

TOURISM KURANDA COMMITTEE

Minutes

Tuesday, 13th December 2016 at the Tourism Kuranda office at **4.30pm**.

1. Welcome and Introduction

Attendees – Adam Letson (Skyrail), Lenore Wyatt – Chair (MSC), Trish Green (Honey House), Peter Danford (Cedar Park), Chris Grantham (Rainforestation), Marc Sleeman (TK), Adrian Pancirov (Heritage Markets), Cathy Harvey (KVIC).

Apologies – Tom Gilmore, Angela Freeman, Craig Crawford, Terry Pates, Cathie Flambo, Susan Parsons.

2. Confirmation of Previous Minutes – November 2016. Moved Adam Letson, Seconded Peter Danford.

The October minutes had two (2) amendments prior to be posted on the MSC website; Chris Grantham attended the meeting and Terry Pates was an apology.

3. Business Arising from Previous Minutes – November 2016

- Motion to recommend that a representative from TK Committee be nominated to attend KIAC meeting and receive a copy of the minutes. Moved Trish Green, seconded Adrian Pancirov.
- Increased police presence confirmed for holiday period.

ACTION ITEMS – November

Responsible Person	Action	Date for Completion	Follow-up/Completion
Lenore Wyatt/Craig Crawford	Main Roads land to be identified and cleaned up.	Next meeting	Ongoing
Angela Freeman/Lenore Wyatt	Development of Therwine Street between the two markets – market precinct theme - Lenore to bring back report from KIAC and request attendance of KIAC member at TK meeting.	Next meeting	Ongoing
Marc Sleeman	Revise budget and submit to Council for review. Present strategic plan and budget recommendation. Peter Franks to email MS – confirming budget request and where money will be coming from.	Next meeting	Ongoing
Lenore Wyatt	Follow up chair for committee.	2017	Ongoing
Susan Parsons	Request Council that By Laws officers be in Kuranda over Xmas holiday (3 weeks).		Completed
Susan Parsons	Look at grants available for CCTV. TK members to supply documentary evidence.	Next meeting	Ongoing
Marc Sleeman	Festival Survey – email to committee for approval then send to all businesses.		Completed

4. **Correspondence In/Out:**
Included at the end of EO Report. Moved Marc Sleeman, seconded Lenore Wyatt.
5. **Confirmation of Budget Reports**
Report to December 2016 included below. Moved Chris Grantham, seconded Adrian Pancirov.
Confirmation of the TK EO corporate credit card expenses – noted.
6. **Confirmation of Executive Officer Report** – noted.
7. **General Business**
- **Accommodation Group** – motions tabled:
 1. That the Accommodation Representative, Peter Danford, be given authority to edit and improve the Accommodation page on kuranda.org website. Updated to remain in line with the website design and pending approval of Marc Sleeman. Moved Peter Danford, seconded Adrian Pancirov.
 2. That accommodation should be mentioned where possible in appropriate print, web, radio and TV advertising as well as social media going forward. Moved Peter Danford, seconded Trish Green.
 - **China QOT Mission 2017** – TK accepted to attend. Additional costs to be requested from council. QOT will be more expensive than budgeted amount but ATE will be cheaper which will offset some of the extra costs.
 - **TTNQ Domestic Marketing** – TK has allocated \$5,000 in the strategic plan to attend a TTNQ domestic road show in 2017 but TTNQ not sure if this will be happening. There may be opportunities to host a major domestic familiarisation.
 - **2017/2018 Strategic Planning** – meeting in February prior to TK meeting. 2pm at Community Precinct.
 - **Kuranda Festival Survey**- completed. 41 responses received. Reminder survey sent again. There was significant support for Festival in 2017.
 - **Savannah Way Guide advertising** – three options tabled:

Savannah Way Visitor guide = ½ page \$495 - NO

Savings Passport/pocket guide. \$600 - NO

Tablelands Advertiser School holidays activities booklet. 1/2p \$450. Back page \$690.
Motion that Marc approaches Tablelands Advertiser to negotiate for reduced rate for back page. Moved Marc Sleeman. Seconded Peter Danford.
 - **Budget – Surplus Carryover** – Due to Kuranda Resort now categorised as residential, there is no levy paid so surplus carryover now \$8,750 (was \$12,197.97). Quote for TVC – David Farmer 2 x 15sec tvc \$5,860. Photo shoot for hero shots – Colyn Huber \$2,250.
 - **CCTV** – quotation received for 8 cameras \$4,862.
8. **Next Meeting:** proposed for 21st February 2017
9. **Supporting Documents**
Previous Minutes - supplied separately
Income and Expenditure statement - included below
Executive Officer's Report - attached.

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Lenore Wyatt	Follow up chair for committee.	2017	Ongoing
Susan Parsons	Look at grants available for CCTV. 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	
Marc Sleeman	Negotiate reduced rate back page Tablelands Advertiser Activities booklet for school holidays.	Next meeting	
Marc Sleeman	Book Community Precinct for Strategic Planning meeting.	Next meeting	

TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT
to November

	BUDGET 2016/17 \$	ACTUALS	YTD Variance
<u>INCOME</u>			
Tourism Kuranda Advertising Contributions	31,000.00	-	31,000
Benefited Rate Contribution	207,695.00	102,845.02	104,850
Sundry Revenue	-	-	0
Surplus Carry Over 2015/16	12,197.97	12,197.97	0
	250,892.97	115,042.99	135,850
<u>ADMINISTRATION COSTS</u>			
Total Administration Costs	97,446.00	39,855.62	57,590.38
<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	7,330.21	8,698
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	7,581.82	5,018
Industry Famils & Presentations	3,000.00	1,715.84	1,284
Tourism Kuranda Memberships	900.00	-	900
Adv Pre & Post Tourism Publications	7,300.00	600.00	6,700
Tradeshows & Sales Missions	16,500.00	1,777.21	14,723
Public Relations Management	5,800.00	3,000.00	2,800
General Advertising	4,000.00	-	4,000
Total Promotion costs	142,428.00	47,839.65	94,588.35
TOTAL ADMIN AND PROMOTION COSTS	239,874.00	87,695.27	152,178.73
	\$		\$
SURPLUS/(DEFICIT)	11,018.97	\$ 27,347.72	(16,328.75)



EO REPORT DECEMBER 2016

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

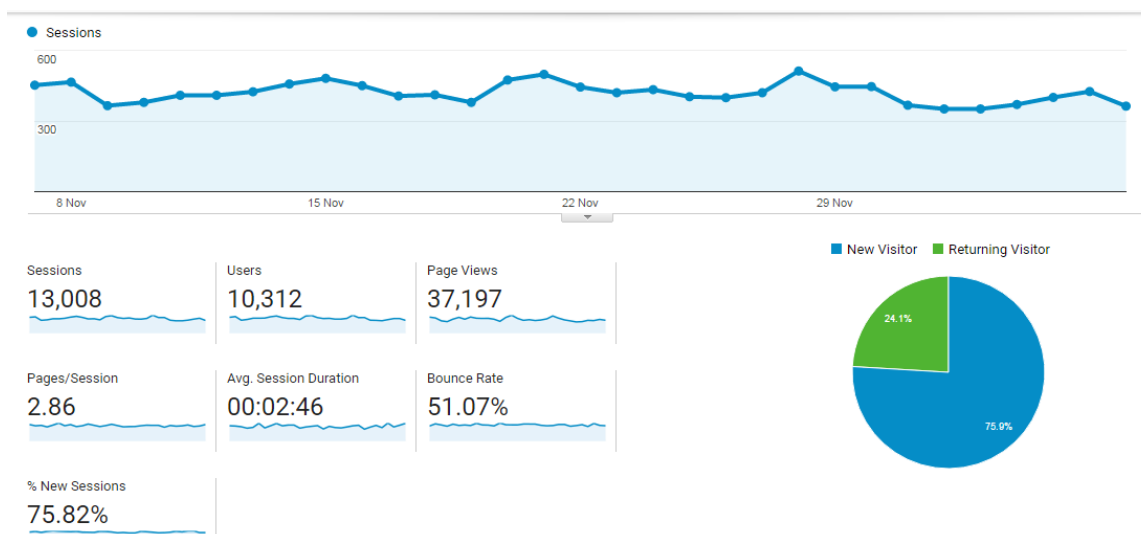
- Escape the hustle and bustle
- Ultimate romantic getaway
- Bird watching accommodation
- Christmas shopping is underway
- Find that bohemian gypsy in your life
- Find that unique Christmas gift
- Take some time out during your Christmas shopping for lunch
- Stunning collection of indigenous art
- Ultimate local coffee

INSTAGRAM & TWITTER posts for the month

- Escape the hustle and bustle
- Romantic getaway
- Birdwatcher
- B Gifted something special
- Tonketti Christmas gift
- Ceti Bath soap for that local gift
- Great lunch at Frogs
- Doongal Aboriginal Art hosts a stunning collection
- Kuranda Rainforest Coffee for ultimate local coffee

NOVEMBER/DECEMBER GOOGLE ANALYTICS 7 NOV to 7 DEC 2016

- Sessions – 13,008
- Users – 10,312
- Page Views – 37,197
- Pages/Visit – 2.86



12 MONTHS GOOGLE ANALITICS 7 DEC 2015 TO 7 DEC 2016

- Sessions – 157,517 previous period 127,025
- Users – 121,532 previous period 97,745
- Page Views – 475,468 previous period 415,516
- Pages/Visit – 3.02 previous period 3.27



2015 vs. 2016 GOOGLE ANALITICS saw an increase of 20% user traffic and a 30% increase on page views on www.kuranda.org

QUEENSLAND ON STAGE (QOT) INDIA – On 14th November we hosted a TEQ Indian Queensland on Stage Mega Familiarisation with 33 Indian travel agents and representatives from TEQ and TTNQ (total 36 delegates). Queensland on Stage India is a familiarisation and workshop program, where the agents will participate in a 4day TEQ familiarisation in TNQ, followed by a workshop in Cairns on the 18th November. Queensland on Stage India will provide these top Indian agents the opportunity to participate in many experiences or activities first hand, therefore increasing their knowledge and enabling them to sell the destination/products to their clients with confidence. Tropical North Queensland has seen significant growth from India, with total arrivals to year ending March 2016 increasing 47.3%. Factors for this would be the promotion of Silk Air's new service into Cairns, Tourism Australia's brand and tactical promotions, the stable AUD, the new e600 visa roll out, increases in student traffic, and the growth in aspiration from among Indian travellers to visit Australia.

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 CBD including Trek North, International Limousine and TTNQ on the Cairns Esplanade.

TOURISM KURANDA eNEWSLETTER – The November eNewsletter – topics as follows;

- Christmas Shopping in Kuranda
- Festival a success
- Farewell Neville Smith
- New Joeys
- Nocturnal Wonders exhibit
- Happy visitors
- Village wows Germans
- Camp in the rainforest
- Events at The Billabong

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

- Koah Christmas event
- Skyrail Cattana Wetlands tree planting
- Koala Gardens Nocturnal Wonders exhibit
- Music at Cedar Park for Friday buffet
- 5th Billabong Beats
- Ampitheatre Sunday Session
- Fires across the region

PAKMAG XMAS FEATURE – As per our 2016/17 strategic plan I organised a ¼ page Christmas feature in the December issue of the Pakmag Magazine. This feature is designed to attract local families to Kuranda during the school holiday period and also features our “So much to do” sticker.



KVIC CHRISTMAS PARTY – On Thursday 8th December I attended the KVIC volunteer Christmas and thanked the volunteers for their wonderful support throughout the year and a special mention to all the volunteers who participated in the welcome ambassador program.

TRINITY BEACH AGENT BBQ – On the 16th November I attended a wonderful night with our Kuranda Tourism partners and Trinity Beach agents for our annual Kuranda full moon BBQ celebrations. Big thanks to Kahlia Pepper from Skyrail for helping coordinate a special night and Big thanks to all of our Kuranda Tourism partners for helping sponsor such a wonderful event. These tourism partners included; Skyrail Rainforest Cableway, Kuranda Scenic Railway, Kuranda Koala Gardens, Birworld Kuranda, Rainforestation Nature Park, Australian Butterfly Sanctuary, Tjapukai Aboriginal Cultural Park & Big Cat Green Island Reef Cruises.

MAREEBA CHAMBER OF COMMERCE LUNCHEON – On 1st December I attended a Mareeba Chamber of Commerce lunch with Susan Parson. Alex de Waal was the guest speaker and the event was an initiative of the Chamber Tourism Task Force. It was an excellent event and fantastic to see the Mareeba Chamber of Commerce/MHC and Mareeba business owners come together to help profile the benefits of tourism in our region.

TABLELANDS ADVERTISER TOURISM ARTICLE – Katherine Kokken from the Tablelands Advertiser asked if I would supply an article for their Tourism feature that was published on Friday 25th November. The following is a copy of the column.

All roads point to shire for visitors

Our region is enjoying strong performances in both the international and domestic markets and indicators are there for strong growth ahead. This growth in visitor numbers to Tropical North Queensland outstripped that of Queensland and Australia for 2015/16 and we have also seen a resurgence in traditional markets like the UK, Germany, Canada and USA who usually stay longer in our region.

Tourism in Kuranda and the Atherton Tablelands is on the verge of a fantastic opportunity and we all have a chance to share in one of the most significant periods of growth in tourism in well over a decade.

Our destination will continue to be influenced by changes in consumer preferences and technology but it is important for all tourism operators to work together to continue building industry momentum and capitalise on these wonderful growth opportunities.

Tourism Kuranda has been working closely with our key partners to position our village more strongly as the gateway to the Atherton Tablelands encouraging visitors to stay for several days, using Kuranda as a base from which to better explore the village and the wider Tablelands area.

This year we launched a new “So Much to Do” marketing campaign which is designed to attract the growing self-drive market and is helping to change the mindset of the tours desk operators to book day tours that allow visitors to spend more time up here in our beautiful part of the world.

This targeted campaign is also the focus at Tourism Kuranda’s presence at international and domestic trade shows and consumer shows with opportunities to plug into package itineraries and highlight local accommodation product.

SELL TNQ VISIT – On Monday 21st November I hosted a quick visit by TTNQ & Sell TNQ participants who were looking at our destination for future conference and incentive business. I took the group around the village and highlighted all of our key selling features.

ATEC PLANNING MEETING – On Friday 25th November I attended an ATEC IUN review meeting to discuss the industry feedback from the IUN event in October 2016. This meeting also doubled as a planning meeting with the ATEC North Queensland events in 2017.

KURANDA FESTIVAL BUSINESS SURVEY – During the month I hit the streets of the village to visit local business owners and updated our Kuranda business data base. On Wednesday 7th December I send out “SurveyMonkey” survey that included 7 questions

The survey questions included the following;

1. What type of business do you operate?
2. How long have you been in operation in Kuranda?
3. How would you rate the event for generating awareness and exposure for Kuranda in our region?
4. How you rate the event for your individual trading on the day?
5. What did you like about the event?
6. What did you dislike about the Kuranda Festival?
7. What improvements to the Kuranda Festival schedule of events would you like to see for 2017?
8. Would you like to see the Kuranda Festival continue in 2017?
9. Please provide your business name & e-mail address to update our data base (optional)

NZ SELF DRIVE EDUCATIONAL – On Thursday 25th November I hosted a TTNQ NZ self-drive educational familiarisation in Kuranda that included lunch at Petit Café and a visit to Original Markets, Heritage Markets, ABS, Koala Gardens, Birdworld and some time exploring the retail options along Coondoo Street.

The famil was coordinated by TTNQ/TEQ with the support of Philippine Airlines and included 4 Top selling NZ agents into our region. These agents are passionate sellers of Australia, Queensland and TNQ and have clients that are seeking self-drive family holidays. The purpose of the famil was for the agents to familiarise themselves with the TNQ region, with a focus on self- drive and families, so they can return to NZ and sell it confidentially. This is also a good occasion to encourage some new experiences and dispersal in the region, in particular with an airline carrier providing direct services. Latest NVS stats show a growth above 17% for the quarter ending June with 43,000 visitors.

Laurent from TTNQ also escorted the group and I was also able to get them to include a visit the Mareeba Heritage Centre while visiting the Atherton Tablelands.



TTNQ RDA TOURISM WORKSHOP – On Friday 25th November I attended RDA & TTNQ (Destination Tourism Plan) workshop with Susan Parson & Cr. Nipper Brown to review the current 2014-2020 TNQ DTP, consider macro market/environmental conditions and confirm any required adjustments and priorities that need to be pursued to meet the 2020 TNQ tourism expenditure targets. The workshop included all of our LTO organisations, local council representatives and was an excellent networking opportunity. From all reports we are positioned well to achieve the 2020 arrival and expenditure targets for our region.

Correspondence In:

- 15.11 e-mail from John Krylyszyn –Bush Turkey Bungalow requesting to attend TK meeting
- 16.11 e-mail from Joyce at TTNQ re: Incidents in Kuranda involving Chinese visitors
- 16.11 e-mail from Emma Hanson TEQ re: Incidents in Kuranda involving Chinese visitors
- 16.11 e-mail quote from David Farmer
- 17.11 e-mail response from Joyce at TTNQ re: recent incidents
- 21.11 e-mail from Katherine Kokkonen Tablelands Advertiser re: tourism column
- 23.11 e-mail from Sarah Palmer TTNQ re: Tourism Workshop
- 24.11 e-mail from John Krylyszyn –Bush Turkey Bungalow requesting to attend TK meeting
- 25.11 e-mail from Janet at MHC re: Tourism newspaper article
- 29.11 e-mail from Peter Franks re: budget breakdown
- 1.12 e-mail from TA re: ATE acceptance
- 2.12 e-mail from Kimberley Roberts-Salee TTNQ re: newsletter
- 2.12 e-mail from Lisa Yan TEQ re: QoT Great China Mission acceptance
- 4.12 e-mail from Lee Stehbens Kuranda Police re: contact numbers
- 5.12 e-mail from TTT re: Notice of AGM
- 6.12 e-mail from John Krylyszyn –Bush Turkey Bungalow requesting to attend TK meeting
- 8.12 e-mail from Janet Greenwood re: TTNQ Domestic marketing.

Correspondence Out:

- 16.11 e-mail to Peter Franks re: request to attend TK meeting
- 16.11 e-mail to Susan Parsons outlining the issues with recent thefts in the village
- 17.11 e-mail to TEQ/TA & TTNQ response to Incidents in Kuranda involving Chinese visitors
- 21.11 e-mail to MSC re: state of the public toilets
- 22.11 e-mail to Toni Rogers re: photo of Arts Co-op members
- 22.11 e-mail to John Krylyszyn –Bush Turkey Bungalow responding to request
- 23.11 e-mail to Katherin Kokkonen re: Tourism Column
- 5.12 e-mail to John Krylyszyn –Bush Turkey Bungalow responding to request
- 5.12 e-mail to Kuranda Police with current contacts
- 6.12 e-mail to John Krylyszyn –Bush Turkey Bungalow responding to request
- 8.12 e-mail to Janet Greenwood re: TTNQ domestic marketing
- 12.12 e-mail Kuranda data base re: Kuranda Festival Survey
- 13.12 e-mail to Susan Parsons re: state of the toilets.