

TOURISM KURANDA MINUTES

of the Committee meeting held **Tuesday, 16 September 2014**
at the Bottom Pub - Kuranda Hotel at **4.30pm**.

AGENDA

1. Welcome and Introduction

Attendees -

The 20/20 Group - Melanie Wicks (Chair),

Mareeba Shire Council - Marc Sleeman, Councillor Karen Ewin, Lisa Macalister, Sonia Van Dorssen (minute taker),

The Kuranda Hotel - Robert Matthews, Kuranda Heritage Market - Adrian Pancirov,

The Australian Bush Store - Cathie Flambo, Rainforestation & The Butterfly Sanctuary - Chris Grantham, Frogs Restaurant - Terry Pates, Kuranda Skyrail - Kevin Parise

Apologies - Mayor Gilmore, Trish Green, Cr Jenny Jensen

2. Confirmation of Previous Minutes – 19 August 2014

Moved Cathie Flambo Seconded Robert Matthews

3. Business Arising from Previous Minutes – 19 August 2014

ACTION ITEMS

Responsible Person	Action	Date for Completion	Follow-up/Completion
Cr Ewin	Tourism Kuranda offices	Next meeting	Follow up
Marc Sleeman	Sales car costings, who will lease etc.	Next meeting	Follow up

4. Correspondence

Inward Correspondence

13/8 e-mail from Lisa Macalister re: Council's Public Liability for Community Events

14/8 e-mail from Peta – RT confirming participation in Raft Race

15/8 e-mail from Julie Johnston – social media PR quote

18/8 e-mail from John van Ryt – Tinaroo Canoe Club re: Kuranda Festival

22/8 e-mail from Leonie Durrant – Bendigo Bank re: Wi-Fi

2/9 e-mail from Bob Elliston – Tablelands Folk Festival re: Kuranda Festival

2/9 e-mail from Peter McCabe re: Kuranda Festival

2/9 e-mail Liz Inglis re: social media quote

2/9 e-mail from Jodie Ramrage re: Postcards filming

4/9 e-mail Gail Betts re: Gudju Gudju & Kuranda Festival

8/9 e-mail from Trans North confirming participation in the Showcase

9/9 e-mail from Zinc Radio re: KVIC interview
11/9 e-mail from Isha Segboer - Tourism Cape York – congrats on Showcase
12/9 e-mail from Alex de Waal thanking TK for Showcase event
12/9 e-mail from Jennifer Tasker – Tourism TAFE requesting TK meet & greet

Outward Correspondence

12/8 e-mail to Jenny Jensen re: John Asikas meeting
13/8 e-mail to Peta at RT requesting support for Raft Race
27/8 e-mail to Barbara – TTNQ confirming details for the Showcase networking function
28/8 e-mail to Leapfrog advising that TK would not be continuing contract for 2014/15
1/9 e-mail to all Kuranda business re: Showcase
2/9 e-mail to Peter Danford re; Kuranda Map & Cedar Park
10/9 e-mail to Tom Gilmore re: Zinc interview
11/9 e-mail to Kuranda business owners thanking for Showcase support
12/9 e-mail to Alex at TTNQ thanking him for the opportunity to host the networking function
12/9 e-mail to Hanz & Gerald at Djabugay thanking them for their involvement in Showcase

5. Confirmation of Budget Report

Noted by Committee.

6. Confirmation of Executive Officer Report

Noted by Committee.

7. General Business

7.1 Kuranda Festival

The Kuranda Festival, to be held on 11th and 12th October 2014, is on track with Marc Sleeman, advising stalls, acts, attractions, participants etc are lined up to entertain the crowds and highlight the Village in the Rainforest.

Mareeba Shire Council is continuing Tableland Regional Council's support of the event through financial and in kind support. However, there was uncertainty over the extent of the in-kind support and whether it included labour/assistance for Marc in the set-up of the Festival. Councillor Ewin is to follow up the extent of assistance available for the Kuranda Festival.

7.2 Council's Public Liability Insurance Cover relating to Community Events

Marc Sleeman and Lisa Macalister, discussed information circulated from Alan Lambert, Manager Development and Governance, Mareeba Shire Council regarding Public Liability Insurance, as well as a Council Report, dated 3 September 2014 covering the subject of Public Liability Insurance Cover for Community Events.

The committee discussed the email correspondence, policy and report and agreed that Marc Sleeman is to follow up with Council's Event's and Media Officer, Stacey Maisel, to clarify procedures followed for other events regarding public liability and risk assessment.

7.3 Sales Vehicle

Marc Sleeman, is in the process of receiving costing and quotes from Stanley Roos, Council Workshop Foreman, for potential vehicles which could be used for Tourism Kuranda Executive Officer. Council is providing Marc with a vehicle in the short term; however, the committee decided further discussions needed to take place to determine the appropriate vehicle make, purchase arrangements, storage facility, branding etc. Marc Sleeman and Lisa Macalister are to follow up.

7.4 TK new office

The Tourism Kuranda committee agreed it would appreciate the use of the old Visitor Information Centre as Marc Sleeman's office. Melanie Wicks is to formerly write to Council and request the use of the space as Marc's office.

7.5 Kuranda Map & Visitor Guide 2014/15

Marc advised the committee he has successfully secured sixty-nine (69) participants to be a part of the 2014/15 Kuranda Map and Visitor Guide. This number has increased by ten (10) from the previous year and includes fifteen (15) new business identities advertising this year. Marc advised the printing was being done in Townsville and costs were increased by \$60 from the previous year. The committee enquired how the guide was performing in relation to other brochures at Morgan Freeman distribution points. Marc is to follow up with Morgan Freeman to find out Tourism Kuranda's ranking.

7.6 Kuranda A4 brochure 2014/15

Marc advised the committee there are approximately twenty (20) to thirty (30) brochures remaining and the committee needs to think about whether it wants to do a direct reprint, or change the format of the brochure. Marc Sleeman is going to distribute the brochure to the committee and has requested feedback on the design, detail included etc. Example: should the brochure remain the same, make any changes, if so, offer suggestions.

7.7 ATEC IUN 2014

Australian Tourism Export Council hosts the annual Inbound Up North event which is considered an industry must do event for the inbound tourist market. Marc advised the committee Tourism Kuranda is registered as a participant for the event taking place 22nd and 23rd October. It is a great opportunity for Tourism Kuranda to promote its profile.

8. Other Business:

8.1 Levy for Kuranda Benefited area

The committee discussed the Levy for Kuranda Benefited area and decided to devote time at the next committee meeting, being 21 October 2014 to discuss further.

In preparation for the next meeting it was decided for the following to take place -

- Councillor Ewin to follow up with Council Officers - Planning, Local Laws and Rates departments and seek advice on categorisation of businesses in the area and potential levy contributors.
- Councillor Ewin to request topic to be discussed at Council Workshop, 6 November 2014, allowing TK committee members to present its thoughts from the meeting on 21st October, and seek feedback and input from Council.
- Lisa Macalister, to distribute Kuranda benefitted area and definitions to the committee.
- Lisa Macalister to invite relevant parties to next meeting, e.g. Planning, Rates officers

9. Next Meeting: proposed for Tuesday, 21 October 2014

Meeting Closed: 6.05pm

10. Supporting Documents

Previous Minutes - supplied separately
Profit and Loss Statement - attached
Executive Officer's Report - attached

ACTION ITEMS

From Committee meeting 16 September 2014:

Responsible Person	Action	Date for Completion	Follow-up/Completion
Marc Sleeman	Follow up Council's Financial and In Kind Support approval	As soon as possible	
Marc Sleeman	Follow / clarify procedures with Events and Media Officer, Stacey Maisel regarding completion of Risk Assessment for events	As soon as possible	
Marc Sleeman	Follow up / enquire vehicle purchase / lease arrangements for Tourism Kuranda vehicle	As soon as possible	
Melanie Wicks	Submit an official request to Council's CEO, Peter Franks, for the use of the old Visitor Information Centre as Marc's office	As soon as possible	
Marc Sleeman	To make enquires through the Morgan Freeman billboards to determine Tourism Kuranda's ranking using source of advertising	Next meeting - 21 October 2014	
Marc Sleeman	To email the Kuranda A4 brochure 2014/15 to the committee. Committee to offer Marc feedback on the brochure design, E.g.: should the brochure remain the same, make any changes, if so, offer suggestions	As soon as possible	
Minute Taker	Add Kuranda Benefitted area levy to the next meeting's agenda	Next meeting - 21 October 2014	
Cr Ewin	follow up with Council Officers - Planning, Local Laws and Rates departments - seek advice on categorisation of businesses in the area and potential levy contributors	Next meeting - 21 October 2014	
Cr Ewin	request topic to be discussed at Council Workshop, 6 November 2014	Next meeting - 21 October 2014	
Marc Sleeman	email Kuranda benefitted area and definitions to the committee.	As soon as possible	complete
Marc Sleeman	Invite relevant Council officers relating to Kuranda Benefitted area, e.g. Planners, Rates, Local Laws.	Next meeting - 21 October 2014	



Tourism Kuranda

Income and Expenditure Statement

	BUDGET 2014/15	MSC ACTUALS August
Tourism Kuranda INCOME		
Tourism Kuranda Advertising Contributions	47,600.00	-
Tourism Kuranda Brochure Contributions		-
Benefited Rate Contribution	190,498.00	91,335.40
Sundry Revenue	6,000.00	6,000.00
Deficit B/F 2013/14	(5,691.04)	(5,691.04)
TOTAL Tourism Kuranda INCOME	238,406.96	91,644.36
ADMINISTRATION Tourism Kuranda		
Total Tourism Kuranda Administration	95,000.00	12,473.70
PROMOTION Tourism Kuranda		
TK Comm Stake/Liaison	-	-
TK Brochure	8,000.00	-
TK Map	25,000.00	-
TK Brochure Distribution	14,445.00	1,838.18
TK Advertising Other - Cairns Post	6,000.00	-
TK Misc Promotions	500.00	-
TK Kuranda Branding/Graphic Design	2,000.00	-
TK Events & Promotions	14,000.00	426.48
TK Website & Elect Mkting	9,800.00	-
TK Industry & Media Famils	4,000.00	369.56
Memberships (TTNQ & TTT)	2,855.00	1,850.00
TK Advertising-Tourism Pub	17,000.00	160.00
TK Advertising - TVC	16,000.00	-
TK Advertising - TVC Production	2,000.00	-
TK Advertising - Radio	11,000.00	-
TK Trade/Sales Missions	9,848.00	969.37
TK PR/Media Management	6,600.00	500.00
TK Getting the Product Right	-	-
Total Tourism Kuranda Promotions	149,048.00	6,113.59
TOTAL TOURISM KURANDA EXPENDITURE	244,048.00	18,587.29
SURPLUS/(DEFICIT)	(5,641.04)	73,057.07



EO REPORT SEPTEMBER 2014

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

1. On the Barron River Kuranda ca. 1925
2. John Butler Trio playing Kuranda Amphitheatre Saturday 11 October
3. Kuranda just wouldn't be the same without a visit to the red ice-cream van
4. Awesome video of [Skyrail Rainforest Cableway](#) new Diamond view gondola
5. Celebrate the start of Spring in Kuranda today with a nice hot cuppa coffee
6. Congratulations to Cathy Harvey and all the wonderful volunteers
7. Kuranda Festival 11 & 12 October 2014
8. Thanks to Marella Brim and Gerald Hobbler for an amazing local indigenous display
9. 7th Kuranda Motorbike Show is happening again on the 4 & 5 October
10. Thanks to Farri Nooravi at Rainforest View Restaurant
11. Official Opening of the Kuranda Visitor Information Centre
12. The official opening of the brand new Centre photos
13. More photos of the official opening
14. TV presenter Brodie Harper from the Channel 9 Postcards show in Kuranda
15. Tourism Kuranda hosted a special TTNQ Travel Industry Showcase
16. Lots of happy visitors at our special Industry Event last night
17. For an awesome pizza make sure you visit Kuranda Cyber Café

AUGUST/SEPTEMBER (ONE MONTH) GOOGLE ANALYTICS

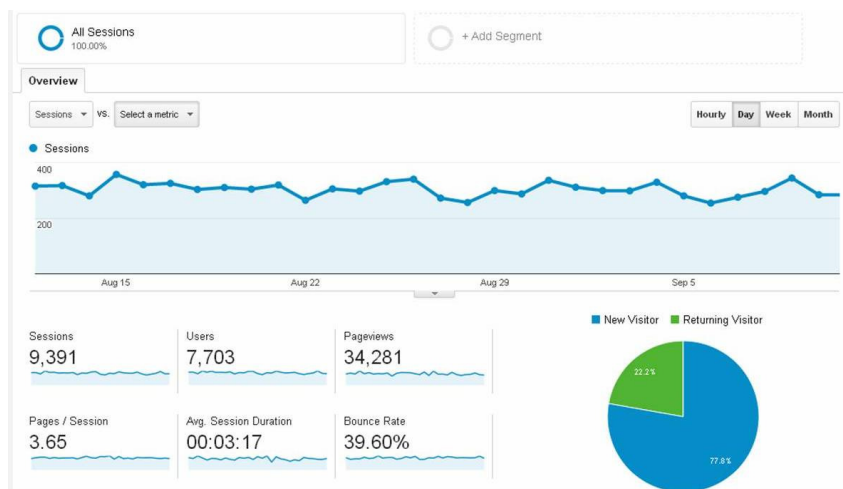
9,391 Sessions

7,703 Users

34,281 Page views

3.65 Pages/Visit

00:3.17 Avg. Time on Site



e- NEWSLETTER – The August e-newsletter was sent out on the 26th August and featured the following articles;

Tourism Kuranda Minutes
Tuesday 16 September 2014

- Kuranda Festival
- Say an arty Thanks – Janet Lloyd
- Try a Japanese Treat
- Caffeine fix with a smile – Village Vibe
- Skyrail Nature Diary
- Kuranda VIC Opening
- Cute cubby house on show at Original Markets
- Winning fashions – Just Gorgeous

My Emails > 1408 Newsletter

[Copy](#) [Resend](#)

STATUS **SENT**

Email Stats

[Printable Version](#)



Email Settings

Subject: News From Tourism Kuranda

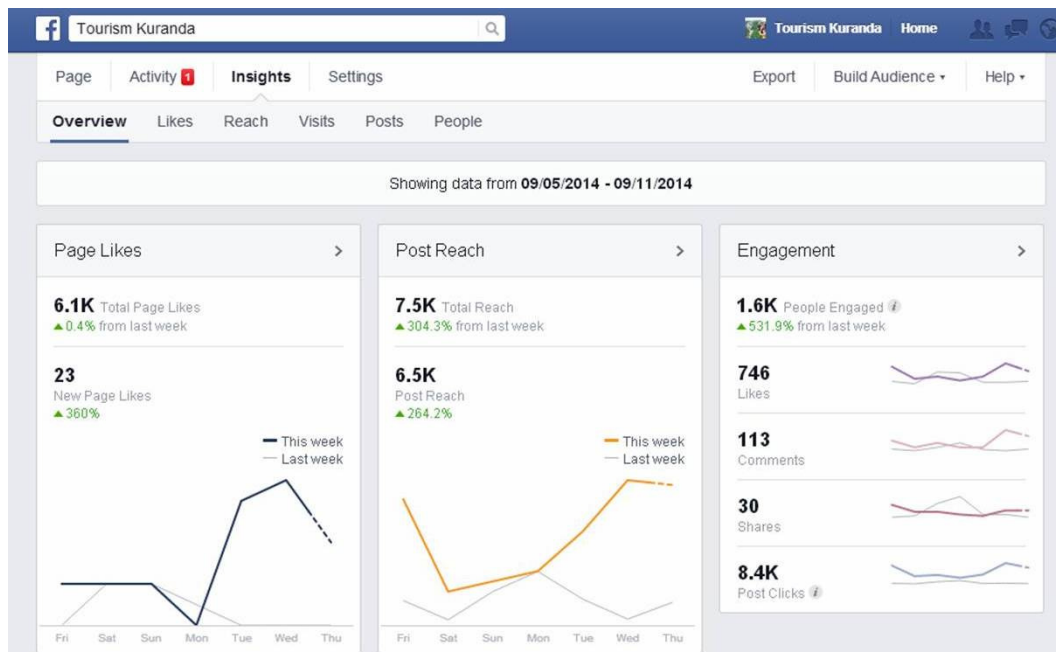
From Name: Tourism Kuranda

From Email Address: news@kuranda.org

Reply-to Email Address: news@kuranda.org

Send To Lists: [Newsletter](#)

TOURISM KURANDA FACEBOOK – Facebook data from 5th September to 11th Sep 2014



SEA FM TOURISM TALK – Fortnightly Sea FM tourism talks as follows;

- 19TH August – Kuranda Kindy Fathers Day Fete, New VIC opening, Kuranda is a great place for Fathers Day and TTNQ networking function
- 2nd September – Kuranda Festival, Henry Ross Lookout Plaque, Steiner School & Just Gorgeous – Spring carnival outfits.

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.

KURANDA FESTIVAL – Preparations are starting to come together for Kuranda Festival this year 11 & 12 October 2014.

Saturday 11th October – FREE MUSIC event in Kuranda CONFIRMED

- Free Music Concert Centenary Park from 12 noon to 4.30pm (Funky Love Tank & Timber & Wood have been confirmed) This music event will be a hook to lure people to the village prior to the John Butler Trio Concert which is being held at the Kuranda Amphitheatre on 11th October 2014

Sunday 12th October – Family Fun Day

- Poets Breakfast – peter McCabe co-ordinating - **CONFIRMED**
- Bash of the Barron River Raft Race – Raging Thunder supplying rafts **CONFIRMED**
- Free River Cruise **CONFIRMED**
- Music on the banks of the Barron River (Brian Clark will be providing entertainment)
- Enviro Care Tree Planting on the Banks of the Barron River **CONFIRMED**
- Food stalls set up on the Banks of the Barron – **EOI from Terry Pates only**
- Outside Broadcast in Centenary Park – **SEA FM**
- Jumping Castles in Centenary Park x 2 **TBA**
- The Cassoway Run **NEW** (to replace the Undie Fun Run) – Finishing artwork
- German Sausage Eating Competition – **PADDY ALL CONFIRMED**
- Circus Work Shops, Street performers, Face painters x 3 & Magic Show **CONFIRMED**
- Horse and carriage rides & Pony Rides **TBA**
- Music in Centenary Park – Koalition **CONFIRMED**

KURANDA SHOWCASE & TTNQ NETWORKING FUNCTION

The special Kuranda Showcase and TTNQ industry networking function was held on 10 September and was a huge success. It was wonderful to have lots of happy tourism partners in Kuranda to help celebrate the opening of our new centre.

There were over 60 industry representatives who attended the event with over 30 taking up the free Skyrail transfer offer and arriving in the village early to experience some of our amazing attractions prior to the event. Trans North Bus & Coach generously supplied the coach to return everyone back to Smithfield at 7pm after the event.

Thank you to the Kuranda District Chamber of Commerce and all the amazing Kuranda businesses who helped make the Showcase such a brilliant success. There were plenty of "taste of the village" on show last night and all the guests were overwhelmed with our generous hospitality and loved the friendly village atmosphere.

It was inspiring how the village came together for this event and huge thanks to the following businesses for their marvelous contribution;

- Heritage Markets
- Sweetleaf Bliss Balls
- Kuranda Cyber Café
- Rainforestation Nature Park
- Frogs Restaurant
- Petit Café
- German Tucker
- Kuranda Candy Kitchen
- Kuranda Fudge Bar & Tea Room
- Kuranda Arts Co-operative
- Djabugay Tour Guiding Corporation
- Peter Jarver Gallery
- Kuranda Hotel
- Clair Souter Gallery

- David Stacey Gallery
- Symphony 1
- Birdworld Kuranda
- Kuranda Koala Gardens
- Australian Butterfly Sanctuary
- Trans North Bus & Coach
- Skyrail Rainforest Cableway
- Mareeba Heritage Centre

It was also fantastic to have Mareeba Heritage Centre and volunteers involved in our industry showcase and it demonstrated how our two organisations can work together to promote our region and helped strengthen the relationship between TTNQ/TK/MHC and the Mareeba Shire.

The following is some feedback from Alex de Waal regarding the networking event.

Love the photos Marc,

As always you and the Kuranda team are extraordinary partners it is an absolute pleasure and privilege to be able to work with you.

Thanks again and talk soon!

Cheers Alex

Alex de Waal
Chief Executive Officer
Tourism Tropical North Queensland

KURANDA DL MAP & VISITOR GUIDE 2014/15 – Participation in the new Kuranda Map & Visitor Guide has been finalised and I am extremely happy to advise that we have a total of 69 advertisers and secured 16 new businesses for 2014/15.

New businesses for 2014/15

1. Mareeba Heritage Museum & Visitor Information Centre (back page)
2. Kuranda Foodworks (corner of Thongon & Thoree)
3. Bendigo Bank
4. Kuranda Post Office
5. Opals from the Earth
6. Tropical Gifts – Heritage Markets
7. Kuranda Arts Co-op
8. David Stacey Gallery
9. Sweetleaf Blissballs – Original Markets
10. Kuranda Trading Post
11. Trans North Bus & Coach
12. Lead BEATS Kuranda – (Original Markets – behind Honey House)
13. Cookies, Tea & Nuts (Original Markets)
14. Rainforest Mini Golf – (middle of Original Rainforest Markets)
15. Dee 8 Designs
16. Speewah Country Tavern

Business that have dropped out for 2014/15

1. Barron Falls Shuttle Bus (**closed**)
2. The Coffee Kitchen – did not want to be involved
3. Village Vibe Café – no response
4. Ian Stephens Fine Art Gallery – no response
5. Naturally Gifted – no response
6. The Kuranda Tea House – did not want to be involved
7. Kuranda Villas (**sold**)
8. Miju Rainforest Retreat (**closed**)

Artwork will be finalised weekend ending 19th September 2014

CHANNEL 9 – POSCARDS FILMING – I co-ordinated filming all day in Kuranda on 9th September with TV presenter Brodie Harper and the crew from the Channel 9 Postcards Travel Show from Melbourne. This popular travel show will go to air in Victoria in October and will provide Kuranda with some excellent domestic exposure! This wonderful coverage was co-ordinated with the assistance of Dale Flack from TTNQ and was achieved through our commitment to assist and work closely with visiting media organisations.



The above photo of Jill Melody and Brodie Harper was posted on our facebook page on Tuesday 9 September and received 42 likes and had a reach of 1,370 people.

The following businesses and locations were filmed in Kuranda;

- Skyrail Rainforest Cableway
- Just Gorgeous
- New Kuranda Visitor Information Centre
- Coondoo Main Street – Debbie Robinson playing harp
- Original Rainforest Markets
- Kuranda Village Centre
- Petit Café
- Honey House
- Australian Butterfly Sanctuary
- Heritage Markets
- Doongal Aboriginal Art & Artefacts

The following is some feedback from Jill Melody from Just Gorgeous about the filming;

Hi Marc,

Thank you for including Just Gorgeous in the Postcard show! Wow I think it will be wonderful exposure for Kuranda!! What a beautiful day it was...couldn't have been better for their trip up and everything looked great in the village. Deb playing was just wonderful. I'm excited and thankful to have been able to represent our wonderful village.

Best regards, Jill