

TOURISM KURANDA MINUTES

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

1. Welcome and Introduction

Attendees – Cr Tom Gilmore (MSC), Angela Freeman (Kuranda Koala Gardens/Birdworld), Trish Green (Honey House), Adam Letson (Kuranda Skyrail), Adrian Pancirov (Kuranda Heritage Markets), Terry Pates (Frogs Restaurant), Marc Sleeman (TK EO), Craig Crawford (Member for Barron River), Catherine Harvey (MSC)

Apologies – Cathie Flambo, Cr Karen Ewin, Susan Parsons, Peter Danford, Chris Grantham

Visitors – Kevin Parise (Skyrail)

2. Confirmation of Previous Minutes – Tuesday 17th November 2015

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

Moved: Adam Letson Seconded: Trish Green

3. Business Arising from Previous Minutes – 17th November 2015

ACTION ITEMS

Responsible Person	Action	Date for Completion	Follow-up/Completion
Susan Parsons/Karen Ewin	Follow up with Busking Policy amendments	Prior to council elections	
Marc Sleeman	New DL brochure plus pricing structure for reprinting.	End January	
Marc Sleeman	TV advertising – invite options from brokers to pitch to committee	February meeting	Ongoing
Marc Sleeman	Provide options for sourcing social media consultant	February meeting	ongoing
Susan Parsons/Karen Ewin	Busking policy amendments for circus acts	Asap	
Marc Sleeman	Discussion with Brian Clarke re TTT - declined	completed	
Marc Sleeman	Hug a volunteer day shirts – cost prohibitive		cancelled
Marc Sleeman	Letter to council re funding	completed	
Marc Sleeman	Accommodation Group meeting – Riverboat trip – 4 properties attended	completed	
Council	Letter sent to Council regarding Riverwalk	ongoing	

4. Correspondence

Correspondence In:

18/11 e-mail from Melissa Clinton re: MSC approve use of Paradise
19/11 e-mail invitation from Mareeba Chamber re: Tourism Round Table discussions
19/11 e-mail uDigital Wifi proposal
24/11 e-mail from Amy Mall re: social media opportunity and thanks for engaging
25/11 e-mail from Melissa at Kuranda Riverboat asking TK to support TTNQ membership
1/12 e-mail from Becca Keegan advising she is leaving and thanking TK for support
3/12 e-mail from Tourism Australia advising we have been accepted to attend ATE 2016
4/12 e-mail from Kevin Fields requesting information
8/12 e-mail from Glenys Pilat – re: Purchase Order requirements
8/12 e-mail from Steve Taylor re: advertising opportunity for the shire

Correspondence Out:

19/11 e-mail to Melissa Clinton re: Paradise & congratulations
19/11 e-mail to Bram Collins re: disappointment with Discover Magazine
23/11 e-mail to Tanya Snelling sorting out Discover advertisers
23/11 e-mail to the committee re: Tourism Kuranda Action Item
23/11 e-mail to MSC re: Kuranda River Walk Signage issue
23/11 e-mail to Hannah Wattel re: Committee discussions and action items
23/11 e-mail to Susan Parsons re: Dream State Circus proposal
25/11 e-mail to Steve Taylor re: Eco@jumrum presentation
25/11 e-mail to Glenys Pilat re: Kuranda Festival FUNDING - Thank you
26/11 e-mail to Kuranda Paper with Melanie Farewell story and photo
30/11 e-mail to Abigail Stanbridge re: Thank you for visiting Kuranda
3/12 e-mail to Kuranda business owners re: Cairns post Feature
4/12 e-mail to Kevin Fields inviting him and Philippine Airline ex-team to Kuranda
4/12 e-mail to Kevin Parise inviting him to December TK meeting as special guest
9/12 e-mail to Peppi at DUD – congrats on new vessel
9/12 e-mail to Glenys Pilat explain my PO requirements and new processes.
10/12 e-mail to Kevin Fields re: Kuranda profile and hero image display on board PAL aircraft

5. Confirmation of Budget Report (November Financial Report attached)

Moved: Terry Pates

Seconded: Angela Freeman

Confirmation of EO - MSC corporate credit card expenditure - completed.

6. Confirmation of Executive Officer Report – noted. (Report attached)

7. General Business

1. Social Media Hub

MS presented proposal for Map artwork with hash tags to be placed in two locations – TK Office and railway station, Trial internet for 3 months at \$200 for free WIFI around TK office/park area. *Motion to print and install Map signage in 2 locations and install Trial internet for 3 months: moved Angela Freeman, seconded Terry Pates. All in favour.*

2. Kuranda Map

MS presented two design options for the new Kuranda Map & Visitor Guide – Option 1. Keep the existing format and print volume or Option 2. Change the size to an A3 foldout. The second option would reduce the total print price but would reduce business text. *Motion: to continue with existing design for the brochure plus 1 page map only – printing 30,000 1 page and 170,000 brochures. . Moved Terry Pates, Seconded Adrian Pancirov. All in Favour*

3. Events 2016

Easter Saturday – 26th March 2016

Kuranda Festival – Sunday 23rd October.

Trish suggested contacting Colours & Music Festival organisers to hold their event the same weekend.

4. Kuranda Village Map Signage

Motion – to remove existing Map on Rob Vievers Drive - Moved Adrian Pancirov. Seconded Trish Green. All in Favour. Update large map at Railway station and replace with new Map to be printed – duplicate to be installed outside TK office. The artwork from the completed DL Map & Visitor Guide to be use to produce the Map and sold to the advertisers as an added bonus for being involved in the DL Map – current quote of \$484.00 per map for production and installation. NB This cost does not include backing board for the Centenary Park location.

5. PR Consultant

Consultant for December and January. Not February.

6. Gulf Savannah Visitor Guide

Agreed not to advertise.

7. Rob Vievers Drive Signage

Cr Gilmore asked committee if Barron Falls sign should be removed so that traffic would then go through village instead of down Barang Street or stay and let traffic go down Barang Street. All in favour of removal. Idea for Billboard on roads leading into Kuranda showing a generic scene. Suggestion for Barron Falls in 'mid flood'

8. Report from Craig Crawford, Member for Barron River

Advised upgrades to Henry Ross Lookout. The Rotary 1952 Memorial plaque is with Fr Chris Wright. Wet Tropics to be involved with upgrade. Suggested TK be involved. Kuranda Range Road – Safety upgrades to include Digital Sign Boards, TV cameras on range.

9. Next Meeting: proposed for Tuesday, 19th January 2016 at 4:30pm

Meeting closed 6.00pm

ACTION ITEMS

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Susan Parsons/Karen Ewin	Follow up with Busking Policy amendments	Prior to council elections	
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Susan Parsons/Karen Ewin	Busking policy amendments for circus acts	Asap	
Marc Sleeman	Social Media Hub – Internet trial for 3 months	Jan/Feb	
Marc Sleeman	Arrange with council to remove map on Rob Vievers Drive	Jan/Feb	
Marc Sleeman	PR Consultant – advise requirements over Christmas season	Dec	
Marc Sleeman	Map signage at Railway Station/TK office	February	
Marc Sleeman	Request removal of Barron Falls sign before Barang Street	Dec	
Marc Sleeman/Peter Danford	Accommodation group to meet quarterly at different locaitons	ongoing	
Marc Sleeman	TTT board – discuss in new year.		2016
Council	River Walk Signage – with council	ongoing	

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

	BUDGET 2015/16 \$	ACTUALS
<u>INCOME</u>		
Tourism Kuranda Advertising Contributions	42,500.00	-
Benefited Rate Contribution	202,822.00	101,075.00
Sundry Revenue	6,000.00	6,630.55
Surplus Carry Over 2014/15	2,000.00	2,611.00
	253,322.00	110,316.55
<u>ADMINISTRATION COSTS</u>		
Total Administration Costs	94,643.00	39,110.16
<u>PROMOTIONAL COSTS</u>		
A4 Brochure	8,500.00	-
Map & Visitors Guide	24,000.00	5,573.18
Brochure Distribution	15,000.00	6,746.08
Kuranda Festival Event	25,250.00	25,802.19
Kuranda Easter Event	25,250.00	-
Social Media Management	17,000.00	515.37
Industry Famils & Presentations	4,000.00	620.22
Tourism Kuranda Memberships	1,155.00	900.00
Adv Pre & Post Tourism Publications	19,000.00	1,950.00
Tradeshows & Sales Missions	11,500.00	3,455.67
Public Relations Management	5,000.00	2,500.00
General Advertising	1,000.00	-
Total Promotion costs	156,655.00	48,062.71
TOTAL ADMIN AND PROMOTION COSTS	251,298.00	87,172.87
SURPLUS/(DEFICIT)	\$ 2,024.00	\$ 23,143.68

EO REPORT DECEMBER 2015

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

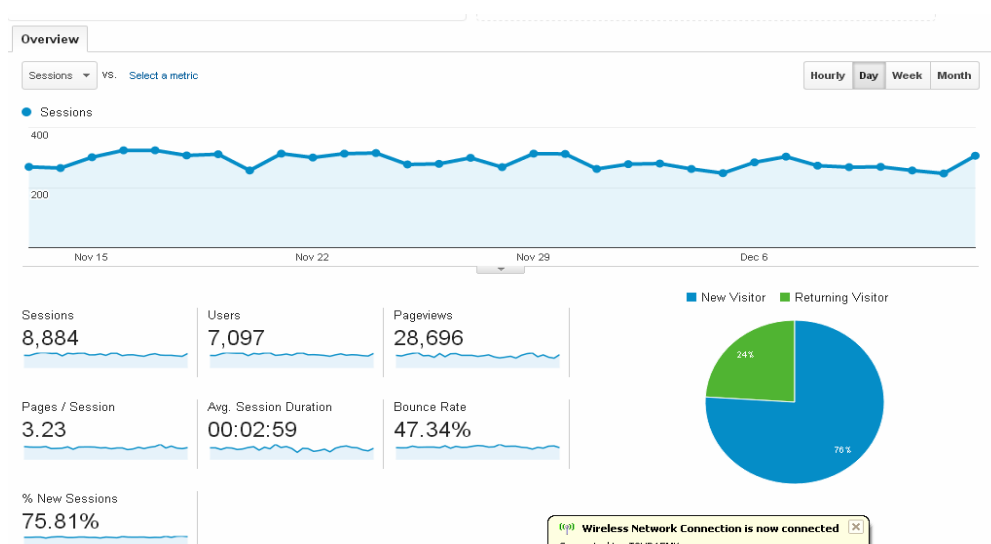
- Great to see you back after 14 years
- Summer is almost here and the Maniltoa Lenticellata blooming
- Our very own Mandji from Rainforestation Nature Park on the front page
- Good luck to Kuranda local Debbie Robinson
- For the record... it didn't really crash here in [#Kuranda](#)
- Trinity Beach agents full moon BBQ
- A wonderful night with our Kuranda Tourism partners and Trinity Beach agents
- Awesome selfie and welcome to the [#kuranda](#) [#highflyersclub](#)
- It was fantastic to have the [#FlightCentreUK](#) agent familiarisation in [#Kuranda](#)
- Congratulations to Steve Taylor and his daughter Suzie
- Who's a pretty bird - Eric the beautiful blue and yellow macaw
- The Medinilla magnifica have spectacular cascading pink flowers
- Might only be a small trickle at the moment but the [#barrongorge](#) is still amazing
- **Main Street Kuranda (Most popular post – reach 1,610 people and 52 likes)**
- It's starting to look a lot like Christmas here in [#kuranda](#)
- "The spirit of the dance" and guardian of the markets
- Cedar Park Rainforest Resort - Special Christmas buffet.
- Don't worry @sorengemainofficial the dinosaurs might look real
- The Barron River here in [#Kuranda](#) village is absolutely spectacular
- Gorgeous colours @piptichou of the [#angelacewing](#) butterfly

INSTAGRAM & TWITTER posts for the month

- Great to see you back after 14 years
- Maniltoa Lenticellata blooming
- Good luck to Kuranda local Debbie Robinson
- For the record... it didn't really crash here in [#Kuranda](#)
- Awesome Skyrail selfie
- It was fantastic to have the [#FlightCentreUK](#) agent familiarisation in [#Kuranda](#)
- Main Street Kuranda
- The most amazing mini-golf
- Who's a pretty bird - Eric the beautiful blue and yellow macaw
- The Medinilla magnifica have spectacular cascading pink flowers
- **Barron Gorge National Park (Most popular post 54 likes)**
- Starting to look at lot like Xmas
- Spirit of the Dance
- Emu Ridge Gallery Dinosaur
- Barron River image
- Orange Lacewing Butterfly

NOVEMBER/DECEMBER 2015 (ONE MONTH) GOOGLE ANALYTICS

Sessions – 8,884 Users – 7,097 Page Views – 28,696 Pages/Visit – 3.23



Mobile Device Info	Sessions	% New Sessions
	4,712 % of Total: 53.04% (8,884)	72.64% Avg for View: 75.81% (-4.18%)
1. Apple iPhone	2,039 (43.27%)	72.73%
2. Apple iPad	942 (19.99%)	71.23%
3. Samsung SM-G900I Galaxy S5	163 (3.46%)	71.17%
4. (not set)	123 (2.61%)	76.42%
5. Samsung GT-I9505 Galaxy S IV	86 (1.83%)	58.14%
6. Samsung SM-G900F Galaxy S5	43 (0.91%)	67.44%
7. Google Nexus 5	42 (0.89%)	47.62%
8. Samsung SM-G920I Galaxy S6	39 (0.83%)	84.62%
9. Samsung SM-N910G Galaxy Note 4	39 (0.83%)	64.10%
10. Microsoft Windows RT Tablet	34 (0.72%)	79.41%

Device Category	Acquisition		
	Sessions	% New Sessions	New Users
	8,884 % of Total: 100.00% (8,884)	76.00% Avg for View: 75.81% (0.25%)	6,752 % of Total: 100.25% (6,735)
1. desktop	4,172 (46.96%)	79.79%	3,329 (49.30%)
2. mobile	3,512 (39.53%)	72.81%	2,557 (37.87%)
3. tablet	1,200 (13.51%)	72.17%	866 (12.83%)

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.

ANNUAL LEAVE – I will be on annual leave from 21st Dec to 1st Jan & 11th to 29th Jan inclusive.

ATE REGISTRATION – Tourism Kuranda has been accepted to participate at ATE16, held on the Gold Coast, from Sunday 15 to Thursday 19 May, 2016.

KURANDA VISITOR INFORMATION CENTRE –

On the 5th December I attended the Kuranda Visitor Information Centre Christmas party and presented the following volunteers/staff with a certificate of appreciation for volunteering and helping at our Kuranda Festival and Easter events.

- Jenny Jensen
- Cathy Harvey
- Dorothy Sibley
- Christiane Child
- Erica Struber Nunn
- Keila Waksvik
- Beth Edwards
- Maree Kerr
- Beverly Henderson
- Miry Cobham



BRIAN CLARKE CERTIFICATE – On Friday 11th December I presented Brian Clarke with a Certificate of appreciation in recognition and appreciation of his invaluable contribution to tourism in Kuranda over the last 33 years. We also thanked him for being involved in our special events and for providing important strategic direction for our destination and playing an active role in helping the village position itself as a must-do destination in Tropical North Queensland. I also organised for Andrea Falvo from Tablelands Advertiser to visit Kuranda for this presentation cover this story.



ECO@JUMRUM PRESENTATION – On the 1st December I had the privilege of meeting Steve Taylor and his daughter Suzie Taylor who received a special EnviroDevelopment certification for their Eco@JumRum residential estate development right here in Kuranda. This new Kuranda development is the first in Tropical North Queensland to receive the Urban Development Institute of Australia's (UDIA) EnviroDevelopment certification. They have done some amazing things to minimise the impact on the Kuranda environment and have made efforts to protect the existing native ecosystems and rehabilitate degraded sites. Wonderful recognition for a great new development here in the village and thank you for not only preserving but also enhancing our rainforest surrounds - job well done!



FLIGHT CENTRE UK FAMIL IN KURANDA – On the 29th November I hosted an agent famil from Flight Centre UK/Infinity Holidays. It was fantastic to have the Flight Centre group of travel agents in Kuranda along with their media entourage! It was certainly a whistle stop tour of the village but the weather and wildlife were both out on show!! Following is some famil feedback.

Marc,

You were absolutely brilliant and I couldn't possible have given them the same experience without you so THANK YOU! It's important to promote as much of our region as possible and the work you put in for Kuranda is just over and above.

Abigail Stanbridge (Famil co-ordinator)



MAREEBA HERITAGE CENTRE 20TH ANNIVERSARY – On the 28th November I attended the Mareeba Heritage Centre 20th Anniversary Celebrations and the opening of Jamieson House. It was a fun day of traditional activities with lots of volunteers in period costume and I even managed to try my hand at Tobacco Stringing! It was a great day for one of our regions key tourism attractions.

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

- Billabong Beats
- New library opening
- New Restaurant – Miss Saigon
- Debbie Robinson
- Mareeba Heritage Centre – 20th Anniversary activities
- Eco@JumRum Certificate
- MSC Christmas Tree up in the village
- Kuranda Arts Co-op Sidewalk sale
- Cedar Park Christmas Dinner
- Bats in the Gum Trees

KURANDA ACCOMMODATION GROUP MEETING – On Friday 11th December we had our first accommodation group meeting which was held on the Kuranda Riverboat (group activity) and the meeting part at the Kuranda Hotel. Peter Danford send out an invitation and follow up reminders to all 18 Kuranda accommodation properties who are all now contributing to the Kuranda Special Levy and while there were a few apologies with people away, we had 4 properties attend the meeting. I provided an overview of our activities and advised of our social media plans and our intention to set up an accommodation board in the new KVIC. Some of the action items as follows;

- Audit of accommodation properties and provided to each property owner
- New layout out for an accommodation flyer
- E-mail questionnaire to be sent to each property
- Agreed the meeting to be quarterly (next one in February) RFS as a proposed location
- Cathy to send out an invitation to the accommodation properties to host monthly meeting
- Two dates offered for the next meeting in February.

ADLINK PASSPORT & POCKET GUIDE – On recommendation of the TK committee I organised artwork for our 1/3 page feature in the new 2016 Adlink Saving Passport & Pocket Guide. The discounted price for this 1/3 page was \$660 including GST and features our “So Much to Do” logo – see below. The Adlink Savings Passport and Pocket Guide covers the region Cairns to Townsville; and Port Douglas to Cooktown. These free pocket-sized publications are available all year round offering visitors and locals savings and value add incentives. Maps and market guides, event calendars, highlighted tours and must-do attractions make this an essential guide for all visitors to this remarkable region.



PAKMAG XMAS FEATURE – As per our 2015/16 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.



DISCOVER MAGAZINE – The Discover Magazine committee decided to contact Kuranda business owners directly this year for the first time in over 10 years without consulting Tourism Kuranda and the following is the list of advertisers for 2016. This is down from 12 advertisers last year.

Confirmed advertisers are as follows:

- Skyrail
- Foodworks
- Kuranda Hotel
- Emu Ridge Gallery
- Birdworld
- Koala Gardens

TOURISM e-NEWSLETTER – This month our e-Newsletter focusing on Christmas shopping was distributed on 27th November and included the following stories;

1. Countdown to Christmas
2. Congrats KVIC Hall of fame award
3. Farewell Melanie
4. Diners' Delight at the Original Markets
5. Powerful history
6. Get festive at Rondavoo
7. Capta Anniversary
8. New restaurant – Miss Saigon
9. Kuranda Riverboat – local discount
10. Eco@JumRum award

CAIRNS POST CHRISTMAS FEATURE – This month I co-ordinate a special Full Page newspaper advertising feature on the 11th & 12th December to attract locals to Kuranda to do their Christmas retail shopping and also to promote our cafes, restaurants and to remind families that there is “So Much to Do” in Kuranda during the school holidays. This is a special FULL PAGE - 2-paper buy at was \$180 includes GST per business.

This special feature included a Kuranda full page in both of the following newspapers.
 Tablelands Advertiser (readership of approx 25,000) - Friday 11th December
 Cairns Eye (readership of approx 80,000 with the Weekend Post) Saturday 12th December

The following Kuranda businesses supported this special Christmas feature;

- Emu Ridge Gallery
- The Australian Bush Store
- Frogs Restaurant
- Heritage Markets
- Just Gorgeous
- Terra Nova Gallery
- Ceti bath Soaps
- Foodworks
- Petite Café
- CairnsOrb - Zorbing
- Kuranda Scenic Railway (Cairns Post)
- Skyrail Rainforest Cableway (Cairns Post)

The following is the editorial is provided for the special feature;



TTT AGM – I attended a Tropical Tablelands Tourism Annual General Meeting on Tuesday 1st December which was held at the Atherton International Club.

ATEC TOURISM TUESDAY – I attended the monthly Tourism Tuesday networking event at the Shangri la Hotel in Cairns where Kevin Parise was officially sworn in at the new Chair of ATEC NQ.

TRINITY BEACH AGENT BBQ – On the 26th 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, Tjapukai Aboriginal Cultural Park & Big Cat Green Island Reef Cruises.

PHILIPPINE AIRLINES – I met with Kevin Fields from Philippines Airlines on the 1st December and extended an invitation for him and his executive team to visit Kuranda and offered our support to host any industry or agent famils in Kuranda for Philippine Airlines. I also provided a destination brief and a selection of hero images for Philippine Airlines to use to help promote our destination.