

TOURISM KURANDA MINUTES

of the Committee meeting held
Tuesday, 17 November 2015 at the Tourism Kuranda Office at 4.30pm.

1. **Welcome and Introduction**

Attendees - Melanie Wicks (Chair), Cathy Flambo (Australian Bush Store), Adam Letson (Kuranda Skyrail), Adrian Pancirov (Kuranda Heritage Markets), Chris Grantham (Rainforestation & Butterfly Sanctuary), Susan Parsons (MSC), Marc Sleeman (TK EO), Cr Karen Ewin, Catherine Harvey (MSC) Cr Jenny Jensen, Trish Greene (Kuranda Honey House), Peter Danford (Cedar Park Resort)

Apologies - Cr Tom Gilmore, Craig Crawford, Angela Freeman, Terry Pates

Visitors -

2. **Confirmation of Previous Minutes – Tuesday 20 October 2015**

"That the minutes of the previous meeting of 20 October 2015 be accepted as true and correct"

Moved: Trish Greene Seconded: Mel Wicks

3. **Business Arising from Previous Minutes**

ACTION ITEMS

Responsible Person	Action	Date for Completion	Follow-up/Completion
Marc Sleeman	Maximise TV Advertising budget with Media broker	Ongoing	February
Marc Sleeman	Draft letter to council to thank them for financial support of Kuranda Festival and look forward to continued support in 2016	20 November	
Marc Sleeman	Letter to Brian Clarke (riverboat) acknowledging services to Kuranda	Ongoing	
Marc Sleeman/Peter Danford	Accommodation group contacted	completed	
Marc Sleeman/Susan Parsons	TTT. Marc to be invited to attend TTT AGM	Completed	
Susan Parsons	CEO to clarify Marc Sleeman's role to be focussed on TK, if opportunity arises to benefit MSC, he can also work on that.	completed	

4. Correspondence In:

- 27/10 e-mail ATE16 Seller Applications closing reminder
- 27/10 e-mail from Alice Chang re: accommodation meeting
- 28/10 e-mail from Living in Cairns – Filming Request
- 29/10 e-mail from Luan Murat Kuranda Homelessness Research Project
- 31/10 e-mail from AAT Kings re: Kuranda Envirocare
- 31/10 e-mail from JTB requesting images for new guide book
- 3/11 e-mail from Hannah Wattel re: river walk sign
- 7/11 e-mail from Sophie McGrath – Dream State Circus – busking proposal
- 9/11 e-mail from Natasha Srhoj Mareeba Chamber photo request
- 12/11 e-mail from Hannah Wattle re: Indigenous art involvement proposal
- 13/11 e-mail from John Robinson re: Late afternoon visitors to Kuranda

Correspondence Out:

- 28/10 e-mail to TK committee re: Sea FM radio interview
- 28/10 e-mail to Living in Cairns RE; filming request
- 9/11 e-mail to Kuranda business owners re: Discover
- 9/11 e-mail to Herman Soenario re: music CD example for Kuranda
- 10/11 e-mail to Kuranda business owners re: KSR closures reminder
- 11/11 e-mail to Emma Duncan re: Sea FM radio plug
- 11/11 e-mail to Kuranda Shuttle re: Remembrance Day

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

Moved: Mel Wicks Seconded: Chris Grantham

Confirmation of MSC corporate credit card expenditure – approved Melanie.

6. Confirmation of Executive Officer Report

Moved: Mel Wicks Seconded: Trish Green

7. General Business

1. **TTT AGM.** Susan reported that Marc Sleeman was to be invited to the AGM on 1st December. It was noted that there was no representative of Kuranda since Rob Matthews resigned. Marc Sleeman to talk to Brian Clarke.
2. **Touring Australia.** The committee decided not to proceed this year.
3. **Plastic Bags.** To be referred to Chamber of Commerce as a possible initiative through Kuranda Businesses.
4. **Hug a Volunteer Day.** If time permitted organise T shirts to be printed in conjunction with International Volunteers Day (5th December), and worn in the lead up to the day. Media opportunity.
5. **Sign to Riverwalk.** Marc Sleeman to send email to Council requesting this be done.
6. **Dream State Circus.** Asking for support from TK for council to review busking policy to include circus performances. Susan Parsons and Karen Ewin to follow up on amending policy.
7. **Kuranda DL Maps.** Will last to end January. Marc Sleeman to start new map December 1 and to look at a couple of different options
8. **Passport to Cairns.** Marc Sleeman to send out more information to the committee with discounted advertising prices.

8. **Next Meeting:** proposed for Tuesday 15th December 2015 at 4:30pm

ACTION ITEMS

Responsible Person	Action	Date for Completion	Follow-up/Completion
Marc Sleeman	Talk to Brian Clarke regarding TTT board	Before 1 st December	
Marc Sleeman	Hug a Volunteer Day – produce T shirts and invite media	5 th December	
Susan Parsons/Karen Ewin	Follow up with Busking Policy amendments.	prior to council elections	
Marc Sleeman	Letter to council	15 th December	
Marc Sleeman	New DL Brochure	End January 2016	
Marc Sleeman	Maximise TV Advertising budget with Media broker – invite options from brokers to pitch to committee	February meeting	
Marc Sleeman/Peter Danford	Kuranda accommodation group meeting - Riverboat trip famil to be organised.	Ongoing	10 th December
Marc Sleeman	Provide options for sourcing social media consultant	February Meeting	
Marc Sleeman	Contact council re River Walk signage	asap	
Susan Parsons/Cr Ewin	Follow up on busking policy amendments for Circus acts	asap	

TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT to October

	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	28,913.48
 <u>PROMOTIONAL COSTS</u>		
A4 Brochure	8,500.00	-
Map & Visitors Guide	24,000.00	5,573.18
Brochure Distribution	15,000.00	4,491.55
Kuranda Festival Event	25,250.00	6,632.48
Kuranda Easter Event	25,250.00	-
Social Media Management	17,000.00	138.74
Industry Famils & Presentations	4,000.00	263.09
Tourism Kuranda Memberships	1,155.00	900.00
Adv Pre & Post Tourism Publications	19,000.00	1,890.00
Tradeshows & Sales Missions	11,500.00	3,455.67
Public Relations Management	5,000.00	1,500.00
General Advertising	1,000.00	-
Total Promotion costs	156,655.00	24,844.71
 TOTAL ADMIN AND PROMOTION COSTS	251,298.00	53,758.19
 SURPLUS/(DEFICIT)	\$ 2,024.00	\$ 56,558.36

EO REPORT NOVEMBER 2015

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

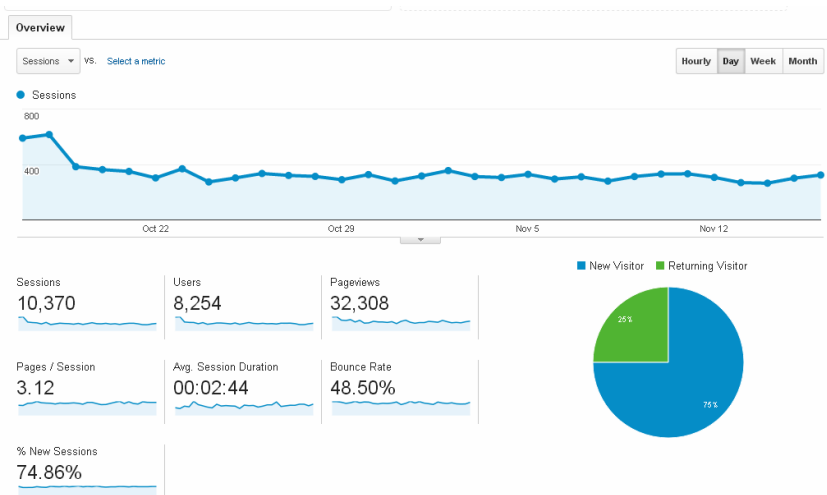
- 48 Hours in Kuranda
- Congratulations Cathy Harvey – HJall of Fame award
- Royal Caribbean Cruise Media
- Urban Street Art
- Lest we forget
- Wildlife Yoga (1,485 reach – best post for the month)
- Special Presentation at the KVIC
- Stand behind the yellow line

INSTAGRAM & TWITTER posts for the month

- Frogs Tasting Plate
- What's trending (reposted by Cairns Post)
- Urban Art
- Royal Caribbean Cruises (reposted by TTNQ)
- Lest we forget
- Wildlife Yoga in Kuranda
- Stand behind the yellow line

OCTOBER/NOVEMBER 2015 (ONE MONTH) GOOGLE ANALYTICS

Sessions – 10,370 Users – 8,254 Page Views – 32,308 Pages/Visit – 3.12



LOCAL SALES CALLS – I spent 2 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.

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

- Music and Colour Event
- New Yoga Space
- New Restaurant – Miss Saigon
- KVIC TTNQ Award
- Lest we forget

TIME OFF – During the month I took 7 days off work.

KURANDA RIVERBOAT MEETING - During the month I had a meeting with the Cathy Harvey and the new owner of the Kuranda Riverboat, Melissa Clinton. We discussed co-operative advertising opportunities and provided her with a list of potential contacts for package opportunities with her product. This included some of our local travel agents and local tourism operators.

DOWN UNDER TOURS (INFINITY AGENT GROUP) – On the 27th October I met up with a domestic Infinity Travel agent group being hosted by John from Down Under Tours. I showed them through the Kuranda Visitor Information centre and provided them with an overview of our two different brochures and a brief product presentation.

ATE REGISTRATION – As per our 2015/16 strategic plan I submitted a detailed application to attend ATE 2016 which will be held in May on the Gold Coast. This application outlined some of the international media and trade activity we have been involved with over the last 12 months and included;

- **DERTOUR VISIT** - We welcomed 60 German travel agents from DerTour in Kuranda on. This group was also accompanied by Tourism Events Queensland, TTNQ, Tourism Australia and management of DerTour.
- **UK MEDIA VISIT** – On 14 October 2014 we hosted a media film shoot with Jonathan Phang who is a celebrity chef from the UK.
- **ATEC INBOUND UP NORTH** – We attended the ATEC Inbound Up North event on the 23rd & 24th October 2014 and it was an excellent opportunity re-connect with these important inbound agents.
- **HAINAN BEAUTY CONTEST (TV show) CHINESE MEDIA VISIT** – On the 20th October 2015 Tourism Kuranda hosted a TEQ / Supermission - Hainan Beauty Contest in Kuranda village.
- **ATEC SHOWCASE SYDNEY** – We attended the ATEC – TNQ Showcase in Sydney on the 3rd February 2015 and met with some of the leading Eastern & Western inbound agents.
- **TOURISM AUSTRALIA / TEQ FAMIL** – On Sunday 17th May 2015 we hosted a special media visit from Coast Radio NZ who will be launching an NZ Winter Campaign in Auckland and around NZ in June.
- **HUFFINGTON POST MEDIA FAMIL** – On Friday 22nd May 2015 we hosted a media famil in Kuranda for Chris Kompanek from the Huffington Post USA as part of a TEQ media visit.
- **SILKAIR FAMILS** – On Sunday 31st May we hosted 2 special media and trade visits from Singapore who were in our region for the launch of SilkAir inaugural direct flights from Singapore to Cairns.
- **ATE 2015** – TK attended the ATE from Sunday 21st to 25th June 2015 which was held in Melbourne.
- **SILKAIR/KNECHT REISEN, SWISS TRADE FAMILIARISATION** – On the 1st September 2015 we hosted 10 agents who were in region as part of a SilkAir/Knecht Reisen, Swiss Trade familiarisation.
- **BIGGEST & BEST EVER EUROPEAN MEDIA INITIATIVE - TNQ FOCUS** – On the 10th September we hosted two TEQ Media Group which were in our region as part a “Queensland on Stage” Mega Media Event.
- **HOLIDAY & LIFESTYLE TRAVEL MAGAZINE** – On 12th September 2015 we hosted a familiarisation for Richard Kerler, Editor-in-Chief for HOLIDAY & LIFESTLYE Magazine **from German**.
- **AIR NEW ZEALAND INDUSTRY FAMILS IN KURANDA** – On Sunday 20th September 2015 we hosted a TTNQ / Air New Zealand travel industry familiarization for 15 agents.
- **ATEC IUN 2015** – We attended ATEC IUN annual event from the 21 to 23 October 2015 on the Atherton Tablelands.

KURANDA VISITOR INFORMATION CENTRE – During the month I attended the monthly volunteer meeting at the KVIC and provided everyone with an overview of our activities.

SPECIAL AWARDS PRESENTATION – On the 11th November I attended a special presentation in at the KVIC where Beverley Adamson one the longest serving volunteers at the KVIC received the TTNQ Hall of Fame Award from Mayor Tom Gilmore for visitor services and information on behalf of all staff and volunteers at the centre. Congratulations to Cathy Harvey, Beverley Adamson and to the amazing volunteers at the Kuranda VIC who all help make a difference to the visitor experience in the village. This is fantastic recognition for our visitor information centre and it was great to have Cr. Allan Holmes, Cr. Karen Ewin and Cr. Mary Graham at the presentation to help support our wonderful volunteers who all make a valuable contribution to tourism in our region every day!

NEWS CORP AUSTRALIA TOURISM INNOVATION CONFERENCE – On Friday the 6th November I attended the inaugural News Corp Australia Tourism Innovation Conference which had a very strong focus for people wanting the key to innovation. The clear message I took away from the conference was to take time out from the day-to-day operation to look and think outside the box and consider new ways to grow tourism in our region. Following the conference I attended the Tourism Industry Awards Cocktail Event where Cathy Harvey took home

the Hall of Fame Award for visitor services and information. Cathy is pictured below with *Award recipients at the Intrust Super Tourism Industry Excellence Cocktail Event.*

Congratulations to the Hall of Fame recipients whose businesses won their chosen category at the former Tropical North Queensland Tourism Awards for three consecutive years. They are:

- Cairns Amateurs for Major Festivals & Events
- Kuranda Visitor Information Centre for Visitor Services & Information
- Cairns Central YHA for Backpacker Accommodation
- Villa Marine for Standard Accommodation
- TAFE North Queensland Tourism Studies for Education & Training

Thanks to MSC for providing funding for me to attend this very worthwhile event.



ROYAL CARIBBEAN MEDIA FAMILS IN KURANDA – On Saturday 7th November I hosted a TTNQ media visit by Royal Caribbean Cruises. They visited Kuranda and our region to film footage of the destination and particularly footage of the shore excursions that will be offered to passengers on the Azamara Quest, which berths at Cairns for its maiden call in January 2016, but will return again the following year also. They will use the footage to promote the Shorex program to guests onboard, prior to their arrival to port. There were 4 film crew, 2 talent, and 1 TTNQ/Cruise host. During the day we visited KKG, BWK, KKG both markets and different shopping experiences along Coondoo Street including shots of the huge fig trees. They had a quick lunch at German Tucker at their own expense.

