

## **TOURISM KURANDA MINUTES**

of the Committee meeting held  
**Tuesday, 16<sup>th</sup> February 2016** 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), Terry Pates (Frogs Restaurant), Cathie Flambo (Australian Bush Store, Peter Danford (Cedar Park Resort), Cr Karen Ewin Marc Sleeman (TK EO), Catherine Harvey (MSC)

**Apologies** – Susan Parsons, Chris Grantham, Adrian Pancirov (Kuranda Heritage Markets), Craig Crawford (Member for Barron River)

**Visitors** – none

### 2. **Confirmation of Previous Minutes – Tuesday 15<sup>th</sup> December 2015**

*"That the minutes of the previous meeting of 15<sup>th</sup> December be accepted as true and correct"*

**Moved:** Trish Green

**Seconded:** Adam Letson

**CARRIED**

### 3. **Business Arising from Previous Minutes – 15<sup>th</sup> December 2015**

#### **ACTION ITEMS**

<b>Responsible Person</b>	<b>Action</b>	<b>Date for Completion</b>	<b>Follow-up/ Completion</b>
Susan Parsons/Karen Ewin	Follow up with Busking Policy amendments.		ongoing
Marc Sleeman	24pp with printer. 12pp in progress	March	ongoing
Marc Sleeman	TV advertising – invite options from brokers to pitch to committee – meeting with John Riordan & Vanessa	March meeting	Ongoing
Marc Sleeman	Provide options for sourcing social media consultant – 6 quotes received	March meeting	ongoing
Marc Sleeman	Social Media Hub – internet trial for 3 months	March	ongoing
Marc Sleeman	Map signage at Railway Station/TK office	March	ongoing
Marc Sleeman/Peter Danford	Next accommodation group meeting to be at Rainforest Orchard Tours	March	
Marc Sleeman	TTT board rep – Motion passed see General Business. Contact Robert Matthews	March meeting	Ongoing
Karen Ewin	River Walk Signage – with Council		Ongoing

4. **Correspondence - noted** (included, end of EO Report)

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

**Moved:** Adam Letson

**Seconded:** Terry Pates

**CARRIED**

Confirmation of MSC corporate credit card expenditure - noted

6. **Confirmation of Executive Officer Report** - Report attached

**Moved:** Marc Sleeman

**Seconded:** Angela Freeman

**CARRIED**

7. **General Business**

- **Volunteer Station**

MS suggested that volunteers be located at the KSR/Skyrail platform to greet the two train services and Skyrail passengers in the morning. MS and CH to look at options.

- **Loading Zones**

MS suggested putting extra loading zone next to disabled car park. Cathie Flambo to follow up. Cathie Flambo also thanked Council for assisting with parking control through the Chinese New Year.

- **Easter Event**

14,000 eggs purchased. No music this year. Trish Green suggested busking competition in park opposite Honey House. Pamagirri to be booked.

- **Port Douglas Brochure Launch**

Marc requested support from committee to hold launch in Port Douglas as a TK networking event (to replace Trivia Night). This event could be held in April or June.

- **TTT Board**

Motion passed that if Robert Matthews opts out of the TTT Board, then Angela Freeman would replace him.

**Moved:** Cathie Flambo

**Seconded:** Trish Green

**CARRIED**

- **Domestic Sales Mission**

Marc will be in Melbourne, Sydney and Brisbane on 14-16<sup>th</sup> March and then ATE from 15<sup>th</sup> to 20<sup>th</sup> May.

- **Yellow Crazy Ants** - Motion that committee advise Council of situation requesting they follow up with a letter to Alex De Waal.

**Moved:** Angela Freeman

**Seconded:** Cathie Flambo

**CARRIED**

9. **Next Meeting:** proposed for Tuesday, ~~22nd March~~ 2016, **re-scheduled to 5 April** at 4:30pm

10. **Meeting closed 5.30pm**

**ACTION ITEMS**

<b>Responsible Person</b>	<b>Action</b>	<b>Date for Completion</b>	<b>Follow-up/Completion</b>
Susan Parsons/Karen Ewin	Follow up with Busking Policy amendments – Sophie to discuss Council and with CEO		ongoing
Marc Sleeman	24pp with printer. 12pp in progress	March	Ongoing
Marc Sleeman	TV advertising – invite options from brokers to pitch to committee – meeting with John Riordan & Vanessa	March meeting	Ongoing
Marc Sleeman	Provide options for sourcing social media consultant – 6 quotes received	March meeting	ongoing
Susan Parsons/Karen Ewin	Busking policy amendments for circus acts		ongoing
Marc Sleeman	Social Media Hub – internet trial for 3 months	March	
Marc Sleeman	Map signage at Railway Station/TK office	March	ongoing
Marc Sleeman/Peter Danford	Next meeting to be at Rainforest Orchard Tours	March	
Marc Sleeman	TTT – Motion passed see general business		Ongoing
Karen Ewin	River Walk Signage – with Council		Ongoing
Marc Sleeman	Yellow Crazy ants – advise Council of situation.	March meeting	
Marc Sleeman	Volunteer station – research options	March meeting	
Marc Sleeman/Stacey Maisel	Signage in Rob Vievers Drive. Marc to liaise with Stacey on design	March	
Marc Sleeman	Kuranda Brochure launch in Port Douglas	April	

## TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT

to January 2016

### **INCOME**

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
	<b>253,322.00</b>	<b>110,316.55</b>

### **ADMINISTRATION COSTS**

<b>Total Administration Costs</b>	<b>94,643.00</b>	<b>48,540.58</b>
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### **PROMOTIONAL COSTS**

A4 Brochure	8,500.00	-
Map & Visitors Guide	24,000.00	5,573.18
Brochure Distribution	15,000.00	8,553.08
Kuranda Festival Event	25,250.00	25,802.19
Kuranda Easter Event	25,250.00	559.50
Social Media Management	17,000.00	1,115.37
Industry Famils & Presentations	4,000.00	854.46
Tourism Kuranda Memberships	1,155.00	900.00
Adv Pre & Post Tourism Publications	19,000.00	2,570.00
Tradeshows & Sales Missions	11,500.00	3,455.67
Public Relations Management	5,000.00	2,500.00
General Advertising	1,000.00	-
<b>Total Promotion costs</b>	<b>156,655.00</b>	<b>51,883.45</b>

### **TOTAL ADMIN AND PROMOTION COSTS**

<b>251,298.00</b>	<b>100,424.03</b>
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### **SURPLUS/(DEFICIT)**

<b>\$ 2,024.00</b>	<b>\$ 9,892.52</b>
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## EO REPORT JAN & FEB 2015

**ANNUAL LEAVE – 21<sup>ST</sup> Dec 2015 to 1<sup>st</sup> Jan 2016 & 11<sup>th</sup> to 29<sup>th</sup> Jan 2016.**

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

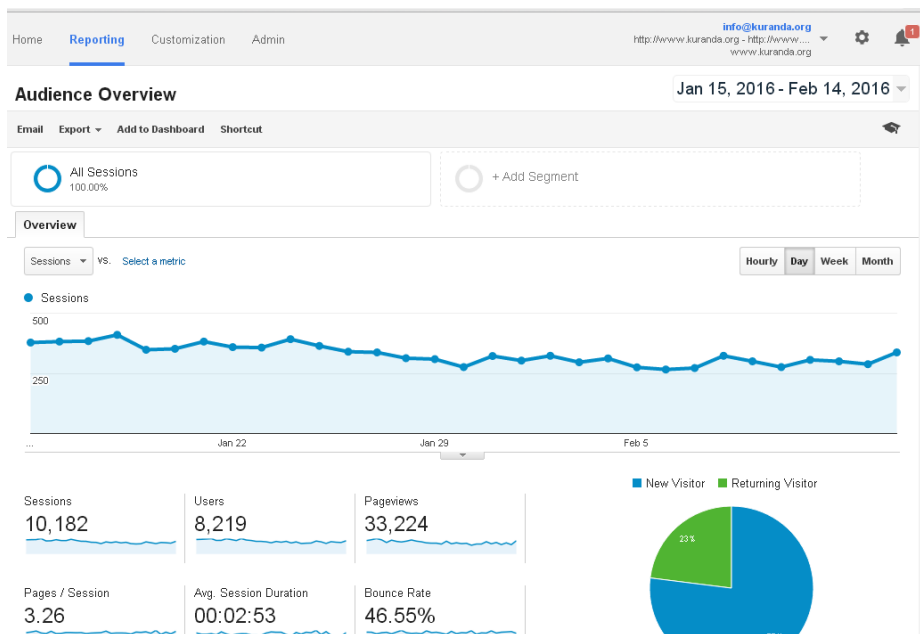
- Feeling hungry??
- Sometimes its important to celebrate being on holidays
- Mayor Tom Gilmore presented Kevin Parise from [Skyrail Rainforest Cableway](#) with a certificate of appreciation
- Spectacular view of the Barron Gorge
- Put yourself into the [#rainforest](#) picture with these [#cassowaries](#)
- Even the little ones are in total awe of the magnificent [#barronfalls](#)
- Gong Xi Fa Cai! Happy Lunar New Year
- Some amazing colours of the @therandombead
- Love is in the air and it's time to sweep your partner off their feet
- The boys look like they are having a blast on the [#kurandascenicrailway](#)
- Amazing flavours at [#petitcafeKuranda](#)
- Flashback Friday to 11 January 1943!
- Little Flynn was very, very excited to see the [#kurandatrain](#) arrive into#kuranda
- The colourful Cairns Birdwing Butterfly in slow motion flight

**INSTAGRAM & TWITTER** posts for the month

- Feeling hungry??
- Sometimes its important to celebrate being on holidays
- Mayor Tom Gilmore presented Kevin Parise from [Skyrail Rainforest Cableway](#) with a certificate of appreciation
- Spectacular view of the Barron Gorge
- Put yourself into the [#rainforest](#) picture with these [#cassowaries](#)
- Smile on the Kuranda Scenic Railway
- Even the little ones are in total awe of the magnificent [#barronfalls](#)
- Santa's Little Helpers
- Little Scotland
- Some amazing colours of the @therandombead
- Love is in the air and it's time to sweep your partner off their feet
- The boys look like they are having a blast on the [#kurandascenicrailway](#)
- Amazing flavours at [#petitcafeKuranda](#)
- Flashback Friday to 11 January 1943!
- Little Flynn was very, very excited to see the [#kurandatrain](#) arrive into#kuranda
- The colourful Cairns Birdwing Butterfly in slow motion flight

## JANUARY/FEBRUARY 2016 (ONE MONTH) GOOGLE ANALYTICS

Sessions – 10,182    Users – 8,219    Page Views – 33,224    Pages/Visit – 3.26



**LOCAL SALES CALLS** – I spent 4 days during the month completing local sales calls and topping up brochure supplies to our main booking outlets prior to my annual leave.

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

1. New French Pastry Shop
2. Walking Trails
3. Kuranda Swimming Holes
4. Chinese New Year numbers
5. Valentines Day accommodation
- 6.

**KURANDA A4 BROCHURE** – I secured three printing quotes for our new 12 page Kuranda brochure and the artwork is currently being finalised. The new Kuranda brochure will go to print this month and distributed to both Morgan Freeman and Tourdex later this month.

**KURANDA DL MAP & VISITOR GUIDE 2016** – Participation in the new Kuranda Map & Visitor Guide has been finalised and I am extremely happy to advise that we secured a total of 64 advertisers for 2016.

We gained 3 new participants

- Snuggles in Kuranda
- Miss Saigon Restaurant
- Buzz Tour Bookings

We lost 7 advertisers.

- Opals from the Earth (not interested)
- Djabugay Aboriginal Guided Tour (**ceased operation**)
- Sweetleaf Bliss Balls (going wholesale)
- Claire Souter Gallery (not interested)
- Tropical Gifts (**ceased operation**)
- Bendigo Bank (no response – new management)
- Cuscus Boutique (not interested)

The 64 participants in our new 22 page Kuranda Map & Visitor Guide will secured \$25,765.00 in co-operative funding which will cover all design and print costs for 2016. The artwork has been finalised and the new Visitor Guide will be printed this month with a delivery expected this month.

**THIS IS MY PARADISE 2016 (formally Winter Getaways)** - EOI's were sent out this month and we hope to secure a double page feature again this year. The responsive from businesses has been positive.

**TTNQ DOMESTIC ROADSHOW** – This year we will be accompanying TTNQ on their domestic road show which is happening from 14<sup>th</sup> to 16<sup>th</sup> March 2016. I have also organised separate meetings with inbound agents in Sydney and a presentation to the media & trade department of Tourism & Events Queensland. Flights and accommodation for this domestic sale trip have been booked and confirmed.

**THE AMAZING RACE PLANNING MEETING** – On the 10<sup>th</sup> February we held an Amazing Race meeting with Tourism Kuranda, Kuranda Scenic Railway, Down Under Tours and Skyrail Rainforest Cableway. The event date has been scheduled for the 17<sup>th</sup> June and we will be co-ordinating a great race similar to last year.

**EASTER 2016** – Preparations are underway for our Easter Celebrations with roadside corflute artwork and 12,000 chocolate Easter Eggs ordered!

**WET TROPICS MANAGEMENT AUTHORITY MEETING** – On Thursday 11<sup>th</sup> February I met with the new Chair – Leslie Shirreffs and board of the Wet Tropics in my office in Centenary Park. We discussed potential impacts of the Yellow Crazy Ants on Tourism and the World Heritage Wet Tropic areas around Kuranda. We also discussed branding and future Kuranda events.

#### **Correspondence In:**

16/12 Email from Patricia Moore – Airlie Beach Distribution  
16/12 Email from Nikila March - Cairns SLSC Charity Golf Day - Sponsor / Participation Invite  
18/12 Email from Rachel Seymour - Backpacker & Adventure Tourism Industry Forum in Cairns  
25/1 E-mail from Ricky Clarke – re: WIFI options  
2/2/ Email from Caroline O'Reilly re: KVIC famil  
4/2 Email from Sylvia Conway – Re: AAT Kings first 2016 visit to Envirocare  
6/2 Email from Elisabeth Nesselrode Re: TV-Doco for German Television//Visit to Kuranda  
8/2 Email from John Tolentini DUT – re: TTNQ Domestic road show  
10/2 Email from Steve Taylor – Eco@JumRum re: Cairns Life feature

#### **Correspondence Out:**

4/1 Email to Mary Naylor at MSC re: state of public toilets  
4/1 Email to Tanya Snelling re: 2016 Kuranda event dates  
4/1 Email to Neville Dunn re: 2016 Domestic Holiday show representation requirements  
5/1 E-mail to Mayor and Councillors re: Educational opportunity - VVIIPP Hong Kong Airlines  
8/1 Email to all Kuranda business owners re: 22 page Map advertising opportunities  
1/2 Email to Sophie McGrath – re: busking progress  
2/2 Email to Caroline O'Reilly – RE: VIC volunteer famil confirmation  
3/2 Email to Jeff Hilton at Speewah Country Tavern re: Main Roads advertising requirements  
4/2 Email to Tatjana Butler re: confirmation of closure of accommodation business  
11/2 Email to SLSC advising we would be happy to provide a prize  
12/2 Email to Julie Shearer at Tablelands Advertiser re: Easter advertising requirements