

TOURISM KURANDA COMMITTEE

Minutes

Tuesday, 21st FEBRUARY 2017 held at the Community Precinct at **4.44pm**.

1. Welcome and Introduction

Attendees – Adam Letson (Skyrail), Angela Freeman (Koala Gardens/Birdworld) Lenore Wyatt – Chair (MSC), Trish Green (Honey House), Peter Danford (Cedar Park), Chris Grantham (Rainforestation), Terry Pates (Frogs), Marc Sleeman (TK), Adrian Pancirov (Heritage Markets) , Cathy Harvey (KVIC).

Apologies – Susan Parsons (MSC), Cr. Tom Gilmore, Craig Crawford, Cathie Flambo.

Visitors –

2. Confirmation of Previous Minutes – December 2016. Moved Trish Green, Seconded Chris Grantham.

3. Business Arising from Previous Minutes – December 2016

- Lenore Wyatt advised that Mareeba Shire Council has nominated her to the position of interim Chair for Tourism Kuranda. The question was raised if there still needs to be another Council representative on the committee.
- Lenore Wyatt has approached KIAC to see if a TK representative can be on the committee. Peter Franks has offered to come to the next TK meeting to talk about KIAC. Lenore to summarise KIAC minutes and report back to TK meeting. The TK committee suggested that there should be a representative from TK on the KIAC committee. As the previous Chair of TK, Melanies Wicks was the conduit between KIAC and TK and this connection no long exists. Lenore Wyatt to check the TK constitution with Council.
- Angela Freeman confirmed that Therwine Street had been cleaned up.
- CCTV to cover the whole of Kuranda. **Motion** that it is to be recommended to Council that any future funding applications for CCTV to include: Coondoo Street, Therwine Street, Centenary Park, Thoree Street – Any application for CCTV needed to take a whole of village approach. The TK office provided a perfect location to mount CCTV - **Moved** Angela Freeman, **seconded** Peter Danford.
- **Motion** that KUR-World is recognised as an attraction in the Kuranda region providing tourism services and should be added to the Tourism Levy. **Moved** Terry Pates, **seconded** Trish Green.

ACTION ITEMS - DECEMBER

Responsible Person	Action	Date for Completion	Follow-up/Completion
Lenore Wyatt/Craig Crawford	Main Roads land to be identified and cleaned up	Next meeting	Completed
Angela Freeman/Lenore Wyatt	Development of Therwine Street between the two markets – market precinct theme - Lenore to bring back report from KIAC and request attendance of KIAC member at TK meeting	Next meeting	Ongoing
Marc Sleeman	Revise budget and submit to Council for review. Present strategic plan and budget recommendation.	Next meeting	ongoing
Lenore Wyatt	Follow up chair for committee	2017	Completed
Susan Parsons	Look at grants available for CCTV. TK members to supply documentary evidence.	Next meeting	Ongoing
Lenore Wyatt/Marc Sleeman	Approach KIAC to request rep from TK to attend next meeting	Next meeting	Ongoing
Marc Sleeman	Negotiate reduced rate back page Tablelands Advertiser Activities booklet for school holidays	Next meeting	Completed
Marc Sleeman	Book Community precinct for Strategic Planning meeting	Next meeting	Completed

4. Correspondence In/Out:

Located at the end of EO Report. Moved

5. Confirmation of Budget Reports

Report to January 2017 included below. Moved

6. Confirmation of Executive Officer Report – attached noted.

7. General Business

- **Skyrail Closure.**

- Request that Skyrail to put notice on web page, directing visitors to the kuranda.org website. Message regarding the Skyrail closure with information on options to be on kuranda.org website.
- Suggestion that TK fund a free buses run during this period, but as there are already two local bus services, plus day tour coach companies the committee felt it would be a better option to promote and highlight the existing services.
- Target local tour desks and advised agents best options.
- Flyer to be produced by TK to promote these coach/train options.
- Promote options on Facebook pages and social media.

- **Revamp the Amp.** Marc Sleeman had a meeting with Darren who had requested sponsorship. TK will support with social media posts.

- **Bike Racks. Motion** to purchase Bike Racks to be installed outside TK office. \$64 for 1 rack that holds 6 bikes. Two racks to be installed and bolted to the ground. Tourism Kuranda looking firstly at securing the funds directly from MSC. If funds not available from MSC in the 2017/18 budget then TK to purchase the two racks. Moved Terry Pates. Seconded Chris Grantham.
- **Photoshoot** Marc requested recommendations for images to be included in the shoot. Committee to come back to Marc by the 3rd March with their top 5 suggestions.

8. **Next Meeting:** proposed for 28th March 2017

9. **Supporting Documents**

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

ACTION ITEMS - FEBRUARY

Responsible Person	Action	Date for Completion	Follow-up/Completion
Lenore Wyatt	Check TK constitution if the Chair of TK can be a representative on the KIAC Committee (in place of Mel Wicks)	Next meeting	
Angela Freeman/ Lenore Wyatt	Development of Therwine Street between the two markets – market precinct theme.	Next meeting	Ongoing
Marc Sleeman	Revise budget and submit to Council for review. Present strategic plan and budget recommendation.	Next meeting	ongoing
Marc Sleeman	KUR-World as an attraction to be added to tourism levy	Next meeting	
Susan Parsons	Look at grants available for CCTV – to cover whole village. TK members to supply documentary evidence.	Next meeting	Ongoing
Lenore Wyatt/Marc Sleeman	Approach KIAC to request rep from TK to attend next meeting	Next meeting	Ongoing
Marc Sleeman	Purchase 2 sets of bike racks	5 th March	
Committee	Top 5 suggestions for photoshoot	3 rd March	

TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT
to January

	BUDGET 2016/17 \$	ACTUALS	YTD Variance
<u>INCOME</u>			
Tourism Kuranda Advertising Contributions	31,000.00	-	31,000
Benefited Rate Contribution	207,695.00	102,068.07	105,627
Sundry Revenue	-	-	0
Surplus Carry Over 2015/16	12,197.97	12,197.97	0
	250,892.97	114,266.04	136,627
<u>ADMINISTRATION COSTS</u>			
Total Administration Costs	97,446.00	51,253.75	46,192.25
<u>PROMOTIONAL COSTS</u>			
A4 Brochure	8,000.00	-	8,000
Map & Visitors Guide	24,000.00	1,897.02	22,103
Brochure Distribution	16,028.00	10,128.39	5,900
Kuranda Festival Event	21,900.00	23,801.19	(1,901)
Kuranda Easter Event	22,400.00	136.36	22,264
Social Media Management	12,600.00	8,861.82	3,738
Industry Famils & Presentations	3,000.00	1,884.63	1,115
Tourism Kuranda Memberships	900.00	-	900
Adv Pre & Post Tourism Publications	7,300.00	1,040.00	6,260
Tradeshows & Sales Missions	16,500.00	1,867.21	14,633
Public Relations Management	5,800.00	3,000.00	2,800
General Advertising	4,000.00	110.00	3,890
Special Marketing Project 2017		966.44	
Total Promotion costs	142,428.00	53,693.06	89,701.38
TOTAL ADMIN AND PROMOTION COSTS	239,874.00	104,946.81	135,893.63
SURPLUS/(DEFICIT)	\$ 11,018.97	\$ 9,319.23	\$ 733.30



EO REPORT JAN & FEB 2017

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

- So much to do over the school holidays (plus blog directing back to www.kuranda.org)
- Get your hiking shoes on these holidays
- Triple M post – thanks TK'
- Enchanted by the beautiful butterfly
- Lots of different animals at Kuranda Koala Gardens
- Explore Barron Falls Estate
- Birdworld Kuranda is a great school holiday activity
- Celebrate Australia Day aboard KSR
- 9 hole mini golf at the Original Rainforest Markets
- Kuranda Home Made Ice-cream is a great way to cool down
- Dingo Kisses at RFS
- Great shot of Skyrail Rainforest Cableway
- We know what we're having for lunch
- The magnificent Barron Falls (rainbow)
- Stay the night in Kuranda for Valentines
- Welcome to Kuranda

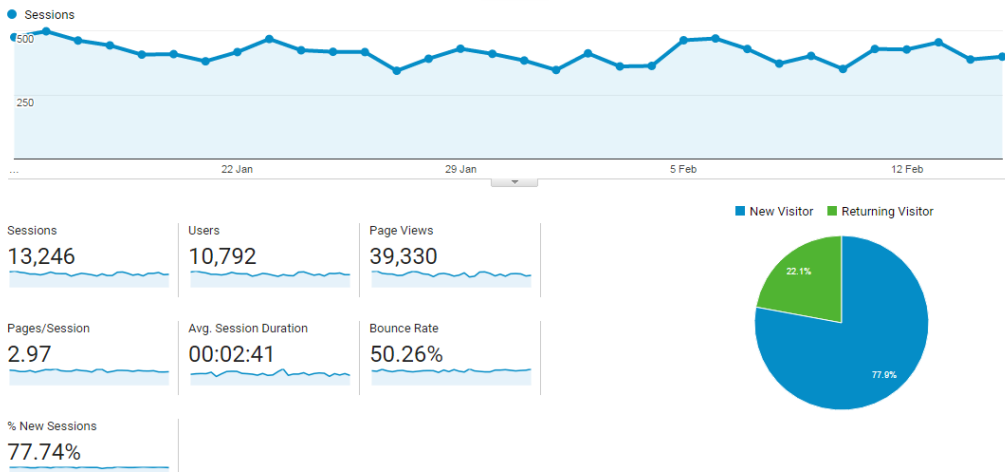
INSTAGRAM & TWITTER posts for the month

- Enchanted by the beautiful butterfly
- Put your hiking shoes on
- Lots of different animals at Kuranda Koala Gardens
- Explore Barron Falls Estate
- Barron Falls – amazing colour of the water
- Birdworld Kuranda is a great school holiday activity
- Making friends at ABS
- Celebrate Australia Day aboard KSR
- 9 hole mini golf at the Original Rainforest Markets
- Kuranda Home Made Ice-cream is a great way to cool down
- Dingo Kisses at RFS
- We know what we're having for lunch
- The magnificent Barron Falls (rainbow)
- Stay the night in Kuranda for Valentines
- Welcome to Kuranda

ANNUAL LEAVE – I was on annual leave from 11th January to 1st February 2017.

FEBRUARY GOOGLE ANALYTICS 16 January to 16 February 2017

- Sessions – 13,246
- Users – 10,792
- Page Views – 39,330
- Pages/Visit – 2.97



Geographic Reach

	13,246 % of Total: 100.00% (13,246)	77.90% Avg for View: 77.74% (0.20%)	10,318 % of Total: 100.20% (10,297)	50.26% Avg for View: 50.26% (0.00%)	2.97 Avg for View: 2.97 (0.00%)	00:02:41 Avg for View: 00:02:41 (0.00%)
1. Australia	8,044 (60.73%)	76.01%	6,114 (59.26%)	50.35%	2.88	00:02:31
2. United States	1,446 (10.92%)	84.44%	1,221 (11.83%)	54.84%	2.93	00:02:51
3. United Kingdom	800 (6.04%)	78.50%	628 (6.09%)	45.12%	3.47	00:03:00
4. Canada	252 (1.90%)	76.98%	194 (1.88%)	44.05%	3.16	00:02:33
5. Germany	243 (1.83%)	85.19%	207 (2.01%)	48.56%	3.52	00:02:43
6. Japan	225 (1.70%)	80.44%	181 (1.75%)	52.00%	2.72	00:02:10
7. New Zealand	225 (1.70%)	76.00%	171 (1.66%)	42.22%	3.61	00:03:25
8. India	216 (1.63%)	83.80%	181 (1.75%)	58.80%	2.46	00:02:22
9. Hong Kong	184 (1.39%)	68.48%	126 (1.22%)	36.96%	4.07	00:04:33
10. China	153 (1.16%)	75.16%	115 (1.11%)	61.44%	2.24	00:04:14

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, International Limousine and TTNQ on the Cairns Esplanade.

TTT AGM – I attended the Tropical Tablelands Tourism (TTT) Annual General Meeting on Tuesday 21st December which was held at Frogs Restaurant, Kuranda. Peter Danford was elected to the board to represent areas between Cairns, Kuranda and Mareeba and with Angela Freeman also on the board, we now have two TK representatives now on the board.

ATE REGISTRATION – Tourism Kuranda has been accepted to participate at ATE17 which is being held in Sydney from the 14th to the 18th May 2017 – we have secured a sole booth and the booth front panel artwork has been completed and submitted to Tourism Australia. Flights have been booked and I am currently looking at appropriately priced accommodation.

TEQ - QoT GREATER CHINA MISSION – Our application to attend the TEQ - Queensland On Tour Mission to Hangzhou, China has been successful and our translated TK company destination profile has been sent to TEQ for inclusion in the seller handbook – please see below.

Tourism Kuranda
库兰达旅游署



Marc Sleeman
Executive Officer

T +61 7 4093 7143
M +61 427 592 203
E tk@kuranda.org
W www.kuranda.org

A P.O. Box 860
Kuranda, QLD 4881



Tourism Kuranda 库兰达旅游署致力于推广目的地“雨林中的小镇——库兰达”。我们的职责包含目的地推广营销,目的地图片管理,旅游业目的地代理,公共关系和培训教育。我们也提供官方宣传手册,以及高质量的目的地图片,文案供您旅游手册使用。

库兰达 - 雨林中的小镇

库兰达提供丰富多彩的各种世界著名野生动物景点和活动,包括考拉、蝴蝶、珍奇鸟类、袋鼠和鳄鱼等。您也可以跟随一位土著向导进行雨林徒步,搭乘小河流游船,抱考拉,喂袋鼠,甚至可以亲眼参观按1:1比例制作的奇特龙形龙脊模型。

库兰达市场和小镇为所有人提供适宜的购物环境。在这里您可以淘到一些当地设计制作的时饰品,手工制作的丝巾或者纯棉衣物,独特的珠宝首饰,绘画作品,以及澳大利亚当地制作的土著手工艺品。

库兰达的众多出色餐厅为您提供各种当地特色或国际风味的食物,菜单选择丰富多彩。库兰达小镇的咖啡厅提供一种悠闲的独家氛围,哪怕最挑剔的食客也会被这里独特的热带风味所折服。

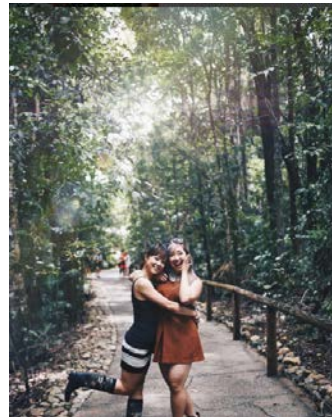
库兰达也提供许多别致的民宿(含早餐)、露营地、村舍、小屋、度假公园,以及各种奢华的住宿选择。无论是一对夫妇,一个家庭或者是一起出游的朋友团体,这里总有适合您需要的住宿选择。何不多呆一会儿,给自己时间充分享受我们美丽地区提供的一切呢?

在库兰达,每个人都能找到自己心中想追寻的旅程。这里是您规划北昆士兰地区假期时的“必选”目的地。

TEQ MEDIA FAMIL – On the 6th January I hosted a media famil in Kuranda for Social Media Influencers - Roz Pho & Jemma Wei from Singapore. Tourism and Events Queensland Singapore invited these two two popular lifestyle influencers to Tropical North Queensland. They are known for their bright and quirky personalities, love the outdoors, scuba diving and are great friends. The purpose of the visit is to capture Cairns and the Great Barrier Reef through their eyes, reaching out to a younger audience (20-30) by showcasing their experiences. The focus will be on The Great Barrier Reef, Nature, (Kuranda – Rainforest) and Cairns as a fun getaway for friends who are seeking soft adventure together. Below is a copy of some of the good exposure we received for the village.



rozpho
Following
915 likes
rozpho Camouflaging with the rainforest at Kuranda Village.
jemmawei Gorg
rozpho @jemmawei thanks to you!
mjjojay Natural beauty, camouflaging well indeed!



jemmawei
Kuranda, Queensland
Follow
2,298 likes
jemmawei rainforest trek in kuranda with my #merlotmonsters buddy - every time I go on a rainforest guided hike I'm mind blown by everything new there is to see about the world
larobe_baby
beyours_clothing
heykarenchau Gorgeous girls
ohhowstrange95 Goalsss

MEDIA INTERVIEW – During the month I had a 10 minute interview with John MacKenzie from 4CA about tourism numbers in Kuranda and the positive effect the Barron Falls has on village numbers.

KUR-WORLD MEETING – On Wednesday 8th February I had a meeting with Ken Lee the developer of Kur-World who provided my with an overview of his plans (short term and longer term). After our meeting he took me to his property and provided a site inspection of the facilities.

CAIRNS POST ARTICLE – On the 9th January we had a positive news story in the Cairns Post about the good rainfall in Kuranda and on the Tablelands and the economic benefit from the Barron Falls flowing strong.

WEBSITE ADVERTISING RENEWAL – On the 10th January website advertising renewal EOI's were sent out to all Kuranda business owners and we received 26 renewal responses. Our 2016/17 strategic plan budget for website advertising income was \$3,000.00 and I'm happy to advise that we have secured \$4,550.00.

SPECIAL LEVY – ACCOMMODATION LIST – During the month I completed a review of the local accommodation properties for the upcoming 2017/18 special levy period and there are now 27 accommodation properties in the Kuranda region including all the Air B&B providers. This number is an increase of 11 properties from the previous 12 month period.

REVAMP THE AMP – On the 7th February I had a meeting with Darren Griffis regarding the “REVAMP THE AMP” music event he is organizing for the 8th April and the possibility of TK sponsor this event. We also discussed upcoming events and the possibility of getting involved with the Kuranda Festival 2017.

TTNQ MEDIA FAMIL – On Sunday 12th February I hosted a media visit by David Bowden who is a freelance writer from Malaysia. David is a well-known and regarded journalist, ex Australia but now based in Kuala Lumpur. Supported by Queensland Rail also, he is writing a train book for his UK publisher. It will be a substantive coffee table book and published globally and released in October 2017. This will have him travel from Brisbane to Cairns, and along his journey and he will be writing some travel stories about Cairns and Kuranda for the National newsletter in Kuala Lumpur - New Straits Times, the Asian Journeys out of Singapore, and Golf in Golf Digest Malaysia. Some excellent exposure for Kuranda in Singapore, Malaysia and China.

PRINT QUOTES – NEW 22 PAGE KURANDA MAP & VISITOR GUIDE – During the month I secured 3 quotes for our new 22 page DL Kuranda Map & Visitor Guide including 150,000 English, 10,000 Japanese & 10,000 Chinese PLUS 50,000 - 6 page Kuranda DL Maps. The best quote for the above printing was Fergies at \$24,488.13 including GST. Total cost to print these brochures including printing, artwork and Chinese and Japanese translations is \$29,488.13 including GST.

WELCOME AMBASSADOR PROGRAM - This has now been running for over 6 months and proven to be very successful. Visitors and tour guides have been grateful to find the volunteers greeting them at the Map sign with brochures and directional advice. Sometimes visitors arrive in the village with the wrong information, so by giving them the correct information at their starting point off the train/Skyrail, their day can be better planned out for them.

Cathy has been doing a wonderful job managing this new service and has also taken on 6 new volunteers over the past couple of months and should be able to man the station to greet the two trains 7 days a week now there are extra volunteers in the pool. Wayne from the Cairns Visitor Information Centre is also looking at sending up his volunteers to assist – this would be a great opportunity for them to familiarise themselves better with the working of the village and maybe help condition them to promote Kuranda.

Correspondence in:

- 3.1 E-mail from Kevin Parise re: customer complaints about shops not open NYD
- 19.1 E-mail from Kahlia Pepper – Skyrail re: May 2017 Closure
- 23.1 E-mail from Trish Blackman re: Tropical North brochure advertising proposal
- 3.2 E-mail from TTT re: Billboard advertising opportunity
- 15.2 E-mail from Zalan Glen – re: new raw food outlet in Kuranda

Correspondence out:

- 23.12 Email to Robert D'Addon at MSC re: busking issues in Coondoo Street
- 23.12 Christmas e-mail to all the Kuranda business owners outlining our activity in 2016
- 3.1 E-mail to Kevin Parise at Skyrail re: NYD trading complaint
- 9.1 E-mail to Richard Johnson RJ New Designs re: layout issues with the website
- 10.1 E-mail to Jane Wilson at TTNQ advising TK would support Domestic mega famil
- 10.1 E-mail to all Kuranda business owners re: website advertising renewal
- 7.2 E-mail to TK committee re: new brochure printing costs and recommendations
- 14.2 E-mail to QR/KSR with website stats for 2016/17
- 14.2 E-mail to writer David Bowden with village images and history information