

## **TOURISM KURANDA NOTICE OF MEETING**

Notice is hereby given of a General Meeting of Tourism Kuranda, to be held on **Tuesday, 15 April 2014** at the Bottom Pub - Kuranda Hotel at **4.30pm**.

### **AGENDA**

**1. Welcome and Introduction**

**Attendees** - Melanie Wicks, Cr Karen Ewin, Marc Sleeman, Glenys Pilat, Rob Matthews, Terry Pates, Adrian Pancirov

**Apologies** - Michael Trout MP, Kathy Flambo, Kevin Parise, Chris Grantham

**Visitors** – Sonia Van Dorssen (Senior Admin Officer – MSC), Cr Jenny Jensen

**2. Confirmation of Previous Minutes – Tuesday 17 March 2014**

**Moved:** Terry Pates

*"That the minutes of the previous meeting of the 17 March be accepted as true and correct"*

**Seconded:** Melanie Wicks

**3. Business Arising from Previous Minutes – 17 March 2014**

### **ACTION ITEMS**

<b>Responsible Person</b>	<b>Action</b>	<b>Date for Completion</b>	<b>Follow-up/Completion</b>
<b>Marc</b>	Meeting with Council Finance staff 19/03/2014, KVPP heading - please change to TK.	15/04/2014	<b>COMPLETE</b>
<b>Marc</b>	Letter to MSC CEO about possible use of old Kuranda VIC space,  Contract for current space to be located.	ASAP	<b>COMPLETE</b> Marc called CEO and discussed interest in old VIC
<b>Marc</b>	Contact Marnie from Skyrail about organising colouring competition.	before Easter	Competition organised and promoted <b>COMPLETE</b>
<b>Marc</b>	Alex De Waal to be invited to TTNQ team building event Friday 4 April.	ASAP	<b>COMPLETE</b> - to attend meeting 20 May
<b>Marc / Mel</b>	Sub-committee meeting – budget for next financial year. Marc to schedule sub committee meeting after 01 May 2014	May / as soon as practical	Budget drafted
<b>Glenys</b>	Glenys to coordinate meeting between Tourism Kuranda, Marc Sleeman and Mareeba Mountain Goats Club.	20/05/2014	Details for next meeting.

**4.**

## Correspondence

### Inward Correspondence

20/3 e-mail John Tolentini DUT confirming date of PD Trivia Night  
20/3 e-mail Dale flack re: On the road magazine article  
21/3 e-mail Vivienne Li Skyrail with contact details of found mobile phone  
23/3 e-mail Chris Grantham confirming Pamagirri Dancers for Easter  
24/3 e-mail Steve O'Malley congratulating TK with facebook post views  
26/3 e-mail John at Gateway Media confirming free exposure on Gateway TV  
26/3 e-mail Fusa at Doki Doki requesting permission to film in the village  
31/3 e-mail from Cr Jenny Jensen confirming Barron River clean up  
1/4 e-mail from Hog Harley Group advising that they have passed on my details  
2/4 e-mail Duncan Watts with detail for Taipans involvement in our Easter Event  
3/4 e-mail Claudius Docekal Azamara Club Cruises thanking for famil  
5/4 e-mail Bron Snowdon & Jo Barnes Taste of tablelands promoting Easter  
9/4 e-mail Alex De Waal TTNQ thanking TK for hosting their team building event  
9/4 e-mail Andrea Fogarty TTNQ thanking TK for hosting their team building event  
10/4 e-mail Alison Saunders TEQ re ATE famil  
10/4 e-mail Jennifer Thompson A-List Events re: ATE famil activities  
14/4 e-mail Kylie O'Brien Tablelands Advertiser confirming positing in newspaper

### Outward Correspondence

20/3 e-mail to John at DUT confirming 29th May O.K for Trivia night  
20/3 e-mail to Carol SES confirming Easter participation  
27/3 e-mail to Cr. Karen Ewin re: Tourism Marketing Structure  
27/3 e-mail to Fusa Doki Doki re: confirming filming  
28/3 e-mail to Claudius Docekal Azamara Club Cruises with photos of famil  
28/3 e-mail to Mayor Tom Gilmore with photos of new VIC update  
28/3 e-mail to Virginia at Tjapukai explaining the TTNQ Team Building day  
31/3 e-mail to Hogs Harley conference organizers inviting them to Kuranda  
2/4 e-mail to Duncan Watts confirming Easter campaign  
7/4 e-mail to Mayor Tom Gilmore thanking him for attending TTNQ day  
7/4 e-mail to Kuranda business owners re: Welcome to Cairns opportunity  
9/4 e-mail to Alex De Waal and team thanking them for visiting Kuranda  
10/4 e-mail to TK committee with feedback from Alex at TTNQ  
10/4 e-mail to all TTNQ participating businesses thanking for support

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

Tourism Kuranda committee expressed their gratitude to the Finance Department of Mareeba Shire Council for the time and effort which goes into assisting and producing the Financial report. Apart from the points listed below, Tourism Kuranda committee are happy with the presentation of the financial report.

The committee requested the lay out of the financial report to be displayed with the following amendments:

- Kuranda Village Promotion Program (KVPP) to be updated to represent Tourism Kuranda (TK)
- Administration Tourism Kuranda, to be displayed as a total, i.e. *'bottom line figure'*, to avoid confusion

Account for Payments - Included in Financial Report

**Moved** - Robert Matthews

**Seconded** - Melanie Wicks

## 6. Confirmation of Executive Officer Report - Report noted by Committee

## **7. General Business**

### **7.1 Request of an increase of financial support from Mareeba Shire Council for Tourism Kuranda**

Terry Pates queried the support, i.e. amount of funds being supplied by Council to tourism organisations, for example Tourism Tropical Tablelands (TTT). Council needs to keep in mind, when other parties are requesting funds from Council, that Tourism Kuranda (TK), as an advisory committee to Council does not receive State or Federal funding, therefore extra assistance may be needed for Tourism Kuranda.

Cr Jenny Jensen suggested for all organizations, i.e. Tourism Kuranda, Tourism Tropical Tablelands, Tourism Tropical North Queensland (TTNQ) to liaise with each other, through a meeting in an attempt to work towards a common goal. The question was raised, "Where does Tourism Kuranda fit into the Tourism Tropical Tablelands' profile?" A relationship needs to be established with Tourism Tropical Tablelands.

Melanie Wicks commented, Tourism Kuranda is a Council advisory committee and is not recognized as a tourist organisation in the hierarchy of regional and local tourist organisations. As a result, it is often overlooked by—and/or not on the radar of—Tourism Tropical Tablelands and Tourism Tropical North Queensland. She would like to investigate whether Tourism Kuranda can become a Local Tourism Organisation (LTO) instead of a Council advisory committee.

Glenys Pilat suggested a review of the Tourism Kuranda's structure with aim of the committee being able to move forward. A meeting is scheduled to take place in May, between Glenys Pilat, Melanie Wicks and Peter Franks to review the model of Tourism Kuranda.

### **7.2 Council representation on Tourism Kuranda**

This committee welcomes Cr Ewin as Council representative on the Tourism Kuranda committee.

### **7.3 Kuranda Chamber of Commerce**

Rob Matthews as President of the Chamber will report to Tourism Kuranda officially at the next meeting, as he was not present at the last Chamber meeting and is not in a position to comment on the matters raised about the TK levy funds at that meeting.

## **8. Other Business:**

### **8.1 Easter Celebrations**

Marc Sleeman, updated the committee on the upcoming Easter celebrations. Marc ran through the progress of the event and the advertisements distributed. Refer to the Executive Officer's report for further detail.

### **8.2 Cyclone Ita**

Cr Jenny Jensen, briefed the committee on Cyclone Ita, the damage incurred aoround the local area. Some popular areas within and around Kuranda which experienced damage are the Kuranda River Walk and the Speewah playground. The Skyrail was in operation as of yesterday, being Monday 14 April and the Kuranda train is expected to be operating tomorrow, being Wednesday, 16 April. Council's crews had been working in the Kuranda district on Sunday, 13 April (day after Cyclone Ita). Hon David Crisafulli, Minister for Local Government, Community Recovery and Resilience and State Disaster Coordinator Stephen Gollschewski, are expected to be visiting Kuranda tomorrow, Wednesday, 16 April.

Adrian Pancirov commended the response from Mareeba Shire Council, due to the quick response from Council his premises avoided major damage.

Glenys Pilat, extended on Cr Jenny Jensen's brief on Cyclone Ita and mentioned Council's, Environmental Health Officer had been inspecting local establishments due to power outage

during and since the cyclone.

9. **Next Meeting: proposed for Tuesday, 20 May 2014**

**Meeting Closed: 5.45pm**

**ACTION ITEMS**

**From Committee meeting 15 April 2014:**

<b>Responsible Person</b>	<b>Action</b>	<b>Date for Completion</b>	<b>Follow-up/Completion</b>
<b>Marc / Mel</b>	Sub-committee meeting – budget for next financial year. Marc to schedule sub committee meeting after 01 May 2014	May / as soon as practical	Budget drafted
<b>Glenys</b>	Glenys to coordinate meeting between Tourism Kuranda, Marc Sleeman and Mareeba Mountain Goats Club.	20/05/2014	Details for next meeting.
<b>Marc</b>	<ul style="list-style-type: none"><li>• Kuranda Village Promotion Program (KVPP) to be updated to represent Tourism Kuranda (TK)</li><li>• Administration Tourism Kuranda, to be displayed a total, i.e. '<i>bottom line figure</i>', to avoid confusion</li></ul>	20/05/2014	Details for next meeting
<b>Rob</b>	As President of the Kuranda Chamber of Commerce, Rob is to report to Tourism Kuranda officially at the next meeting, 20 May.	20/05/2014	Details for next meeting

**TOURISM KURANDA BUDGET 2013/2014**

	<b>BUDGET 2013/14</b>	<b>TOTAL ACTUALS</b>
<b>Tourism Kuranda INCOME</b>		
KVPP Advertising Contributions	47,500.00	3,536.35
Benefited Rate Contribution	190,498.00	188,599.60
Sundry Revenue	6,000.00	6,000.00
<b>TOTAL Tourism Kuranda INCOME</b>	<b>243,998.00</b>	<b>198,135.95</b>
<b>ADMINISTRATION Tourism Kuranda</b>		
Labour - Marc Sleeman 36.25hrs per week	43,942.00	71,297.34
Stationery, Printing and Copying	-	208.54
Telephone Charges (Telstra)	360.00	260.73
Sundry Expense	41,698.00	-
Rent & Electricity	6,000.00	4,423.76
<b>Total Tourism Kuranda Administration</b>	<b>92,000.00</b>	<b>76,190.37</b>
<b>PROMOTION Tourism Kuranda</b>		
TK Comm Stake/Liaison	-	985.50
TK Brochure	8,000.00	8,272.73
TK Map	23,000.00	-
TK Brochure Distribution	16,488.00	9,766.82
TK Advertising Other - Cairns Post	6,000.00	3,375.00
TK Misc Promotions	500.00	464.69
TK Kuranda Branding/Graphic Design	1,500.00	1,000.00
TK Events & Promotions	17,348.00	12,369.13
TK Website & Elect Mktng	8,600.00	4,451.82
TK Industry & Media Famlis	4,000.00	-
Memberships (TTNQ & TTT)	4,845.00	4,927.27
TK Advertising-Tourism Pub	17,000.00	6,600.45
TK Advertising - TVC	18,000.00	11,489.00
TK Advertising - TVC Production	2,000.00	110.00
TK Advertising - Radio	11,000.00	5,500.00
TK Trade/Sales Missions	6,000.00	1,950.36
TK PR/Media Management	6,400.00	4,683.79
TK Getting the Product Right	-	76.36
<b>Total Tourism Kuranda Promotions</b>	<b>150,681.00</b>	<b>76,022.92</b>
<b>TOTAL TOURISM KURANDA EXPENDITURE</b>	<b>242,681.00</b>	<b>152,213.29</b>
<b>NET AMOUNT</b>	<b>1,317.00</b>	



## EXECUTIVE OFFICER'S REPORT APRIL 2014

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

1. Easter Facebook Promotion
2. Did someone say EGGS
3. Easter Colouring Competition link
4. Kuranda OPEN for business after TC Ita
5. TTNQ Team Building – Winning Team
6. TTNQ group photo
7. Heading to work via Skyrail Rainforest Cableway
8. The mighty Barron Falls in Flood (Skyrail Share)
9. The Barron Falls are pumping (29,840 shares)
10. Easter Bunny will be in Kuranda on 19<sup>th</sup> April
11. Timber & Wood playing in Kuranda for Easter Celebrations
12. New canopy Glider now operating (Skyrail share)
13. 11,000 chocolate Easter Egg order for Easter
14. Brett's Kuranda Tours – launch new Kuranda brochure

### April (ONE MONTH) GOOGLE ANALYTICS

7,985 Visits

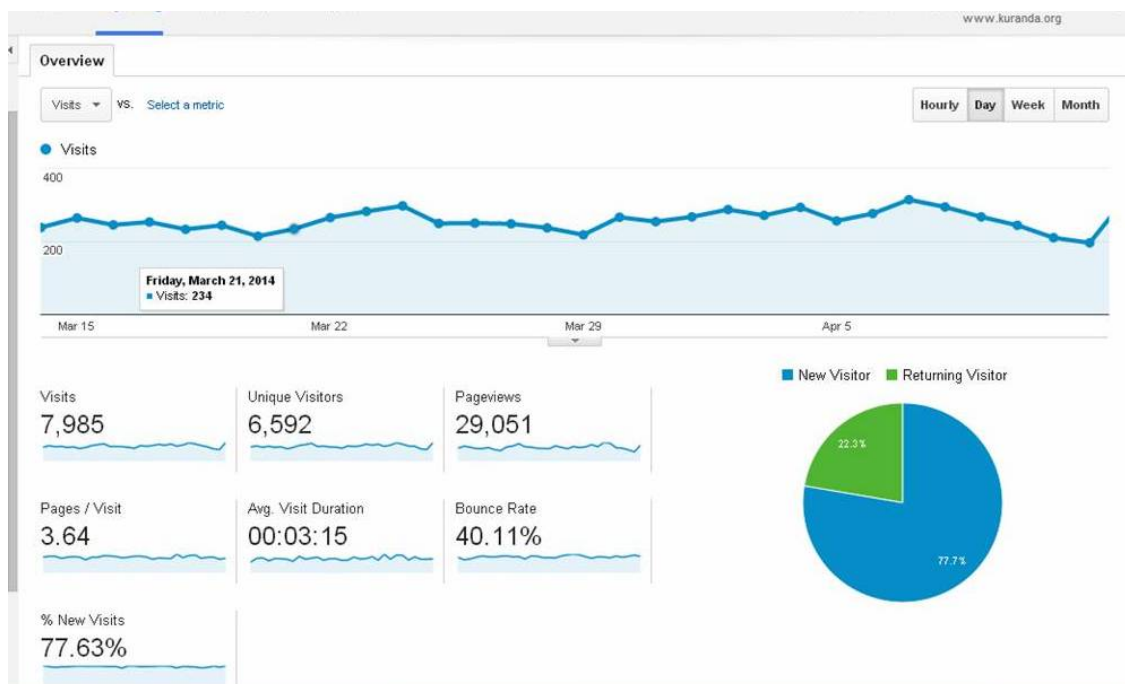
6,592 Unique Visitors

29,051 Page views

3.64 Pages/Visit

00:3.64 Avg. Time on Site

40.11% Bounce Rate



**EASTER CELEBRATION 2014** - Preparations have been finalised for our Easter Saturday Celebration which will be held on Saturday 19<sup>th</sup> April 2014 as follows;

Activities finalised are as follows;

1. 11,500 Chocolate Easter Eggs have been ordered  
8 x Coffer bulk mini eggs 9kg (1125pcs) \$85 – Total \$680  
6 x (17g x 300 \$139) – Total \$834.00
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 3pm
3. Street performers
4. Magic Show – 12.30pm (Danny Simony)
5. Face painter – 2 pace painters in Centenary Park
6. Jumping Castles – 2 in Centenary Park
7. Kids games - Egg & Spoon Race at 11.15am and horse shoe throwing competition at 1.15pm
8. Pamagirri Aboriginal Dancers at 11.30am
9. Timber & Wood playing from 11.45am
10. Tim Riley Whip Cracking – 12.15pm
11. Kuranda Enviro-care Plant Stall
12. Taste of the Tablelands – local produce stalls in Rotary Park
13. Horse & carriage rides from 10.30am (paying direct to operator)

The advertising campaign for this event is as follows;

1. Hot FM radio advertising (started 11th April)
2. Sea FM radio advertising (started 11th April)
3. Hot FM Outside Broadcast in Centenary Park from 10am to 1pm
4. Cairns EYE – 2 x half page advertising 12th & 19th April 2014

**KURANDA Easter CELEBRATIONS**  
SATURDAY 19th APRIL 10am to 4pm

**FREE**  
**Massive 11,000 Easter Egg Drop!**  
Chocolate eggs dropped on the hour from 11am to 3pm in Centenary Park.

**Kids Games**  
Egg & Spoon Race 11.15am  
Horse Shoe Throwing 1.15pm

**Pamagirri** Aboriginal Dancers at 11.30am  
**Timber & Wood** performing from 11.45am  
**Whip Cracking Show** at 12.15pm  
**Magic Show** Centenary Park - 12.30pm

**Candy Making Demonstrations**  
Kuranda Candy Kitchen 11.15am & 1.15pm

**Two Jumping Castles**  
**Street Performers**  
**Face Painting**  
**Street Busking**  
**Kuranda Envirocare Plant Stall**  
**Taste of the Tablelands local produce**  
**Outside Broadcast with Hot FM**

**KURANDA EASTER COLOURING COMPETITION**

**KURANDA Village in the Rainforest**  
**OPEN ALL EASTER WEEKEND**

For further information call 4093 9311 or visit [www.kuranda.org](http://www.kuranda.org)

• 5 Age Group Categories  
• Great Prizes  
Visit – [www.kuranda.org](http://www.kuranda.org) to download this entry form

5. Tablelands Advertiser – 1 full page advertisement (heavily discounted rate)



6. 15 roadside corflutes were also printed for the event



7. Channel 7 TV advertising (15 second TV commercial promoting the Easter Event)
8. WIN TV (15 second TV commercial promoting the Easter Event)
9. Tourism Kuranda Facebook Posts
10. Tourism Kuranda e-Newsletter (e-mailed out on 15th April to all of the data base.)



**EASTER TAIPANS PROMOTION** – The Easter facebook / social media promotion started on the 14<sup>th</sup> April 2014 and is designed to increase exposure for our Easter Event while at the same time increase the number of likes on our facebook page. Taipans provided a Taipans family pass to the next season and have assisted us to promote this campaign.

The prizes as follows;

- Taipans Family Pass - 1 x Skytrans Cairns Taipans family season membership (2 adults / 2 children) - value \$598.50 / valid for 2014/15 season
- Win a basket of chocolate eggs and a VIP seat in the crane or nominate a friend to help the Easter Bunny throw the chocolate eggs into the crowd on Easter Saturday April 19<sup>th</sup> 2014 (11am or 12noon)

**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** – The March newsletter featured the following articles;

1. Kuranda Easter in the Park Celebration
2. Timber & Wood Play Kuranda for Easter
3. Aussie Oils promote healing
4. Top of the world – New Canopy Glider
5. Green Weaver
6. Skyrail Natures Diary
7. Renovations at Barron Falls Hotel
8. Spectacular Barron Falls
9. Kuranda Short Film Festival
10. ANZAC DAY service in Kuranda
11. New Ducks and Devils at RFS
12. Hear & Say at ABS

**SPECIAL e-NEWSLETTER** – A special Easter e-Newsletter was sent on the 15<sup>th</sup> April and included information about the Easter event with all the activities and times etc. There was also a link to the Taipans Facebook promotion and the Easter Colouring Competition.

**TTNQ TEAM BUILDING EVENT** – Tourism Kuranda co-ordinated the TTNQ annual Team Building challenge on the 4<sup>th</sup> April 2014. It was based on the success of our ATEC IUN event last year and it was a fantastic opportunity to get Alex and the entire TTNQ team into Kuranda and showcase our amazing village in the rainforest – it's was also very timely with ATE just around the corner. There was a total of 19 staff (5 teams for 4 staff)

The itinerary for the day was as follows;

- **8.30am** - Pick-up TTNQ Headquarter – Cairns Esplanade. I boarded the coach and welcomed the TTNQ Team and provided an overview of the days events including info about the “Kuranda Great Race”.
- **8.45am** – Arrive at Skyrail Rainforest Cableway (Smithfield Terminal) Meet & greet by Tjapukai staff with face painting and digeridoo playing etc..
- **10.00am** – Arrive at Kuranda village and TTNQ staff were be presented with a welcome bag which included some small gifts in each bag. There was a welcome party at the Skyrail Kuranda Terminal with street performers and buskers and the Mayor Tom Gilmore also helped present welcome bags.



- **10.00am to 12.30pm** - The Kuranda Great Race continued and delegates had to find answers and clues at 14 different locations around the village including ABS, KKG & BK and finish in Centenary Park.
- **12.45pm** - Coach departed Kuranda village for Rainforestation for lunch, army duck races, Pamagirri Dance show, boomerang competition and race through the wildlife park.
- **3.10pm** – Depart Rainforestation for Kuranda Train Station.
- **3.30pm** – Depart Kuranda aboard Kuranda Scenic Railway (Gold Class) – The Kuranda Great Race will finish at Cairns Railway Station.

The following is a group photo of the TTNQ Team at Rainforestation.



The TTNQ Team Building Challenge was a huge success for Kuranda and below is some feedback from Alex We Waal – CEO of TTNQ about their experience in the village.

Hi Marc,

I think the photos speak volumes!

You did such a fantastic job in pulling this day together and the TTNQ team are major fans of your work and the destination... Bloody well done!

A sincere, heartfelt and very big thank you from your friends at TTNQ & please pass on our appreciation to all participating industry members.

Cheers Alex

P.s. I am returning to Kuranda to spend the day with my daughter on the 19th of April...can't wait!

**Alex de Waal**  
**Chief Executive Officer**  
**Tourism Tropical North Queensland**

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It is extremely important for us to continue building strong relationships with these strategic partners and work collaboratively to promote our region. As a result of the social media component of the Kuranda Team Building Challenge we also secured over 35 new friends, 110 photo uploads and over 60 new comments to our Tourism Kuranda facebook page. I created a special TTNQ Team Building Challenge album on our Tourism Kuranda Facebook page with all the photos uploaded from the event last week. I also uploaded the TTNQ Pamagirri Dance Challenge video clip to TK youtube and sent a link to TTNQ for a laugh.

I feel that it is important to acknowledge that these types of special events would not happen without the amazing support & involvement and through our collaborative work with Kuranda business partners can achieve such positive outcomes, thank you!

**DISCOVER MAGAZINE LAUNCH** – I attended the launch of the 2014/15 Discover Magazine at the Crystal Caves at Atherton on the 18<sup>th</sup> March 2014. Cathy Harvey attended the launch with me and it was great to see such a good turn out of local tourism operators and council representatives.

**EASTER MEDIA LAUNCH** – A media alert was sent out on the 14<sup>th</sup> April 2014 promoting our Easter Event and I organized for 2 Taipans Basketball plays to help bring the 11,000 Chocolate Easter eggs up to Kuranda village aboard Skyrail Rainforest Cableway. We also used the Taipan players to help promote our Easter facebook promotion.

**TABLELANDS ADVERTISER** – Kylie O'Brian from the newspaper attended the TTNQ welcome at Skyrail terminal and an article was published on the 11<sup>th</sup> April. Kylie also took a special Easter photo on the 14<sup>th</sup> April for the 18<sup>th</sup> April edition.



**EASTER COLOURING COMPETITION** – We launched another Easter Colouring Competition which has been promoted by Hot FM, on our TK social media, through all of our print media and also by the participating Kuranda partners. There are 3 different age categories and the prizes have been supplied by Skyrail Rainforest Cableway, Kuranda Scenic Railway, Kuranda Koala Gardens & Birdworld Kuranda.

