

TOURISM KURANDA MINUTES

of the Committee meeting held
Tuesday, 15th September 2015 at the Tourism Kuranda Office at 4.30pm.

1. **Welcome and Introduction**

Attendees - Cathy Flambo (Australian Bush Store), Adam Letson (Kuranda Skyrail), Adrian Pancirov (Kuranda Heritage Markets), Marc Sleeman (TK EO), Cr Karen Ewin, Catherine Harvey (MSC), Trish Green (Honey House), Peter Danford (Cedar Park Resort/Accommodation Group), Cathy Harvey (MSC)

Apologies – Terry Pates (Frogs Restaurant), Craig Crawford, Chris Grantham (Rainforestation & Butterfly Sanctuary, Melanie Wicks (Chair), Angela Freeman (Cairns Tropical Zoo-Koala Gardens/Birdworld), Jenny Jensen, Tom Gilmore

Visitors -

2. **Confirmation of Previous Minutes – Tuesday 18th August 2015**

"That the minutes of the previous meeting of 18th August be accepted as true and correct"

Moved: Cathy Flambo Seconded: Karen Ewin

3. **Business Arising from Previous Minutes**

ACTION ITEMS

Responsible Person	Action	Date for Completion	Follow-up/Completion
Marc Sleeman	Maximise TV advertising budget with media broker	Ongoing	Ongoing
Marc Sleeman	Assist the City Slider with media management including joint media release and media event	Ongoing	26 th September
Marc Sleeman	Restart the Kuranda Accommodation Group as a sub-committee of Tourism Kuranda	Ongoing	Ongoing – for new committee
Lisa Macalister	TK Strategic Plan	Refer to Council 19 August	
Mel Wicks/Marc Sleeman	Draft Qld Destination Events Program grant	30 October	Ongoing
Marc Sleeman	Contact Joe Paronella regarding shuttle bus for City Slider	Next meeting	26 th September
Marc Sleeman/Mel Wicks	Discuss possibility of seat on TTT board	Next meeting	completed
MSC	New positions on committee to be endorsed	Next meeting	completed

4. **Correspondence In:**

18/8 e-mail from Ben Woodward re: Yellow Crazy Ants
18/8 e-mail proposal from Yak Yak Yak for Kuranda Festival
31/8 e-mail from Shelley Winkel Global Publicity Manager TEQ re: blog
1/9 e-mail from President of Tablelands Folk Festival re: Kuranda Festival participation
3/9 e-mail from Richard Kind re: Tourism Kuranda Professional Billboard proposal
4/9 e-mail from Raj Yadav / Event Director re: Kuranda Colour & Music Festival
8/9 e-mail from Paris Campbell re: funding support letter
9/9 e-mail from John Beagle re: Kuranda Chamber meeting advice
14/9 e-mail from Nikki Cunningham News Corp with advertising proposal

Correspondence Out:

18/8 e-mail to Jennifer Tasker @ tafe re: student presentation
18/8 e-mail to Jeff & Stella Hilton re: Tourism Kuranda Strategic Plan 2015/16 - Special Levy
19/8 e-mail to Sarah Weir Hot FM & Sea FM confirming has famil to Kuranda
20/8 e-mail to Cassowary House – re: Tourism Kuranda Strategic Plan 2015/16 - Special Levy
20/8 e-mail to Runday-voo Speewah– re: TK Strategic Plan 2015/16 Special Levy
20/8 e-mail to all the Kuranda Accom re: TK Strategic Plan 2015/16 - Special Levy
21/8 e-mail to John Tolentini re: IP owners of the Amazing Race famil concept
21/8 e-mail to Neville Dunn re: Domestic promotional requirements for 2015/16
25/8 e-mail to Glenys Duncombe re: Cardiac Challenge Kuranda Range Closure
25/8 e-mail to Kuranda Paper re: Cardiac Challenge Kuranda Range Closure
26/8 e-mail to Maria Pin re: ASIC name registration requirements
31/8 e-mail to Jacqueline Gu re: Chinese Kuranda guides and video
3/9 e-mail to all the new and remaining TK committee members advising of appointment
7/9 e-mail advising MP Craig Crawford of upcoming events
9/9 e-mail to Mary Naylor at MSC requesting use of Rotary Park for Kuranda Festival
10/9 e-mail to Mayor outlining upcoming events

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

Moved: Cathy Flambo Seconded: Adrian Pancirov

Confirmation of MSC corporate credit card expenditure.

Moved: Seconded: No statement received.

6. Confirmation of Executive Officer Report

Moved: Karen Ewin Seconded: Adam Letson

7. General Business

- 1) **Accommodation Group.** Peter and Marc to discuss restarting Accommodation group. 18 identified accommodation properties contributing to tourism budget. Peter to spearhead group. TK to invite properties to initial meeting prior to next TK meeting.
- 2) **City Slider.** Marc has requested press release and flyers. Will target Backpacker hostels. Asking for free tickets to use for promotions and social media. Liaise with Skyrail for aerial footage at event.
- 3) **Strategic Plan.** Karen Ewin reported Strategic Plan adopted and ratified. New Committee endorsed and lease of TK office extended to September 2010. Mel Wicks will chair until end 2015. MSC to follow up replacement chairperson.
- 4) **TK Committee.** Cr Ewin welcomed the new committee on behalf of council.
- 5) **So Much To Do Marketing Campaign.** \$4000 for promotion. Marc Sleeman to email copy of current TVC for feedback by committee. Look at how to get the message out “so much to do” and how to promote the event. Encourage overnight visitation. Kuranda Visitor Information volunteers will stick the “so much to do” labels onto the Kuranda Brochures.

8. **Next Meeting:** Tuesday, 20th October 2015 at 4:30pm

ACTION ITEMS

Responsible Person	Action	Date for Completion	Follow-up/Completion
Marc Sleeman	Maximise TV advertising budget with media broker	Ongoing	20 th October
Marc Sleeman	Assist the City Slider by distributing flyer, media release,	Ongoing	26 September
Marc Sleeman/Peter Danford	Send invitations to accommodation properties for meeting.	Ongoing	19 th October
Marc Sleeman	“So Much to Do” Marketing Campaign – feedback from Committee	Ongoing	18 th September
Mel Wicks/Marc Sleeman	Draft Qld Destination Events Program grant	30 October	Ongoing
Marc Sleeman	Kuranda Day. Refer EO report.,	ongoing	18 th October
Marc Sleeman	Attend every other TTT meeting (held in Mareeba) and report	Ongoing	ongoing

TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT

	BUDGET 2015/16	ACTUALS
	\$	
<u>INCOME</u>		
Tourism Kuranda Advertising Contributions	42,500.00	-
Benefited Rate Contribution	202,822.00	101,181.30
Sundry Revenue	6,000.00	6,000.00
Surplus Carry Over 2014/15	2,000.00	2,611.00
	253,322.00	109,792.30
 <u>ADMINISTRATION COSTS</u>		
Total Administration Costs	94,643.00	12,117.43
 <u>PROMOTIONAL COSTS</u>		
A4 Brochure	8,500.00	-
Map & Visitors Guide	24,000.00	1,743.18
Brochure Distribution	15,000.00	2,419.91
Kuranda Festival Event	25,250.00	-
Kuranda Easter Event	25,250.00	-
Social Media Management	17,000.00	108.73
Industry Famils & Presentations	4,000.00	123.64
Tourism Kuranda Memberships	1,155.00	-
Adv Pre & Post Tourism Publications	19,000.00	1,650.00
Tradeshows & Sales Missions	11,500.00	253.31
Public Relations Management	5,000.00	-
General Advertising	1,000.00	-
Total Promotion costs	156,655.00	6,298.77
 TOTAL ADMIN AND PROMOTION COSTS	251,298.00	18,416.20
	\$	\$
SURPLUS/(DEFICIT)	2,024.00	91,376.10



EO REPORT SEPTEMBER 2015

JURY DUTY – During the month I attended Jury Duty for 5 ½ days.

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

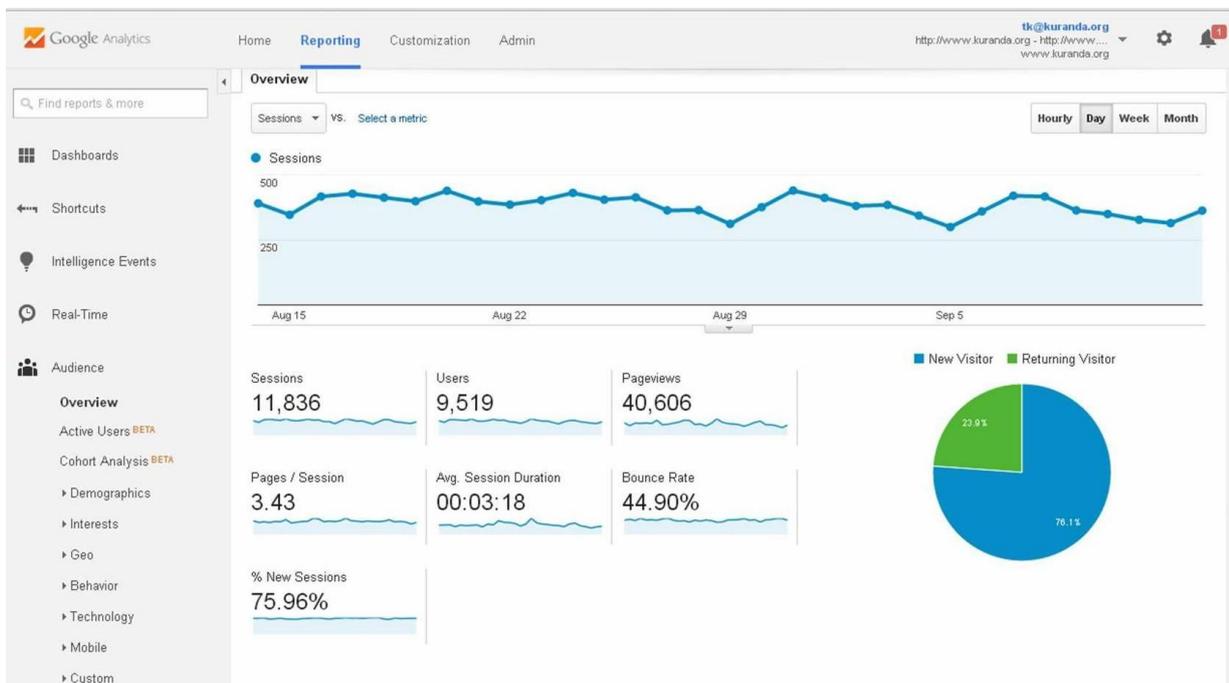
- SilkAir/Knecht Reisen, Swiss Trade Familiarisation
- The low pitched mating call of the usually lethargic Kuranda Koala
- The new Tourism Kuranda committee has been appointed
- It's not so bad getting lost in Kuranda
(best post for the month – 82 likes, 12 share & 1,833 reach)
- Nice to meet you Mr. Insect!
- The City Slider is on its way north!!
- Pencil Orchids are in full bloom along Coondoo St.
- Who's a pretty bird
- A little quirky but sure to turn a few heads!
- Having problems getting your children off the computer!
- Calling all Artists
- YAK YAK YAK will be presenting a 45 minute show "Interrupting the Internet"
- Kuranda Festival 18 October 2015

INSTAGRAM & TWITTER posts for the month

- Making us very hungry – 21 likes
- Calling all sweet tooth candy lovers – 22 likes
- The City Slider coming – 12 likes
- Regular visitor to the markets – 27 likes
- The master craftsman – 26 likes
- **Koala is the Cairns Festival Parade – 82 likes**
(Top Instagram post for the month)
- Happy 20th Birthday Skyrail – 24 likes
- Koala mating call video – 18 likes
- Amber – dreadlocks master – 20 likes
- Who would swim with a crocodile – 19 likes
- Get lost in Kuranda – 44 likes
- Nice to meet you Mr. Insect – 13 likes
- German Tucker – 13 likes
- Kangaroo Bikini – 12 likes
- Pencil orchid in flower – 8 likes
- Who's the pretty bird – 13 likes

AUGUST/SEPTEMBER 2015 (ONE MONTH) GOOGLE ANALYTICS

Sessions – 11,836
Users – 9,519
Page Views – 40,606
Pages/Visit – 3.43



LOCAL SALES CALLS – I spent 4 days during the month completing local sales calls and delivering brochures to our main booking outlets. I distributed across our major distribution points like Freshwater Station & KSR Cairns Central, Kuranda Station, International Coaches and the main outlets in Cairns CBD. 8 boxes of brochures dropped at both Morgan Freeman & Tourdex.

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

- Rainforest & Orchard Tour
- Capta Float – Cairns Festival Parade
- Kuranda Range Closure & Cairns Festival
- The City Slider
- Kuranda Festival

TOURISM KURANDA eNEWSLETTER – The August/September eNewsletter was distributed on Monday the 20th August – topics as follows;

1. The City Slider
2. Rock This Country Blue Festival
3. Kuranda Festival
4. Stay in the Rainforest
5. Discover a local legend
6. Farewell Melanie
7. Amazing exposure for RFS
8. Baby Footprint Art
9. Kids love AAT Kings
- 10.

BACKPACKER BY STA TRAVEL – On the 21st August I attended the global launch of the new Backpacker by STA Travel brand. This new outlet in Cairns is the initiative of STA Travel and is the new one stop shop for Backpackers in Cairns. I will be working closely with Brett Claxton – area sales manager to grow backpacker visitation to Kuranda village.

SKYRAIL 20TH BIRTHDAY CELEBRATIONS – On the 31st August I attend the 20th Birthday of Skyrail Rainforest Cableway. Both Cr. Ewin & Cr. Jensen also attended the event which celebrated 20th year of operation. The event was also an excellent opportunity to network with our important strategic partners.



SILKAIR/KNECHT REISEN, SWISS TRADE FAMILIARISATION – On the 1st September I hosted 10 agents who were in region as part of a SilkAir/Knecht Reisen, Swiss Trade familiarisation. Silk Air have now introduced new flights from Singapore to Cairns, and along with Singapore Airlines brought a group of Swiss retail travel agents on a familiarisation to update product knowledge and awareness of the region, along with promoting these new flights.

These top selling agents are from Switzerland's biggest tour operator, Knecht Reisen and will travel to Queensland experiencing bookable tourism product. Knecht Reisen is a very important Operator for Queensland as their Oceania department has been established over 30 years and is today a market-leader. Knecht Reisen's products are distributed through 1,000 travel agencies and 80 TTS retail offices throughout Switzerland.



BIGGEST & BEST EVER EUROPEAN MEDIA INITIATIVE - TNQ FOCUS – On the 10th September I hosted two TEQ Media Group which were in our region as part a “Queensland on Stage” Mega Media Event which was the biggest press educational activity undertaken by TEQ Europe, in conjunction with TTNQ, in history. The aim was to generate extensive media coverage for Queensland and our region.

The bottom line is that this initiative will generate a significant increase in demand for travel to TNQ which will ultimately flow into Kuranda and the value to this type of visit include

- Inclusion in a 20-page supplement featuring TNQ
- A series of Facebook posts in Germany about specific products and regions in TNQ
- Distribution of a special E-Newsletter edition to our European trade partners featuring all TNQ products who were involved

- A significant consumer and trade target audience will be exposed to the attributes of TNQ and your product via a broad cross section of media channels and European markets
- This initiative has been developed in partnership with Singapore Airlines (Silkair) and will underpin and foster growth in Silkair commitment.

HOLIDAY & LIFESTYLE TRAVEL MAGAZINE – On 12th September I hosted a familiarisation for Richard Kerler, Editor-in-Chief for HOLIDAY & LIFESTYLE Magazine from Germany. We visited the Markets, Kuranda Candy Kitchen, Australian Butterfly Sanctuary, Kuranda Koala Gardens, Birdworld Kuranda and had lunch at Frogs Restaurant. Richard also arrived aboard KSR and departed on Skyrail Rainforest Cableway. HOLIDAY & LIFESTYLE Magazine is one of the leading travel magazines in German-speaking Europe with circulation of 72,000 and readership of 250,000. The profile is for the modern, high educated, self confident traveller between mid-twenties and her late fifties, with a higher-than-average personal and household net income that is very quality conscious and addicted to brands.

The purpose of this familiarisation was to generate exposure in print and online, creating positive public awareness that will inspire consumers to holiday in Queensland and our region. Kuranda will also be featured in a special 7 page feature on our region. Richard tasted Crocodile, Emu & Kangaroo for the very first time in Kuranda and was very impressed with the things to do in our village.

CAPTA – CAIRNS FESTIVAL PARADE – On 31st August Flynn and I participated in the Capta wildlife parade as part of the Cairns Festival 2015. The theme for the 2015 parade was cultural diversity, celebrating the Cairns region and the cultures unique to the area. The CaPTA Group products covered a diverse range of experiences, from rainforest and wildlife, to eco-tourism, indigenous culture and adventure, fitting in perfectly with the theme of the parade. The group of floats included CaPTA Group / Tropic Wings float, Rainforestation Nature Park float, The Wildlife Habitat float and the Cairns ZOOM & Wildlife Dome float.



KURANDA FESTIVAL – Preparations are starting to come together for Kuranda Festival this year which is being held on 18 October 2015.

Sunday 18th October

- Poets Breakfast – Cathy Harvey co-ordinating - **CONFIRMED**
- Bash of the Barron River Raft Race – Raging Thunder supplying 10 rafts **CONFIRMED**
- Free Rainforest Mini Golf **CONFIRMED**
- Outside Broadcast in Centenary Park – **SEA FM**
- Jumping Castles in Centenary Park x 2 **TBA**
- German Sausage Eating Competition – **PADDY ALL CONFIRMED**
- Circus Work Shops, Street performers, Face painters x 4 & Magic Show **CONFIRMED**
- Horse and carriage rides & Pony Rides **TBA**
- Ice-cream eating competition – **Confirmed**
- Yak Yak Yak Performance – **Confirmed**
- Live arts competition at Heritage Markets – **Confirmed**
- Kuranda Arts Co-operative display – **Confirmed**
- Dream State Circus performances – **Confirmed**
- Candy Making Presentations - **Confirmed.**