

TOURISM KURANDA MINUTES

of the Committee meeting held
Tuesday, 5th April 2016 at the Tourism Kuranda Office at 4.30pm.

1. **Welcome and Introduction**

Attendees – Cr Tom Gilmore (MSC), Angela Freeman (Kuranda Koala Gardens/Birdworld), Adrian Pancirov (Heritage Markets) Trish Green (Honey House), Peter Danford (Cedar Park Resort), Marc Sleeman (TK EO), Catherine Harvey (MSC)

Apologies – Craig Crawford (Member for Barron River) Adam Letson (Kuranda Skyrail), Terry Pates (Frogs Restaurant), Cathie Flambo (Australian Bush Store)

Visitors –Karen Ewin

2. **Confirmation of Previous Minutes –16th February 2016**

"That the minutes of the previous meeting of 16th February be accepted as true and correct"

Moved: Trish Green

Seconded: Peter Danford

CARRIED

3. **Business Arising from Previous Minutes – 16th February 2016**

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	TV advertising – see motion		completed
Marc Sleeman	24pp with printer 12 pp in progress		completed
Karen Ewin	River Walk signage		completed
Marc Sleeman	Provide options for sourcing social media consultant	April meeting	ongoing
Marc Sleeman	Social Media Hub – internet trial for 3 months	April	ongoing
Marc Sleeman	Map signage at Railway Station/TK office. Artwork in progress	April	ongoing
Marc Sleeman/Peter Danford	Next Kuranda Accommodation Group meeting to be at Rainforest Orchard Tours – 22 nd April proposed	April	ongoing
Marc Sleeman	TTT – Motion passed - see general business		Ongoing
Marc Sleeman/Susan Parsons	Yellow Crazy ants – Council to write to State Government		Ongoing
Marc Sleeman/Stacey Maisel/susan Parsons	Signage on the Highway. Marc to liaise with Mareeba Shire Council	April	Ongoing
Marc Sleeman	Kuranda Brochure launch in Port Douglas – see General Business.	April	

4. Correspondence –

Moved: Peter Danford

Seconded: Trish Green

CARRIED

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

Moved: Angela Freeman

Seconded: Chris Grantham

CARRIED

Confirmation of MSC corporate credit card expenditure - **noted**

6. Confirmation of Executive Officer Report

Moved: Marc Sleeman

Seconded: Angela Freeman

CARRIED

7. General Business

• **Volunteer Station**

Motion to allocate up to \$500 towards expenses for Meet & Greet volunteers at Railway and Skyrail terminals. To be trialled for three months from April-June.

Moved: Adrian Pancirov

Seconded: Angela Freeman

CARRIED

- **2016/17 Strategic Plan.** Marc to work on the new strategic plan and forward to the TK Committee prior to the next meeting.

- **TTT Position on board.** – Rob Matthew will be staying on the TTT Board. Council to contact TTT regarding available seats on the Board. Angela Freeman has offered to apply, as well as Karen Ewin.

- **Discover Magazine** - Marc to send letter to TTT regarding feedback on the new Discover brochure.

- **Port Douglas Brochure Launch**

Brochure launch is proposed for the 29th April or 6th May for the Port Douglas markets. Invite partners and local businesses to showcase, music, food. There are sufficient funds in the families & presentation budget to conduct Kuranda brochure launch in Port Douglas, with the support of strategic partners. Skyrail and KSR have guaranteed financial support.

Motion That \$2,500 be used for the brochure launch at the Port Douglas Markets.

Moved: Trish Green

Seconded: Peter Danford

CARRIED

- **TV Advertising – Motion** that Marc Sleeman continues to deal direct with Channel 7 and WIN TV for television advertising.

Moved: Angela Freeman

Seconded: Chris Grantham

CARRIED

- **Domestic Sales Mission**

Marc will be in Gold Coast ATE from 15th to 20th May. Appointments have been made.

- **Yellow Crazy Ants** – Tourism Kuranda has asked Mareeba Shire Council to write a letter to Alex de Waal at TTNQ outlining the importance of Yellow Crazy Ant eradication and the implication to tourism in Kuranda and our region if this issue reaches our World Heritage Rainforests.

8. Next Meeting: proposed for Tuesday, 26th April 2016 at 4:30pm.

9. Meeting closed 6.00pm

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Susan Parsons	Follow up with Busking Policy discussions. Sophie back April. Site in front of church recommended	Next meeting	ongoing
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Marc Sleeman	Map signage at Railway Station/TK office. Artwork in progress	April	ongoing
Marc Sleeman/Peter Danford	Next Kuranda Accommodation meeting to be at Rainforest Orchard Tours	April	ongoing
Marc Sleeman	TTT Discover – Marc to write to TTT about Discover Magazine.	April	Ongoing
Marc Sleeman/Susan Parsons	Yellow Crazy ants – council to write to TTNQ	April	Ongoing
Marc Sleeman/Stacey Maisel/susan Parsons	Signage on Highway. Marc to liaise with MSC	Next meeting	Ongoing
Marc Sleeman	Kuranda Brochure launch in Port Douglas – EOI to be sent to businesses and partners	29 th April/6 th May	
Susan Parsons	TTT Board – Council to write to TTT regarding vacant position on Board	Next meeting	
Marc Sleeman	Volunteer Station – trial April – June		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	ongoing

FINANCIAL REPORT

	BUDGET 2015/16	ACTUALS
	\$	(to February)
<u>INCOME</u>		
Tourism Kuranda Advertising Contributions	42,500.00	-
Benefited Rate Contribution	202,822.00	201,809.30
Sundry Revenue	6,000.00	6,630.55
Surplus Carry Over 2014/15	2,000.00	2,611.00
	253,322.00	211,050.85
 <u>ADMINISTRATION COSTS</u>		
Total Administration Costs	94,643.00	54,539.99
 <u>PROMOTIONAL COSTS</u>		
A4 Brochure	8,500.00	-
Map & Visitors Guide	24,000.00	5,573.18
Brochure Distribution	15,000.00	9,017.62
Kuranda Festival Event	25,250.00	25,802.19
Kuranda Easter Event	25,250.00	2,559.50
Social Media Management	17,000.00	1,342.64
Industry Famils & Presentations	4,000.00	926.33
Tourism Kuranda Memberships	1,155.00	900.00
Adv Pre & Post Tourism Publications	19,000.00	2,570.00
Tradeshows & Sales Missions	11,500.00	3,745.67
Public Relations Management	5,000.00	2,500.00
General Advertising	1,000.00	-
Total Promotion costs	156,655.00	54,937.13
 TOTAL ADMIN AND PROMOTION COSTS	251,298.00	109,477.12
	\$	\$
SURPLUS/(DEFICIT)	2,024.00	101,573.73



EO REPORT MARCH 2016

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

- Congratulations to Kuranda locals Bosko & Honey for making it through to the semi finals of Australia's Got Talent
- It was fantastic to have Parineeti Chopra in [#kuranda](#) today
- Thank you [Parineeti Chopra](#) for visiting [#kuranda](#)
- Someone loved a little shopping in the [#kuranda](#) markets - [Parineeti Chopra](#)
- Our annual & extremely popular Kuranda - Easter in the Park Celebrations is happening on the Saturday 26th March 2016
- On Easter Saturday 26th March it will be raining chocolate eggs in Kuranda
- Tourism [#Kuranda](#) is excited to be involved in the 2016 Tourism Tropical North Queensland (TTNQ) Domestic Road Show
- The world famous Pamagirri Aboriginal Dancers (and a few excited local kids) will be performing in Centenary Park
- The Kuranda Easter Bunny was in training this morning at the Cairns Zoom improving his chocolate egg balancing on the Zip Line
- Happy Easter! [#Kuranda](#) is keeping up its tradition as the place to celebrate Easter with heaps of free family activities happening all day
- Happy Easter from [#Kuranda](#) village! Paid post 11,000 reach – 112 likes, 20 comments and 34 shares
- [#3 Billabong Beats!](#)
- 3rd Billabong Beats happening right here Kuranda tomorrow from 4.30pm!
- There is "So Much To Do" in [#kuranda](#) these school holidays!

INSTAGRAM & TWITTER posts for the month

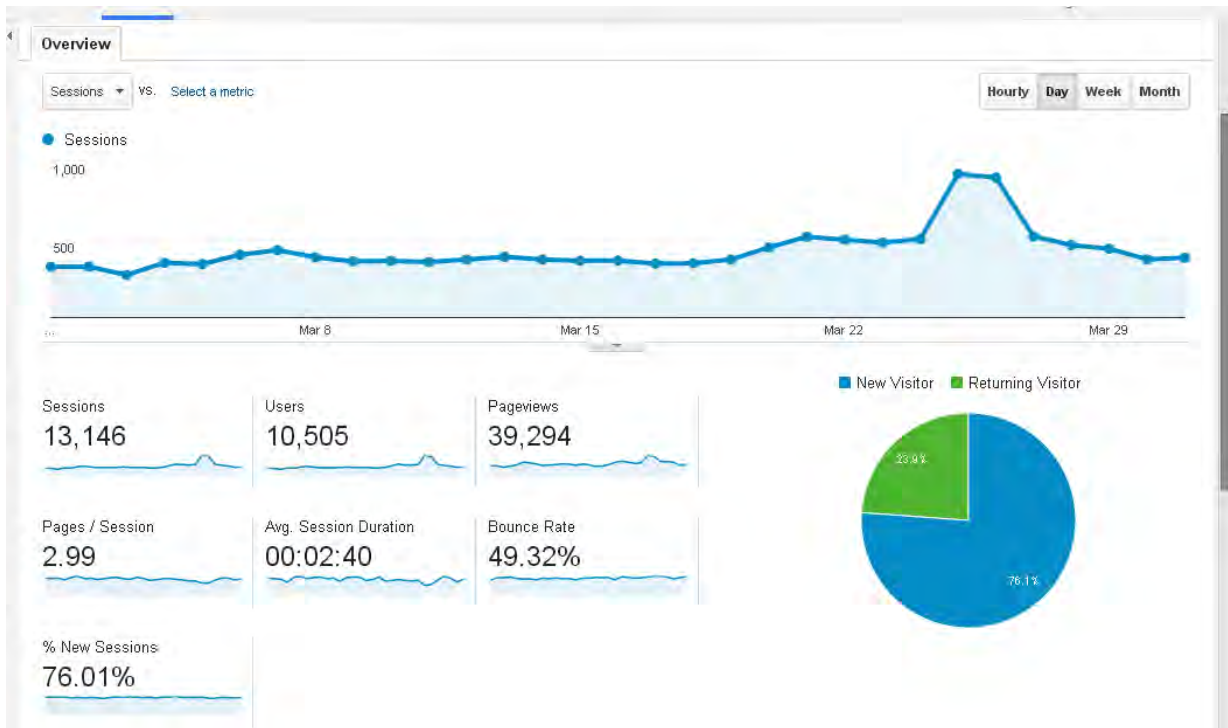
- [#roteltours](#) in [#kuranda](#) today enjoying the village atmosphere! The rolling hotel and I bet they were all well rested for their journey throughout
- You just never know who you'll bump into in the amazing rainforest around [#kuranda](#) in [#exploretnq](#) - that's Perry saying hello to a few locals
- The welcoming party at the [#kurandaoriginalmarkets](#) - take a step back in time at [#emuridgegallery](#) fossil and gemstone museum right here in [#kurandavillage!](#) Great shot [@reptileartist](#)
- Tourism [#Kuranda](#) is excited to be involved in the 2016 Tourism Tropical North Queensland (TTNQ) Domestic Road Show
- Who's ready to catch some Easter eggs? Over 14,000 chocolate Easter eggs will rain down on [#kuranda](#) village Easter Saturday 26th March
- It's often the simple games that are the most popular
- The [#kuranda](#) Easter Bunny in training at the [@cairnszoom](#) today
- It was raining chocolate eggs from high above [#kuranda](#) village (**best post – 60 likes**)
- It was fantastic to have [@thetourismteacher](#) and the TAFE QLD North in [#kuranda](#)

March 2016 (ONE MONTH) GOOGLE ANALYTICS

Sessions – 13,146 Users – 10,505 Page Views – 39,294 Pages/Visit – 2.99

Easter Friday March 25th – 910 sessions

Easter Saturday March 26th – 887 sessions



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 my annual leave.

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

- Chinese New Year numbers
- Huge week for cruise ships
- Purchased 14,000 chocolate Easter eggs
- New wombat at RFS
- Bosko and Honey – semi finals of Australia's got talent
- Tom Gilmore back as Mayor of MSC
- Easter just around the corner
- Rumble in the jungle this Saturday
- Easter activities
- School holiday activities and Kuranda Riverboat

DATABASE – I 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 new TTNQ domestic road show contacts to our data base etc..

KURANDA DL MAP & VISITOR GUIDE 2016 – Our brand new 22 page DL Map and visitor guide arrived in March and our new brochure is currently being distributed across the region. Natasha Renwick from NQ Marketing is helping with distribution.

e-NEWSLETTER – The **Feb/March** newsletter featured the following articles;

- Parineeti Chopra visited Kuranda
- New 22 page DL Map & Visitor guide has arrived
- TK to accompany TTNQ on domestic road-show
- Free Easter Fun
- Wild about animals
- Top getaway
- Welcome Juliet
- Penda in blossom
- Volunteer work applauded
- Anzac Day Service
- Musical Success
- Cool walks
- Visitor Thanks
- Skyrail Nature Diary

- Natural Art
- Top Musical Talent for Easter
- Easter Eggs galore

FIND YOUR PARADISE 2016 (formally This is my Paradise) - EOI's were sent out last month and we received 12 positive advertising responses. The following is the list of confirmed participants in the "Find Your Paradise" advertising feature for 2015. 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. Kuranda Home-made Ice-cream
7. Skyrail Rainforest Cableway
8. Skyrail Rainforest Cableway
9. Birdworld Kuranda
10. Kuranda Koala Gardens
11. Kuranda Scenic Railway
12. Australian Bush Store
13. Kuranda Visitor Information Centre (TK added inclusion)



TTNQ DOMESTIC ROADSHOW – Tourism Kuranda attended the 2016 TTNQ Domestic Road show from the 14th to 17th March. We were one of 23 products from TNQ participating to help train our important domestic travel agents and shine the light on our magnificent region. It was a busy week involving 270 travel agents at workshops in Melbourne, Brisbane and Sydney.

I spent an extra day in Sydney post the TTNQ road show and visited the following agents.

1. Adventure Travelbugs
2. Global Gossip
3. YHA Travel
4. Backpackers World Travel
5. Nomads World Travel/MAD Travel Shop
6. Wicked Travel (two locations)
7. Peter Pans Travel

PARINEETI CHOPRA – On the 24th February Tourism Kuranda hosted a media visit by Bollywood superstar Parineeti who posted some great pictures to her millions of followers. She visited the Australian Butterfly Sanctuary and Kuranda Koala Gardens after having breakfast at Kuranda Café Bar and Grill and then explored the rainforest with Skyrail Rainforest Cableway. Parineeti has 7.2 million facebook followers and 3.6 million instagram followers. One post holding a Koala received over 200,000 likes and nearly 1,000 shares. She is extremely active in social media and will help profile our destination in India and help to drive tourism numbers to Kuranda and our region.



EASTER CELEBRATIONS 2016 - Our Kuranda Easter Celebration drew another big crowd into the village last Saturday and it was fantastic to see so many children participating in our special games in Centenary Park.

Our Easter event acts as an economic boost for many businesses in the village, but it is also designed to bring locals back to Kuranda and remind them what makes our destination such a special place to visit.

Through our strong advertising campaign and media launch we were able to secure three news stories on WIN & Channel 7 with lots of free air-time on Sea FM, Hot FM and plenty of social media exposure. We were also able to secure a total of six pages of free pre and post editorial exposure in the Kuranda Paper, Tablelands Advertiser, Cairns Sun and Cairns Post.

A considerable amount of activity happens behind the scenes to co-ordinate an event like the Kuranda Easter Celebration and I would like to thank the following people and organisations.

- Cathy Harvey and all the Kuranda Visitor Information Centre volunteers who helped in the centre and with the under 5 meet the Easter Bunny marquee.
- John Baskerville and the team at Kuranda SES for helping with setting up in Centenary Park and helped co-ordinate the flow of vehicles around the village.
- Col Murie & Wes for operating the crane for the hourly egg drop throughout the day and helping pack up Centenary Park.
- Claude Burnside for volunteering as the Easter Bunny for the 4 hourly Easter egg drops.

- Col & Annie Murie from Snuggles in Kuranda for running the Kuranda Accom marquee.
- Jax Bergersen and the Kuranda Conservation team for helping educate visitors about our endangered cassowary.
- Christiane Child, Maree Kerr and Kahlia Pepper for helping co-ordinate the kids games in Centenary Park.
- Tim Riley & Addi Lindsay for an amazing whip cracking performance.
- Pamagirri Aboriginal Dancers from Rainforestation for their wonderful performance. (some great crowd participation again)
- Cathy Retter and the Kuranda Envirocare team for educating locals about the Yellow Crazy Ant issue.
- All the local businesses that provided prizes for all the kid's games in Centenary Park.
- Mareeba Shire Council for their in-kind support with additional rubbish bins, marquees, witches hats and event co-ordination.

Through the support of local businesses we were also able to secure two double page features in the Cairns Sun and Tablelands Advertiser helping promote our Easter event.

The following is some additional Easter Event exposure for Kuranda village.

LIFESTYLE 15
ADVERTISING FEATURE

Easter time boost for businesses

AN influx of visitors into Kuranda for the village's annual Easter celebrations is set to give a major boost to the many local businesses and the iconic destination.

Tourism Kuranda executive officer Marc Smeeman said between 4000 and 5000 people would visit the village on March 26, as part of Kuranda's Easter celebrations.

He said the annual feature would give a "significant economic boost" to the village.

"The two big events that we hold, the Easter celebrations and the Kuranda Festival, are the two big events on our calendar each year," he said.

"They certainly provide an economic boost for the destination, but it's more designed to reconnect with the local market and remind locals that Kuranda is such a wonderful place."

"Sometimes you forget that there's more than 200,000 people in proximity to Kuranda that could potentially be regular customers."

"So these events really showcase that and it's a celebration of the whole Kuranda community."



HAPPY DAY: Aki Marbotuwana, centre, with Taj Dwyer, Olivia Dwyer, Hina Marbotuwana and Ruby Marbotuwana at Kuranda.

Picture ANNA ROGERS

Easter eggs rain from above at family fun day

JANESSA EKERT

THOUSANDS of people were treated to a day of fun, colour and a monster chocolate egg drop during this year's Kuranda Easter celebrations.

As well as the popular markets, there was a jumping castle, face painting, blow-up slide and Easter egg giveaways. But rather than just having one Easter bunny handing out eggs, there were two – one was

on stilts armed with a water pistol, while the other was tossing eggs from a cherry picker. White Rock father Andrew Roberts and his wife Yvonne took daughter Maya. Mr Roberts said once the

Easter bunny started throwing eggs from the cherry picker "it got a bit hectic." He said that was the highlight, as well as an Easter egg hunt, Mr Roberts said there was a horse and carriage ride.

He added that they were among a huge Saturday crowd. "It was the busiest I've ever seen Kuranda," he said. See more pics in Faces in Places pages 10-11

Tablelands advertiser

Hopping into village for Easter holidays

CHOCOLATE

has signed up to be an egg-optional Easter celebration in Kuranda. The village in the rainforest attracted more than 5000 visitors for their Easter celebrations on Saturday, March 26. They set through to the young at heart were hopping with excitement when the Easter bunny made a special guest appearance with Mareeba Shire Mayor Tom Gilmore in the first egg drop of the day.

Tourism Kuranda executive officer Marc Stroman said the event was a way for people to reconnect with Kuranda. "With each egg drop we had hundreds and hundreds of people take part," he said. "There were at least 1000 people at first the egg drops do continue."

CONTINUED ON PAGE 5 MORE PHOTOS ON PAGE 11



Tourism Kuranda executive officer Marc Stroman, the Easter bunny and Mareeba Shire Mayor Tom Gilmore celebrate after the first egg drop of the day at the Kuranda Easter celebrations. The action-packed day brought in more than 5000 visitors to the village in the rainforest. Picture Anna Rogers

Kuranda Easter Event feedback from Terry O'Riley – Kuranda Trading Post Restaurant.

Hi Marc

Sorry to take so long writing this letter regarding the Easter Festival, Firstly I would like to thank you and all the people who made this event possible.

We cannot over emphasize how fantastic the day was except to say it was the highest trading day on record ever for us, considering we are at the other end of town which makes me think how busy all other cafes and restaurants down by the park must have been?

The feedback from everyone including Cairns locals and tourists was unanimous everyone had a brilliant fun day out and look forward to next year, especially the crane as it added that "off the wall" difference Kuranda is famous for.

Again well done everyone and thank you for all your hard work.

kind regards terry - Kuranda Trading Post

TAFE AMAZING RACE – On the 23rd March I co-ordinated an Amazing race style event for 16 Cairns TAFE Tourism Students that involved over 12 Kuranda businesses and took the students to all corners of the village. Catherine Harvey provided a meet and greet for this group and helped with an introduction to the village.



ATEC TOURISM TUESDAY – The monthly ATEC tourism networking event was held in Kuranda for the very first time on Tuesday 29 March 2016. There were about 30 industry members attend the function which included Cathy Harvey & volunteers from the KVIC and also Ron Blundell from MHC inc and Joe Moro from Mareeba Chamber of Commerce.

ATE 15th – 20th May 2016 – Accommodation has been booked for ATE on the Gold Coast and the set appointment schedules have been requested.

TOURISM AUSTRALIA VISIT – I hosted Valeria Vitale from Tourism Australia Italy on 21st February and hosted lunch and a visit to ABS, KKG and BWK. This was her first visit to Kuranda and our region and as an Aussie Specialist trainer in Italy it was extremely important to provide her with a comprehensive overview of the village.

PRO-ACTIVE MARKETING - Melbourne Caravan & Camping Show 24 – 29 February 2016

- The number of Visitors attending was approximately 50,000 this being down ton last year. However lack of signage and meant the Tourism Pavilion did not receive as many visitors as expected.
- Although the number of visitors was down those that 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 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.
- 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, Armoury Museum, Crocodile Farm as well as a trip to the Daintree. 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
- Unfortunately with numbers down on previous years this meant the show was disappointing but we did distribute information to people who had not previously visited the north as well as those revisiting again after many years.

Even with the lower numbers the amount of genuine information requests indicate we will again experience a strong Victorian presence in North Queensland.

Correspondence In:

8/3 e-mail from Caroline O'Reilly Malanda VIC re: vols famil visit
9/3 invitation from Luan Murat (Mareeba Community Housing) re: Homeless issues
11/3 e-mail from Leanne Kruss re: Visit to Kuranda by Foreign Dignitary
19/3 e-mail from Hannah Wattle (Spirit of Kuranda) – re: Kuranda River walk issue
21/3 e-mail from Elizabeth Webb advising retiring from TTNQ after 14 years
22/3 e-mail from Peta O'Connor – Mt.Garnet Races requesting support
22/3 facebook request from John Krylyszyn - Bush Turkey Bungalow meeting
24/3 e-mail from Andrew Foster (MSC) re: new river walk sign
29/3 e-mail from Annette Kegel (TEQ) - QOS Media: coverage Skyrail, Kuranda in Frace
30/3 e-mail from Mel Nikolich (ABS) re: Easter feedback
31/3 e-mail from Ivana – KRS re: complaint about lots of cash only businesses in village
31/3 e-mail from Kevin – Skyrail re: Event \$\$ vs. other forms of marketing
4/4 e-mail from Terry O'Riley – Kuranda Trading Post re: Positive Easter feedback

Correspondence Out:

24/2 e-mail to Elizabeth Webb thank her for all the support over recent years.
26/2 e-mail to MSC requesting use of Centenary Park for Easter
29/2 e-mail to TK committee re: Cairns Media Management
4/3 e-mail to Emma at eco@jumrum re: Easter sponsorship opportunities
7/3 e-mail to Mary Naylor at MSC re: 2015 rubbish issues
9/3 e-mail to TK committee re: Easter event overview
9/3 e-mail to Bron at TTT re: Kuranda business issue with Discover
10/3 e-mail to Kuranda Accommodation Group members re: Easter Marquee
21/3 e-mail to Tony Alston (MSC) re: in-kind support requirements
21/3 e-mail to Kuranda businesses – re: Kuranda Easter Celebration - Kids Prizes Needed
22/3 e-mail to Mareeba Chamber & MHC re: ATEC function in Kuranda
30/3 e-mail to Kuranda businesses re: Thank you and Easter overview