

TOURISM KURANDA COMMITTEE

Minutes

Thursday 1st June 2017 held at Frogs Restaurant 3.00pm

1. Welcome and Introduction

Attendees – Adam Letson (Skyrail), Angela Freeman (Koala Gardens/Birdworld) Lenore Wyatt – Chair (MSC), Peter Danford (Cedar Park), Chris Grantham (Rainforestation), Terry Pates (Frogs), Marc Sleeman (TK), Adrian Pancirov (Heritage Markets), Trish Green (Honey House), Cathy Harvey (KVIC), Cathie Flambo (Australian Bush Store), Cr Tom Gilmore (MSC).

Apologies – Susan Parsons (MSC), Member for Barron River Craig Crawford.

Visitors – Glenys Pilat (MSC)

2. Confirmation of Previous Minutes – 28th April moved seconded

3. Business Arising from Previous Minutes – 28th April 2017

- Fastrack – social media – it was suggested that TK continue this contact until the new EO is employed and then review the digital media arrangements. The committee was aware this contact would be over budget but they were also aware that TK was significantly under budget for the 2015/16 social media and there would be a carry over. TK had budgeted \$3K for the website advertising for 2016/7 but the paid contribution ended up being \$4,700 and an extra \$1,700 that would go toward the digital media costs.
- ATE. Kuranda had high representation at the event in Sydney.
- 12pp A4 brochure is with the printer.
- 2pp A4 colour flyer distributed prior to Skyrail closure offering revised packages without Skyrail component. 2,000 prints. Appears that businesses overall were not affected. It was suggested that the EO promotes packages that give people 4-5 hours in Kuranda.
- KurWorld - . Response was “happy to be involved”. In progress with MSC.
- CCTV. Last two applications for Mareeba and Kuranda were not successful. Possible grant open in June. MSC to follow up.
- Bike Racks. Suggestion that KIAC funding for redevelopment work could fund bike racks (\$160/each).
- \$10,000 request from MSC for Event Funding was denied – letter from MSC not yet received by TK
- Peter Danford reported no increase in accommodation bookings over Easter. Suggested if not walking distance from Train/Skyrail they were not involved in Kuranda, the group was against the levy. Marc Sleeman advised that every piece of marketing material that goes out is promoting accommodation properties in Kuranda.

ACTION ITEMS - APRIL

Responsible Person	Action	Date for Completion	Follow-up/Completion
Marc Sleeman	Contact Kur World re Tourism Levy – email sent	Next meeting	ongoing
Marc Sleeman	Request committee to supply top 5 suggestions for photo shoot	Next meeting	Ongoing
Marc Sleeman	Confirm back to TTNQ re hosting domestic mega familiarisation	Next meeting	ongoing
Marc Sleeman	Letter and gift to be sent to SES volunteers involved in Easter Event	Next meeting	Completed
Susan Parsons	Look at grants available to CCTV – cover whole village. TK members to supply documentary evidence	Next meeting	ongoing
Marc Sleeman	Purchase 2 sets of bike racks	Next meeting	Ongoing
Marc Sleeman	To request extra \$10,000 from MSC to cover budget shortfall – two options.	Next meeting	
Craig Crawford/ Lenore Wyatt	Talk to Mayor regarding letter to Craig to be submitted to Transport Minister regarding QR contribution.	Next meeting	ongoing
Peter Danford	Email all accommodation houses to get feedback on recent bookings over Easter.	Next meeting	completed
Marc Sleeman	Purchase domain name: kuranda accommodation	Next meeting	ongoing

4. **Correspondence In/Out:**

Located at the end of EO Report.

5. **Confirmation of Budget Reports**

Report to June 2017 included below.

6. **Confirmation of Executive Officer Report – Stats only.**

7. **General Business**

- **2071-2018 Strategic Plan** Motion EO/MS to make recommendations where to cut \$8,000 to bring budget inline. Moved Angela Freeman, seconded Trish Green. MS to send recommendations to Elisa.
- **Kuranda Visitor Guide & Map** Revenue from businesses has made map fully funded. Map being printed. Visitors Guide/22pp will be translated into Chinese and Japanese printing late June.
- It was noted that there had been no follow up from Craig Crawford on past Action Items. **Motion** that Action Items requested from Craig Crawford be followed, including the past 12 months. Moved Terry Pates, Seconded Adrian Pancirov.
- **New EO Interview** MS suggested someone external with tourism knowledge be present at the interview process.
- **TTT** Peter Danford reported that TTT is making a budget presentation to council to request more funding.
- **Marc Sleeman** acknowledged the passing of Charles Woodward and his contribution to Tourism over the past 40 years and also to Tourism Kuranda.
- **Glenys Pilat** noted this was Marc Sleemans last committee meeting. Acknowledged by Lenore Wyatt.

8. **Next Meeting: INTERIM MEETING** proposed for 20th June 2017

9. **Supporting Documents**

Previous Minutes - supplied separately
Income and Expenditure statement - included below
Executive Officer's Report - attached.

ACTION ITEMS - JUNE

Responsible Person	Action	Date for Completion	Follow-up/Completion
MSC	re Tourism Levy – email received from KurWorld.	Next meeting	ongoing
EO	Request committee to supply top 5 suggestions for photo shoot	Next meeting	Ongoing
EO	Confirm back to TTNQ re hosting domestic mega familiarisation	Next meeting	ongoing
Glenys Pilat	Look at grants available in June for CCTV to cover whole village. TK members to supply documentary evidence	Next meeting	ongoing
Glenys Pilat	Purchase 2 sets of bike racks – follow up for KIAC funding	Next meeting	Ongoing
Craig Crawford/ Lenore Wyatt	Talk to Mayor regarding letter to Craig to be submitted to Transport Minister regarding QR contribution.	Next meeting	Ongoing
EO/MSC	Recommendations to cut \$8,000 to bring budget inline.	Next meeting	
Lenore Wyatt	Correct signage distances on Jum Rum walking tracks	Next meeting	
EO	Media launch on new Accommodation website once domain name is setup and website ready.	Ongoing	
EO	Send letter to Craig Crawford's office to follow up on past Action Items requested over the past 12 months	ongoing	

TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT
to April 2017

	BUDGET 2016/17 \$	ACTUALS	YTD Variance
<u>INCOME</u>			
Tourism Kuranda Advertising Contributions	31,000.00	4,795.75	26,204
Benefited Rate Contribution	207,695.00	201,150.37	6,545
Surplus Carry Over 2015/16	12,197.97	12,197.97	0
	250,892.97	218,144.09	32,749
<u>ADMINISTRATION COSTS</u>			
Total Administration Costs	97,446.00	77,298.92	20,147.08
<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	13,566.80	2,461
Kuranda Festival Event	21,900.00	23,801.19	(1,901)
Kuranda Easter Event	22,400.00	7,430.42	14,970
Social Media Management	12,600.00	8,867.82	3,732
Industry Famils & Presentations	3,000.00	2,095.22	905
Tourism Kuranda Memberships	900.00	-	900
Adv Pre & Post Tourism Publications	7,300.00	8,500.00	(1,200)
Tradeshows & Sales Missions	16,500.00	16,711.23	(211)
Public Relations Management	5,800.00	5,308.44	492
General Advertising	4,000.00	2,890.16	1,110
Special Marketing Project 2017		1,666.44	
Total Promotion costs	142,428.00	92,734.74	51,359.70
TOTAL ADMIN AND PROMOTION COSTS	239,874.00	170,033.66	71,506.78
SURPLUS/(DEFICIT)	\$ 11,018.97	\$ 48,110.43	-\$ 38,757.90



EO REPORT MAY 2017

FEBRUARY GOOGLE ANALYTICS 30 April to 30 May 2017

- Sessions – 13,574
- Users – 10,821
- Page Views – 38,801
- Pages/Visit – 2.86

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

- Farewell
- So Much To Do
- Top 20 Things to do in Kuranda
- Stay the night
- Getting to Kuranda
- Historic Railway Journey

LOCAL SALES CALLS – I spent 2 days during the month completing local sales calls and delivering brochures to our main booking outlets – I ensured brochures were distributed across our major distribution points.

SUMMARY OF ACTIVITY

- Attended Australian Tourism Exchange 13 – 19 May 2017
- Finalised artwork for new 12 page brochure
- Printing quotes for new 12 page (Bolton)
- 12 page brochure printed 1st June 2017 (will be delivered to Tourdex and MF)
- Attended ATEC networking function 23rd May
- Domestic Mega Famil – hosted group 27th April to 2nd May 2017
- Table Top presentations – TTNQ Domestic Mega Famil 2nd May
- TTNQ mega famil Farewell Function – AJ Hackett 2nd May
- TK committee presentation to MSC – 19 April
- Produced a new Skyrail Closure Flyer and printed 2,000 copies for local distribution
- Completed artwork for 6 page DL Map
- Finalised the artwork of the English 22 page DL Map & Visitor Guide
- Meeting with the new Manager of the Kuranda Hotel
- Provide forecast budget document for MSC to EOY.
- Producing hand-over notes for new EO
- Provided a list of all the air B&B accommodation properties for MSC

Correspondence in:

3/5 e-mail from Sophie Hatch – QR re: update for newsletter
8/5 e-mail from Sheryn Chia re: New Chan Brothers Australia brochure
9/5 e-mail from Garry Bryant Southern World Australia re: brochures
9/5 e-mail from Becca Doktan TTNQ Thank you for our part in Mega Famil
12/5 e-mail from Marni Skyrail – request for images
22/5 e-mail from Kevin Parise – re: Skyrail re launch & TK support

24/5 e-mail from Capta re: Memorial for Charles Woodward
26/5 e-mail invitation to attend launch of Sunlover Cruises new pontoon

Correspondence out:

4/5 e-mail to Sophie Hatch – QR with image links
8/5 e-mail to TK committee & MSC re: resignation
9/5 e-mail to stakeholders and TTNQ re: resignation
9/5 e-mail to Kuranda business owners re: New Skyrail Closure flyer
9/5 e-mail to TK committee re: 12 page re print proposal
12/5 e-mail to trade partners and Kuranda business owners “thank you”
19/5 e-mail to David Wilkinson new Manager of Kuranda Hotel – welcome
22/5 e-mail to Kuranda business owners re: Wet Tropics Survey