

## **TOURISM KURANDA MINUTES**

of the Committee meeting held  
**Tuesday, 26<sup>th</sup> April 2016** at the Tourism Kuranda Office at 4.30pm.

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

Attendees - Mayor Tom Gilmore (Chair) 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).

**Apologies** – MP Craig Crawford & Cathie Flambo (Australian Bush Store)

**Visitors** – Bronwyn Cant - TTT

### 2. **Confirmation of Previous Minutes – 5<sup>th</sup> April 2016**

*"That the minutes of the previous meeting of 5<sup>th</sup> April 2016 be accepted as true and correct"*

Moved: Peter Danford

Seconded: Trish Green

**CARRIED**

### 3. **Business Arising from Previous Minutes**

#### **ACTION ITEMS**

<b>Responsible Person</b>	<b>Action</b>	<b>Date for Completion</b>	<b>Follow-up/Completion</b>
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	ongoing
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/Peter Danford	Next Kuranda Accommodation meeting to be at Rainforest Orchard Tours	April	completed
Marc Sleeman	TTT Discover – Marc to write to TTT about Discover Magazine.	April	completed
Marc Sleeman/Susan Parsons	Yellow Crazy ants – Council to write to TTNQ	April	completed
Marc Sleeman/Stacey Maisel/Susan Parsons	Signage on Highway. Marc to liaise with MSC	Next meeting	completed
Marc Sleeman	Kuranda Brochure launch in Port Douglas – EOI to be sent to businesses and partners	29 <sup>th</sup> April/6 <sup>th</sup> May	completed
Susan Parsons	TTT Board – Council to write to TTT regarding vacant position on Board	Next meeting	completed

Marc Sleeman	Volunteer Station – trial April – June	May	Ongoing
Cathie Flambo	Loading Zones next to disabled car park	Next meeting	
Susan Parsons	Kuranda Festival – MSC to confirm funding of \$6,000 available	Next meeting	completed

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

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

Moved: Angela Freeman                      Seconded: Terry Pates    **CARRIED**

Confirmation of MSC corporate credit card expenditure. N/A (No expenditure form)

6. **Confirmation of Executive Officer Report**

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

7. **General Business**

- **Strategic Plan** – The Committee held a strategic planning meeting at 3:30pm on the 26<sup>th</sup> April to discuss the future strategic direction of Tourism Kuranda and evaluate the EO's proposed marketing activities and budget breakdown for 2016/2017. The Committee supported the proposed marketing activities but some Committee members questioned the investment and ROI on holding two events throughout the year. The Committee decided to give the events further consideration and to forward final response to EO by 6<sup>th</sup> May 2016. Angela Freeman suggested we continue Chinese and Japanese brochures for 2016/2017.
- **Port Douglas Product Launch 2016** – There has been considerable support from the Kuranda business owners (to date a total of 20 businesses have confirmed participation) for this event and the invitation has been completed and will be distributed on the 28<sup>th</sup> April 2016. The Port Douglas Community Hall has been booked to host this special event.
- **Kuranda Road Side Signs** – The EO circulated a number of proposed sign designs for consideration and the committee agreed that the example with the Barron Falls was the most suitable. Mayor Tom Gilmore advised EO to forward the preferred design to Robert Blake - new Corporate Communications Officer who will be handling these signs.
- **Busking** – Mayor Tom Gilmore suggested contacting Father Chris Wright regarding the location in front of the church as a designated busking location.
- **Tourism Tropical Tablelands** – Bronwyn Cant provided the TK Committee with an update on TTT activities including an overview of the new destination flyer soon to be released in the local market.

8. **Next Meeting:** proposed for Tuesday, 24<sup>th</sup> May 2016

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### Income and Expenditure Statement to March 2016

	BUDGET 2015/16 \$	ACTUALS \$	Variance YTD \$	Projected Costs April to June 2016 \$	Totals expected for 2015/16 \$
<b>INCOME</b>					
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
	<b>253,322.00</b>	<b>238,292.35</b>	<b>15,029.65</b>	-	238,292.35
<b>ADMINISTRATION COSTS</b>					
<b>Total Administration Costs</b>	94,643.00	63,787.53	30,855.47	26,723.00	90,510.53
<b>PROMOTIONAL COSTS</b>					
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	10,191.26	4,808.74	5,500.00	15,691.26
Kuranda Festival Event	25,250.00	25,802.19	(552.19)	-	25,802.19
Kuranda Easter Event	25,250.00	6,481.53	18,768.47	19,000.00	25,481.53
Social Media Management	17,000.00	1,828.44	15,171.56	12,000.00	13,828.44
Industry Famils & Presentations	4,000.00	1,274.64	2,725.36	3,000.00	4,274.64
Tourism Kuranda Memberships	1,155.00	900.00	255.00	-	900.00
Adv Pre & Post Tourism Publications	19,000.00	3,650.00	15,350.00	8,000.00	11,650.00
Tradeshows & Sales Missions	11,500.00	4,202.01	7,297.99	7,500.00	11,702.01
Public Relations Management	5,000.00	3,000.00	2,000.00	2,000.00	5,000.00
General Advertising	1,000.00	-	1,000.00	1,000.00	1,000.00
<b>Total Promotion costs</b>	156,655.00	79,003.25	77,651.75	68,500.00	147,503.25
<b>TOTAL ADMIN AND PROMOTION COSTS</b>	<b>251,298.00</b>	<b>142,790.78</b>	<b>108,507.22</b>	<b>95,223.00</b>	238,013.78
<b>SURPLUS/(DEFICIT)</b>	<b>\$ 2,024.00</b>	<b>\$ 95,501.57</b>	<b>(93,477.57)</b>	<b>95,223.00</b>	<b>278.57</b>



## EO REPORT APRIL 2016

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

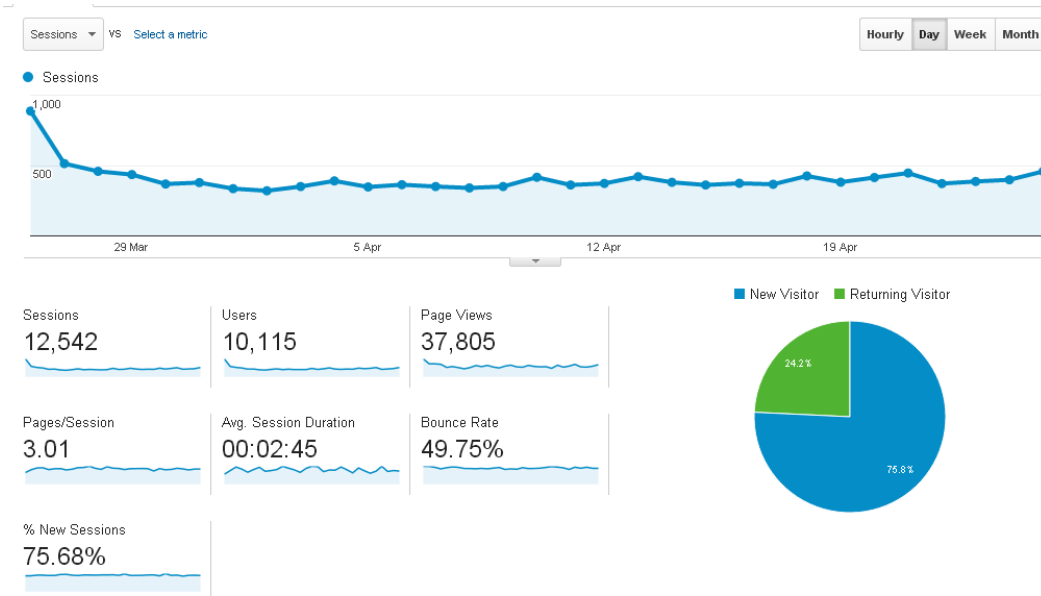
- There is "So Much To Do" in [#kuranda](#) these school holidays!
- Can anyone guess what this gorgeous caterpillar will turn/morph into??? (best post 26 likes and 1,925 reach)
- ANZAC Day Service. Everyone is welcome to join the Kuranda RSL sub branch
- It's a great day to explore the amazing [Kuranda Rainforest Journeys](#) ATV quad bike tour
- You never know who you'll bump into at the [Kuranda Heritage Markets](#)

**INSTAGRAM & TWITTER** posts for the month

- Fantastic to have TAFE NQ in Kuranda
- What will this caterpillar turn into?? (best post – 48 likes)
- Kuranda Rainforest Journeys ATV tour
- You never know who you'll bump into

### April 2016 (ONE MONTH) GOOGLE ANALYTICS

Sessions – 12,542    Users – 10,115    Page Views – 37,805    Pages/Sessions – 3.01



**KURANDA FESTIVAL MEETING** – I had a meeting with Melissa and Warren Clinton during the month to discuss the possibility of holding a high end dinner on the banks of the Barron River as part of the festival schedule of events. This meeting was advertised on All Things Kuranda but no other locals turned up to this meeting.

**LOCAL SALES CALLS** – I spent 1.5 days during the month completing local sales calls and topping up brochure supplies to our main booking outlets.

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

- Busy school holiday period

- New shop – Our Animals, Our Earth
- Wheelbarrow race
- New welcome ambassadors at Kuranda station
- New 9D cinema

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

- Port Douglas Product Launch
- New 9D cinema
- Easter success
- Natural Uniqueness
- Natural newcomer
- Indigenous tourism highlighted
- TTNQ Domestic roadshow
- Stay in Kuranda
- Tafe Great Race around the village

**WELCOME TO CAIRNS MAGAZINE** – I worked closely with Trish Blackman to help secure participation in the Welcome to Cairns Magazine 2016. The following is the list of confirmed participants this year and we have managed to secure a six page feature in this magazine. This is a wonderful result for our destination and great to see so much support for this magazine.

The following is the final list of participants.

1. Australian Butterfly Sanctuary
2. Rainforestation Nature Park
3. Kuranda Hotel
4. Emu Ridge Gallery
5. Skyrail Rainforest Cableway
6. Birdworld Kuranda
7. Kuranda Koala Gardens
8. Kuranda Scenic Railway
9. Australian Bush Store
10. Kuranda Visitor Information Centre
11. Sandra Viden Design
12. Kuranda Village Café Bar & Grill
13. Bob's Wood Art
14. Ceti Bath Shop
15. Snuggles in Kuranda
16. Golden Drop
17. Heritage Markets
18. Rainforest View Restaurant
19. The Australian Bush Store

**DESTINATIONQ** – On the 12<sup>TH</sup> April I attended DestinationQ and TEQ conversations with industry workshop. The workshops provide a great opportunity to connect with representatives from TEQ, TTNQ and QTIC to gain industry insights and to discuss the key business areas of marketing, research, digital, events and international markets.

**MEDIA AND TRADE FAMILS** – During the month I have hosted the following media and trade familiarisations in Kuranda.

- TEQ – SilkAir Singapore Media Famil (4 pax)
- TEQ – Singapore Airlines – Nordic Media Group (6 pax plus TEQ London Rep)
- TTNQ – Albatross Travel & Tours - Kumar Asirvatham
- TEQ – Singapore Airlines Travel Agents (7 pax)

**ATEC COMMITTEE MEETING** – On 15<sup>th</sup> April I attended an ATEC committee meeting to discuss the upcoming Inbound Up North Event in October.

**LOCAL TOURISM NETWORK MEETING** – On 21<sup>st</sup> April I had a meeting with Jodi Nelson to discuss our involvement in their event pages and how we can better link on online profile with LTN. They will be providing free access and I will start uploading our local events onto their sites.

**UCI MOUNTAIN BIKE WORLD CUP** - On Sunday 24<sup>th</sup> April I attended the UCI Mountain Bike World Cup which was held at Smithfield. It was a fantastic event and after meeting with some of the event organisers spoke to MP Craig Crawford about how to grow this activity in our region.

**PORT DOUGLAS PRODUCT LAUNCH** - The response from local businesses for our inaugural Port Douglas product launch has been fantastic. We have over 15 businesses participating in our Port event and the major sponsorship partners for our product launch are as follows;

- **Kuranda Koala Gardens & Birdworld Kuranda**
- **Kuranda Scenic Railway**
- **Skyrail Rainforest Cableway**
- **Reef & Rainforest Connections**
- **Kuranda Hotel**
- **Brett's Kuranda Tours**
- **Capta – Australian Butterfly Sanctuary & Rainofrestation Nature Park**
- **Golden Drop Winery**
- **Kuranda Heritage Markets**

**ACCOMMODATION GROUP MEETING** – We held our 2<sup>nd</sup> Kuranda Accommodation Group meeting at Kuranda Rainforest Journeys on Friday 22<sup>nd</sup> April – big thanks to Peter Danford for organizing and Perry Marshal for hosting to group and providing an ATV guided tour.

**Correspondence In:**

- 14/4 Letter from Trish Blackman Welcome to Cairns with new brochure
- 18/4 e-mail from Emily Lynch – invitation to UCI Mountain Bike World Cup
- 20/4 e-mail from Brad Farrington – DL Map feedback
- 20/4 e-mail from Trevor Brodie – new business in Kuranda (introduction)
- 23/4 e-mail Siobhan Mulcahy – TTNQ roadshow debrief
- 23/4 e-mail from Kumar Asirvatham from Fly Albatross – thank you!
- 26/4 e-mail from Freya Boucher TEQ London – thank you!

**Correspondence Out:**

- 6/4 e-mail to Bron at TTT inviting her to attend next TK meeting
- 7/4 e-mail to Mary Naylor at MSC re: new Map signage
- 13/4 e-mail to Toni Rogers re: Kuranda Festival
- 15/4 e-mail to Mary Naylor re: White ant issues
- 18/4 e-mail to Gwyneth Nevard re: TEQ contacts
- 18/4 e-mail to Emily Lynch TEQ thanks for UCI invitation
- 18/4 e-mail to all Kuranda businesses re: Port Douglas launch
- 19/4 e-mail to Eleanor Wilkie|TTNQ re: Event boot camp
- 26/4 e-mail to Bron at TTT re: Discover Magazine feedback