

TOURISM KURANDA COMMITTEE

Minutes

Tuesday, 15th November 2016 at the Tourism Kuranda office at **4.30pm**.

AGENDA

1. Welcome and Introduction

Attendees – Adam Letson (Skyrail), Lenore Wyatt – Chair (MSC), Susan Parsons (MSC), Trish Green (Honey House), Peter Danford (Cedar Park), Marc Sleeman (TK), Terry Pates (Frogs Restaurant), Angela Freeman (Koala Gardens/Birdworld), Cathy Harvey (KVIC)

Apologies – Tom Gilmore, Adrian Pancirov, Cathie Flambo, Chris Grantham, Craig Crawford.

Visitors – Peter Franks (CEO MSC)

2. Confirmation of Previous Minutes – October 2016. Moved Adam Letson, Seconded Terry Pates

3. Business Arising from Previous Minutes – October 2016

ACTION ITEMS - October

Responsible Person	Action	Date for Completion	Follow-up/Completion
Marc Sleeman	Follow up letter to Council to be drafted asking them to reconsider their decision not to remove the \$6,000. Offer of in-kind support to be requested in writing		completed
Lenore Wyatt	Request attendance of Peter Franks, CEO, at next TK meeting to clarify budget issue of \$6,000		completed
4. Lenore Wyatt	Advised Council of committee support for installation of domed mirror on bottom of therwine street – Line marking to be painted – a single continuous unbroken line		Completed
Lenore Wyatt/Craig Crawford	Main Roads land to be identified and cleaned up	Next meeting	Ongoing
Angela Freeman	Development of Therwine Street between the two markets – market precinct theme	Next meeting	Ongoing

Correspondence In/Out:

Included at the end of EO Report.

5. Confirmation of Budget Reports

Report to November 2016 included below. Moved Angela Freeman, seconded Peter Danford Confirmation of the TK EO corporate credit card expenses.

6. Confirmation of Executive Officer Report - attached

Marc reported that the Kuranda Festival will be over budget this year due to some additional generic parking and face painting corflute that will be used for Easter event and future festivals. The cost of

artwork and design was greater than budget amount and will need to be addressed in the 2017/18 strategic plan.

China mission – will cost an extra \$3,000 on top of the budgeted amount but still waiting to see if submission accepted which will happen on the 30th November 2016. The committee suggested sending Peter Franks an e-mail for a budget review to help cover the cost if this over budget amount.

The committee also suggested that we send Council an e-mail requesting CCTV cameras be installed in the TK office building to help as a deterrent to recent thefts on Asian tourists in and around Centenary Park.

7. General Business

• Tripping Magazine

Requested \$600 for 6 months advertising in 3 separate publications (3 x \$200). Three businesses had already confirmed participation. Terry Pates suggested using the space to promote overnight accommodation. Marc Sleeman moved to continue for six months with a review in 2017. Seconded Adam Letson.

• Great China Mission

Expression of Interest submitted. Cost \$7,500 to \$8,000. An amount of \$5K has been allocated in the 2016/17 strategic plan and we would need to consider how to fund this extra amount.

• TTNQ/ China visitor issues - update

Committee discussed the following actions:

- Respond in writing to TTNQ confirming that action is being taken.
- Police – neighbourhood watch blog.
- Shane has spoken with Schools, Ngoonbi.
- Need to protect the Kuranda Brand.
- Recommendation to Council for Local Laws Officers to be in Kuranda every day over the school holidays for 3 weeks. Blitz on buskers – only use designated busking areas. Local Laws Officer can move buskers on if not in the correct area.
- Susan Parsons to look into CCTV system through a grant application. Requested documentary evidence from committee.
- Introduce police presence in markets.
- Install CCTV cameras outside TK office.
- Trish suggested contacting Zami at Ngoonbi.

- Accommodation Group – Peter Franks outlined the rate structure for properties. Peter Danford suggested more money be spent on promoting properties. Peter Danford to provide some options for the new strategic/budget plan.

• MSC Roadside signs

Entrance to Kuranda – Tom Gilmore and Val Shannon working on this. TMR signage will be allocated in the next financial year.

• Kuranda Festival Survey

Angela presented survey draft. All in favour. To be emailed out to committee with request to respond within 5 days. EO will then send out to the Kuranda business owners for feedback.

• TTT

Angela reported that they have agreed to continue the 2 year marketing contract, 2 year PR contract and 2 year administration contract. They have also decided on meetings every two months.

8. Next Meeting: proposed for 13th December

9. Supporting Documents

Previous Minutes - supplied separately
Income and Expenditure statement - included below
Executive Officer's Report - attached.

**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 Frank to email MS – confirming budget request and where money will be coming from.	Next meeting	
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).	Next meeting	ongoing
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	Next meeting	

**TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT
to October**

	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	32,280.11	65,165.89
<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	5,117.94	10,910
Kuranda Festival Event	21,900.00	9,014.02	12,886
Kuranda Easter Event	22,400.00	136.36	22,264
Social Media Management	12,600.00	6,301.82	6,298
Industry Famils & Presentations	3,000.00	1,316.29	1,684
Tourism Kuranda Memberships	900.00	-	900
Adv Pre & Post Tourism Publications	7,300.00	400.00	6,900
Tradeshows & Sales Missions	16,500.00	1,478.18	15,022
Public Relations Management	5,800.00	2,500.00	3,300
General Advertising	4,000.00	-	4,000
Total Promotion costs	142,428.00	28,161.63	114,266.37
TOTAL ADMIN AND PROMOTION COSTS	239,874.00	60,441.74	179,432.26
			\$
SURPLUS/(DEFICIT)	\$ 11,018.97	\$ 54,601.25	(43,582.28)



EO REPORT NOVEMBER 2016

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

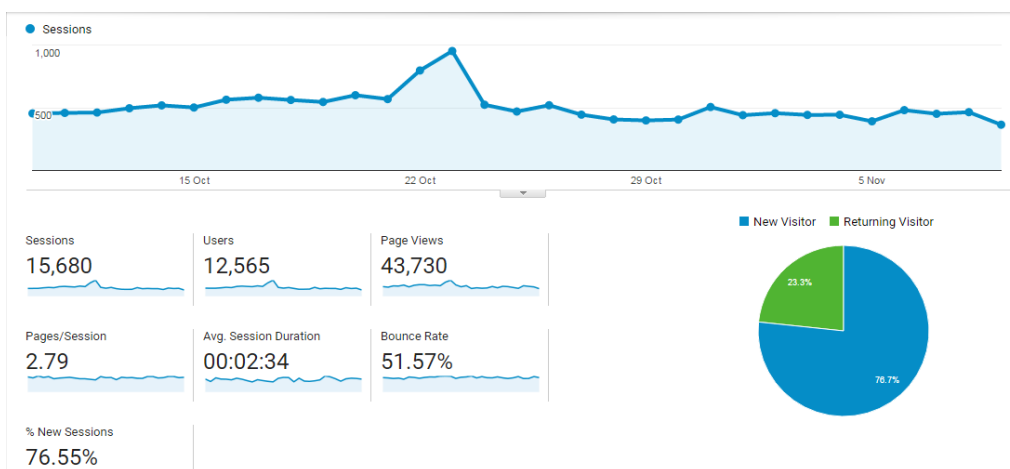
- Kuranda Festival – Bash of the Barron River photo folder 18 photos
- German sausage winner
- New wombat at KKG
- Winners Team Eco Warriors
- ATEC IUN event folder – 54 best shots
- Ice-cream eating competition
- Art Exhibition – Didi La Baysse
- German Aussie Specialist visit

INSTAGRAM & TWITTER posts for the month

- ATEC IUN Event
- Kuranda Riverboat
- German Sausage winner
- New Wombat at KKG
- Team Eco Warriors
- Ice-cream eating competition
- Art Exhibition at Cedar Park
- German Aussie Specialists

OCTOBER/NOVEMBER 2015 (ONE MONTH) GOOGLE ANALYTICS 10th October to 9th November 2016

Sessions – 15,680 Users – 12,565 Page Views – 43,730 Pages/Visit – 2,79



KURANDA FESTIVAL GOOGLE ANALYTICS 2015 VS 2016

Kuranda Festival 2015

- Thursday 15th October – 412 sessions
- Friday 16th October – 504 sessions
- Saturday 17th October – 590 sessions
- Sunday 18th October – 616 sessions

Kuranda Festival 2016

- Thursday 20th October – 600 sessions
- Friday 21st October – 569 sessions
- Saturday 22nd October – 797 sessions
- Sunday 23rd October – 952 sessions

During the 4 day lead-up to the Kuranda Festival this year, we had an additional 796 sessions compared to the previous year.

LOCAL SALES CALLS – I spent 2 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.

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

- Kuranda Festival winners
- New baby wombat at KKG
- TTNQ awards
- TTNQ Life Member Charles Woodward
- National Frog Week Celebrations at the Kuranda Library
- Avocados across Tablelands
- Issues with Ulysses Butterfly at ABS

TIME OFF – During the month I took 4 days off work.

ATE REGISTRATION – As per our 2016/17 strategic plan I submitted a detailed application to attend ATE 2017 which will be held in Sydney from 14 to 18 May in Sydney. This application outlined some of the international media and trade activity we have been involved with over the last 12 months and included;

- SILKAIR/KNECHT REISEN, SWISS TRADE FAMILIARISATION – On the 1st September 2015 we hosted 10 agents who were in region as part of a SilkAir/Knecht Reisen, Swiss Trade familiarisation.
- BIGGEST & BEST EVER EUROPEAN MEDIA INITIATIVE - TNQ FOCUS – On the 10th September 2015 we 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.
- HOLIDAY & LIFESTYLE TRAVEL MAGAZINE – On 12th September 2015 we hosted a familiarisation for Richard Kerler, Editor-in-Chief for HOLIDAY & LIFESTYLE Magazine from German.
- AIR NEW ZEALAND INDUSTRY FAMILS IN KURANDA – On Sunday 20th September 2015 we hosted a TTNQ / Air New Zealand travel industry familiarization for 15 agents.
- SWALLOW HOLIDAYS FAMIL GROUPS – GUANGZHOU - Tourism Kuranda supported two famil groups on the 29th & 30th September 2016 from Swallow Holidays Famil Group agents from Guangzhou, to provide support for the two charter flights coming into Cairns in Sept/Oct - one arriving in Cairns.
- ATEC IUN 2015 – Tourism Kuranda attended ATEC IUN annual event from the 21 to 23 October 2015 on the Atherton Tablelands. The event was held at the Tinaroo Lakes Resort and involved 50 B2B presentations to the leading inbound agents in Australia.
- ROYAL CARIBBEAN MEDIA FAMILS IN KURANDA – On Saturday 7th November 2015 we hosted a TTNQ media visit by Royal Caribbean Cruises. They visited Kuranda and our region to film footage of the destination and particularly footage of the shore excursions that will be offered to passengers on the Azamara Quest in 2016.
- FLIGHT CENTRE UK FAMIL IN KURANDA – On the 29th November 2015 we hosted an agent famil from Flight Centre UK/Infinity Holidays.
- PARINEETI CHOPRA – On the 24th February 2016 Tourism Kuranda hosted a media visit by Bollywood superstar Parineeti who posted some great pictures TOURISM AUSTRALIA VISIT – We hosted Valeria Vitale from Tourism Australia Italy on 21st February 2016 and hosted lunch and a visit to Australian Butterfly Sanctuary, Kuranda Koala Gardens and Birdworld Kuranda.

- TOURISM AUSTRALIA, TEQ & AUSTRALIA INVESTMENT EDUCATIONAL - On 19th June we hosted a visit by Tourism Australia who arranged an investment educational program in conjunction with Austrade and the Tourism Division.
- TEQ – Singapore & Malaysia media visit – On 13th July 2016 we hosted a TEQ – Singapore & Malaysia media visit which was designed to help promote key destinations in Cairns & TNQ by showcasing key attractions and experiences that the Singapore + Malaysian traveller would enjoy.
- CHINESE TV SHOW – “Dream Walker” MEDIA VISIT – On 13th July we hosted a TTNQ media filming visit for a Chinese TV show – “Dream Walker” which is an online movie 'Australia Strategy' shooting that was held in Cairns from 8 to 16 July.
- HX AIRLINES TRADE (GC/CGBR) HK – On the 9th September 2016 we hosted a high level trade delegation from Hong Kong to help promote new tri-weekly direct service and this trade family was one of the key activities included in the marketing plan to help promote this new service and showcase Queensland and our region.
- KOREAN MEDIA-TEQ/TA IMHP – On 7th September 2016 we hosted a Korean media family from Korea to help promote the new Jin Air direct service starting from Korea to Cairns in December 2016.

KURANDA FESTIVAL PURCHASE ORDERS – During the period following the Kuranda Festival I managed all the event purchase orders and organised payments and all the operational and marketing invoices for the event. This equated to over 25 separate purchase orders for our festival.

TOURISM AUSTRALIA – GERMAN AUSSIE SPECIALIST VISIT – On 3rd November we hosted a Tourism Australia/TTNQ/TEQ German Aussie Specialist familiarization. They were all very passionate Australia sellers, however have not been to Australia before and on their first day in our region they visited Kuranda and had lunch at Kuranda Hotel, visited Australian Butterfly Sanctuary, Kuranda Koala Gardens, Birdworld Kuranda, Barron River walking tracks, Heritage Markets, Original Markets and had tastings at Golden Drop Winery, Kuranda Candy Kitchen, Kuranda Fudge bar and Honey House Kuranda. They had a wonderful visit and really enjoyed watching candy being made at Kuranda Candy Kitchen - their favourite saying for the day was WOW.



TOURISM AUSTRALIA/TEQ ITALIAN AUSSIE SPECIALISTS – On 4th November we hosted a TTNQ/TEQ/TA Italian Aussie Specialist familiarisation in Kuranda. The agents had not visited Australia before and were extremely excited about our unique Australian wildlife. They all had the opportunity to cuddle a koala at Kuranda Koala Gardens, learn about butterflies at Australian Butterfly Sanctuary and a quick visit to Birdworld Kuranda and Original Markets before exploring Coondoo Street traders on the way to Skyrail Kuranda Terminal. The koala cuddle was certainly a highlight for many of the agents who even managed a tear or two!

TEQ INTERNATIONAL MARKET SEMINARS – On 9th November I attended the TEQ International Market Seminar held at the Pacific International. TTNQ, TA and TEQ Regional Directors were all extremely positive about numbers into Australia for 2016 and all report positive growth into TNQ with the Greater China market experiencing some amazing growth.

TOURISM KURANDA NEWSLETTER – We sent our first e-Newsletter in March 2013 and since then we have sent out 41 separate monthly newsletters to our growing database. Our data base has grown from 1,600 people in March 2013 to 3,541 people in November 2016. Our database includes local tourism contacts (hotel and operator managers/sales and local booking agents). Our data base also includes locals who have participated in past Kuranda events like Cassowary Fun Run and includes all contacts sourced by attending ATE, domestic

roadshows and ATEC events. Our average open rate has increased during this time and averages at 27% which is about 6% above industry standards.

Correspondence In:

- 26/10 e-mail ATE17 Seller Applications closing reminder
- 26/10 e-mail from Narelle Burns TRC re: volunteers conference
- 26/10 e-mail from TA re: ATE 2017 registration confirmation
- 27/10 e-mail from Leah Bursztynowicz - Raging Thunder re: thank you.
- 1/11 e-mail from Capta re: positive customer feedback
- 2/11 e-mail from Alex Courtney re: Kuranda Festival lost property
- 3/11 several e-mails of thanks from agents & operators for hosting ATEC IUN Kuranda day
- 3/11 e-mail from Peter Franks re: accommodation levy and Kuranda paper letter to editor
- 8/11 e-mail from Joyce Yang re: complaints about theft in the village
- 9/11 e-mail from Shane Mattes – Kuranda Police re: Youth crime issues relating to Chinese

Correspondence Out:

- 26/10 e-mail to all the Raft Race participants – Thank you
- 31/10 e-mail to Peta at Raging Thunder with copies of RT / Kuranda media stories
- 1/11 e-mail to Glenys Pilat re: new Kuranda accommodation properties and letters to editor
- 2/11 e-mail to everyone involved in the ATEC IUN Kuranda activity day expressing our thanks
- 3/11 e-mail to the TK committee re: China Missions dates and additional funds required
- 9/11 e-mail to Shane Mattes re: TTNQ issues about recent thefts in Kuranda
- 9/11 e-mail to Joyce Yang re: follow up on concerns about recent thefts
- 9/11 e-mail to Tom Gilmore re: visit from Malcolm Macleod
- 10/11 e-mail to Andrea Falvo – re: QOT (India) agents visit to Kuranda