

TOURISM KURANDA COMMITTEE

Minutes

Tuesday, 17th October 2017 at the Tourism Kuranda Office at **4.30pm**

1. Welcome and Introduction

Attendees – Kahlia Pepper (EO TK), Angela Freeman (Koala Gardens/Birdworld), Lenore Wyatt – Chair (MSC), Cathy Harvey (KVIC), Terry Pates (Frogs), Peter Danford (Cedar Park), Cathie Flambo (Australian Bush Store), Adrian Pancirov (Heritage Markets), Trish Green (Honey House), Susan Parson (MSC).

Apologies – Chris Grantham (Rainforestation), Adam Letson (Skyrail), Craig Crawford (member for Barron River).

Visitors – Nil

2. Confirmation of Previous Minutes - September 2017. **Moved** Terry Pates, **seconded** Angela Freeman.

3. Business Arising from Previous Minutes

- Induction to be held at next meeting 4.15pm

ACTION ITEMS – SEPTEMBER

Responsible Person	Action	Date for Completion	Follow-up/Completion
Kahlia Pepper/Peter Danford	Set up meeting with accommodation operators.	Next meeting	Ongoing
Kahlia Pepper	Get quotes from local photographers.	Next meeting	Ongoing
Susan Parsons	Project to put CCTV in Therwine St and Park to be developed.	Next meeting	Ongoing
Angela/Susan	Amend signage distances on Jum rum. To council for follow up.	Completed	Completed
Kahlia Pepper	Letter to Craig Crawfords office to follow up on past Action items.	Completed	Completed

4. Correspondence In/Out:

Located at the end of EO Report.

5. Confirmation of Budget Reports

Report to September 2017 included below. **Moved** Terry Pates. **seconded** Angela Freeman.

6. Executive Officer Report

Provided at the meeting, included below. **Moved** Peter Danford. **seconded** Adrian Pancirov.

7. General Business

- Introductions to small accommodation operators and accommodation group. EO to call local accommodation operators and invite them to an accommodation operators' meeting if required. To discuss TK role and use of the levy with current marketing activities, and their opportunity for participation e.g. collaborative marketing, social media, website links, role of KVIC and brochure display. Develop info sheet.
- Accommodation of EO. Proposed move to library confirmed. CEO advised cost to move will be coming from TK Budget – approx. \$5,000. Susan Parsons to report TK committee concerns to MSC. Invite CEO to attend next meeting.
- Kuranda Visitor App. For discussion next meeting.
- Best of Queensland campaign. Angela to forward information to committee.
- Cathie Flambo asked if visitor stats were available for Kuranda. Kahlia to follow up.

9. **Next Meeting:** Tuesday 21st November. 4:15pm Tourism Kuranda Office. Volunteer Induction.

10. Supporting Documents

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

11. Meeting closed 5.40pm.

ACTION ITEMS – OCTOBER

Responsible Person	Action	Date for Completion	Follow-up/Completion
Kahlia Pepper/Peter Danford	Call local accommodation operators to discuss TK role and opportunities. Set up meeting with accommodation operators and upgrade information flyer.	Next meeting	Ongoing
Kahlia Pepper	Get quotes from local photographers – drone, video and stock shots.	Next meeting	
Susan Parson	Feedback to MSC re TK office moving costs. Invite CEO to next meeting.	Next meeting	
Kahlia Pepper	Kuranda App.	Next meeting	
Kahlia Pepper	Acquire visitor stats to Kuranda.	Next meeting	
Angela Freeman	Best of Queensland campaign. Information to be sent to committee.	Next meeting	
Craig Crawford	To follow up with QR regarding contributions towards TK.	Next meeting	Ongoing

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

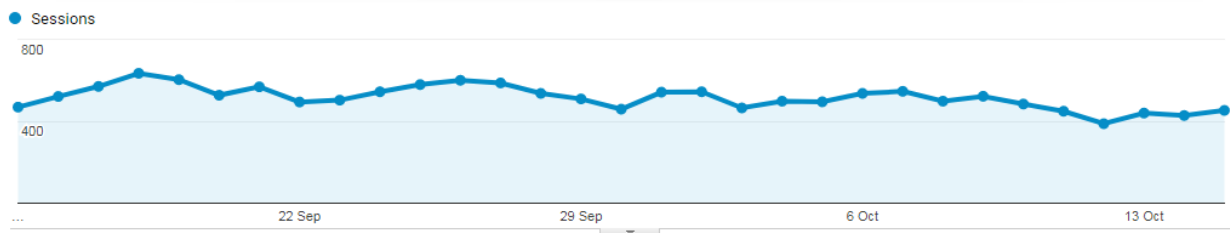
	BUDGET 2017/18	ACTUALS	YTD Variance
	\$		
<u>INCOME</u>			
Tourism Kuranda Advertising Contributions	36,500.00	761.30	35,739
Benefited Rate Contribution	210,566.18	101,589.73	108,976
Sundry Revenue	-	-	0
Surplus Carry Over 2016/17	4,934.25	4,934.25	0
	252,000.43	107,285.28	144,715
<u>ADMINISTRATION COSTS</u>			
Total Administration Costs	98,800.00	16,726.96	82,073.04
<u>PROMOTIONAL COSTS</u>			
A4 Brochure	8,300.00	-	8,300
Map & Visitors Guide	29,500.00	2,963.83	26,536
Brochure Distribution	16,828.00	4,602.27	12,226
Kuranda Festival Event	20,000.00	-	20,000
Kuranda Easter Event	19,638.00	-	19,638
Social Media Management	13,000.00	2,400.90	10,599
Industry Famils & Presentations	4,000.00	83.73	3,916
Tourism Kuranda Memberships	1,000.00	930.00	70
Adv Pre & Post Tourism Publications	7,500.00	1,200.00	6,300
Tradeshows & Sales Missions	19,000.00	850.00	18,150
Public Relations Management	5,800.00	1,500.00	4,300
General Advertising	4,000.00	205.45	3,795
Total Promotion costs	148,566.00	14,736.18	133,829.82
TOTAL ADMIN AND PROMOTION COSTS	247,366.00	31,463.14	215,902.86
SURPLUS/(DEFICIT)	\$ 4,634.43	\$ 75,822.14	-\$ 71,187.71



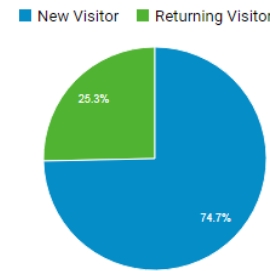
EO REPORT OCTOBER 2017

WWW.KURANDA.ORG GOOGLE ANALYTICS 15th September to 15th October 2017

- Sessions – 15,991, Users – 12,548, Page Views – 46,756, Pages/Visit – 2.92



Sessions 15,991	Users 12,548	Page Views 46,756
Pages/Session 2.92	Avg. Session Duration 00:02:40	Bounce Rate 49.33%
% New Sessions 74.54%		

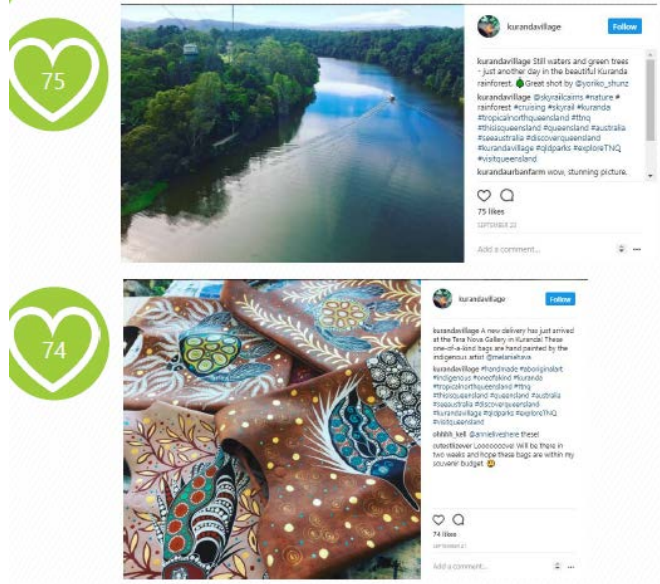


Country	Sessions	Page Views	contribution to total: Page Views
	15,991 % of Total: 100.00% (15,991)	46,756 % of Total: 100.00% (46,756)	
1. Australia	11,623	72.33%	
2. United States	1,034	6.77%	
3. United Kingdom	613	4.09%	
4. India	249	1.32%	
5. Canada	246	1.45%	
6. Germany	233	1.65%	
7. New Zealand	229	1.60%	
8. Japan	184	0.98%	
9. Hong Kong	165	1.20%	
10. Netherlands	110	0.69%	

SOCIAL NETWORKS [Facebook, Instagram, Twitter] - TK posts for the month as follows;

- Searching for genuine hunger buster, German Tucker Wursthouse
- New delivery has just arrived at Terra Nova Gallery
- Still Waters and Green trees- just another day in beautiful Kuranda.
- Ditching the coats and celebrating the warmer weather in Kuranda with these beauties. Butterfly @ ABS

- If you have a sweet tooth, we have the cure for you. Kuranda Candy Kitchen
- Count down the days until Aussie Royalty visit Kuranda. Midnight Oil and bus transfers
- Hang in there, it's nearly the weekend! Koala photo @ KKG
- Looking for a romantic weekend escape? Grand Barron Lodge
- Join Kuranda Riverboat this Sunday 8th October. Scottish singers
- We agree with you @caitlinwilliams! It's hard to go past the best crepes in FNQ. Petit Café Kuranda.
- We live in such a beautiful place in Kuranda! Kuranda Rainforest Journeys Video
- WIN ALERT! Our very own Kuranda VIC was overall Winner at the QLD information Awards
- Just one of the colorful characters you might bump into at Kuranda. Photo @ABS
- Walk through the rainforest, sit for a while and enjoy the serenity at Kuranda's Jum Rum Creek Walk.



Performance for Your Post

1,460 People Reached	
486 Video Views	
40 Reactions and Comments	
34 Like	
2 Love	
5 Comments	
80 Post Clicks	
0 Link Clicks	80 Other Clicks

E-NEWSLETTER – The October newsletter will be in November EO report.

TEQ & TTNQ MEDIA & TRADE FAMILIARISATIONS – During the month we hosted the following trade and media famils in Kuranda village:

29th September - NZ Kia Ora Magazine Media

Cameron Officer is writing a travel piece on Tropical North Queensland for the January issue of the Kia Ora Magazine NZ, Air New Zealand's Inflight Magazine. Journalists writing for this publication are quite rare so Kuranda jumped at this opportunity. He experienced a good 3 hours in Kuranda visiting all markets and wildlife attractions.

11th October - Jin Air Korean Trade Famil

6 Korean wholesale staff and 2 Jin Air staff. This was a great opportunity for our region to showcase the products on offer and make the connections to a stockholder of 12 charter flights from Seoul, in December 2017 and January 2018.

16th October - Corroboree West Trade Famil

17 Aussie Specialists from the USA and Brazil. Through this familiarisation visit, the Aussie Specialists got insight of Kuranda Village, enhancing their ability to promote and sell TTNQ and Kuranda packages. They experienced ABS and quick look at markets before doing the KSR.

SUMMARY OF ACTIVITY

- With the Kuranda Festival cancelled it is so very important to increase TK's brand awareness still so we did a TVC advertising campaign with all CH 7 channels (7 Cairns, 7 Mate Cairns, 7 Two Cairns) between 24th September to the 2nd October. This in hope captured the attention of local residents and the influx of Domestic tourist and visiting friends and relatives who have come up to Cairns for School Holidays and Elton John Concert.
- Tourism Australia launched a brand campaign "YOUR BEST SHOTS IN AUSTRALIA" partnering with the biggest photo edit/sharing app in China- Meitu, to capture China consumers who have been to Australia/Cairns who are going to travel during the Golden weeks (1st Oct- 14th Oct 2017). It's to encourage Chinese visitors to take part in this Australia photo contest, given them the chance to edit their own photos and share them with their peers in Wechat Moment, winning prizes. Tourism Kuranda expressed their participation in this Campaign in hope to get great exposure on our destination without putting any money. A flyer was created and printed and put in locations around the village including Barron Falls, KVIC, Kuranda signs at Centenary Park and Near Train station and Toilets. Other Local Attractions also participated.



- Meeting Rob Richardson NQ Locations re: Photos/Videos for Kuranda Tourism
- Hosted Kia Ora Magazine Famil 29th Sept
- Meeting Kuranda Rainforest Journeys 3rd Oct
- Attended QLD Tourism Marketing Initiative conference 4th Oct
- Email introduction sent out to all Kuranda Businesses and Accommodation locations 5th October
- Tourism Kuranda Strategic Plan meeting with Susan 9th Oct
- Tourism Kuranda Accommodation discussion 9th Oct
- Meeting Bronwyn Editor at The Advertiser 9th Oct
- ATE 2018 Application Submission 10th Oct
- Hosted Jin Air Korea Trade famil 11th Oct
- Kuranda Visitor Info Centre Monthly Meeting 11th Oct
- Attended TTNQ/TA Networking function, Shangri-La 12th Oct
- Meeting Amanda & Julie from the Advertiser. Advertising Opportunities 16th Oct
- Hosted Corroboree West Trade famil 16th Oct
- Meeting with Racheal from The Dirty Apron regarding TK Social Media opportunities 17th Oct

Correspondence In/Out:

20/9 e-mail from Cheryl Everhart Aladdin Travel re: Group visit to Kuranda
21/9 e-mail from Anne Becirevic TEQ re: Educational opportunity - France Aussie Specialists
21/9 e-mail from Sophie Dream State Entertainment re: School holiday entertainment
22/9 e-mail from House Call a Doctor re: Website advertising
25/9 e-mail from Danielle Spillett TTNQ re: Media Scottish Rugby World Cup team visit to Kuranda
26/9 e-mail from Anne Becirevic TEQ re: Educational opportunity Corroboree Trade USA/Brazil Agents
26/9 e-mail from Becca Doktan re: Educational media opportunity - Kia Ora Magazine
26/9 e-mail to/from Hope Pulis Kuranda Fudge Bar re: Scottish Rugby Team visit to shop end Oct
26/9 e-mail from/to Bronwyn Wheatcroft The Advertizer re: Editorial about new EO and vandalism
27/9 e-mail to/from Cathy KVIC re: Signage Survey
29/9 e-mail to/from Trish Blackburn Australian Tourist Publications re: Welcome to Cairns publication
2/10 e-mail from Rachel Wilson The Dirty Apron re: Social Media Opportunities for Tourism Kuranda
3/10 e-mail from Robert Crookes Woree SHS Marching Band re: request to use to perform at park
3/10 e-mail from Amy Fastrack re: Digital Marketing Performance Monthly Report for AUG & September
4/10 e-mail to/from Violet Tian TEQ China re: Tourism Australia FY1718 Brand Campaign
5/10 e-mail to Lilly Local Tourism Network re: Updating our Kuranda listing
5/10 e-mail from Steph Bartram Pak Mag re: request meeting for advertising opportunities
6/10 e-mail to Liz Inglis re: Advised that will be creating a new template for TK E-newsletter
6/10 e-mail from Cheryl Kelly ATEC re: Inbound up North seller update
9/10 e-mail from Becca Doktan TTNQ re: Educational opportunity - German ASP Trade
11/10 e-mail from Amy Fastrack re: Social media content for October
11/10 e-mail to TTNQ re: RSVP attending International Market Briefing – Cairns
11/10 e-mail to TTNQ re: RSVP attending China Industry Update briefing – Cairns
12/10 e-mail from Sarah Palmer TTNQ re: Best of Queensland Experiences presentation information
12/10 e-mail from Tim Cobain Southern Cross Austereo re: Advertising opportunities
13/10 e-mail to Callum Mack Australian Tourism Data Warehouse re: Introduction and opportunities
16/10 e-mail from Liz Inglis re: E-newsletter content for October