

TOURISM KURANDA MINUTES

of the Committee meeting held
Tuesday, 24th May 2016 at the Tourism Kuranda Office at 4.30pm.

1. **Welcome and Introduction**

Attendees - Mayor Tom Gilmore (Chair), Lenore Wyatt (Councillor), Adam Letson (Kuranda Skyrail), Adrian Pancirov (Kuranda Heritage Markets), Terry Pates (Frogs Restaurant), Chris Grantham (Rainforestation & Butterfly Sanctuary), Marc Sleeman (TK EO), Peter Danford (Cedar Park), Trish Green (Honey House), Angela Freeman (Kuranda Koala Gardens and Birdworld Kuranda), Cathie Flambo (Australian Bush Store), Susan Parsons (Mareeba Shire Council)

Apologies – MP Craig Crawford

Visitors - N/A

2. **Confirmation of Previous Minutes – 26th April 2016**

"That the minutes of the previous meeting of 26th April 2016 be accepted as true and correct"

Moved: Angela Freeman

Seconded: Cathie Flambo

CARRIED

3. **Business Arising from Previous Minutes**

ACTION ITEMS

Responsible Person	Action	Date for Completion	Follow-up/Completion
Susan Parsons	Follow up with Busking Policy discussions. Sophie back April. Site in front of church recommended	Next meeting	ongoing
Marc Sleeman	Provide options for sourcing social media consultant	May meeting	completed
Marc Sleeman	Social Media Hub – internet trial for 3 months	May	ongoing
Marc Sleeman	Map signage at Railway Station/TK office. Artwork in progress	Ongoing	ongoing
Marc Sleeman	Volunteer Station – trial April – June	May	ongoing
Cathie Flambo	Loading Zones next to disabled car park	Next meeting	ongoing

4. **Correspondence** – Noted (listed at end of EO Report)

The Tourism Kuranda Committee endorsed Angela Freeman as a potential candidate for a Director position on TTT. We were advised there was only a Mareeba position available and Robert Matthews held the Kuranda position.

TTT response to TK's feedback on Discovery Magazine included that the decisions were made by the Discovery Committee. These conflicts with alternative advise available to EO and Council. Also the feedback provided doesn't address the issues raised.

5. Confirmation of Budget Report and Approval of Accounts for Payment

Moved: Cathy Flambo Seconded: Trish Green **CARRIED**

Confirmation of MSC corporate credit card expenditure. **NOTED**

6. Confirmation of Executive Officer Report

Moved: Terry Pates Adrian Pancirov Seconded: Adrian Pancirov **CARRIED**

7. General Business

- **TTNQ Toolbox** - Executive Officer has reviewed the Toolbox with Alex de Waal, CEO of TTNQ. The branding it uses, *Atherton Tablelands and Savannah*, is not suitable for the destination Kuranda and the search functionality doesn't easily identify Kuranda. Committee agreed that EO would invite Mr de Waal to their next meeting to discuss this issue and general marketing opportunities.
- **Free Wifi at Tourism Kuranda Office** - Costings have been provided by Mareeba Shire Council, hardware installation \$1600 and monthly costs of \$60 to \$100, utilising Council's enterprise system to enable reduced expense. Visitor use would be limited to 15 minutes at any one time to limit large downloads e.g. movies. The Committee agreed to the installation.
- **Atherton Tablelands VIC Familiarisation** - The familiarisation is planned for Fri 27th May with 40 participants in two groups.
- **Busking** – As Sophie and Jacob McGrath (Dream State Circus) are now back from their trip, they have been able to provide appropriate documentation, including insurances to Council. The Committee recommended that a trial until 31st October 2016 be implemented regarding their busking act, including:
 - Dream Circus is allowed to conduct their busking act, including knives and fire, in the area between St Saviour's Church and footpath;
 - This implementation of the trial will be subject to: agreement from Father Chris Wright; and that the trial will be stopped should any safety issue arise.
- **DUT Amazing Race** - Arrangements and plan have been finalised for the 17th June 2016.

8. Business Arising

Responsible Person	Action	Date for Completion	Follow-up/Completion
Susan Parsons	TK recommendation that Dream State Circus can conduct their busking act, including knives and fire in the area between St Saviour's Church and footpath subject to: Agreement from Father Chris Wright	15 June	Ongoing
Marc Sleeman	After considering the three digital media quotes the committee all agreed to accept the Fast Track quote for 2016/17.	June	Completed
Marc Sleeman	Social Media Hub – internet trial for 3 months	June	Ongoing
Marc Sleeman	Volunteer Station - waiting on uniform approval and approval from KSR to use the station to store the brochures cart.	June	Ongoing
Cathie Flambo	Give, additional parking issues i.e. loading zones, bus parking, and roundabout turns a full review is required by Council.	Next meeting	Completed
Susan Parsons	Parking review: Communicate full issues to Val Shannon, MSC, for review.	Next Meeting	Ongoing

9. **Next Meeting:** proposed for ~~Tuesday, 24th June~~, postponed to 19th July, 2016

10. **Supporting documents:**

Previous minutes - supplied separately

Financial and Executive Officer reports - included below and attached

Income and Expenditure Statement to April 2016

TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT					
to April					
	BUDGET 2015/16	ACTUALS		Projected Costs	Totals expected
	\$	\$	Variance YTD	May to June 2016	for 2015/16
				\$	\$
INCOME					
Tourism Kuranda Advertising Contributions	42,500.00	27,241.50	15,258.50	-	27,241.50
Benefited Rate Contribution	202,822.00	201,809.30	1,012.70	-	201,809.30
Sundry Revenue	6,000.00	6,630.55	-630.55	-	6,630.55
Surplus Carry Over 2014/15	2,000.00	2,611.00	-611.00	-	2,611.00
	253,322.00	238,292.35	15,029.65	-	238,292.35
ADMINISTRATION COSTS					
Total Administration Costs	94,643.00	71,258.10	23,384.90	19,253.00	90,511.10
PROMOTIONAL COSTS					
A4 Brochure	8,500.00	-	8,500.00	8,000.00	8,000.00
Map & Visitors Guide	24,000.00	21,673.18	2,326.82	2,500.00	24,173.18
Brochure Distribution	15,000.00	11,523.06	3,476.94	4,168.00	15,691.06
Kuranda Festival Event	25,250.00	25,802.19	-552.19	-	25,802.19
Kuranda Easter Event	25,250.00	24,326.41	923.59	1,155.00	25,481.41
Social Media Management	17,000.00	3,067.27	13,932.73	10,761.00	13,828.27
Industry Famils & Presentations	4,000.00	1,407.46	2,592.54	2,867.00	4,274.46
Tourism Kuranda Memberships	1,155.00	900.00	255.00	-	900.00
Adv Pre & Post Tourism Publications	19,000.00	7,851.82	11,148.18	3,798.00	11,649.82
Tradeshows & Sales Missions	11,500.00	9,774.91	1,725.09	1,927.00	11,701.91
Public Relations Management	5,000.00	3,500.00	1,500.00	1,500.00	5,000.00
General Advertising	1,000.00	-	1,000.00	1,000.00	1,000.00
Total Promotion costs	156,655.00	109,826.30	46,828.70	37,676.00	147,502.30
TOTAL ADMIN AND PROMOTION COSTS	251,298.00	181,084.40	70,213.60	56,929.00	238,013.40
SURPLUS/(DEFICIT)	\$ 2,024.00	\$ 57,207.95	-55,183.95	56,929.00	278.95



EO REPORT MAY 2016

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

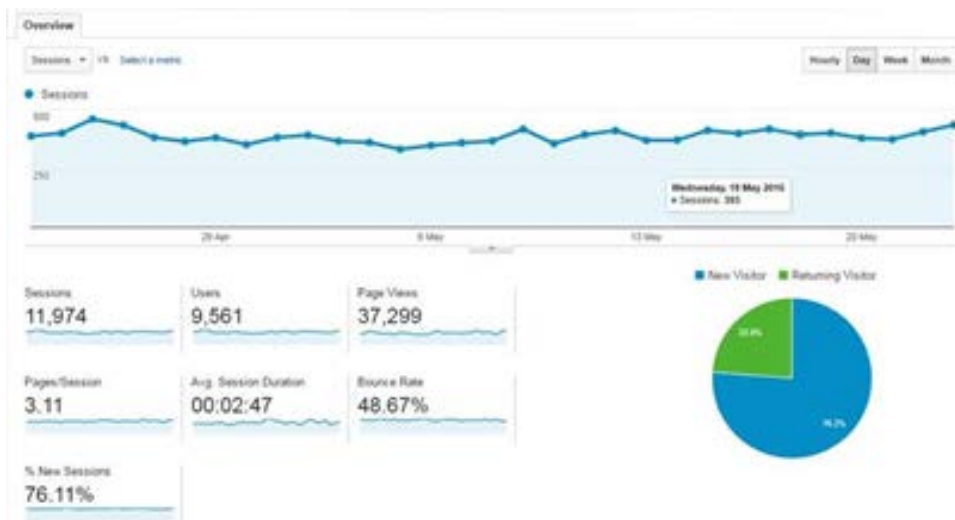
- New spider eyes at Our Animals, Our Earth
- It was great to have Sara Lee, Winnie Chan from Hong Kong in Kuranda all day today!
- Spoil mum this Mothers Day with an afternoon tea and concert at the Musician's Cafe
- Tonight Tourism Kuranda will be holding their 2016 Product Launch in Port Douglas.
- Tourism Kuranda held their 2016 Product Launch in Port Douglas.
- It is National Volunteers Week
- RUMBLE in the JUNGLE 3 in #kuranda - 21st May 2016
- The roller door street art in #kuranda at the #kurandaoriginalmarkets
- Who's ready for a little breakfast - Bacon & eggs #kuranda style at #petitcafekuranda
- The new #9D Cinema in #kuranda village is a bit frosty!!
- Tourism Kuranda is attending the Australian Tourism Exchange (ATE) on the Gold Coast this week.
- Kuranda on the MAP - new village guide aims to boost tourism, check out the Cairns Post and Tablelands Advertiser today!
- #kuranda Homemade Tropical Fruit Ice-cream is an all natural taste sensation
- #iwasherefirst in #kuranda and we agree @desert.dweller via IG sometimes we need a little compromise in life!

INSTAGRAM & TWITTER posts for the month

- Who's ready for a little breakfast - Bacon & eggs #kuranda style at #petitcafekuranda
- The new #9D Cinema in #kuranda village is a bit frosty!!
- #kuranda Homemade Tropical Fruit Ice-cream is an all natural taste sensation
- #iwasherefirst in #kuranda and we agree @desert.dweller via IG sometimes we need a little compromise in life!

May 2016 (ONE MONTH) GOOGLE ANALYTICS

Sessions – 11,974 Users – 9,561 Page Views – 37,299 Pages/Sessions – 3.11



LOCAL SALES CALLS – I spent 2 days during the month completing local sales calls and topping up brochure supplies to our main booking outlets. Prior to ATE I ensured brochures were distributed across our major distribution points like Freshwater Station & KSR Cairns Central, Kuranda Station and the main outlets in Cairns CBD.

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

- National Volunteer Week
- Jumble in the Jungle
- Mothers Day in Kuranda
- New Bush Tuckers Walk at RFS
- Little Wee Wee at Kuranda Rainforest Journey
- Port Douglas Product Launch

e-NEWSLETTER – The May newsletter featured the following articles;

- Port Douglas Product Launch
- ATE Gold Coast 2016
- After hours art
- Simply Soap
- Sweet Retreat
- Skyrail Nature Diary
- Capta Employee of the Year

MEDIA AND TRADE FAMILIS – During the month I have hosted the following media and trade familiarisation in Kuranda - Miramar Travel Hong Kong (3 travel agents)

PORT DOUGLAS PRODUCT LAUNCH – We held our 2016 Product Launch in Port Douglas on the 5th May which was a great success. A huge thanks to the more than 100 agents who attended the event and the hard-working 27 Kuranda businesses who supported this important initiative. Tara Bennett from Tourism Port Douglas and Daintree rolled out the red carpet and made us all feel welcome. Port Douglas is an important market for Kuranda village and the launch was a fun, informal way for our Port Douglas agents to learn a little more about Kuranda and to make a few new friends.

The 27 Kuranda businesses partners as follows –

1. **Kuranda Scenic Railway – Ivana**
2. **Skyrail Rainforest Cableway – Kahlia**
3. **Kuranda Hotel – Robert & Natalie Matthews**
4. **Australian Butterfly Sanctuary – Willie & Becky**
5. **Rainforestation Nature Park & Port Douglas Habitat**
6. **Golden Drop Winery – Grace & Maria**
7. **Kuranda Koala Gardens – Angela, Venetia & Peita**
8. **Birdworld Kuranda & Hartley Crocodile Adventures**
9. **Kuranda Heritage Markets – Adrian & Melissa**
10. **The Kangaroo Shop – Mike & Pauline**
11. **Frogs Restaurant – Terry & Vicky**
12. **Just Gorgeous – Jill Melody**
13. **Terra Nova Gallery – Jurg (JJ)**
14. **Kuranda Riverboat Tours - Melissa & Warren Clinton**
15. **Honeybee House**
16. **Original Kuranda Rainforest Markets – Malcolm and Gina**
17. **Emu Ridge Gallery – Chris & Shane**
18. **Petit Café - Aurelien**
19. **Our Animals, Our Earth - Rebecca**
20. **Sweet Gossip – Frank Martin**
21. **German Tucker - Paddy**
22. **Kuranda Rainforest Journeys – Perry & Nathaly**
23. **Kuranda Fudge Bar & Tea Room – Hope, Katie & Mum (3gen)**
24. **Honey House Kuranda – Deborah**
25. **The Billabong – Thomas Kaiser**
26. **Reef & Rainforest Connections – John & Marc**
27. **Brett's Kuranda Tours – Brett & Andrea**



Port Douglas Industry Feedback

Good afternoon Marc

I wanted to say thank you on behalf of everyone from Star resorts who attended your wonderful night last week!

We all had a great time and they were really impressed with the dedication and passion all the exhibitors had for their product.

It has given them an enthusiasm to not only sell these products but to experience them for themselves which is all you can hope for on such a night!

Once again thank you

Kind regards

Jenny Fulton

Good morning Marc

We would like to thank you for a great evening last night, the hard work and planning definitely paid off!

It was brilliant to meet such a diverse range of experiences Kuranda has to offer and learn about them all.

Some of them we have visited in the past and some were new to us but we learnt so much from them all, interesting facts that we can now pass onto guests.

Please pass on our thanks to everyone involved with the night, it was a huge success!

Warm regards

Rosemary & Damien

Owner/Managers

The Port Douglas Queenslander

PO Box 852 8-10 Mudlo Street Port Douglas QLD 4877

P: 07 4099 5199

We were also able to secure half page feature in the Cairns Post and Tablelands Advertiser promoting our special product launch.

Kuranda on the map

Village guide aims to boost tourism

ANDREA FALVO

A VIBRANT brochure designed to create awareness and interest in Kuranda from national and international visitors has been released across the country.

The 2016/17 Kuranda Map and Visitor Guide was launched at Port Douglas, at the inaugural Kuranda product launch and taste of the village.

A range of Kuranda tourism partners and businesses supported the launch, showcasing their products and services.

Tourism Kuranda executive officer Marc Sleeman said 250,000 brochures had been printed with 200,000 copies of the 22-page pocket-size directory map and visitor guides and 30,000 copies of the 12-page A4 Kuranda brochures.

Mr Sleeman said the number of guides printed was up by 10 per cent this year with more than 60 partners showcased.

"It's the best start to the year in a decade," he said.

"We realise that social media plays a major role in promoting our destination but people like to carry a

hard copy map in their hand. "Our map and visitor guide is a comprehensive directory of businesses in the village and is our major in-print promotional vehicle for our destination."

"Our brochure is distributed to more than 300 outlets throughout the region and is designed to create awareness and interest in our iconic destination."

Mr Sleeman said this year was the first time the guide had been translated and printed in Japanese and Chinese to cater to international visitors.

"As one of the most visited regions in our area we thought it was time to cater to those international visitors," he said.

"With the rapid growth of Chinese day tour passenger numbers and continued importance of the Japanese market, Tourism Kuranda translated and printed 10,000 Japanese and 10,000 Chinese official maps this year.

"These new translated maps will help strengthen our relationship with key travel agents in these markets."

"They will also be distributed via our existing distribution network."



IN PRINT: Tourism Kuranda executive officer Marc Sleeman and Kuranda Heritage Markets manager Adrian Pandrov launch the map and visitor guide. Picture: ANDREA FALVO

AUSTRALIAN TOURISM EXCHANGE (ATE) 2016 – Last week I attended the hugely successful Australian Tourism Exchange (ATE) on the Gold Coast where Tourism Kuranda and our member products worked together to promote Kuranda and our region. ATE is the largest annual travel and tourism business-to-business event with more than 1500 Australian delegates representing around 500 destinations and tourism products. We had access to 600 key buyer delegates from 30 countries and more than 80 international and Australian media and we made sure they were familiar with the Village in the Rainforest. 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 important tourism partners like Capta, Down Under Tours, Birdworld Kuranda/Kuranda Koala Gardens, Skyrail and KSR.



Correspondence In:

26/4 e-mail from Raj Yadav - Event Director Dr RnB Entertainment
29/4 e-mail from Sam Sakamoto from TTNQ re: Japan Mission
29/4 e-mail from Chan Brothers Singapore re: advertising offer
11/5 e-mail from Sophie McGrath - Dream State Circus performing in Kuranda
12/5 e-mail from new shop – Little Green Soap Shop
12/5 e-mail from David Garlick re: Australian Venom Zoo complaint
12/5 e-mail from Joe Moro re: Mareeba Tourism Meeting
16/5 e-mail from Kahlia pepper re: Trinity Beach BBQ
17/5 Letter from Michael Trout re: Discover issues – Feedback
17/5 Letter from Michael Trout re: TTT board nomination
23/5 e-mail complaint from Janice Dudarec re: Market opening hours
24/5 e-mail from Gwyneth Nevard re: Discover magazine issues

Correspondence Out:

26/4 e-mail to TTT re: Discover Issues
29/4 e-mail to Jeff Haynes – 0417 756 849 President Rotary Club of Cairns West thanks
29/4 e-mail to Kuranda business owner data base re: PD launch
4/5 e-mail to Andrea Falvo re: PD Launch
10/5 e-mail to Jenny Fulton thanking for supporting our event in PD
10/5 e-mail to Andrea Falvo re: launch notes
11/5 e-mail to Kuranda major restaurant owners re: VIC famil
12/5 e-mail to Joyce Jang at TTNQ re: help at ATE
24/5 e-mail to John Tolentini at DUT re: upcoming agent Amazing race