizers have taken the advice from locals and moved it to the following school holidays.

**LOCAL SALES CALLS** – I spent 4 days during the month completing local sales calls and delivering brochures to our main booking outlets. Prior to ATEC I 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. I also did a brochure run across the Atherton Tablelands and visited all the VIC to Mission Beach & Tully who all report an increase in visitor numbers.

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

**UKULELE BBQ KURANDA** – The ukulele BBQ was held in Kuranda on the 4<sup>th</sup> & 5<sup>th</sup> July 2015. Now in its fifth year, this annual community music event is hosted by pioneering Kuranda ukulele performers, Bosko & Honey, and was a special event this year. We provided the event with social media exposure and forwarded event press release to all of our media contacts and included a story in our monthly e-newsletter which resulted in securing the front page of the Kuranda Paper.



**TOURISM KURANDA eNEWSLETTER** – The June eNewsletter was distributed on Monday the 22<sup>nd</sup> June – topics as follows;

1. ATE 2015
2. City Slider – date change
3. The Uku returns
4. Singapore agent taste of Kuranda
5. Kuranda painters on show
6. Skyrail Nature Diary
7. Sunrise visit
8. Amazing Race

**ATE 2013** – I represented TK at the Australian Tourism Exchange (ATE) from Sunday 21<sup>st</sup> to 25<sup>th</sup> June 2013 which was held in Melbourne. I represented Kuranda for the first time with our own sole booth and managed a full appointment schedule which involved approx 100 appointments with the media and international travel trade partners. It was a perfect format for Tourism Kuranda to develop new relationships and to strengthen existing contacts with both the travel trade and our strategic partners.

It was also an excellent opportunity to reinforce our partnership with Tourism Events Queensland & Tourism Australia. ATE was a huge success for Kuranda and a fantastic return on investment. The event also provided us with the platform to connect with some of our tourism partners like Capta, Down Under Tours, Birdworld Kuranda, Tropic Wings, Koala Gardens.



The following is some feedback from TK committee member Kevin Parise about our involvement in ATE 2015 in Melbourne.

Can I add my congratulations regarding Marc's performance at ATE in Melbourne recently.

As someone who has attended 15 of these events, I am the first to say that they can be very tiring and it is a challenge to maintain one's enthusiasm in particular when you are there by yourself.

I was lucky to have myself and three other staff, whereby Marc was solo.

In summary, Marc did Kuranda very proud and promoted the village and its attractions fantastically and with his typical vibrancy and enthusiasm – he was like an illuminate human billboard for all things Kuranda. Nice one Marc.

**Kevin Parise**

**Director of Sales - Skyrail Rainforest Cableway**

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**Australia: Qantas Award for Excellence in Sustainable Tourism, 2008 & 2009**

**Queensland: Qantas Award for Excellence in Sustainable Tourism, Hall of Fame, 2010**



**CHAN BROTHERS TRAVEL SINGAPORE** – As a result of our involvement in the recent SilkAir – Singapore industry and media familiarisations and subsequent meetings with Chan Brothers Travel at ATE in Melbourne I was able to bring together some of our Kuranda tourism partners and secure a full page co-operative advertisement with Chan Brothers Travel Singapore that involved the support of KSR, Skyrail, KKG & BWK. The cost to Tourism Kuranda for our involvement in this full page feature was \$250 which represents an excellent investment in Singapore and Chan Brothers Travel helping support these new direct flight services.

**SEA FM TOURISM TALK** – I had my Sea FM tourism talk on 8<sup>th</sup> July and discussed school holiday activities in the village and NAIDOC celebrations.

**KURANDA NAIDOC CELEBRATIONS** - I visited the Kuranda NAIDOC Celebrations which was held on Thursday 9<sup>th</sup> July and had lots of free entertainment and a community BBQ. It was wonderful to see our community coming together in celebration of the history, culture and achievements of Aboriginal and Torres Strait Islander people.

