

TOURISM KURANDA COMMITTEE

Minutes

for the General Meeting held on **Tuesday, 28th March 2017** at the Tourism Kuranda office at **4.30pm**.

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), , Cathie Flambo (The Australian Bush Store)

Apologies - Mayor Tom Gilmore, Adrian Pancirov (Heritage Markets) MP Craig Crawford

Visitors – Peter Franks

2. Confirmation of Previous Minutes – February 2017 Moved and seconded Trish and Adam

3. Business Arising from Previous Minutes – February 2017

- KIAC is set up through the Local Government Act. It is a very formal committee and everything that is done has to be signed off by the Minister. Formal agreement signed in early 2000, then 2010 has been extend. The committee is made up of Mayor, council, nominee from MP Craig Crawford, Skyrail and Kuranda Rail reps, plus community based.
- The Current committee is in place and are in place until 2020. Melanie Wicks appointed as the tourism expert on the committee and there is no opportunity to bring another person on Board. The minutes of the meeting are accessible and there was a strategic plan signed off by the Minister for the 2020 term.
- Therwine Street redevelopment is planned. Therwine Street, slated to start early in the financial year. Council got grants and are focusing on major projects. Trish Green advised - Urgent need for Lower Therwine to be prioritized.
- Kurworld – suggestion that they will be included as a tourist attraction. Marc to follow up with Ken Lee to discuss the scale of the tourism operations.
- Presentation to Council the 5th April is too soon. Marc will push for the 19th April 2017
- Domestic Mega Famil - Marc met with Jane and Laurent from TTNQ about the Domestic Mega famil and offered TK services to help host. Now they are bringing the agents into Kuranda - 4 groups coming to Kuranda. Costing \$1,100 for the workshops. Marc has offered services to host one of the eight group which is happening on the May long weekend. Committee agreed to be involved.
- Terry made the point that the accommodation was not covered in the last minutes.

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)	Completed	Completed
Angela Freeman/ Lenore Wyatt	Development of Therwine Street between the two markets – market precinct theme.	Next meeting	Completed
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	ongoing

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	Ongoing
Committee	Top 5 suggestions for photoshoot	3 rd March	Ongoing

4. Correspondence In/Out: Moved

EO Report following.

5. Confirmation of Budget Reports Financials moved Angela and Seconded Cathy.

Report to February 2017 included below.

Confirmation of the TK EO corporate credit card expenses -. **Noted**

6. Confirmation of Executive Officer Report - Noted

To be provided at the meeting.

7. General Business

1. TK presentation to MSC
2. Domestic Mega Famil
3. Easter Event Update
4. Kuranda Map & Visitor Guide
5. Australian Tourism Exchange 2017

8. Next Meeting: 3rd Tuesday of the month is 18th April 2017.

9. Supporting Documents

Previous Minutes - supplied previously.

Income and Expenditure statement - included below

Executive Officer's Report provided below.

Meeting closed at 5.30pm

ACTION ITEMS - March

Responsible Person	Action	Date for Completion	Follow-up/Completion
Marc Sleeman	Contact Kur-World re: Tourism Levy.	Next meeting	
Marc Sleeman	Request committee to supply Top 5 suggestions for photo shoot.	Next meeting	
Marc Sleeman	Confirm back to TTNQ re: Hosting Domestic Mega Familiarisation	Next meeting	

TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT
to February

	BUDGET 2016/17 \$	ACTUALS	YTD Variance
<u>INCOME</u>			
Tourism Kuranda Advertising Contributions	31,000.00	3,977.50	27,023
Benefited Rate Contribution	207,695.00	202,966.87	4,728
Sundry Revenue	-	-	0
Surplus Carry Over 2015/16	12,197.97		12,198
	250,892.97	206,944.37	43,949
<hr/>			
Total Administration Costs	97,446.00	56,160.14	41,285.86
<hr/>			
<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	10,788.84	5,239
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	1,240.00	6,060
Tradeshows & Sales Missions	16,500.00	13,120.71	3,379
Public Relations Management	5,800.00	3,500.00	2,300
General Advertising	4,000.00	2,849.00	1,151
Special Marketing Project 2017		966.44	(966)
	142,428.00	69,046.01	73,381.99
<hr/>			
TOTAL ADMIN AND PROMOTION COSTS	239,874.00	125,206.15	114,667.85
<hr/>			
SURPLUS/(DEFICIT)	\$ 11,018.97	\$ 81,738.22	(70,719.25)
<hr/>			



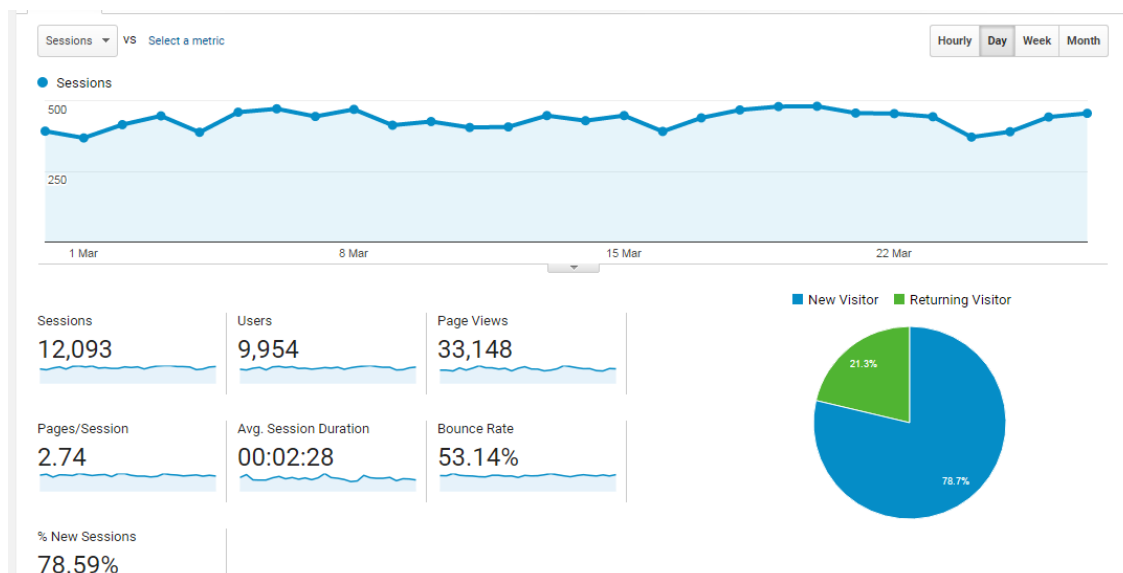
EO REPORT MARCH 2017

FACEBOOK INSTAGRAM & TWITTER POSTS – The TK posts for the month as follows;

- Midnight Oil are coming to Kuranda
- Rawglo Tropical Fruit Gallery
- Pan-ya Bakery
- Terra Nova Gallery unique artwork
- Kuranda Fudge yum
- B Gifted unique gift idea
- Revamp the Amp
- Emu Ridge Gallery famous for fossils
- Have a cuppa in relaxed and friendly atmosphere
- Rainforest walks
- Australian Bush Store one of the oldest
- Super cute mermaid toothpicks

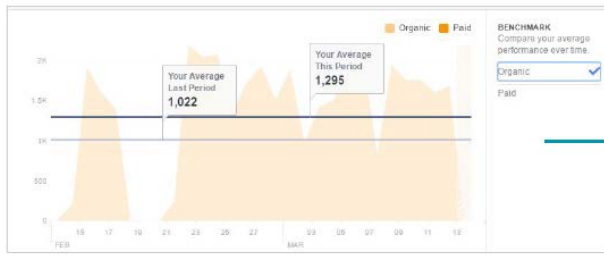
FEBRUARY GOOGLE ANALYTICS 28 February to 28 March 2017

- Sessions – 12,093
- Users – 9,954
- Page Views – 33,148
- Pages/Visit – 2.74



FACEBOOK

Organic posts



48,387 users reached

Highest performing post



10 Likes + 13 Shares
37 post clicks
2,685 Users reached

Lowest performing post



3 Likes
2 post clicks
2,963 users reached

INSTAGRAM



Highest performing post

89 likes



Lowest performing post

40 likes

TWITTER



Top Tweet

5 Likes

EASTER CELEBRATION 2017 - Preparations are currently underway for our Easter Saturday Celebration which will be held on Saturday 15th April 2017.

The advertising campaign for this event is as follows;

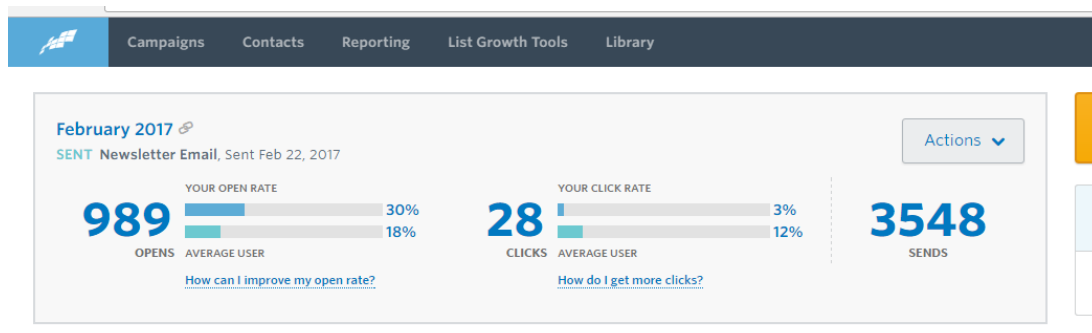
1. Triple M radio advertising
2. Hit FM radio advertising
3. Triple M outside Broadcast in Centenary Park from 10am to 1pm
4. Cairns Post, Tablelands Advertiser, Cairns Sun, Port Douglas Gazette, Innisfail Advocate
5. Channel 7 TV advertising (15 second TV commercial promoting the Easter Event)
6. WIN TV (15 second TV commercial promoting the Easter Event)
7. Channel 10 (15 second TV commercial)
8. Tourism Kuranda Facebook Posts
9. Tourism Kuranda e-Newsletter
10. 30 x road side corflutes

The additional activities currently being organised are as follows;

1. 13,000 Chocolate Easter Eggs have been ordered
2. A portable cherry picker has been booked to act as the platform to throw the chocolate eggs into the crowd every hour from 11am to 2pm
3. Street performers x2
4. Magic Show
5. 4 x Face painter
6. 3 x Jumping Castles
7. Kids games. Egg & Spoon Race, Croc Throwing Comp
8. Pamagirri Dancers (Rainforestation Nature Park)
9. Whip cracking performance
8. Horse & carriage rides

e-NEWSLETTER – The February 2017 newsletter featured the following articles;

- QoT Great China Sales Mission
- Pan-ya Bakery at the Original Kuranda Rainforest Market.
- Skyrail Phone Charger
- Sprout Juice & Coffee Bar.
- Kuranda Visitor Information Centre now has an eye-catching mural
- New Kuranda Station Master Glenn Currie
- Rainforestation koala Kiah has become a social media hit
- Ash Grunwald will headline Revamp the Amp at the Kuranda Amphitheatre - April 8
- Post Office moves



DATABASE – 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 QoT Great China Mission contacts to our data base.

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.

KURANDA A4 BROCHURE – I secured three printing quotes for our new 12 page Kuranda brochure and the artwork is currently being finalised. The new Kuranda brochure will go to print next month and distributed to both Morgan Freeman and Tourdex later in the month.

TROPICAL NORTH QUEENSLAND MAGAZINE - (formally This is My Paradise Magazine) - EOI's were sent out early in the month and we received 14 positive advertising responses. The following is the list of confirmed participants in this advertising feature for 2017. We have managed to secure a double page feature in this magazine again this year which is a wonderful result for our destination and great to see so much support for the domestic market.

The following is the final list of participants.

1. Australian Butterfly Sanctuary
2. Rainforestation Nature Park
3. Kuranda Hotel
4. Just Gorgeous
5. Emu Ridge Gallery
6. Skyrail Rainforest Cableway
7. Skyrail Rainforest Cableway
8. Birdworld Kuranda
9. Kuranda Koala Gardens
10. Kuranda Scenic Railway
11. Kuranda Rainforest View Restaurant (**NEW**)
12. Kuranda Visitor Information Centre (**NEW**)
13. Kuranda Opal Cave (**NEW**)
14. Kuranda Riverboat Tours (**NEW**)

NEW KURANDA 22 PAGE DL MAP & VISITOR GUIDE – Work has begun on the new 2017/18 Kuranda Map & Visitor Guide. Participation forms were sent out to all local business owners and I spent 2 ½ days visiting local businesses to discuss inclusion in the map and visitor guide for this next 12 month period. The response has been very good and we have received responses from a number of new businesses.

This year we will be printing a total of 220,000 copies of our brochure (an increase of 20,000) which will be distributed domestically, internationally and to more than 300 outlets throughout the region.

Our brochure is designed to create awareness and interest in our iconic destination and this year we will be printing the brochure in Chinese & Japanese with a new 6 page DL map for distribution at the Kuranda VIC.

Each business listing will be charged \$495.00 inclusive of GST will include exposure in the following brochures.

1. 150,000 - English 22 page DL Map & Visitor Guide
2. 10,000 - Chinese 22 page DL Map & Visitor Guide
3. 10,000 - Japanese 22 page DL map & Visitor Guide
4. 50,000 - English 6 Page DL Map

The fee of \$495.00 will include Chinese & Japanese translations and all distribution of these brochures throughout the year.

ATE REGISTRATION – Tourism Kuranda will be attending the Australian Tourism Exchange 2017 from the 14th to 19th May which is being held in Sydney – we have secured a sole booth again and we will be using the same booth panel artwork from last year. Flights and accommodation in Sydney have been booked and agent referencing has also been completed.

TEQ - QoT GREATER CHINA MISSION 2017 – I attended the TEQ Queensland On Tour Greater China Mission from the 13th to 18th March 2017. It was the first time Tourism and Events Queensland (TEQ) delivered a stand-alone Queensland (QoT) mission which was held in Hangzhou, China. The event incorporated one-on-one meetings, a Greater China market update and industry forum, industry gala dinner, front line staff training and multiple networking opportunities.

The objectives of the Queensland on Tour Greater China 2017 trade mission was to:

- Increase awareness of Queensland/TNQ/Kuranda as a destination
- Raise the profile of our regions tourism product suppliers (6 Kuranda businesses)
- Grow business opportunities with key trade partners
- Connect the Queensland tourism industry with Chinese travel trade by conducting one on one workshop appointments with product managers
- Increase partner confidence, showcasing our experiences and destinations and to demonstrate the commitment of our industry to the market
- Provide training sessions for retail sales and reservation staff

- Generate media exposure for Queensland destinations
- Gain insights and share industry issues or challenges through an industry forum

China has grown to be the most valuable source market for Cairns and Queensland in terms of visitor expenditure and visitor numbers. Visitor numbers from China to Queensland increased by over 33% and expenditure also grew to over \$1 billion.

This year's event increased efforts in exploring opportunity in FIT and online agent markets. There was also an increase number of FIT buyers invited to the workshop, some high profile players in the FIT markets were also invited to the Industry Forum which was held on 15th March.

China will continue to be an important source market for Kuranda village and with recent growth and a great focus on the growing FIT market we need to formulate a plan to better cater for this important growth market.

PRO-ACTIVE MARKETING - Melb Caravan & Camping Show 22 – 27 February 2017

- The number of Visitors attending was just over 50000 this being up on last year and more visitors than last year.
- The majority of visitors we saw indicated travelling this year while others were planning for next year and beyond with most indicated July as the month they were planning to visit the North, however a few were departing Vic in May to be ahead of the main crowd with a few looking at September and October.
- As usual in Melbourne the Cape and Gulf received many requests with a high number of these travellers driving themselves, others wanting a Tag-a-long or a Safari to Cape York including Torres Strait, some a Trinity Bay voyage with a number flying only then hiring a 4WD and camper trailer. Of the other visitors most advised they were travelling inland to Cairns and indicated travel would be either using the Matilda or Inland routes as a number as in Adelaide wished to visit Charters Towers and then returning via the Coast.
- National Park booking and problems associated with the system particularly along with road conditions being of major interest. Road conditions throughout the region were regularly requested as Victorians towing Caravans try to avoid narrow bitumen roads wherever possible. Unfortunately not all Product and Area brochures were represented and this left unfulfilled requests.
- Information on the Gulf with Normanton and Karumba along with products including Undara as well as road conditions were on the list of questions asked. Requests were received for Savannah Way information as many were planning to travel sections as well as the full length.
- Although most Travellers were not planning a lengthy stay in Cairns, information was requested to enable spending time with a Reef Cruise, Kuranda with Rail and Skyrail, Armory Museum, Crocodile Farm as well as a trip to the Daintree. Cooktown was high on the information required list for people and has become a must to visit.
- Some people indicated flying to Cairns because Airfares are cheaper than driving then hire a vehicle on arrival. This particularly suited those with a shorter Holiday break
- This show was much better than the previous 2 at the show grounds and although brochure movement was a little lower than expectation we did distribute information to people who had not previously visited the north as well as those revisiting again after many years.
- The lower brochure numbers was probably because brochure grabbers did not attend and the amount of genuine information requests indicate we will again experience a strong Victorian presence in North Queensland.

Correspondence in:

- 24/2 – e-mail to Susan Parsons re: issues related to locals drinking in Centenary Park
- 27/2 – e-mail from CP International re: filming in Kuranda
- 28/2 – e-mail from Helen Strain AAT Kings re: family visit
- 1/3 – e-mail from Kuranda RSL dinner at Kuranda Village Café Bar & Grill
- 1/3 – e-mail from Khim at TEQ Singapore re: media visit and ATE 2017
- 2/3 – e-mail from Julie at Tablelands Advertiser re: fundraiser
- 10/3 – e-mail from Mary Naylor re: bike racks and cleaning office
- 13/3 – e-mail from Suzie Pilkington re: IATG Queensland tour guides data base
- 15/3 – e-mail from Jacqui Byard – PakMag proposal
- 16/3 – e-mail from Sophie Hatch QR – re: article in magazine
- 16/3 – report from Neville Dunn
- 20/3 – e-mail from Shane King re: Kuranda Hotel contract issues/advertising
- 21/3 – e-mail from Bec Keegan – re: Domestic Mega Famil – hosting group
- 22/3 – e-mail from Zahabiya Doctor – Expedia re: Kuranda day tour inclusions
- 22/3 – e-mail from Claudia TTNQ re: TEQ UK / Philippine Airline Campaign

Correspondence out:

- 24/2 – e-mail to Khim at TEQ Singapore with media visit images
- 27/2 – e-mail to Heritage Markets and Original Markets re: filming
- 3/3 – e-mail to Mary Naylor re: ongoing state of public toilets
- 3/3 – e-mail to French journalist re: trip for Michelin Green Guide Australia/Kuranda
- 6/3 – e-mail to Brad at GTS re: Kuranda Hotel purchase
- 6/3 – e-mail to Glenys re: travel insurance in China
- 9/3 – e-mail to Shane King – GTS re: Kuranda Hotel purchase and advertising options
- 9/3 – e-mail to Mareeba Heritage Centre re: Kuranda Map & Visitor Guide
- 10/3 – e-mail to Cosima Stokeld re: SES marquee at Kuranda Festival
- 10/3 – e-mail to Kuranda business owners re: Tropical North Queensland brochure advertising
- 13/3 – e-mail to Suzie Pilkington re: date base request
- 21/3 – e-mail to Bec at TTNQ re: Mega famil participation and group leading
- 23/3 e-mail to Sophie Hatch QR with info re: Kuranda article
- 28/3 – e-mail to Claudia TTNQ with Kuranda profile info for special story