

TOURISM KURANDA COMMITTEE MINUTES

of the Committee meeting held **Tuesday, 10 March 2015**
at the Heritage Markets - Kuranda Hotel at **4.30pm**.

AGENDA

1. Welcome and Introduction

Attendees -

Melanie Wicks (Chair), Adrian Pancirov (Kuranda Heritage Market), Chris Grantham (Rainforestation & Butterfly Sanctuary), Marc Sleeman (TK EO), Terry Pates (Frogs Restaurant), Trish Green (Honey House Kuranda), Cathy Flambo (Australian Bush Store), Kevin Parise (Kuranda Skyrail), Cr Karen Ewin, Lisa Macalister (MSC)

Apologies -

Cr Tom Gilmore, Cr Jenny Jensen, Robert Matthews (Kuranda Hotel), Elisa Tatti (MSC Finance Manager), Craig Crawford (Member for Barron River)

2. Confirmation of Previous Minutes – 20 January 2015

Moved: Adrian Pancirov; Seconded: Melanie Wicks

3. Business Arising from Previous Minutes – 20 January 2015

ACTION ITEMS

Responsible Person	Action	Date for Completion	Follow-up/Completion
Marc Sleeman/ Lisa Macalister	Provide summary of revenue options	Next meeting	Progressing
Marc Sleeman	TK Sales car: Liaise with Len re graphics; Stanley Roos (MSC) re purchase.	January 2015	Completed
Marc Sleeman	ATE 2015 - organise shared booth; query Australian Tourism re advice TK does not meet ATE eligibility.	ASAP	Completed
Marc Sleeman	Re-paint old office: \$300 quote to go ahead	tbc	Completed
Marc Sleeman	Discuss maximising TV advertising budget with media broker	Next meeting	Ongoing

Marc Sleeman	Determine Kuranda Day date -18 October 2015	Next meeting	Completed
Marc Sleeman / Melanie Wicks	Draft Regional Development Program grant	Submissions due 13 February	Not progressed
Melanie Wicks	Amend the 2015/2016 strategic plan	31 January	Completed
Marc Sleeman/ Lisa Macalister	Circulate 2015/2016 strategic plan and prepare Council workshop	24 February for 18 March Council workshop	Completed

4. Correspondence

Correspondence In:

- 19/1 e-mail from Shaneen Fantin (People Oriented Design) requesting meeting
- 19/1 e-mail from Andrea Falvo requesting info about hail storm
- 20/1 e-mail from Joe Paronella (TransNorth) re: new coach branding
- 20/1 e-mail from TA advising that our application had been declined
- 27/1 e-mail from Jill Melody advising of shop lifting incident
- 29/1 e-mail from Debbie Kalik ABC Far North re: interview request
- 3/2 e-mail from Jurg - Terra Nova Gallery re: CNY signage
- 5/2 e-mail from Fleur Mac Munn re: Kuranda Scenic Travel / Military Museum
- 9/2 e-mail from TA advising they have reviewed our application and now accepted
- 11/2 e-mail from Andrea Falvo re: Transnorth article (requesting new story)

Correspondence Out:

- 19/1 e-mail to Andrea Falvo re: info about hail storm
- 20/1 e-mail to Ralf Sommer chasing painting of old office
- 20/1 e-mail to Brian Hennessy at TTNQ re: ATE application
- 21/1 e-mail to Vanessa @ gruntmedia re: 2015/16 strategic plan
- 28/1 e-mail to Isha at Tourism Cape York congratulating them on their e-newsletter
- 29/1 e-mail to Sam Sakamoto TTNQ congrats on new role
- 29/1 e-mail to Alison Dwyer at TEQ re: ATE application
- 30/1 e-mail to Andrea Falvo at Tablelands Advertiser re: Transnorth story
- 13/2 e-mail to Gary Young AFL cairns re: Easter

5. Confirmation of Budget Reports

Reports for January 2015 included below.

Moved subject to budget clarification Melanie Wicks; Seconded Cathy Flambo

6. Confirmation of Executive Officer Report

Report attached.

7. General Business

a) Website advertising

Agreement for EO to call for expressions of interest for website listings. Price \$175 plus gst. Due 30 May 2015. Contract renewal notices to be sent out in February 2016.

b) Draft Kuranda Strategic Plan 2015/16

The Plan was prepared by the Tourism Kuranda Strategic Planning Sub-committee with Cr Karen Ewin in November 2014. Agreement to circulate the Draft Strategic Plan and Tourism Kuranda Terms of Reference to the Councillors in preparation for Tourism Kuranda's presentation to Council on 18 March 2015. Councillors asked to forward questions to Chair in advance of the workshop.

c) Sales Vehicle – new design

Agreement to skin the TK sales vehicle with TK branding; Marc to organise competitive quotes and purchase.

d) Easter event

Event organisation progressing well with all activities confirmed. Now organising outside radio broadcast and radio, TV and press advertising.

e) TK uniform

Agreed to purchase TTNQ polo shirts and brand with TK logo.

f) New Office

EO's concerns noted re highly visible anti-social behaviour in Centenary Park and impact on Kuranda's tourism image. As a result policing has increased.

Agreed to EO's proposal to purchase a vacuum cleaner.

g) Cuscus Boutique

Agreement to produce a certificate of appreciation and run media on handover of the business.

8. Next Meeting: proposed for Tuesday, 21 April 2015

9. Supporting Documents

Previous Minutes - supplied separately

Income and Expenditure statements - included below

Executive Officer's Report - attached.

ACTION ITEMS

Responsible Person	Action	Date for Completion	Follow-up/Completion
Marc Sleeman/ Lisa Macalister	Provide summary of revenue options	Next meeting	Progressing
Marc Sleeman	Call for expressions of interest for website listings	30 May 2015	
Marc Sleeman	Circulate the Draft Strategic Plan and TK TOR to the Councillors with questions referred to Chair	11 March 2015	
Marc Sleeman	Organise branding of TK Sales car	Next meeting	
Marc Sleeman	Purchase TTNQ polo shirts and brand with TK logo	Next meeting	
Marc Sleeman	Purchase vacuum cleaner	Next meeting	
Marc Sleeman	Produce a certificate of appreciation for Cuscus owner and run media on handover of the business	Next meeting	

Tourism Kuranda

Income and Expenditure Statement

	BUDGET 2014/15	MSC ACTUALS January
Tourism Kuranda INCOME		
Tourism Kuranda Advertising Contributions	47,600.00	-
Tourism Kuranda Brochure Contributions		-
Benefited Rate Contribution	190,498.00	91,335.40
Brochure Contribution		27,295.15
Sundry Revenue	6,000.00	6,000.00
Deficit B/F 2013/14	(5,691.04)	(5,691.04)
TOTAL Tourism Kuranda INCOME	238,406.96	118,939.51
ADMINISTRATION Tourism Kuranda		
Total Tourism Kuranda Administration	95,000.00	52,312.07
PROMOTION Tourism Kuranda		
TK Comm Stake/Liaison	-	-
TK Brochure	8,000.00	7,270.00
TK Map	25,000.00	3,898.00
TK Brochure Distribution	14,445.00	5,003.70
TK Advertising Other - Cairns Post	6,000.00	3,000.00
TK Misc Promotions	500.00	250.00
TK Kuranda Branding/Graphic Design	2,000.00	-
TK Events & Promotions	14,000.00	9,241.94
TK Website & Elect Mkting	9,800.00	100.00
TK Industry & Media Famils	4,000.00	788.10
Memberships (TTNQ & TTT)	2,855.00	1,850.00
TK Advertising-Tourism Pub	17,000.00	160.00
TK Advertising - TVC	16,000.00	8,472.00
TK Advertising - TVC Production	2,000.00	735.91
TK Advertising - Radio	11,000.00	5,000.00
TK Trade/Sales Missions	9,848.00	2,041.63
TK PR/Media Management	6,600.00	2,500.00

TK Getting the Product Right	-	-
TK Signage/Billboards		-
Total Tourism Kuranda Promotions	<u>149,048.00</u>	<u>50,111.28</u>
TOTAL TOURISM KURANDA EXPENDITURE	<u>244,048.00</u>	<u>102,423.35</u>
SURPLUS/(DEFICIT)	<u>(5,641.04)</u>	<u>16,516.16</u>

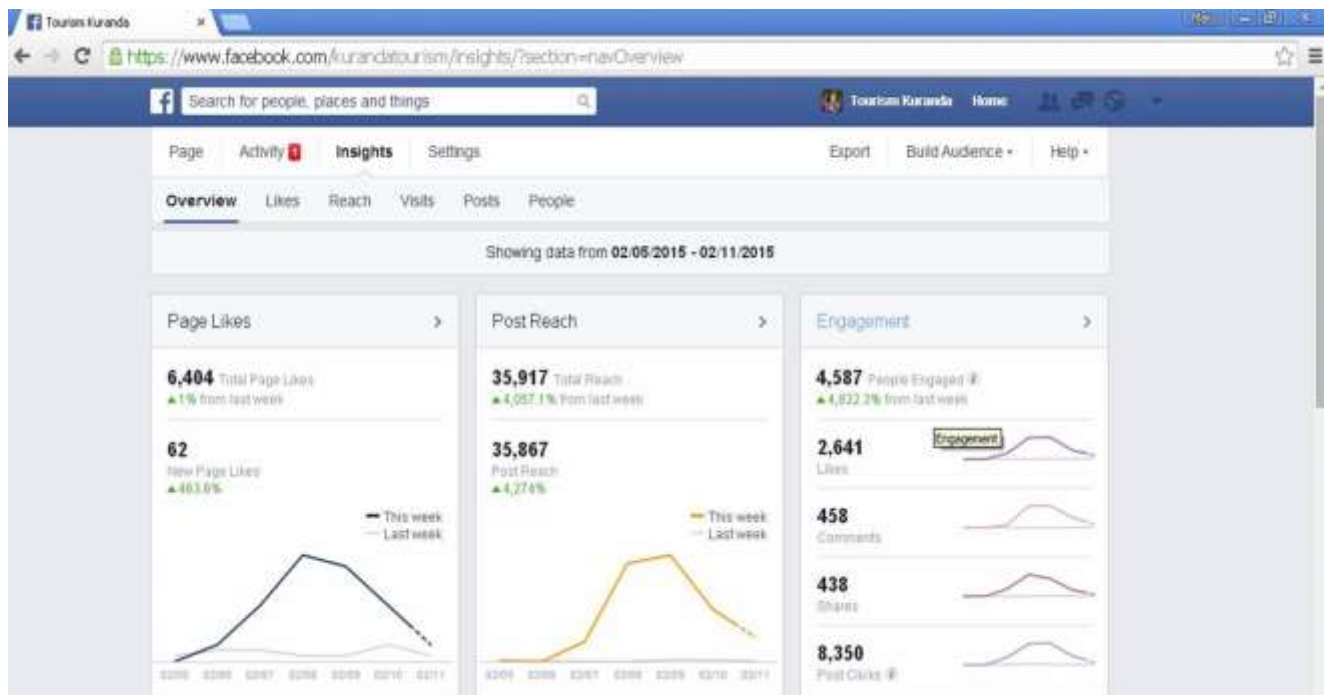


EO REPORT FEBRUARY 2015

FACEBOOK POSTS – The Facebook posts for the month included the following;

- Amazing hail storm hits Kuranda
- Get your paddles ready! Barron River Challenge
- John Butler Trio rocking K-Town
- Very cute Mahogany and Squirrel Gliders have arrived at Kuranda Koala Gardens
- This is what 250mls of rain in 24 hours looks like
- Check out the old Barron River Bridge in Mareeba
- Now that's a waterfall!
- You can also check out the roaring Barron Falls live from the Skyrail webcam
- great to have Angi and her volunteers from Mission Beach Tourism in the village today
- The nostalgic era of steam train travel returns to Kuranda next week
- We are all getting ready to welcome the special Queensland Rail 150th anniversary steam train
- The new Transnorth shuttle upgrade is helping to meet tourism demand with 10 extra seats
- Anyone got the Munchies??

We had some great results from the Barron Falls in flood posts with 62 new likes and a total reach of nearly 36,000 people over a 6 day period.



TRANSNORTH NEW COACH MEDIA – During the month I organised for Joe Paronella from Transnorth to bring the new Kuranda branded vehicle into Kuranda for a photo opportunity and contacted Tablelands Advertiser about this positive new initiative. Please see article below.

news



Tourism Kuranda executive officer Marc Sleeman and Tras North operations manager Joe Paronella with the brand new coach that will boost visitor numbers to Kuranda in 2015. Picture: Supahel

Shuttle upgrade to meet tourist demand

Andrea Falvo

VISITOR numbers to Kuranda is set to see a boost in 2015 after Tras North upgraded its popular Kuranda shuttle due to an increase in passengers and the youth adventure market.

Tras North recently updated their 32-seat coach to a 42 seats, essentially being able to carry 10 extra passengers per trip to the village at the rainforest.

The coach is a dedicated

shuttle between Cairns and Kuranda that will make five trips a day, seven days a week. Tras North operations manager Joe Paronella said operation of the new Kuranda shuttle began last week.

"We see an increase in passengers all the time and the bus was due for replacement so we went for the bigger one," Mr Paronella said. "It won't be full each time, it's all seasonal."

"During the busy months we'll fill it up and carry up to 40 passengers each trip."

Mr Paronella said Tourism Kuranda signed branding rights to the coach as a way to promote their destination.

"They wanted it bus to be known as the Kuranda bus and that's what it is."

Tourism Kuranda executive officer Marc Sleeman said the coach provides an inexpensive option for visitors to travel to Kuranda.

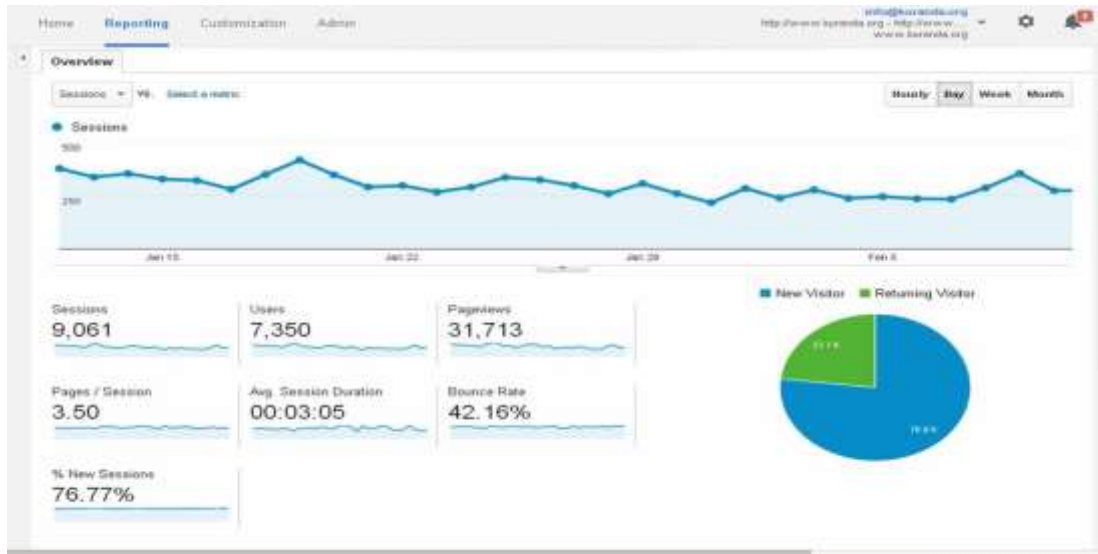
"The new coach has been decked out with our Tourism Kuranda branding, which strengthens our relationship and helps provide Kuranda village with a permanent traveling billboard," Mr Sleeman said. "This new branding and increased capacity will help grow their holiday visitor numbers to our destination. The flexible departure times will provide visitors with plenty of time to visit all of our attractions and take in everything that make Kuranda such a unique holiday destination."

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 ATEC showcase inbound contacts to our data base.

KURANDA & DISTRICT CHAMBER OF COMMERCE – I attended the monthly Kuranda Chamber meeting on the 11th February and provided an overview of our promotional activities. I also advised the chamber of our 2015 event dates and requested their continued support. I also briefly discussed our new 2015/16 strategic plan and mentioned the 'So Much to Do' campaign. I also requested financial support for our Easter event in April 2015.

JANUARY/FEBRUARY WEBSITE STATS –

7,557 Visits 6,091 Unique Visitors 27,768 Page views
 3.67 Pages/Visit 00:3:30 Avg. Time on Site 75.40% New Visits



CARAVANNING AUSTRALIA FEATURE – During the month I co-ordinated a co-operative Kuranda feature in the autumn edition of the Caravanning Australia magazine. The following businesses supported this advertising initiative and it was an excellent result for the village.

- Heritage Markets
- Kuranda Koala Gardens
- Birdworld Kuranda
- Skyrail Rainforest Cableway
- Ceti Bath Shop
- Emu Ridge Gallery

KURANDA Village in the Rainforest

(07) 4093 9311 www.kuranda.org

SKYRAIL RAINFOREST CABLEWAY
 Glide just metres over the canopy of Australia's World Heritage listed Tropical Rainforests and explore the forest floor at two mid-stations, Red Peak and Barron Falls on Skyrail, The World's Most Beautiful Rainforest Experience.
 Be amazed by the spectacular tropical rainforest from the unique viewing perspective of Skyrail's glass floor Diamond View gondolas.
 Arara Street • www.skyrail.com.au
 Ph: 07 4038 5555

**EMU RIDGE GALLERY
 FOSSIL AND GEMSTONE MUSEUM**
 Two storey high unique Dinosaur Skeleton, fossil and gemstone museum, gift shop, gemstones, crystals and jewellery. Located at the Original Kuranda Rainforest Markets - look out for the big Dinosaur out the front!
 Free Admission.
 Original Kuranda Rainforest Markets
 7-11 Therwise Street • emuridgegallery@bigpond.com
 0408 728 711

CETI BATH SHOP
 "ceti" essential oil soap and bath products, handmade in Kuranda since 1996, natural slincans, essential oils, bathing accessories, gifts and more.
 Shop 4/25 Coonoo Street
cethandmadesoap@bigpond.com
 Ph: 0417 543 117

KURANDA HERITAGE MARKETS
 Market stalls with locally made arts and crafts, Aboriginal art, didgeridoos and Australian hats. Hand-made crocodile belts, Kangaroo fur products, t-shirts, jewellery, soaps and many other great souvenirs. Be sure to come and see our famous "plane wreck".
 Open 7 days - 9.30am to 3.30pm.
 2/4 Rob Weivers Dve • www.kurandamarkets.com.au
 Ph: 4093 8060

Kuranda Koala Gardens
 See Australian's iconic animals - wallabies & kangaroos, wombats & Crocodiles. Actually HOLD a Koala for the ultimate wildlife experience which includes a souvenir photo (extra cost). Free shuttle bus from Scenic Rail and Skyrail terminals.
www.koalagardens.com • Ph: 07 4093 9953

Birdworld Kuranda
 Home to one of Australia's largest single collections of free flying birds and the giant rainforest canopy. Hand feeding and photo opportunities available. Over 350 birds roam freely in this rainforest freedom exhibit.
www.birdworldkuranda.com • Ph: 07 4093 9188

LOCAL SALES CALLS – I spent 4 days during the month completing local sales calls and delivering brochures to our main booking outlets. I also ensured brochures were distributed across our major distribution points like Freshwater Station & KSR Cairns Central, Kuranda Station, Skyrail terminals and the main outlets in Cairns CBD & Esplanade.

E- NEWSLETTER STATS – Our Constant Contact data base now consists of 2,689 contacts – we have a 96% delivery rate with a 27.1% average open rate. This is actually above the industry average which sits at 21.4%.

SEA FM TOURISM TALK – With the success of my fortnightly Sea FM tourism talks in 2014, the producers have requested that I now do weekly interviews every Wednesday at 7.05am – recent interviews involved the following topics;

4th February - discussed 150th QR celebrations, John Butler & ATEC showcase

11th February – new Gliders display at Kuranda Koala Gardens and Barron Falls in flood.

TOURISM e-NEWSLETTER – This month our e-Newsletter was distributed on 23rd January focusing on Australia Day. Stories included -

- Get Loud
- Uniquely Australian
- Skyrail Nature Diary
- New Honeybee accommodation
- Taste of Spain in the Original Markets
- Wheelchair now for hire at the VIC

ATEC SHOWCASE SYDNEY – I attended the ATEC – TNQ Showcase in Sydney on the 3rd February and met with some of the leading Eastern & Western inbound agents.

A number of the agents advised that they receive our e-newsletter and found it a great way to keep up to date with activities happening in the village.

The workshop started at 9.45am and finished at 5.00pm followed by a networking cruise on Sydney Harbour that finished at 7.00pm.

I spent an extra 2 days in Sydney post the ATEC event and visited the following agents.

1. Wing On Tours / Ananda Travel
2. Booking .com
3. Travel Corporation (AAT Kings, Contiki, P2P etc.)
4. Travelbugs/Global Gossip
5. Base Travel
6. YHA Travel
7. Work & Travel Company
8. Backpackers World Travel (Geroge Street
9. Peter Pans Travel (George Street & Bondi Junction)
10. Nomads World Travel/MAD Travel Shop
11. Wicked Travel
12. Southern Travel Holdings

NEW SALES VEHICLE – I took delivery of the new Tourism Kuranda sales vehicle – a Toyota Corolla Ascent on Tuesday 27th January and the branding artwork is currently being designed for our new vehicle.

ATEC PLANNING MEETING – I was appointed to the ATEC NQ committee late last year and on the 6th February I attended my first monthly committee meeting which was also the annual strategic planning meeting. We discussed different promotional opportunities and identified possible locations for the 2015 Inbound Up North Event. The Atherton Tablelands was identified as the preferred location for our IUN event this year.

NEW B&B SNUGGLES IN KURANDA – On the 12th Feb I had a meeting with the owners of a brand new Kuranda B&B called Snuggles in Kuranda. The owners are Col & Annie Murie and I provided them with an overview of our strategic plan and discussed all the upcoming advertising opportunities. I also discussed the benefits of joining TTT and provided them with contact details for the KVIC, TTT & Booking.com. They provided me with a full selection of new images and I will include some information in our next e-newsletter.