

TOURISM KURANDA COMMITTEE MINUTES

General Meeting held **17 June 2014** at the Bottom Pub - Kuranda Hotel at **4.30pm**.

1. Welcome and Introduction

Attendees - Terry Pates, Melanie Wicks, Kevin Parise, Chris Grantham, Robert Matthews, Councillor Karen Ewin, Lisa Macalister (MSC's new Engagement Officer).

Apologies - Cathie Flambo, Adrian Pancirov, Tom Gilmore, Trish Green, Councillor Jenny Jensen.

Visitors – Helen Irwin (MSC – minute taker).

2. Confirmation of Previous Minutes – 20 May 2014

Moved – Kevin, Seconded – Mel

3. Business Arising from Previous Minutes – 20 May 2014

Responsible Person	Action	Date for Completion	Follow-up/Completion
Peter Franks	Get estimate of number of Kuranda businesses benefitting from tourism but not paying Benefited Area Levy – plus estimate of revenue this would add.	looking for calculations that were done last year	Cr Ewin
Marc	Website consultant – other options and costs.	Getting quotes, under review	Marc
Robert	Kuranda Chamber of Commerce – meeting with Council 18/06/2014. Their main focus is things that TK doesn't do, eg street beautification.	No longer required	n/a
Cr Ewin	Get info from Michael Trout about timing of water releases at Kuranda Falls.	Next meeting	Cr Ewin

4. Correspondence In -

23/5 e-mail from Yvonne Dighton QCWA Kuranda Branch requesting info about the new VIC
 26/5 e-mail from Jurg Jutzi Terra Nova Gallery – event feedback
 30/5 e-mail from Mary Naylor MSC re: new cleaning contractor
 30/5 e-mail from Evelyn Xie Tourism Australia China thanking TK for escorting ATE group
 3/6 e-mail from Dale Flack confirming The Today Show filming.
 4/6 e-mail from Ben Gale (Birdworld) congrats on the Today Show
 4/6 e-mail from Cameron at Kuranda Pharmacy – re: Vaccines
 5/6 e-mail from Colin & Annette Bradley – Kangazims re: not happy about late notification
 8/6 e-mail from Brian Clark – thanks for the Today Show exposure for the village

Correspondence Out -

21/5 e-mail to Glenys Pilat outlining TTNQ Platinum Membership
 22/5 e-mail to Kuranda business owners requesting support for trivia night
 22/5 e-mail to Peta at Raging Thunder congratulating them on 30th birthday
 28/5 e-mail to Newport re: Kuranda Trivia Night
 4/6 e-mail to the Kuranda business owners about the Today Show filming
 4/6 e-mail to all the MSC staff inviting them to Kuranda for The Today Show filming

- 4/6 e-mail to the MSC Mayor & Councillors advising them of the visit by the Today Show
- 4/6 e-mail to The Express Newspaper advising them of the Today Show visit.
- 5/6 e-mail to Capta thanking them for support the Today Show filming
- 5/6 e-mail to Colin & Annette Bradley from Kangazims explaining the short notice for filming
- 5/6 e-mail to Katherine Kokkonen – The Express Newspaper with photos of the filming
- 10/6 e-mail to Robert Matthews re: Kuranda Resort complaint

Complaints about Kuranda Resort discussed (guests had paid previous owners and this is not being honoured by new owners). New owners are not involved in the Kuranda Chamber of Commerce.

5. **Confirmation of Budget Report -**

Moved – Mel, Seconded – Chris.

Remaining funds discussed. Marc is chasing up some income still to come in. Marc's overtime and time-in-lieu discussed – in-principle agreement to pay Marc as much as possible and aim for a "0" balance end of June. To be sorted out with Mareeba Shire Council (MSC).

6. **Executive Officer Report -**

Today Show outside broadcast discussed. Marc thanked everyone involved in organising and on the day.

7. **General Business**

7.1 **2014/15 Strategic Plan and Budget**

The initial draft plan suggested TK may need to recommend to MSC an increase to the Benefited Area Levy of around 8% to cover overheads. However, after further discussion and despite the strategic planning sub-committee's findings, which remain valid in isolation of any other issues, it was recommended that TK does not ask Council to increase the levy in the coming financial year on the basis that the proposed strategic plan and budget will need to be significantly reviewed and possibly amended following investigations and feasibility of a restructure. The committee believes it can continue to deliver a reasonable level of promotional activities for Kuranda based in the current budget – albeit tight – and certainly until more is known about the future structure and alternative revenue sources.

Kevin – levy has stayed the same for 6 years and in hindsight, we should've increased it by at least the CPI each year. Marc – we are also looking at other possible income streams.

The budget has been revised to the same amount as last year. Some things in the draft budget were therefore reduced eg TV and event advertising budgets.

The revised budget and strategic plan were adopted unanimously and it was agreed to keep the levy at the current rate next financial year.

7.2 **Turning on the falls**

Stanwell used to release water each morning when tourists were arriving. Now not doing this, although some is released for rafting. Perhaps they could turn the falls on for a time such as Sunday afternoon that we could promote. Suggestion – find out when it gets turned on for the rafting. Cr Ewin to talk to Michael Trout about.

8. **Other Business:**

Marc – DerTour is a German group of travel agents coming tomorrow. German tourists stay longer than the average and explore outside the central tourist spots a lot more.

Also, Townsville Show is the following weekend. Prizes organised for giveaways and social media campaign. The Show goes from Friday night to Monday. The area is an important self-drive market.

Launch of Strategic Plan and budget? Mel might present at a Council workshop or meeting.

9. **Next Meeting: proposed for Tuesday, 15 July, 2014, Meeting Closed: 5:25 pm**

10. **Supporting Documents**

Executive Officer's Report,
Profit and Loss Statement.



EO REPORT JUNE 2014

ANNUAL LEAVE – I took one week annual leave during the month.

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

1. China Famil in Kuranda.
2. Kuranda Roots Festival
3. Happy 30th Birthday Raging Thunder
4. New B&B in Speewah
5. Kuranda Trivia Night – Port Douglas
6. Emma Freedman coming to Kuranda
7. Emma Freedman on the Barron River
8. The Today Show filming in the village – next Honey House
9. Thanks to all the locals who supported the Today Show filming
10. Kuranda VIC update

MAY/JUNE (ONE MONTH) GOOGLE ANALYTICS

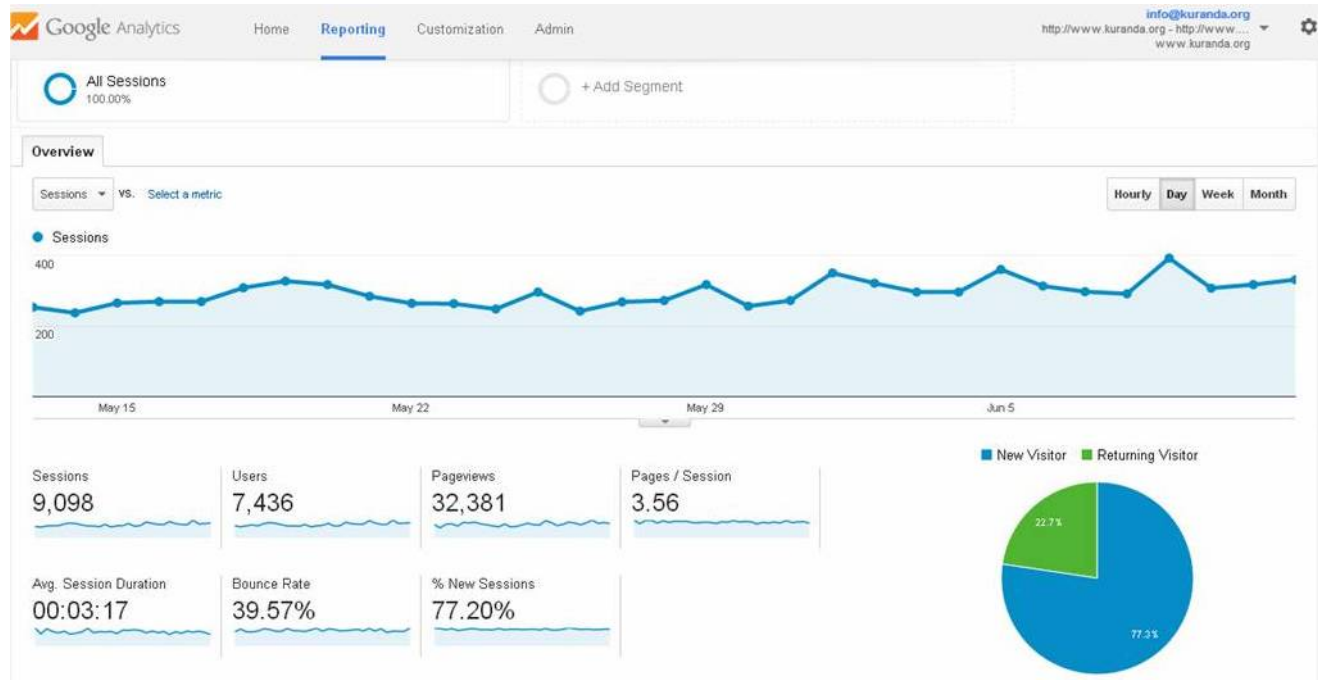
9,098 Sessions

7,436 Users

32,381 Page views

3.56Pages/Visit

00:3.17 Avg. Time on Site



PORT DOUGLAS TRIVIA NIGHT 2014 – Tourism Kuranda joined forces again with Reef & Rainforest Connections, Skyrail Rainforest Cableway, Kuranda Scenic Railway, Kuranda Koala Gardens and Birdworld Kuranda and held our annual Trivia Night in Port Douglas on Thursday 29th May 2014. The following Kuranda business owners provided prizes for this special event. I invited Boyd Robertson from Newsport Online News (ex

Mareeba Express) to the trivia event and we received some great media exposure - <http://www.tourismportdouglas.com.au/Tourism-trivia-night-thanks-Douglas-agen.11470.0.html>

1. Kuranda Riverboat
2. Ceti Bath Soaps
3. Emu Ridge Gallery
4. Kuranda Hotel
5. Frogs Restaurant



NEW B&B – On the 24th May I attended the launch of a new B&B in Speewah called Ronday Voo. It is a brand new accommodation property situated on 5 acres. They have also launched a new website and facebook page promoting the B&B and are very keen to get involved with some of our marketing activities and advertising in our DL Map and on the Kuranda.org website.

SEA FM TOURISM TALK – I now have a regular Kuranda Tourism Talk at 7.05am every Tuesday morning.

THE TODAY SHOW RECCI – I spent Wednesday 4th June in Kuranda with the producers of the Today Show and Emma Freedman co-ordinating some pre-footage of Kuranda for the live broadcast the following day. They took footage of the Kuranda Scenic Train arriving into Kuranda, guided tour aboard the Kuranda Riverboat and I also took them down to the Barron Gorge. I took the producers to a number of possible filming locations including The Original Kuranda Markets, Heritage Markets and Centenary Park. As most of the live filming involved the local attractions they decided to set up their satellite dish near Koala Gardens & Birdworld Kuranda.



THE TODAY SHOW LIVE – The Today Show filmed live from Kuranda village on Thursday 5th June from the Heritage Markets. Adrian Pancirov – Heritage Markets was able to co-ordinate all the stall holders to be at the Markets by 6.00am for filming. Big thanks to Terry Pates who provided a free breakfast for all the stall holders. The Heritage Markets were open at 5am for the set up and live filming started at 6am.

The following is a brief outline of filming activities.

6.00am – Welcome to the village (talking about Kuranda Markets with Ulysses Stilt walker and happy stall holders). Footage of Skyrail & Train shown

6.30am – Trish Green (Honey House) Bee Hive opening and talking about locally grown honey in the region.

- 7.00am – Kuranda Koala Gardens (Emma held Koala - local KDSC student captains to hand feed the Kangaroos with Emma)
- 7.30am – Birdworld Kuranda – (Emma hand feed the birds who will be surrounded by very hungry birds in the open air aviary.
- 8.00am – Pamagirri Dancers from Rainforestation performed with local entertainer Danny Simony dressed as a Butterfly Catcher.
- 8.30am – Australian Butterfly Sanctuary – live feed from the heart of the ABS

We have been working closely with Dale Flack at (TTNQ) for a number of months now to secure this type of exposure for Kuranda and as we were able to bring it together quickly ensured our involvement. The Today Show producers advised me that the cost of this type of filming was approx \$25K and the commercial value for the 16 minutes of National Exposure for Kuranda was valued at \$2M.

I also put a call out to all the Kuranda locals to attend and organised free entry into Birdworld Kuranda, Kuranda Koala Gardens & Australian Butterfly Sanctuary for all locals.

Big thanks to all the Kuranda business owners, locals, Kuranda SES and all the school children who turn up on the morning for the Today Show filming and helped showcase Kuranda village.



TOURISM AUSTRALIA FAMIL – I hosted a famil in Kuranda on the 1st June for Ms Sumaira Kabir, Business Development Trainer, Tourism Australia - India who was on a familiarisation to learn more about our region and experience products to help her promote destinations and products in the Indian market and to the Indian travel trade. We visited Birdworld, Koala Gardens and The Australian Butterfly Sanctuary and I gave her tour of the Heritage and Original Markets.

DERTOUR VISIT – I was contact by Elizabeth Webb from TTNQ during the month who requested our support to help welcome a group of German travel agents to the village.

There are 60 VIP German travel agents from DerTour visiting Kuranda on the 18th June; these agents will be accompanied by Tourism Events Queensland, TTNQ, Qantas, Tourism Australia and management of DerTour so total numbers will be around 75 passengers.

The group has a very tight schedule, but they have included a quick trip to Kuranda with Kuranda Scenic Rail and Skyrail Rainforest Cableway.

TTNQ have advised that the group doesn't have time to explore the village and was wondering if TK would like to organise a Kuranda welcome party at the Skyrail Kuranda Terminal with a few stalls, entertainment, as the passengers arrive from Skyrail etc..

I am currently working with a number of local business owners to provide some entertainment and some tastes of the village for this important group.

LOCAL SALES CALLS – I spent 4 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.

TOWNSVILLE SHOW – I am working closely with TTT to help co-ordinate our joint Kuranda & Atherton Tablelands booth at the Townsville Show this year. We have had some wonderful response from local businesses that are supporting the show with prizes etc.. We have about \$4,000 in prizes donated from Tablelands businesses and TK will co-ordinate a facebook competition using all the prizes to secure lots of new facebook likes – a small investment for some excellent returns.

e- NEWSLETTER – The May e-newsletter was sent out on the 23rd May and featured the following articles;

1. Easter was a great success
2. Kuranda shines at ATE
3. Baby Ulysses emerge
4. Skyrail's nature diary
5. Sea FM Tourism Talk
6. Volunteers thanked

TOURISM KURANDA
INCOME & EXPENDITURE STATEMENT

	BUDGET 2013/14	ACTUALS Feb-14
Tourism Kuranda INCOME		
KVPP Advertising Contributions	47,500.00	3,536.35
Benefited Rate Contribution	190,498.00	188,599.60
Sundry Revenue	6,000.00	6,000.00
Surplus B/F approved	-	-
TOTAL Tourism Kuranda INCOME	243,998.00	198,135.95
ADMINISTRATION Tourism Kuranda		
Labour - Marc Sleeman 36.25hrs per week	43,942.00	63,713.23
Stationery, Printing and Copying	-	167.70
Telephone Charges (Telstra)	360.00	260.73
Sundry Expense	47,698.00	-
Rent & Electricity	-	3,913.04
Total Tourism Kuranda Administration	92,000.00	68,054.70
PROMOTION Tourism Kuranda		
TK Comm Stake/Liaison	-	985.50
TK Brochure	8,500.00	8,272.73
TK Map	24,000.00	-
TK Brochure Distribution	16,488.00	9,651.82
TK Advertising Other - Cairns Post	6,000.00	3,375.00
TK Misc Promotions	-	464.69
TK Kuranda Branding/Graphic Design	-	1,000.00
TK Events & Promotions	43,708.00	12,369.13
TK Website & Elect Mkting	17,485.00	2,921.82
TK Industry & Media Famils	4,500.00	-
Memberships (TTNQ & TTT)	-	4,927.27
TK Advertising-Tourism Pub	-	6,600.45
TK Advertising - TVC	11,000.00	11,489.00
TK Advertising - TVC Production	2,000.00	110.00
TK Advertising - Radio	11,000.00	5,500.00
TK Trade/Sales Missions	6,000.00	1,422.00
TK PR/Media Management	-	3,500.00
TK Getting the Product Right	-	76.36
Total Tourism Kuranda Promotions	150,681.00	72,665.77
TOTAL TOURISM KURANDA EXPENDITURE	242,681.00	140,720.47