

TOURISM KURANDA NOTICE OF MEETING

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

AGENDA

1. Welcome and Introduction

Attendees - Melanie Wicks, Cr Karen Ewin, Marc Sleeman, Rob Matthews, Terry Pates, Adrian Pancirov, Kevin Parise, Chris Grantham, Trish Green

Apologies - Michael Trout MP, Cr Jenny Jensen

Visitors – Sonia Van Dorssen (Senior Admin Officer – MSC), Lisa Macalister (Senior Engagement Officer)

2. Confirmation of Previous Minutes – Tuesday 17 June 2014

Moved: Melanie Wicks

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

Seconded: Cr Karen Ewin

3. Business Arising from Previous Minutes – 17 June 2014

ACTION ITEMS

| Responsible Person | Action | Date for Completion | Follow-up/Completion |
|---------------------------|---|---|-----------------------------|
| Peter Franks | Get estimate of number of Kuranda businesses benefitting from tourism but not paying Benefited Area Levy – plus estimate of revenue this would add. | looking for calculations that were done last year | Cr Ewin |
| Marc | Website consultant – other options and costs. | Getting quotes, under review | Marc |
| Robert | Kuranda Chamber of Commerce – meeting with Council 18/06/2014. Their main focus is things that TK doesn't do, eg street beautification. | No longer required | completed |
| Cr Ewin | Get info from Michael Trout about timing of water releases at Kuranda Falls. | Next meeting | Cr Ewin / Marc Sleeman |

4. Correspondence

Inward Correspondence

- 19/6 e-mail from Steve O'Malley confirming facebook promotion details
- 21/6 e-mail from Amanda Woods – journalist requesting images for Escape Travel feature
- 23/6 e-mail from the Social Guy re: social media requirements
- 23/6 e-mail from Marni – Skyrail re: new facebook promotion
- 24/6 e-mail JJ New Media - Tourism Kuranda Quote & Proposal
- 26/6 e-mail from Katje What's No – Where to go requesting info
- 26/6 e-mail from Drew Hamilton DUT – requesting prize support for sales trip

28/6 e-mail from Fusa at Doki Doki re: new position at Doki Doki
3/7 Letter from Michael Trout – Chair TTT thanking TK for supporting TSV Show
7/7 e-mail from Tanya Snelling re: TTT TSV Show press release

Outward Correspondence

19/6 e-mail to Kuranda business owners re: Townsville Show prizes
20/6 e-mail to Alex de Waal at TTNQ advising Lisa Macalister is new tourism contact at MSC
26/6 e-mail to TTT & TRC confirming prizes for facebook promotion and final details of comp
10/7 e-mail to Michelle Berzinski – Red Hats Group confirming our welcome at Skyrail

5. Confirmation of Budget Report

Marc Sleeman and Lisa Macalister to review detailed accounts for the 2014 financial year and resubmit for approval at the next Tourism Kuranda meeting.

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

7. General Business

7.1 Bendigo Bank Wi-Fi

Opportunity to start a free Wi-Fi service in the Kuranda CBD has been raised by Bendigo Bank regional manager (Tony Jensen) with Chamber of Commerce and Mareeba Shire Council and extended to Tourism Kuranda. This service has potential to increase tourism and also benefit the community. There would be restrictions for users re duration and data usage. Discussions between Chamber of Commerce and Bendigo Bank are still taking place to understand and determine technical issues, infrastructure etc. The concept is once visitors have arrived in Kuranda an automatic pop up relevant to local businesses would appear, to advertise events, notifications, special deals, etc. A working group would need to be set up between Tourism Kuranda, Chamber of Commerce and Bendigo Bank to determine who and how information is maintained and updated.

7.2 Mareeba Shire Council branding on Tourism Kuranda material

Where it is considered to be appropriate, Tourism Kuranda will acknowledge the support it receives from Mareeba Shire Council by including its logo on collateral eg. website and community event promotion. Tourism Kuranda's branding remains the same.

7.3 Brochure policy at the Kuranda Visitor Information Centre

Mareeba Shire Council and Tropical Tablelands Tourism (TTT) are currently clarifying the visitor centre brochure display policy. Council affirmed in June to continue the existing policy put in place with Tablelands Regional Council. i.e. businesses join Tropical Tablelands Tourism (\$130) and have brochures displayed in all Tablelands Visitors Information Centres free of charge as part of their membership. The Committee requires clarification on policy and recommended that if a business is based in Kuranda its brochures should be displayed in the Kuranda Visitor Information Centre free of charge whether it is a member of TTT or not, but if the Kuranda business wants to display brochures in all Tablelands Visitor Information Centres then it needs to be a member of TTT, or pay the relevant fees.

7.4 New Visitor Information Centre official opening

Proposed date of official trading to start from 1 September. Official public launch suggested to take place prior to September school holidays and will involve the Mayor's office. There is an opportunity for Tourism Kuranda to work with Council on the opening. Committee proposed for Tourism Kuranda to host an industry specific opening and invite strategic partners, and Council host the public opening.

7.5 Tourism Kuranda offices

Cr Ewin to follow up status and process for occupancy of old visitor information centre after September.

7.6 Kuranda Festival

John Butler Trio has been confirmed to be playing at the Amphitheatre on the Saturday night of the Kuranda Festival.

Marc is to contact Kuranda Amphitheatre regarding the opportunities to do promotions with John Butler Trio for the Festival.

This year's festival to follow theme of -

Saturday - Music / Entertainment, Sunday - family day/community day

7.7 Tropical Tablelands North Queensland members agreement with Mareeba Shire Council

Marc Sleeman and Lisa Macalister advised that Mareeba Shire Council have agreed to undertake platinum membership with Tourism Tropical North Queensland and are negotiating contract.

Marc asked committee members for feedback to ensure the best use of membership.

8. Other Business:

Nil

9. Next Meeting: proposed for Tuesday, 19 August 2014

Meeting Closed: 6.20 pm

ACTION ITEMS

From Committee meeting 15 July 2014:

| Responsible Person | Action | Date for Completion | Follow-up/Completion |
|------------------------|---|---|------------------------|
| Cr Ewin / Peter Franks | Get estimate of number of Kuranda businesses benefitting from tourism but not paying Benefited Area Levy – plus estimate of revenue this would add. Get list of who is paying the levy. | looking for calculations that were done last year | Follow up |
| Marc Sleeman | Website social media/PR consultants – other options and costs. | Getting quotes, under review | Follow up Follow up |
| Cr Ewin / Marc Sleeman | Get info from Michael Trout about timing of water releases at Kuranda Falls. | Next meeting | Follow up |
| Marc Sleeman | date of official opening to take place in September, this is to be confirmed | Next meeting | Follow up |
| Cr Ewin | Tourism Kuranda offices - Cr Ewin to follow up on status of occupancy | Next meeting | Follow up |
| Marc Sleeman | Marc is to contact Kuranda Amphitheatre regarding the Festival and performances | Next meeting | Follow up |

Tourism Kuranda

Income and Expenditure Statement

Run by SANDRAF on 14-Jul-2014 at 14:04:36

| | BUDGET 2013/14 | MSC ACTUALS June | TRC ACTUALS Dec-13 | TOTAL ACTUALS |
|---|-------------------|---------------------|-----------------------|-------------------|
| INCOME Tourism Kuranda | | | | |
| Advertising Contributions | 47,500.00 | - | 3,536.35 | 3,536.35 |
| Brochure Contributions | | 10,940.95 | | 10,940.95 |
| Benefited Rate Contribution | 190,498.00 | 94,622.55 | 93,977.05 | 188,599.60 |
| Sundry Revenue | 6,000.00 | - | 6,000.00 | 6,000.00 |
| Interest Received | - | 12.73 | - | 12.73 |
| TOTAL Tourism Kuranda INCOME | 243,998.00 | 105,576.23 | 103,513.40 | 209,089.63 |
| ADMINISTRATION Tourism Kuranda | | | | |
| Total Tourism Kuranda Administration | 92,000.00 | 49,846.62 | 52,843.04 | 102,689.66 |
| PROMOTION Tourism Kuranda | | | | |
| TK Comm Stake/Liaison | - | - | 985.50 | 985.50 |
| TK Brochure | 8,000.00 | - | 8,272.73 | 8,272.73 |
| TK Map | 23,000.00 | - | - | - |
| TK Brochure Distribution | 16,488.00 | 4,367.03 | 8,807.27 | 13,174.30 |
| TK Advertising Other - Cairns Post | 6,000.00 | - | 3,375.00 | 3,375.00 |
| TK Misc Promotions | 500.00 | 86.36 | 378.33 | 464.69 |
| TK Kuranda Branding/Graphic Design | 1,500.00 | - | 1,000.00 | 1,000.00 |
| TK Events & Promotions | 17,348.00 | 20,200.20 | 12,369.13 | 32,569.33 |
| TK Website & Elect Mktng | 8,600.00 | 3,060.00 | 2,951.82 | 6,011.82 |
| TK Industry & Media Famils | 4,000.00 | 1,048.97 | | 1,048.97 |
| Memberships (TTNQ & TTT) | 4,845.00 | - | 4,927.27 | 4,927.27 |
| TK Advertising-Tourism Pub | 17,000.00 | 12,625.45 | 330.00 | 12,955.45 |
| TK Advertising - TVC | 18,000.00 | - | 11,489.00 | 11,489.00 |
| TK Advertising - TVC Production | 2,000.00 | - | 110.00 | 110.00 |
| TK Advertising - Radio | 11,000.00 | - | 5,500.00 | 5,500.00 |
| TK Trade/Sales Missions | 6,000.00 | 5,465.62 | | 5,465.62 |
| TK PR/Media Management | 6,400.00 | 3,683.79 | 3,000.00 | 6,683.79 |
| TK Getting the Product Right | - | 80.63 | 76.36 | 156.99 |
| Total Tourism Kuranda Promotions | 150,681.00 | 50,618.05 | 63,572.41 | 114,190.46 |
| TOTAL TOURISM KURANDA EXPENDITURE | 242,681.00 | 100,464.67 | 116,415.45 | 216,880.12 |
| NET AMOUNT | 1,317.00 | 5,111.56 | - 12,902.05 | - 7,790.49 |



EO REPORT JULY 2014

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

1. Dertour Famil in Kuranda
2. Cover photo changed with promotion heading
3. Townsville Show facebook promotion
4. Look forward to meeting lots of Townsville locals at the show
5. Facebook promotion re-post
6. Townsville Show has just started
7. Mini Golf a hit at the show
8. Another winner at the Kuranda & Atherton Tablelands booth
9. Can anyone tell me where Karunda is located??
10. That's better – sign fixed
11. Another lucky winner
12. Ghis – Crystal Caves doing a great job
13. Robert & Declan Martin searching for gems
14. Carl, Danni & Winni registering for the promotion
15. Steve Price from Radio 102.3TO FM visited the Kuranda & Atherton Tablelands both
16. Gwyneth Nevard Tourism Co-ordinator from TRC being interviewed by Steve Price
17. The Townsville Show ends - successful event for Kuranda & the Atherton Tablelands
18. Kuranda NAIDOC Celebrations happening in Centenary Park
19. Congratulations to the winners of our special Kuranda & Atherton Tablelands Promotion
20. The signage has just gone onto the new [Kuranda Visitor Information Centre](#)

SEA FM TOURISM TALK – I had my Sea FM tourism talk on 8th July and discussed school holiday activities in the village, walking trails around the village and NAIDOC celebrations and Pamagirri Dancers 21st birthday.

LOCAL SALES CALLS – I spent 3 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 June e-newsletter was sent out on the 26th June and featured the following articles;

- School holiday activity
- Sweets in Kuranda
- National Exposure
- Skyrail's nature diary
- Townsville Promotion
- Dertour Visit
- VIC taking shape
- Craft for Kids at Original Markets
- Make a wish – Australian Butterfly Sanctuary

JUNE/JULY (ONE MONTH) GOOGLE ANALYTICS

10,576 Sessions (May/June 9,098 Sessions)

8,549 Users (May/June 7,436 Users)

38,689 Page views (May/June 32,381 Page views)

3.66 Pages/Visit (May/June 3.56Pages/Visit)

00:3.21 Avg. Time on Site (May/June 00:3.17 Avg. Time on Site)



DERTOUR VISIT - We welcomed 60 German travel agents from DerTour in Kurnada on the 18th June (Dertour is the NO 1 agent in Germany) This group was also accompanied by Tourism Events Queensland, TTNQ, Tourism Australia and management of DerTour so total numbers were around 75 passengers.

The Dertour Group arrived in Kuranda aboard Skyrail Rainforest Cableway and as they had a very tight schedule, we organised a welcome party at the Skyrail Kuranda Terminal with a few stalls and entertainment. We set up 2 marquees at the Skyrail Terminal and the following businesses helped co-ordinate this special welcome party

- Kuranda Fudge Bar & Tea Room
- Emu Ridge Gallery
- Kuranda Candy Kitchen
- Petit Cafe
- Honey House Kuranda
- Golden Drop Winery
- Coffee Works Chocolates
- Kuranda Original Rainforest Markets
- Kuranda Visitor Information Centre

It was wonderful to have these important agents in Kuranda and thanks to all the Kuranda business who got involved and helped showcase some of the special treats of the village! It was Wunderbar!



The following image pictures Kai Ostermann – TEQ German, Melanie Burkhard – Dertour Operations Manager & Sebastian Martens – Partnership Manager Continental Europe, Tourism Australia. They really appreciated the effort we made to welcome their group and I have been in contact with them on their return to German.



TOWNSVILLE SHOW 27th – 30th June 2014 - In partnership with Tropical Tablelands Tourism (TTT) and Tablelands Regional Council (TRC), Tourism Kuranda attended the Townsville Show from the 27th to 30th June, 2014. This is the first time we had attended the Townsville Show and it was an excellent opportunity to showcasing our unique village in the rainforest and attract additional visitors to our region.

The Townsville region has a population of over 230,000 people and with close proximity is a key drive market for Kuranda and the Tablelands. They had 63K people through the gates and we worked very hard to encourage these locals to visit and stay in Kuranda & on the Atherton Tablelands and to spend plenty of time exploring our beautiful part of the world.

With the support of TTT we also organised a special Kuranda & Atherton Tablelands "Townsville Show" facebook promotion which we launched in Townsville. There were six fabulous Tablelands weekend prizes totalling more than \$4000 to give away to the lucky winners. This campaign helped promote the diversity of our region and was a great point of reference for people visiting our Kuranda and Atherton Tablelands booth. The following poster was used to hand out at the show and 6 larger posters were also printed for our booth.

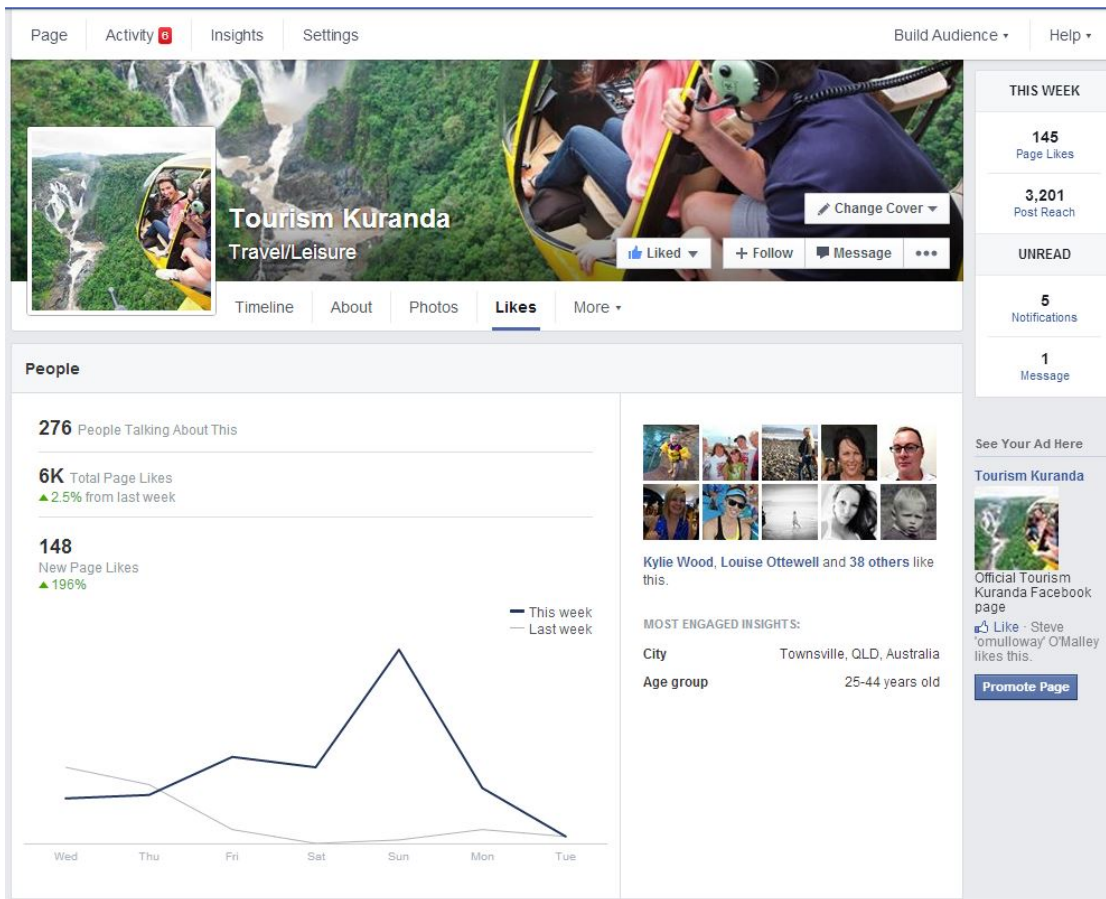
WIN 1 of 6
weekend escapes to
explore Kuranda &
Atherton Tablelands!

To enter the you need to like these 3 pages:
www.facebook.com/kurandatourism
www.facebook.com/tablelandsinfo
www.facebook.com/AthertonTablelands

Like us on Facebook

Thanks to: **KURANDA** Village in the Rainforest
Tropical Tablelands Tourism Tropical North Queensland Uplifting by nature
TRC Tablelands Regional Council
QR Code

The Townsville Show facebook promotion secured an additional 148 new likes to our facebook page and we saw a marked increase in traffic to our facebook page and also to our Kuranda website for this period.



It was a very successful event for Kuranda & the Atherton Tablelands and a big thanks to Gwyneth TRC, Ghis Crystal Caves, Narelle Atherton VIC and Allan from Mareeba Heritage Centre who all did a fantastic job promoting our region. It was a great regional joint effort and thanks Bron at TTT for co-ordination the event!

KURANDA NAIDOC CELEBRATIONS - I visited the Kuranda NAIDOC Celebrations in Centenary Park which was held on Wednesday 9th July and had lots of free entertainment and a community BBQ. It was wonderful to see our community coming together in celebration of the history, culture and achievements of Aboriginal and Torres Strait Islander people.



NEW CONTACT AT MSC – My role as acting Economic Development & Tourism Officer finished on the 20th June 2014 and Lisa Macalister has been appointed as the new Senior Engagement Officer responsible for tourism for the MSC. During the month I provided Lisa with a hand-over and an overview of Tourism Kuranda and our relationship with MSC. I also discussed the new TTNQ membership service agreement and looked at different ways to strengthen the relationship with council and TTT.

PRO-ACTIVE MARKETING - Brisbane Caravan & Camping Show 4-10 June 2014.

Visitor numbers were 64820 and 13% up on last year with the people that came did come to buy and collect information. This was indicated by strong sales for Caravans and Camper Trailers along with camping accessories. Of those that came to the Queensland Tourism area a high majority indicated wanting to visit the North and came to the show for specific information.

Again very similar to last year, some visitors came from Regional Queensland, Victoria, New South Wales, Western Australia Northern Territory and even New Zealand. Some from Regional Queensland had flown down for a day.

Although most were self drive again a large number of requests were received for Tag-a-long tours, with others requiring Extended Safaris into areas they did not want to drive their vehicles. Also a number of requests were received for Cairns the Gulf, Tablelands, Savannah Way, Cape York and Cooktown along with flights to Cape York.

Road conditions, fuel and auto gas availability were questions regularly asked, specifically in relation to Cooktown, the Western Gulf, Savannah Way and Cape York Peninsula.

Interestingly most self drive visitors were considering a longer stay in Cairns than in previous years. They wanted to visit the Reef, Skyrail, Kuranda, Tablelands and Daintree, along with other Tourist attractions. Most visitors claimed they were travelling this year, the others planning for next year and beyond. Most travelling this year said they were leaving by the end of the month with the others in July with some in August and September.

A number of people requiring information on the north indicated planning to use the cheap air fares instead of driving then use day tours to see the area. Even some with vehicles indicated taking tours as they felt they missed too much when driving.

Overall this Show was very positive with the volume of Caravan and Camper sales along with accessories indicating a strong year for travel and all products presented should benefit from the exposure.

Correspondence In:

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- 23/6 e-mail from Marni – Skyrail re: new facebook promotion
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Correspondence Out:

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