

## **TOURISM KURANDA COMMITTEE**

### **MINUTES**

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

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

##### **Attendees -**

Melanie Wicks (Chair), Chris Grantham (Rainforestation & Butterfly Sanctuary), Marc Sleeman (TK EO), Terry Pates (Frogs Restaurant), Trish Green (Honey House Kuranda), Cathy Flambo (Australian Bush Store), Kevin Parise (Kuranda Skyrail), Cr Karen Ewin, Lisa Macalister (MSC), Craig Crawford (Member for Barron River)

##### **Apologies -**

Adrian Pancirov (Kuranda Heritage Market), Robert Matthews (Kuranda Hotel), Cr Tom Gilmore (MSC),

#### **2. Confirmation of Previous Minutes – 10 March 2015**

Moved: Melanie Wicks; Seconded: Kevin Parise

#### **3. Business Arising from Previous Minutes – 10 March 2015**

##### **ACTION ITEMS**

<b>Responsible Person</b>	<b>Action</b>	<b>Date for Completion</b>	<b>Follow-up/Completion</b>
<b>Marc Sleeman/ Lisa Macalister</b>	Provide summary of revenue options	Next meeting	Progressing
<b>Marc Sleeman</b>	Call for expressions of interest for website listings	30 May 2015	Completed
<b>Marc Sleeman</b>	Circulate the Draft Strategic Plan and TK TOR to the Councillors with questions referred to Chair	11 March 2015	Completed
<b>Marc Sleeman</b>	Organise branding of TK Sales car	Next meeting	Progressing
<b>Marc Sleeman</b>	Purchase TTNQ polo shirts and brand with TK logo	Next meeting	Progressing

<b>Marc Sleeman</b>	Purchase vacuum cleaner	Next meeting	Progressing
<b>Marc Sleeman</b>	Produce a certificate of appreciation for Cuscus owner and run media on handover of the business	Next meeting	Completed
<b>Marc Sleeman</b>	Maximise TV advertising budget with media broker	Ongoing	Progressing

#### 4. Correspondence

##### Correspondence In:

- 4/3 e-mail from Thomas Frank - Terra Nova Coach Tours Pty Ltd – Coach complaint
- 6/3 e-mail from Angela Freeman re: coach complaint
- 17/3 e-mail from Neville Dunn re: TTNQ complaint
- 30/3 e-mail Request for Letter of Support YAK YAK YAK
- 31/3 farewell e-mail from Vicki Tang TTNQ
- 7/4 e-mail from Kuranda Discount Drug Store - Influenza 2015
- 8/4 e-mail from Heritage Markets re: new bus service
- 8/4 e-mail from Jo Ramage – Channel 9 re: Kuranda repeat
- 9/4 e-mail from Chris Cornish – ID tours – VIP parking
- 20/4 e-mail from John Robinson KDCC re: Kuranda Stakeholder meeting

##### Correspondence Out:

- 2/3 e-mail to Kuranda business Cruise Ship Late arrival into Kuranda - We need your help!
- 3/3 e-mail to Kuranda business - Booking.com presentation in Kuranda - 6th March 2015
- 4/3 e-mail to Shaneen Fantin re: Therwine Street redevelopment
- 4/3 e-mail to Jane and Peter Danford (cedar park) welcome e-mail
- 5/3 e-mail to Kuranda business - Celebrity Solstice - Special Arrival 8th March 2015
- 6/3 e-mail to Tarun Naidu – booking ,com re: presentation
- 12/3 e-mail to Kuranda business - Kuranda Scenic Railway – Disruption
- 12/3 e-mail to Kuranda business Advertising Opportunity - Welcome To 2015/16
- 12/3 e-mail to Candy Raymond requesting a catch up (media opportunity)
- 20/3 e-mail to Andrea – Tablelands Advertiser thanking for support
- 25/3 e-mail to Kuranda business - Kuranda Easter Celebration - 4th April 2014
- 25/3 e-mail to UK Television Series - Wild Australia with filming ideas
- 27/3 e-mail to Member for Barron River – Craig Crawford
- 31/3 e-mail to Kuranda business - Easter News from Tourism Kuranda
- ¼ e-mail to Member for Barron River – Craig Crawford with Easter flyer and media info
- 2/4 e-mail to Kuranda business - Kuranda Bunny is getting EGGcited about our big event!
- 7/4 e-mail to Kuranda business - Kuranda Easter Celebration 2015 - Huge Thanks
- 10/4 e-mail to Kuranda business - Influenza Season - Kuranda Pharmacy Influenza Vaccines

#### 5. Confirmation of Budget Reports

Report for March 2015 included below.  
 Moved: Cathy Flambo; Seconded: Terry Pates

#### 6. Confirmation of Executive Officer Report

Report attached.

TK Committee noted that the Easter event was very well attended with visitors spread out through the day and businesses reporting that they had a good day trading. Excellent media promotion pre-event and coverage post-event.

## 7. General Business

- **The City Slider Event Opportunity:** See <http://thecityslider.com.au/> Exciting opportunity with Kuranda being confirmed as preferred location for the 325m long water slide on Ararra St on 4 & 5 July. Initiated by TK. Potential for 6,000 PAX per day. Works in 90min blocks with 600 people per session. Tickets \$29 early bird or \$35. Organisers will pay and organise road closures, traffic management, toilets, street lighting, rubbish removal etc. Now dependent on Council approval. To date, Councillors have been supportive. Skyrail are working with organisers to address some safety and water management concerns. TK Committee very supportive of this initiative and noted the considerable media exposure this event will bring. Opportunity to provide promotional material for PDF ticket. Agreed to run trader promotions to coincide with The City Slider and do joint media.
- **Website advertising:** Renewal notices for continued website advertising released; so far 20 confirmed renewals. General website advertising notices released. Offer closes Friday 24 April. Agreed that EO will follow up personally with operators.
- **Tourism Kuranda Strategic Plan:** TK's presentation to Council re increasing revenue for TK's operating budget was well received. Council has since discussed options and is now actioning. Expectation that by the May meeting, TK Committee will have confirmation from Council of the expected budget for 2015-16. Agreed that the TK Strategic Sub-committee will then meet to finalise the TK Strategic Plan for endorsement by Council.
- **Grant opportunities:** Noted there may be opportunities through TEQ 's revamped *Regional Development Program* to support TK events. Likely this grant will be announced soon. Tabled *Commonwealth Multicultural Arts and Festivals* grant information. Funding of up to \$5,000 is available for individual projects for events to be held between 1 July 2015 and 30 June 2016. Applications close at 2pm AEST on 26 May 2015. <https://www.dss.gov.au/grants/multicultural-arts-festivals-grants-2015> Agreed that EO will liaise with the Barron River Electorate Officer, Andrew Talbot for ongoing grant information and support.
- **Strategic advice for the Kuranda Visitor Information Centre's business plan:** a business plan is being prepared to improve the profitability of the new Centre and maximise on its prominent location. It would be advantageous for the TK Committee to provide strategic input into the plan. There are opportunities for increased commissions, a booking desk and branded merchandise. The Centre is the 2<sup>nd</sup> highest visited Visitor Information Centre in the region, after Cairns. Last year 66,000 visitors were assisted and on track for increased numbers this year. Agreed that the Business Plan will be circulated to the TK Committee for critique.
- **Kuranda law and order issues:** TK Committee noted the concerning increase of law and order issues in Kuranda, particularly public drinking in park areas, and the subsequent detrimental impact on tourism businesses and visitors to Kuranda. Police, Council, Ngoonbi and Craig Crawford MP met on 21 April in Kuranda to explore options for "safer" drinking locations. This is a complex issue which requires sensitivity and a coordinated agency response.

Responsible Person	Action	Date for Completion	Follow-up/Completion
Marc Sleeman/ Lisa Macalister	Provide summary of revenue options	Next meeting	Progressing
Marc Sleeman	Organise branding of TK Sales car	Next meeting	Progressing
Marc Sleeman	Purchase TTNQ polo shirts and brand with TK logo	Next meeting	Progressing

<b>Marc Sleeman</b>	Purchase vacuum cleaner	Next meeting	Progressing
<b>Marc Sleeman</b>	Maximise TV advertising budget with media broker	Ongoing	Progressing
<b>Marc Sleeman</b>	Assist The City Slider with media management including joint media release and media event	Next meeting	
<b>Marc Sleeman</b>	Follow up website advertising offer with operators	Next meeting	
<b>TK Strategic subcommittee (Mel Wicks, Kevin Parise, Robert Matthews, Marc Sleeman)</b>	Finalise the TK Marketing Plan	Next meeting	
<b>Marc Sleeman/ Lisa Macalister</b>	Liaise with the Barron River Electorate Officer, Andrew Talbot for grant information and support.	Ongoing	
<b>TK Committee</b>	Critique the Kuranda Visitor Information Centre draft Business Plan	June	

8. **Next Meeting:** proposed for Tuesday, 19 May 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 March
<b>Tourism Kuranda INCOME</b>		
Tourism Kuranda Advertising Contributions	47,600.00	-
Tourism Kuranda Brochure Contributions		-
Benefited Rate Contribution	190,498.00	182,670.65
Brochure Contribution		40,129.40
Sundry Revenue	6,000.00	6,000.00
Deficit B/F 2013/14	<u>(5,691.04)</u>	<u>(5,691.04)</u>
<b>TOTAL Tourism Kuranda INCOME</b>	<b><u>238,406.96</u></b>	<b><u>223,109.01</u></b>
<b>ADMINISTRATION Tourism Kuranda</b>		
<b>Total Tourism Kuranda Administration</b>	<b><u>95,000.00</u></b>	<b><u>68,931.14</u></b>
<b>PROMOTION Tourism Kuranda</b>		
TK Comm Stake/Liaison	-	-
TK Brochure	8,000.00	7,750.00
TK Map	25,000.00	19,896.00
TK Brochure Distribution	14,445.00	12,143.84
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 Mktng	9,800.00	97.81
TK Industry & Media Famils	4,000.00	862.05
Memberships (TTNQ & TTT)	2,855.00	1,850.00
TK Advertising-Tourism Pub	17,000.00	13,004.54
TK Advertising - TVC	16,000.00	11,475.00
TK Advertising - TVC Production	2,000.00	825.91
TK Advertising - Radio	11,000.00	5,000.00
TK Trade/Sales Missions	9,848.00	4,074.16
TK PR/Media Management	6,600.00	5,311.47
TK Getting the Product Right	-	-
<b>Total Tourism Kuranda Promotions</b>	<b><u>149,048.00</u></b>	<b><u>94,788.25</u></b>
<b>TOTAL TOURISM KURANDA EXPENDITURE</b>	<b><u>244,048.00</u></b>	<b><u>163,719.39</u></b>
<b>SURPLUS/(DEFICIT)</b>	<b><u>(5,641.04)</u></b>	<b><u>59,389.62</u></b>



## **EO REPORT MARCH & APRIL 2015**

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

- March edition of Kuranda Paper now out – reach 255
- Caravanning & Motor home Kuranda story – reach 410
- JBT playing K-town next Friday! - reach 335
- Kuranda is looking forward to Celebrity Solstice Cruise Ship – reach 888
- Booking.com presentation – reach 337
- Tourism Kuranda welcomed 200 guests from China today - 577
- TK welcomes guests off the Celebrity Solstice Cruise Ship - 668
- We had a little help from Flynn at [Skyrail Rainforest Cableway](#) today - 841
- Japanese guests enjoying a day of shopping in Kuranda today - 694
- Kuranda village is a great wet weather destination – 12,840 (109 shares)
- Kuranda Hotel circa 1930. - 507
- A few new births at Rainforestation Nature Park Kuranda this week - 278
- John Butler Trio is playing Kuranda tonight - gates open 6.30pm – 1,699
- More great street art is Kuranda village - 187
- John Butler Trio rocked Kuranda last night – 1,406
- John Butler last night rockin' the Amp! Dancing in the rain – 663 (1,240 views)
- JBT at the [Kuranda Amphitheatre](#) - just add water for whole lot of fun - 349
- Good bye Candy from Cuscus Boutique - 593
- Feeling the Kuranda Love at the Original Kuranda Rainforest Markets - 335
- Beatbox Tom Thum was "Triple J" special guest Weather Rapper - 477
- We love a few new arrivals in Kuranda – Just Gorgeous share - 184
- Kuranda village is surrounded by amazing World Heritage Rainforest - 861
- Congratulations Charlene and welcome to Kuranda village - 339
- "Woody" entertaining visitors on the streets of Kuranda Village today - 581
- Loving those soulful tunes! – 506 (158 views)
- Welcome Peter & Jane Danford - the new owners of Cedar Park - 374
- Railway workers pushing barrels of beer along the Cairns to Kuranda line - 380
- Pamagirri Dancers will be performing in Kuranda again this years for Easter - 332
- Lots happening in the Heritage Markets Kuranda and great coffee too! - 253
- The Easter Bunny has been spotted in the village – 1,231
- Frank Falappi - President Cairns Mountain Bike Club in Kuranda today - 323
- Win a seat in the Easter Egg Crane – 2,096
- Frogs Restaurant in Kuranda will be holding a fundraising event - 281
- Can anyone guess who the famous lady is wearing the light blue dress?? - 546
- Local children are getting very EGGcited about the SES sack race this year - 737
- The kids games at the Kuranda Easter Celebrations are lots of fun - 256
- The April edition of The Kuranda Paper has hit the streets! - 200
- Some great Kuranda school holiday activities for the kids! - 219
- Kuranda Easter Celebration is happening next Saturday 4th April – 1,542
- Mega Slide will be in Kuranda next Saturday for Easter - 521
- Happy Monday! Yummy coffee available daily from 6am - 187
- Koahlition Reggae Band will be rocking the village this Saturday - 346
- The Easter Bunny has been spotted in the Original Rainforest Markets – 1,883
- The Easter Bunny has just arrived in the village for some chocolate egg - 622
- Amazing work from local artist Min Stuart is now on show in Terra Nova - 256
- The Kuranda Easter Bunny was in training today jumping off the AJ Hackett - 341

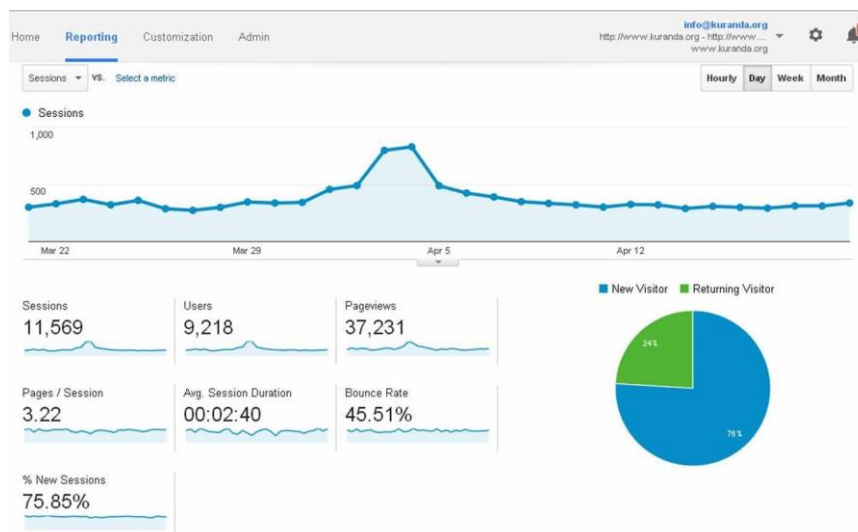
- Our local Member for Barron River Craig Crawford did the jump too – 240
- Craig Crawford Bungy Jump video – 3,810 (1,596 views)
- Kuranda Bunny on the front page of the Cairns Post today! - 479
- Happy Easter - Kuranda village is open today and all Easter long weekend! – 1,046
- Kuranda Easter Celebrations happening tomorrow from 10am. - 305
- Crane has arrived in the village for the 11,000 chocolate Easter egg drop - 632
- Kuranda SES testing out Cairns largest inflatable slide here in Kuranda - 482
- Horse and carriage had arrived for the big day!! - 232
- Col, Annie & Wes from Snuggles in Kuranda sponsoring the crane today - 249
- Easter crane selfie with Carol from SES! See you in the village! - 320
- Face painter Rachel Bradley all set up in Centenary Park today! - 237
- Fantastic Easter Event in Kuranda today. - 694
- It was great to have the Mayor [Tom Gilmore](#) in the village today - 412
- Certainly was raining eggs in Kuranda yesterday! - 317
- Thanks to Sylvia, Cathy & Garth and the team at Kuranda Envirocare -293
- Did you know the Original Markets features a 9 Hole Mini Golf Course – 1,717
- Look Dad the [Australian Butterfly Sanctuary](#) is this way! - 606
- The popular 2015/16 Discover Magazine is now available - 186
- Front page of the Tablelands Advertiser today - 200
- Happy 100th Birthday "Kuranda Station" – 1,300
- The one that didn't get away! – 4,204 (1,913 views)
- Kuranda's newest little gem - 119
- Here are the top 10 ways to encounter a crocodile in Kuranda - 46

From the 28<sup>th</sup> February to 21<sup>st</sup> April we averaged 5 new likes per day (organic) and the average daily reach was 1,070 people.

**DATABASE** – I continued to update our Tourism Kuranda (Constant Contact) data base and sourcing contacts from group data bases and previous group e-mails. This month I added all the new ATEC showcase inbound contacts to our data base etc..

### April (ONE MONTH) GOOGLE ANALYTICS

Sessions – 11,569  
 Users – 9,218  
 Page Views – 37,231  
 Pages/Visit – 3.22





**ADDITIONAL MEDIA EXPOSURE** – As a result of our e-newsletter and media connections we were able to secure the following exposure for Kuranda village in March & April 2015.

**Applications to Upskill Youth Now Open**

The Cairns region has been chosen to host a new \$10 million initiative to help young people gain the skills and experience they need to succeed in the 21st-century workplace.

The Government is leading a national initiative to address youth unemployment by establishing a national network of youth training hubs across Australia.

The Youth Employment Network (YEN) will provide a range of support services to young people, including:

- Career advice and training (CVT) to help young people gain the skills and experience they need to succeed in the 21st-century workplace.
- Work-based learning opportunities through apprenticeships and traineeships.
- Support services to help young people overcome barriers to employment, such as homelessness, mental health issues, and substance abuse.

Applications for funding are now open. For more information, visit [www.youth.gov.au/yen](http://www.youth.gov.au/yen).

**Use of Centenary Park for a Private Function**

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Applications for funding are now open. For more information, visit [www.youth.gov.au/yen](http://www.youth.gov.au/yen).

• Many reported on the quality of the event as they saw the Cairns Council has done an exceptional job of organising the event.

• The event was a success for the Cairns region and the Cairns Council has done an exceptional job of organising the event.

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**Train Steams In**

THE NOISY DEB OF STEAM TRAIN TRAVEL WAS CONSIDERED IN Cairns in 1914 when the Queensland Government decided to build a railway line from Cairns to Kuranda. The line was built by the Queensland Government and was the first of its kind in Queensland.

The railway line was built to provide a link between Cairns and Kuranda. The line was built by the Queensland Government and was the first of its kind in Queensland.

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**Kuranda Range petition gathers more signatures**



THE KURANDA RANGE petition has gathered more signatures since it was launched in February. The petition is calling for the Cairns Council to consider the impact of the proposed Cairns to Kuranda railway line on the environment and the community.

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**Boutique milestone**



A boutique in Cairns has reached a significant milestone in its operations. The boutique, which specializes in handcrafted goods, has recently opened a new branch in the Kuranda region.

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**Bright eyes at boutique**



A boutique in Cairns has reached a significant milestone in its operations. The boutique, which specializes in handcrafted goods, has recently opened a new branch in the Kuranda region.

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**Are You Looking to Buy a Quality Business?**

**BISS** is a leading provider of quality businesses for sale. We have a range of businesses available for sale, including:

- **TYRE AND MECHANICAL BUSINESS - FREEHOLD**
- **CONCRETE & METAL BUSINESS - FREEHOLD**
- **PAINT BUSINESS - FREEHOLD**
- **PAINT BUSINESS - FREEHOLD**
- **PAINT BUSINESS - FREEHOLD**

Call us today for more information.

**Kuranda's little gem**



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- **CONCRETE & METAL BUSINESS - FREEHOLD**
- **PAINT BUSINESS - FREEHOLD**
- **PAINT BUSINESS - FREEHOLD**
- **PAINT BUSINESS - FREEHOLD**

Call us today for more information.

**Get shot in Kuranda**



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**LOCAL SALES CALLS** – I spent 4 days during the month completing local sales calls and delivering brochures to our main booking outlets – plus Easter Celebration flyers. 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.

**BOOKING.COM PRESENTATION** - After another positive meeting with [www.booking.com](http://www.booking.com) in Sydney in February we managed to arrange another presentation in Kuranda on the 6<sup>th</sup> March to discuss the benefits of working with this global online accommodation booking company.

The presentation was an excellent opportunity to engage with this online provider and help drive new business to accommodation properties in the Kuranda region.



We had 9 properties attend the presentation and the topics included;

- Why do customers use Booking.com?
- Why do accommodation providers use Booking.com?
- How can you effectively showcase your product?
- How can you leverage your pricing and availability strategy to maximize your exposure?

**CELEBRITY SOLSTICE** – Celebrity Solstice arrived into Yorkeys Knob at 12 noon on the 8th March and departed at 2000hrs. We worked closely with Kuranda business owners to keep the village open longer for these guests and provide a special welcome as they couldn't get them all here into the village before 4pm. There were approximately 1,000 guests into the village and we received an overwhelming response from the Kuranda business owners who stayed open late on Sunday afternoon to welcome guests arriving off the Celebrity Solstice.

Cathy Harvey and I set up a welcome desk at Skyrail terminal from 2 to 4pm to welcome these guests with village maps and a list of businesses who stayed open late. The following is a list of all the business who stayed open late to help welcome these important cruise ship guests.



## Celebrity Solstice Guests



### Welcome to Kuranda village

The following businesses have stayed open for your visit to Kuranda.

#### Kuranda Wildlife Attractions

Australian Butterfly Sanctuary – 8 Rob Veivers Drive  
Australian Venom Zoo – 8 Coondoo Street  
Birdworld Kuranda - Heritage Markets  
Kuranda Koala Gardens - Heritage Markets

#### Kuranda Village Centre

(Cnr Therwine & Coondoo Sts)

Kuranda Tea House  
The Butterfly Shop  
Cuscus Boutique  
Kuranda Fudge Bar & Tea Room

#### Therwine Street

Terra Nova Gallery - 15 Therwine Street  
The Australian Bush Store – 17 Therwine St  
Stillwater Sweets – 17 Therwine Street  
Claire Souter Gallery – 12 Rob Veivers Drive

#### Coondoo Street

Tantrika – 1 Coondoo Street  
Peter Jarver Gallery – 3 Coondoo Street  
Opal Time - 5c Coondoo Street  
Sandra Viden Design – Shop 11 Coondoo St  
Dee 8 Designs – Shop 3, 13 Coondoo Street  
Tropical Pulse - 13 Coondoo St  
The T-shirt Shop – 13 Coondoo Street  
Coral Coast Leather Coondoo St.  
Just Gorgeous – 16 Coondoo Street  
Golden Drop Winery – 21 Coondoo Street  
Bob's Woodart – 24 Coondoo Street  
The Bath Shop – 25 Coondoo Street  
Monsoon Leather – 25 Coondoo Street  
Kuranda Opal Cave – 25 Coondoo Street  
Ian Stephens Fine Art Gallery – 25 Coondoo Street  
Australis Art – 40 Coondoo Street

#### Restaurants

Barron Falls Hotel – Cnr Coondoo & Thongon Sts  
Kuranda Hotel – Corner Arara & Coondoo  
Kuranda Cyber Café – 8/12 Rob Veivers Drive  
Kuranda Munchies – 5/24 Coondoo Street  
Kuranda Trading Post – 21-23 Coondoo Street  
Kangazims Café – 1 Coondoo Street

#### Heritage Markets

(2 – 4 Rob Veivers Drive)

Frogs Restaurant  
The Kangaroo Shop  
Tropical Gifts  
Stones Downunder  
Hot Chillies  
Anne's T-Shirts and Bush Jewellery  
Croc belts  
V people- Clothing  
Penny croft - clothing

#### Original Kuranda Rainforest Markets

(Cnr Therwine & Thooree Sts)

Abra Kadabra  
Petit Café  
The Leather Shop  
Kuranda Honey House  
Naturally Gifted  
Emu Ridge Gallery  
Kuranda Home-made Ice-cream  
Jungle Juice  
Rainforest Dreaming  
Coconut Mamma  
The Frantic Attic  
Ridgy Didge  
Cassowary Churros Cafe  
Japanese Sweets & Bamboo Cafe  
Green & Yellow Shop  
3 Crows Collective  
Japanese Tea House  
60 Year Old Hippie  
Koko's Kreations & Butterfly Kisses

**MICE GROUP FROM CHINA** – On the 8<sup>th</sup>, 9<sup>th</sup> & 11<sup>th</sup> March I provided a welcome for over 200 guests from China who were all in our region as part of a special incentive coordinated by Vivienne Li from [Skyrail Rainforest Cableway](#). It is important to note that Skyrail secured this incentive for Kuranda and the region and helped profile the village to this important market.



**FAREWELL CANDY RAYMOND** – On the 15<sup>th</sup> March after almost 31 years that CusCus Boutique opened in Kuranda, Candy Raymond handed over the reigns to Shellie Jenkins who has worked in the business for the last 12 years. Tourism Kuranda acknowledged Candy for her invaluable contribution to the commercial heart of Kuranda over the past 31 years. We thanked her for helping to create and protect the vibrant and colourful brand of Kuranda, Village in the Rainforest, by offering such consistent quality, style and great customer service in your boutique, CusCus. The following is a photo and copy of the certificate of appreciate I presented to Candy on behalf of Tourism Kuranda;



**THE CITY SLIDER EVENT OPPORTUNITY** – After a couple of meetings The City Slider/Events People Australia have chosen Kuranda as their preferred event location in North Queensland. They have suggested 4<sup>th</sup> & 5<sup>th</sup> July as their preferred date which is the last weekend of the June/July school holidays and I believe will help draw large numbers to Kuranda village. I have discussed the event and road closure with Shane Mattes from Kuranda Police and the event co-ordinators have begun door knocking the residence in Arara/Meeroo Streets with a notification letter advising locals that they will be submitting an application to Council to host The City Slider in Kuranda on the 4<sup>th</sup> & 5<sup>th</sup> July 2015. While this event will certainly provide an economic boost for the village, it will also be another fantastic opportunity to re-connect with the important local market, keeping Kuranda front of mind!

**CEDAR PARK RAINFOREST RETREAT** – I have had two meetings in the last month with Peter & Jane Danford, the new owners of Cedar Park Rainforest Resort. Peter has an IT background and existing business interests in China and is looking forward to growing Cedar Park. Peter and Jane are committed to supporting our future marketing efforts.

**KURANDA EASTER CELEBRATIONS** - Our Kuranda Easter Celebration drew another big crowd into the village Easter Saturday and from all reports it was another successful event for Kuranda. While our Easter Celebration acts as an economic boost for many businesses in the village, it is also designed to profile Kuranda and target locals - reconnecting with this important market. 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, Lisa Macalister, Kahlia Pepper and all the Kuranda Visitor Information Centre volunteers who helped throughout the day.
- Carolyn Day and the team at Kuranda SES for helping with setting up and safety in Centenary Park.
- Mareeba Shire Council for their in-kind support with additional rubbish bins, marquees, witches hats and event co-ordination.
- 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.
- Col, Annie & Wes from Snuggles in Kuranda for sponsoring the crane and operating the egg drop throughout the day.
- The Easter Bunny volunteers – Cathy Harvey, Jenny Jensen & Beverly Chance.
- Sylvia Conway and the team from Kuranda Envirocare who set up a plant stall in Centenary Park.
- Pamagirri Aboriginal Dancers from Rainforestation for their performance.

**FREE MEDIA EXPOSURE** – Through our branded advertising campaign we were also able to secure substantial free pre and post media exposure that included

- Cairns Post – Front Page (pre event)
- Tablelands Advertiser – Front Page Feature (pre-event)
- Kuranda Paper – Front Page Feature (pre-event)
- The Express – Half Page - page 2 (pre-event)
- Tablelands Advertiser – ¼ page feature (pre-event)
- Tablelands Advertiser – Front Page Feature (post-event)
- Tablelands Advertiser – 2 full pages of event photos (post event)
- Cairns Post – full page feature on page 8 – (post-event)
- Cairns EYE – Half page feature (pre-event)
- Cairns EYE – Full Page Out & About Event photos (post event)
- What's On & Where to go Magazine – 2 x half page features
- Sea FM on-air interview (pre-event) 2 weeks of interviews
- Hot FM – 3 on-air interviews
- WIN – post news coverage
- Channel 7 – pre & post news coverage

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

We were also able to secure a couple of news stories on WIN & Channel 7 with plenty of free air-time on ZINC, Sea FM, Hot FM and 4am plus plenty of social media exposure.



The following are a couple of examples;

**The Cairns Post**  
 13005957, APRIL 2, 1996 - \$1.20  
 www.cairnspost.com.au

**BUNGY BUNNY LEAPS TO ACTION**

**Jehovah's Witness faith adds new twist in Billy Gordon saga**

# THE PLOT THICKENS

**HIDDEN GEMS**  
STARS JUST LOVE THE TROPICS! P 7

**SIGN OF RELIEF**  
BIG STEP FOR MEN'S HEALTH! P 10

FRIDAY, MARCH 27, 2015 - \$1.20 (Free on the Tablelands) TODAY: 10-29

**advertiser**

Look who's hopped in!

# Trad to decide on wind farm

## Opponents get a hearing

**BACK THE PETITION TO MAKE KURANDA RANGE ROAD SAFE! P 4**

**MARCH SUBURB SPECIAL**  
2015 SUBURB ROAD CUT AUTO MATCH

**PLUS 5 YEAR WARRANTY**

**4 FOR 3**  
BUY 4 SELECTED GOODWORTH TYRES FOR 3

**CENTRAL TYRE SERVICE**

**THE KURANDA PAPER**  
 APRIL 2015 ISSUE 264

**Easter Eggs Galore**

**ANZAC CENTENARY**  
 APRIL 25 2015  
**ANZAC DAY Ceremonies**

FRIDAY, APRIL 10, 2015 - \$1.20 (Free on the Tablelands) TODAY: 23-29

**advertiser**

# Billy won't walk away

**Bunny time at Kuranda**

**'I am a good man': Gordon**

**PANAMA DISEASE DETECTED ON MAREEBA PLANTATION! P 4**

**THE ALL-NEW SUBARU MYE FORESTER**

**4 FOR 3**  
BUY 4 SELECTED GOODWORTH TYRES FOR 3

**CENTRAL TYRE SERVICE**

**scene out**

# Easter fun at Kuranda

**scene out**

**NOTICE OF PROPOSED GRANT OF AN EXPLORATION PERMIT FOR MINERALS**

**scene out**

**NOTICE OF PROPOSED GRANT OF AN EXPLORATION PERMIT FOR MINERALS**

**HAPPY 100<sup>TH</sup> BIRTHDAY KURANDA STATION** – On Friday 10<sup>th</sup> April I attended the 100<sup>th</sup> Birthday Celebrations for the Kuranda Station. Queensland Rail Chief Executive Officer Helen Gluer, Kuranda Station Master Neville Smith and Queensland Treasurer Curtis Pitt all cut the birthday cake after the Treasurer unveiled a commemorative plaque celebrating the event. Kuranda Station Master Neville Smith has held the position since 1986 and shared stories with the birthday celebration crowd. A favourite was when the circus, including the animals, would catch the train back in the steam engine days. Apparently the elephants would reach out and eat nearby orchids whenever the train stopped to fill up with water. Thankfully the elephants didn't ruin the Station's beautiful gardens which have won many awards over the years.

**e-NEWSLETTER** – The March newsletter featured the following articles;

- Congratulations Candy Raymond – Cuscus
- Easter Eggs Galore
- Discover the beauty of Opal
- Happy Snaps – RFS
- New gallery opens - Artist Janet Lloyd has moved
- The burgers are bigger – Munchies
- JBT rocks

**e-NEWSLETTER** – The **April** newsletter featured the following articles;

- Easter another big hit with locals
- Croc encounters
- Kuranda a must for Easter
- Farewell Mike Took
- Kuranda Station Turns 100
- Skyrail Nature Diary
- Not so petite crepes
- Naturally gifted changes hands
- New accommodation for Kuranda – Snuggles in Kuranda

**SPECIAL e-NEWSLETTER** – A special Easter e-Newsletter/Flyer was sent on the 31<sup>st</sup> March and included information about the Easter event with all the activities and times.