

TOURISM KURANDA MINUTES

of the Committee meeting held **Tuesday, 21 October 2014**
at the Bottom Pub - Kuranda Hotel at **4.30pm**.

AGENDA

1. Welcome and Introduction

Attendees -

Melanie Wicks (Chair), Adrian Pancirov (Kuranda Heritage Market), Chris Grantham (Rainforestation & Butterfly Sanctuary), Kevin Parise (Kuranda Skyrail), Cr Karen Ewin, Marc Sleeman (TK EO)

Visitors

Cr Tom Gilmore, Peter Franks (MSC CEO), Lisa Macalister (MSC)

Apologies -

Robert Matthews (Kuranda Hotel), Terry Pates (Frogs Restaurant), Trish Green (Honey House Kuranda), Cathy Flambo (Australian Bush Store), Cr Jenny Jensen

2. Confirmation of Previous Minutes – 16 September 2014

Moved: Adrian Pancirov

Seconded: Melanie Wicks

3. Business Arising from Previous Minutes – 16 September 2014

ACTION ITEMS

Responsible Person	Action	Date for Completion	Follow-up/Completion
Marc Sleeman	Follow up Council's Financial and In Kind Support approval	As soon as possible	Completed
Marc Sleeman	Follow / clarify procedures with Events and Media Officer, Stacey Maisel regarding completion of Risk Assessment for events	As soon as possible	Completed
Marc Sleeman	Follow up / enquire vehicle purchase / lease arrangements for Tourism Kuranda vehicle; recommendation to be emailed to TK committee out of session	As soon as possible	Follow-up
Melanie Wicks	Submit an official request to Council's CEO, Peter Franks, for the use of the old Visitor Information Centre as Marc's office	As soon as possible	Completed
Marc Sleeman	To make enquires through the Morgan Freeman billboards to determine Tourism Kuranda's ranking using source of advertising; Noted top 4 Kuranda brochure.	Next meeting - 21 October 2014	Completed
Marc Sleeman	To email the Kuranda A4 brochure	As soon as	Completed

4.

	2014/15 to the committee. Committee to offer Marc feedback on the brochure design, E.g.: should the brochure remain the same, make any changes, if so, offer suggestions	possible	
Minute Taker	Add Kuranda Benefitted area levy to the next meeting's agenda	Next meeting - 21 October 2014	Completed
Cr Ewin	follow up with Council Officers - Planning, Local Laws and Rates departments - seek advice on categorisation of businesses in the area and potential levy contributors	Next meeting - 21 October 2014	Completed
Cr Ewin	request topic to be discussed at Council Workshop, 6 November 2014 tbc	Next meeting - 21 October 2014	Date tbc
Marc Sleeman	email Kuranda benefitted area and definitions to the committee.	As soon as possible	Completed
Marc Sleeman	Invite relevant Council officers relating to Kuranda Benefitted area, e.g. Planners, Rates, Local Laws.; CEO attended.	Next meeting - 21 October 2014	Completed

Correspondence

Inward Correspondence

- 12.9 e-mail from Isha Segboer - Tourism Cape York congratulating us on the new VIC
- 12.9 e-mail from Natalie Newman re: new massage business in Kuranda
- 16.9 e-mail from Judy Lloyd TTNQ thank us for a wonderful showcase
- 24.9 e-mail from Steve Dominikovic re: office lease arrangements
- 26.9 website feedback re: disappointing shopping experience
- 29.9 e-mail invitation from TAFE Qld North Tourism and Travel Team
- 2.10 e-mail from TTNQ re: Formal Notice | TTNQ 2014 Annual General Meeting
- 2.10 e-mail from Bree James re: Pakmag advertising proposal
- 9.10 e-mail from Chloe Wood DUT re: agent group famil
- 9.10 e-mail from Drew Hamilton DUT re: international visit FOC give-aways
- 13.10 e-mail from Andrea and Alan Courtney re: Great Train Race dates
- 16.10 e-mail from Michael trout's office advising us of his speech in Parliament

Outward Correspondence

- 17.9 e-mail to Lana Lopatich- Wet Tropics re: Kuranda Festival
- 17.9 e-mail to Cr. Karen Ewin re: MSC funding details for Kuranda Festival
- 18.9 e-mail to Andrea Falvo at Tablelands Advertiser re: media opportunity
- 18.9 e-mail to Kuranda Paper re: Festival schedule
- 25.9 e-mail to John and Natasha from Tinaroo Canoe Club re: Festival details
- 26.9 e-mail to Cheryl Kelly confirming participation in ATEC IUN 2014
- 30.9 e-mail to all the Kuranda Map & Visitor Guide advertisers requesting approval
- 7.10 e-mail to Jennifer Tasker from TAFE confirming meet & greet
- 8.10 e-mail to Gary Hutchinson from KDSC re: Kuranda Festival involvement
- 9.10 e-mail to TK committee members requesting support with event marquee
- 9.10 e-mail to Queensland Weekender confirming details of filming
- 14.10 e-mail & letter to Hanz Spier at DTAC with support letter for their funding application
- 14.10 e-mail & letter to Kate & Stuart Campbell-Lloyd Jitta Art & Okka Wikka with support letter for their funding application

5. Confirmation of Budget Report

Noted by Committee.

6. Confirmation of Executive Officer Report

Noted by Committee.

7. General Business

1. Kuranda Festival Wrap-up

Refer to EO Report. Feedback from Robert Matthews via email was tabled. Please see attached. General discussion reviewing the event:

- Event successfully delivered with no incidents.
- General agreement that numbers were lower over the two days; influenced by the withdrawal of the John Butler Trio.
- Brian Clarke reported 300+ on the Kuranda Riverboat Cruises.
- Kuranda Heritage Markets had lower numbers vs. the Kuranda Original Markets which had best year ever. Noted: numbers to different areas of Kuranda depends on events being run e.g. ice cream eating at Kuranda Original Markets was very successful.
- Event is a very successful brand awareness tool rather than solely a profit making exercise.
- Great assistance and communication with Council.
- Excellent media exposure, particularly given other regional events held same weekend.

Council proposed to install traffic counters pre festivals, during festivals and post festivals to get useful data. TK in agreement. TK EO to organise with Council as required.

Committee will discuss 2015 festival strategic options when reviewing 2015 operations.

2. Sales Vehicle

EO tabled two new options from Council for mid-sized sales vehicles. Agreement that the EO would discuss further with Council and email recommendation out of session to TK Committee.

3. ATEC IUN 2014

EO to attend ATEC over two days in Port Douglas.

4. Kuranda Benefitted Area Special Rate

Discussion held on options for TK to cover operational costs and maximise annual marketing budget to achieve effective promotion of Kuranda and sustainability for the organisation. General concern that the existing budget is not keeping up with price increases (e.g. printing of brochures, salaries etc.)

TK were briefed by Council on the operation of the existing *Special Rate - Kuranda Benefitted Area (Tourism Kuranda)* which is for the purpose of: Kuranda town beautification and the promotion of Kuranda and its environs. The special rate funds Tourism Kuranda and is applied to commercial landholders as per the NRM (Please see attached map and definitions.)

General discussion regarding revenue options to fund TK, and clarification on Council's budget development process.

Agreement to workshop TK budget needs at the next TK meeting. TK aim to complete the TK 2015-16 operating budget by the end of November 2014. TK will then refer the TK 2015-16 operating budget to Council for the 2015-16 Council budget development process (April).

8. Other Business:

No other business

9. Next Meeting: proposed for Tuesday, 18 November 2014

Meeting Closed: 6.30pm

10. Supporting Documents

Previous Minutes - supplied separately

Profit and Loss Statement - attached

Executive Officer's Report - attached

Special Rate - Kuranda Benefitted Area (Tourism Kuranda) maps and definition

ACTION ITEMS

Responsible Person	Action	Date for Completion	Follow-up/Completion
Marc Sleeman	Follow up / enquire vehicle purchase / lease arrangements for Tourism Kuranda vehicle; recommendation to be emailed to TK committee out of session	As soon as possible	
Marc Sleeman	Organise MSC traffic counters installation prior to Festivals	As needed in 2015	
Marc Sleeman/ Lisa Macalister	Provide summary of revenue options	Next meeting 18 November 2014	
Marc Sleeman	Add 2015-16 budget workshop to next meeting agenda	Next meeting 18 November 2014	



Tourism Kuranda

Income and Expenditure Statement

	BUDGET 2014/15	MSC ACTUALS September
Tourism Kuranda INCOME		
Tourism Kuranda Advertising Contributions	47,600.00	-
Tourism Kuranda Brochure Contributions		-
Benefited Rate Contribution	190,498.00	91,335.40
Sundry Revenue	6,000.00	6,000.00
Deficit B/F 2013/14	(5,691.04)	(5,691.04)
TOTAL Tourism Kuranda INCOME	238,406.96	91,644.36
ADMINISTRATION Tourism Kuranda		
Total Tourism Kuranda Administration	95,000.00	18,931.61
PROMOTION Tourism Kuranda		
TK Comm Stake/Liaison	-	-
TK Brochure	8,000.00	-
TK Map	25,000.00	-
TK Brochure Distribution	14,445.00	3,398.61
TK Advertising Other - Cairns Post	6,000.00	-
TK Misc Promotions	500.00	-
TK Kuranda Branding/Graphic Design	2,000.00	-
TK Events & Promotions	14,000.00	611.61
TK Website & Elect Mkting	9,800.00	-
TK Industry & Media Famils	4,000.00	417.21
Memberships (TTNQ & TTT)	2,855.00	1,850.00
TK Advertising-Tourism Pub	17,000.00	160.00
TK Advertising - TVC	16,000.00	-
TK Advertising - TVC Production	2,000.00	-
TK Advertising - Radio	11,000.00	-
TK Trade/Sales Missions	9,848.00	1,813.99
TK PR/Media Management	6,600.00	500.00
TK Getting the Product Right	-	-
Total Tourism Kuranda Promotions	149,048.00	8,751.42
TOTAL TOURISM KURANDA EXPENDITURE	244,048.00	27,683.03
SURPLUS/(DEFICIT)	(5,641.04)	63,961.33



EO REPORT OCTOBER 2014

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

1. She'll be coming 'round the mountain when she comes
2. free music concert in Centenary Park
3. Our local volunteers do an amazing job
4. Cassowaries spotted in the village
5. school holidays just around the corner
6. Koahlition Reggae Band is playing in Centenary Park
7. Barron River Michael Trout is a wonderful supporter of Kuranda Tourism
8. Kuranda Scenic Railway will be extending an amazing 50% discount
9. The inaugural World Cassowary Day
10. 8 Ball Aitken is set to play the Kuranda Hotel on Saturday 11 October
11. Pierre Kapteyn won the German Sausage Eating Competition last year
12. Kuranda Paper has just hit the streets!
13. Michael Trout dropped in to our new Visitor Information Centre today
14. big thanks to Paul Webster and Jax Bergersen from Kuranda Conservation
15. Thanks Andrea Falvo for a wonderful article in the Tablelands Advertiser
16. The 7th Annual Kuranda Motorbike Expo
17. Eki Blackwell & Yanti Ganly will be performing a special Indonesian dance
18. The Tinaroo Canoe Club will be having a come and try day on Sunday 12th October
19. As few as 1,000 Southern Cassowaries may still remain in the wild.
20. The inaugural 3.5km Cassowary Fun Run/Walk is happening on Sunday 12 October
21. For more information about our exciting Kuranda Festival 11 & 12 October
22. For a full list of Kuranda Festival times, events and activities visit
23. Today is World Animal Day
24. Crazy Mad Hatters Tea Party at the Original Rainforest Markets this Sunday
25. Free Music Concert in Kuranda from 11am this Saturday 11 October
26. The Bash of the Barron River Raft Race is happening at 10.30am this Sunday
27. Wow! We had 4CAFM, ZINC & Sea FM promotion vehicles in the village this morning
28. The Mad Hatter, Alice and the Rabbit were all spotted in the village today
29. Kuranda Festival happening this weekend and it's all going to be a little bit mad!!
30. The Kuranda Festival stage is up and ready for a big weekend
31. Local Kuranda band Gudju Gudju are rockin the tunes in village
32. Dean and Sammie from Channel 7 Queensland Weekender are in the village today
33. Timber and Wood on stage now for the next 2 hours - rocking the village!
34. 8 Ball Aikin rocking the [Kuranda Hotel](#) till 7pm - get on down for some great music!
35. Margaret and Cathy from Kuranda Envirocare setting on the Banks
36. The Kuranda Festival was another action packed weekend of fun,
37. Tourism Kuranda hosted UK celebrity chef Jonathan Phang today

SEPTEMBER/OCTOBER (ONE MONTH) GOOGLE ANALYTICS

11,664 Sessions (same period last year 9,391 Sessions)

9,372 (same period last year 7,703 Users)

39,092 (same period last year 34,281 Page views)

3.35 (same period last year 3.65 Pages/Visit)

Normal daily sessions is usually in the 300 mark. These daily sessions doubled on the weekend of the festival – Saturday 11 with 673 sessions and Sunday 12 with 618 sessions.

LOCAL SALES CALLS – I spent 3 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. Brochure stocks are running very low and the printing of both our DL Map & A4 brochure is happening this month.

KURANDA & DISTRICT CHAMBER OF COMMERCE – I attended the Kuranda District Chamber of Commerce AGM on Wednesday 8th October and provided an overview of the Kuranda Festival preparations. The new executive team as follows;

President - John Robinson

Secretary - Linda Snart

Vice President - Don Little

Treasurer - Leonie Durrant

KURANDA DAY FESTIVAL - The Kuranda Festival was another successful day for Kuranda Village and I would like to thank everyone for helping make this day such a special event.

The event would not have been possible without the help of a number of very special people and organisations who volunteered their time on the day and leading up to the event – these wonderful people are as follows;

- Cathy Harvey and all the volunteers from the Kuranda Visitor Information Centre who were amazing all weekend.
- Erica Nunn for co-ordinating all the Raft Race and Cassowary Fun Run Registrations
- Kuranda Amphitheatre for providing the main stage for our weekend music in Centenary Park.
- All the local businesses that provided prize donations for all the special events
- Carolyn Day and the team at Kuranda SES for helping with Cassowary Fun Run safety and supporting the Raft Race
- All the community groups who got involved with displays over the weekend
- All the teams who participated in the Bash of the Barron River Raft Race
- Cluffy Timmins for providing all the ice-cream for the Ice-cream eating competition
- Paddy Jurg from German Tucker for co-ordinating the best German Sausage eating competition in the world!
- Peter McCabe and Frogs Restaurant for co-ordinating the Poets Breakfast
- Honey & Spice Ukulele Group for their performance
- Brian Clark for his help with the Barron River Raft Race, setting out the course and providing his boat for this event
- Malcolm & Gina Macleod for organising the Craziest Mad Hatters events ever!!
- Chris Grantham & all the amazing Pamagirri Aboriginal Dancers from RFS Nature Park
- Kuranda Scenic Railway for providing a 50% discount for the weekend celebrations
- All the local performers and buskers who helped entertain the visitors over the weekend

The following is an e-mail feedback about the event - **Brian Clark – Owner Kuranda Riverboat**

Marc,

Just a few words to thank you for all of the effort you have put in this year especially the Kuranda Day Festival weekend. As a well established business of the Village I fully understand the very competitive nature of tourism within the region. Events such as this past weekend is probably the best way to showcase our destination to the immediate localised market .

Providing Free Riverboat Cruises and Riverside Entertainment all day Sunday, with over 300 persons crossing the decks and many others enjoying the beautiful Esplanade location, gave them all a unique view of Kuranda's position within the Wet Tropics. Even the freshwater crocodiles took part by appearing for the photo op's.

The media coverage, participation levels, personal feed back directly from the public and ongoing social media, clearly demonstrate that the effort put in is commensurate with the returns of repeat business without having to rely purely on the inbound market segments.

Once again congratulations for a job well done and I was very pleased with the overall result.

Kind regards

Brian Clarke

KURANDA FESTIVAL ARTWORK - The following artwork was used for the Kuranda Festival.

1. Kuranda Festival Flyer
2. Cassowary Fun Run Registration Form
3. Cassowary Fun Run Flyer
4. Kuranda Festival Corflute
5. Free Music Concert Flyer
6. Tablelands Advertiser Half page feature
7. Tablelands Advertiser ¼ page (Cassowary Fun Run)
8. Tablelander ¼ page
9. Cairns Post Full Page Cairns EYE feature
10. Cairns Post ¼ page

KURANDA FESTIVAL COMMUNITY SUPPORT & INVOLVEMENT

- Kuranda District State College
- Kuranda EnviroCare
- Kuranda Conservation
- Tinaroo Canoe Club
- Kuranda Horse & Pony Club
- Kuranda Arts Co-operative
- Terrain Natural Resource Management (supplied 15 Cassowary signs)
- Wet Tropics Management Authority (supplied Cassowary suits)
- Honey & Spice Ukulele Group
- Pamagirri Aboriginal Dancers
- Tablelands Folk Festival
- Kuranda Dance workshops
- Jane Younghusband Acappella workshop
- Lots of local Performers & workshops
- Biosecurity Queensland - Electric Ant Eradication Program
- Kuranda Amphitheatre

KURANDA FESTIVAL PRE & POST FREE MEDIA EXPOSURE

Print

- Cairns Post – 19 September - Half Page (Cassowary Fun Run)
- Tablelands Advertiser – 26 September - Front Page (Cassowary Fun Run)
- Kuranda Paper – Front Page October Issue (Kuranda Festival)
- Tablelands Advertiser – 10 October (1/4 page Mad Hatters)
- Cairns Post – 13 October (Half Page)
- Cairns EYE - 11 October (Half page)
- Cairns Post Time Out – 9 October half page (Music line up)
- Tablelands Advertiser – 17 October (Half Page)

Television

- WIN news feature – 9 October Mad Hatters
- Network 7 Local news – Festival wrap-up feature 13 October

Radio

- Numerous radio interviews with all the local radio stations including Sea FM, ZINC, Hot FM, 4CAFM & ABC Sea FM, Zinc & 4CAFM promotional cars in Kuranda 9 October doing live reads about our event this weekend.

KURANDA VISITOR INFORMATION CENTRE – I attended the monthly volunteer meeting on the 15th October at the Barron Falls Hotel and thanked all the volunteers who assisted with the Kuranda Festival this year! I also provided everyone with an overview of the benefits of holding an event like the Kuranda Festival and outlined all the free media we received helping promote our Village in the Rainforest.

TOURISM KURANDA “Kuranda Festival” e-NEWSLETTER – The October e-Newsletter was sent out early on the 8th October 2014 and was all about the Kuranda Festival and reminding people that Kuranda is a great place to visit for the coming weekend. There was lots of event competition over the weekend of the 11 & 12 October so we distributed the newsletter a couple of days before the event to remind everyone that our festival was the must do for the weekend.

e- NEWSLETTER – The September e-newsletter was sent out on the 18th September and featured the following articles;

- School Holiday Options & Activities
- Kuranda Festival
- Deadly drops
- Kuranda VIC Opens
- Skyrail Nature Diary
- Kuranda stars in Postcards
- Join an instameet

SEA FM TOURISM TALK – Fortnightly Sea FM tourism talks as follows;

- 16th September – Kuranda Festival – Cassowary Fun Run
- 30th September – Kuranda Festival – Free Music Concert and ice-cream eating competition

QUEENSLAND WEEKENDER MEDIA VISIT – On the 11 October we hosted a film shoot with Dean Millar from Queensland Weekender. Queensland Weekender were in the village to profile our KSR, our Kuranda Festival and they also visited Kuranda Candy Kitchen, German Tucker and got plenty of overlay of the festival music including Funky Love Tank and some of the local indigenous dancers. We will receive some great exposure for Kuranda and our annual celebration.

UK MEDIA VISIT – On 14 October we hosted a media film shoot with Jonathan Phang who is a celebrity chef from the UK. **Jonathan Phang Gourmet Travel** series is broadcast to 140 territories around the world and is available in 53million homes. It's also being broadcast on Foxtel in Australia. In the UK the channel has doubled its viewing share in the past year and has just won 'specialist channel of the year' at the Freesat Awards. During his visit I organized some exciting filming including a few lessons from our very own Terry Pates from Frogs Restaurant on the Banks of the Barron River and Aurélien Breguet from Petit Cafe plus lots of other fun filming!

KURANDA DL MAP & VISITOR GUIDE 2014/15 – The artwork was finalised during the month and the new Map & Visitor Guide has finally gone to print.

Correspondence In:

12.9 e-mail from Isha Segboer - Tourism Cape York congratulating us on the new VIC
12.9 e-mail from Natalie Newman re: new massage business in Kuranda
16.9 e-mail from Judy Lloyd TTNQ thank us for a wonderful showcase
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Correspondence Out:

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14.10 e-mail & letter to Hanz Spier at DTAC with support letter for their funding application
14.10 e-mail & letter to Kate & Stuart Campbell-Lloyd Jitta Art & Okka Wikka with support letter for their funding application

1.9 SPECIAL RATE - KURANDA BENEFITED AREA (TOURISM KURANDA)

Council resolves to:

Adopt the following overall plan for the Kuranda Benefited Area.

Overall Plan for Tourism Kuranda

A special rate will be levied on all properties that are not vacant land or land used for residential purposes within the Kuranda Benefited Area identified on Maps 4 and 5 - Volume 3 of these documents entitled "Kuranda Benefited Area 1" and "Kuranda Benefited Area 2". Council is of the opinion that each of the identified properties will benefit from:

- Kuranda town beautification
- Promotion of Kuranda and its environs

Any unexpended amounts will be carried forward to a future financial year provided the overall plan is still in force.

Estimated Revenue

The estimated revenue received from the Special Rate is expected to be \$189,282.

Estimated Cost

It is expected that the entire budgeted revenue will be expended.

Timeframe for Implementation

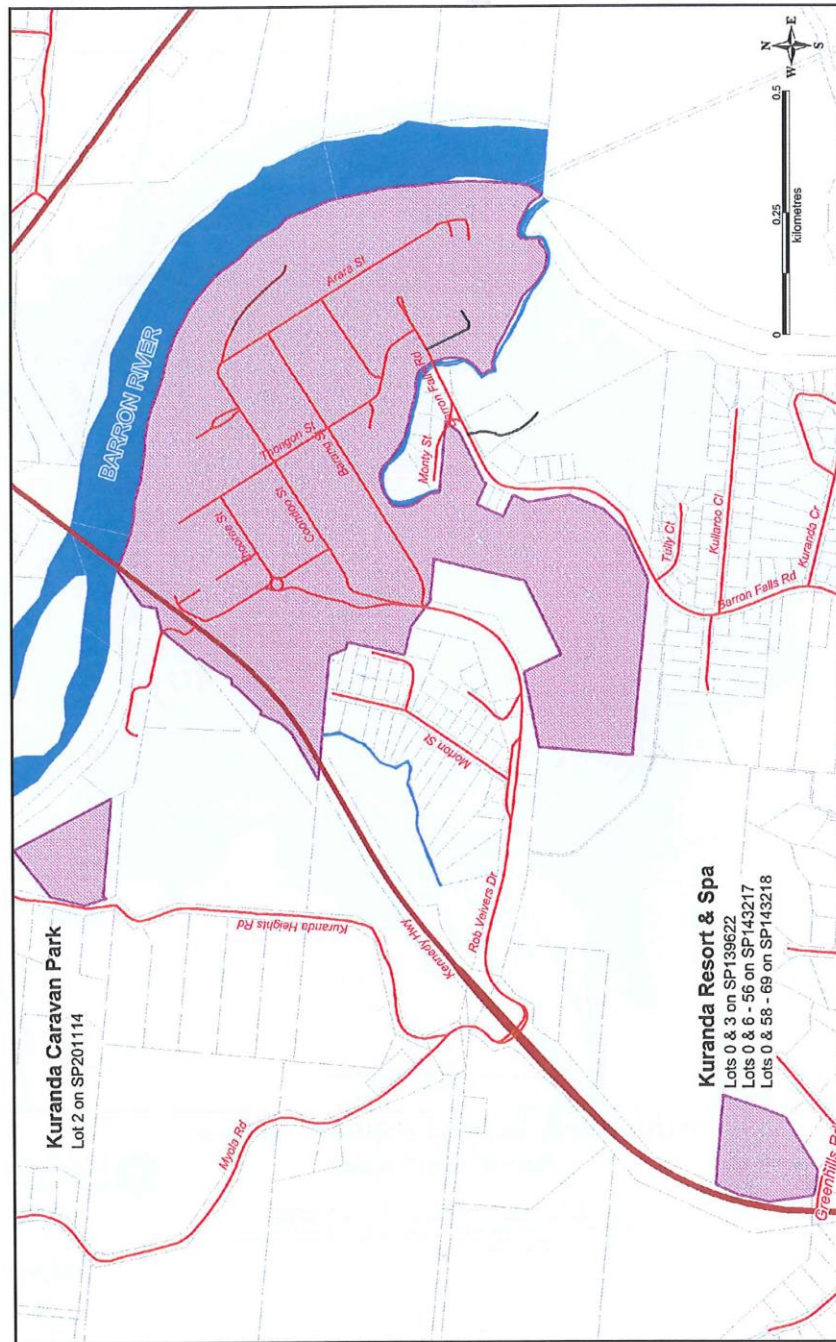
The period for implementing the overall plan is 1 July 2014 to 30 June 2015.

AND Council resolves that:

An annual special rate to be levied on business properties marked on the maps entitled "Kuranda Benefited Area 1" and "Kuranda Benefited Area 2" in Maps 4 and 5 - Volume 3 of these documents as follows:

- Kuranda Benefited Area 1 – 0.01172000⁰ cents in the dollar
- Kuranda Benefited Area 2 – 0.01183744 cents in the dollar

KURANDA BENEFITTED AREA 1



MAP 4

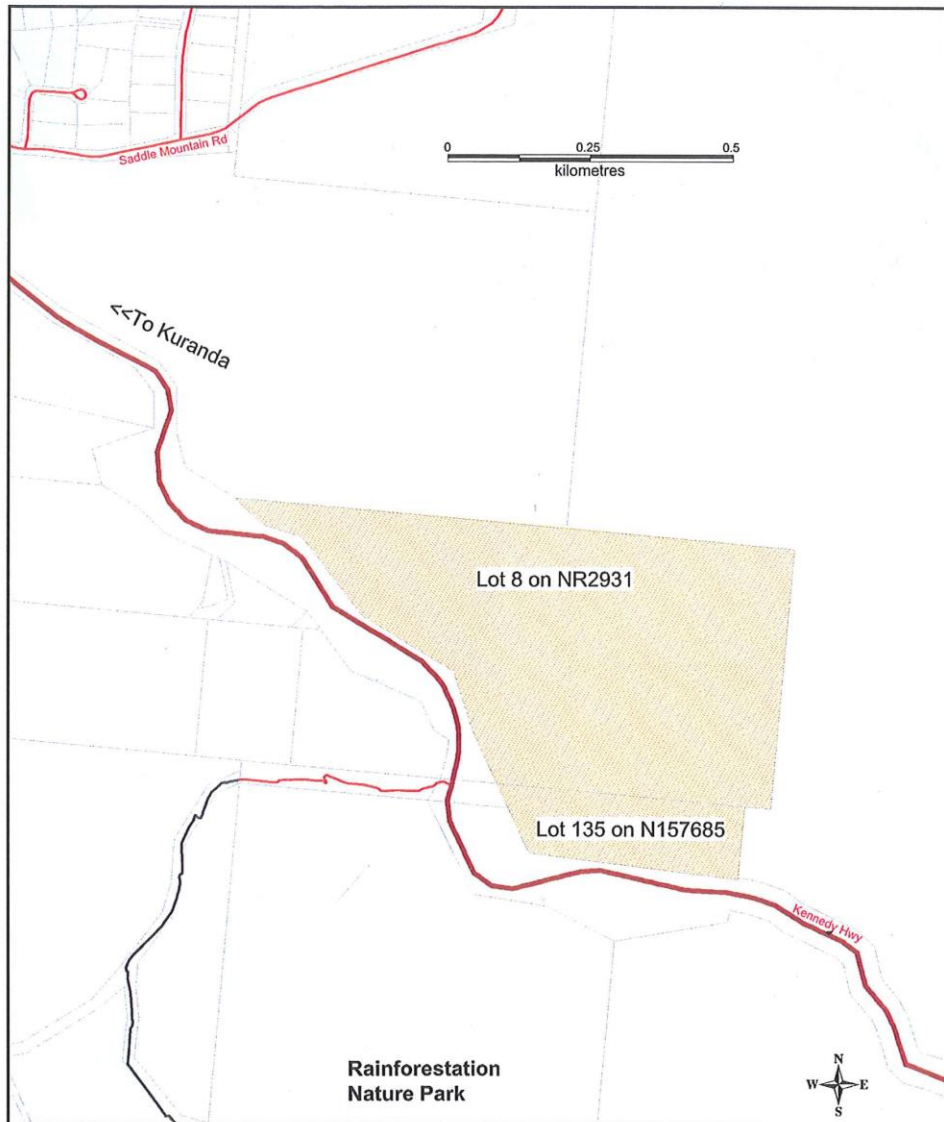
©2013 Mareeba Shire Council (MSC). Based on or contains data provided by MSC and the State of Queensland Department of Natural Resources & Mines (DNRM) (2013). In consideration of those agencies permitting use of their data, MSC and the State of Queensland accept no liability (including without limitation, liability in negligence) for any loss, damage or costs (including consequential damages) resulting to any use of the data. Data must not be used for other marketing or for other purposes than the purpose for which it was provided.

Kuranda Benefitted Area 1



Mareeba SHIRE COUNCIL

KURANDA BENEFITTED AREA 2



Kuranda Benefitted Area 2

- LEGEND
- Benefitted Area
 - Roads
 - Property Boundary
 - Waterway

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Map Grid of Australia Zone 55 (GDA94)

MAP
5