

TOURISM KURANDA COMMITTEE MEETING

Minutes

Tuesday 18th July 2017, 4.30pm, Tourism Kuranda Office.

1. Welcome and Introduction

Attendees – Angela Freeman (Koala Gardens/Birdworld) Lenore Wyatt – Chair (MSC) by phone, Peter Danford (Cedar Park), Chris Grantham (Rainforestation), Terry Pates (Frogs), Adrian Pancirov (Heritage Markets), Trish Green (Honey House), Cathy Harvey (KVIC), Susan Parsons (MSC).

Apologies – Member for Barron River Craig Crawford, Adam Letson (Skyrail), Cathie Flambo (Australian Bush Store), Cr Tom Gilmore (MSC).

Visitors – Nil.

2. Confirmation of Previous Minutes – 1st June 2017 Moved Trish Green. Seconded Chris Grantham.

Ratified motion from flying Minutes to order signage for Railway Station and Centenary Park.

Moved Terry Pates. Seconded Adrian Pancirov.

3. Business Arising from Previous Minutes

- Fast Track – social media – Lenore Wyatt has been in touch with Fast Track – contract has finished and now currently on a month to month plan. Motion to continue on month to month basis subject to review by incoming EO and Committee. **Moved Peter Danford. Seconded Terry Pates.**
- Kur-World. Lenore to follow up.
- CCTV. Susan advised that Council has agreed to implement a CCTV system in Kuranda (Coondoo Street). Trish suggested Therwine Street was more important as there were more businesses plus the two parks. Documentary evidence is needed to be submitted to support the application. Business members of advisory committee agreed that they were unable to do this. Discussion on role of Qld Police and the improvements that additional evidence would make to the success of a grant application. Suggested a form be designed to distribute among businesses for feedback or a letter from Council to business owners with a collection box at the KVIC. Looking at Safer Streets programme for grants.
- \$10,000 recommendation to MSC for event funding was not endorsed – letter received.

ACTION ITEMS - JUNE

Responsible Person	Action	Date for Completion	Follow-up/Completion
Lenore Wyatt	Contact Kur-World re Tourism Levy – email sent.	Next meeting	Ongoing

EO	Request committee to supply top 5 suggestions for photo shoot.	Next meeting	Ongoing
EO	Confirm back to TTNQ re hosting domestic mega familiarisation.	Next meeting	Ongoing
Marc Sleeman	Letter and gift to be sent to SES volunteers involved in Easter Event.	Next meeting	Completed
Susan Parsons	Look at grants available for CCTV in Kuranda – cover whole village with priority to Therwine, Coondoo Sts. and parks. Make this recommendation to Council. TK members to supply documentary evidence.	Next meeting	Ongoing
EO	KIAC funding options.	Next meeting	Ongoing
Marc Sleeman	To request extra \$10,000 from MSC to cover budget shortfall – two options.	Next meeting	Completed
Craig Crawford/ Lenore Wyatt	Talk to Mayor regarding letter to Craig to be submitted to Transport Minister regarding QR contribution.	Next meeting	Ongoing
Peter Danford	Email all accommodation houses to get feedback on recent bookings over Easter.	Next meeting	Completed
EO	Purchase domain name: Kuranda accommodation	Pending	Ongoing

4. Correspondence In/Out:

Located in EO Report.

5. Confirmation of Budget Reports

Report to June 2017 included below.

Revised budget approved by committee.

Moved Lenore Wyatt. **Seconded** Terry Pates

MOTION: Confirm revised budget

Moved Lenore Wyatt. **Seconded** Terry Pates.

6. Confirmation of Executive Officer Report – attached and noted.

7. General Business

i. **Tripping** Motion to continue with collaborative advertising in magazine, now a 3 month issue for \$200/issue. Request space for editorial to promote overnight stay in Kuranda.

Moved Peter Danford. **Seconded** Angela Freeman.

ii. **Feedback from Accommodation Providers** Letter sent to accommodation providers with changes in calculation method based on available rooms. Two emails received in response and tabled. Peter Franks and TK member have offered to meet those with concerns. Peter Danford offered to be the TK representative.

iii. **Appointment of new EO, office accommodation and home garaging** – Kahlia Pepper has been appointed, to start Monday 21st August. Discussion held about suitability of office including alternative options. MSC advised home garaging would not be available as EO did not live locally but it was available for overnight home garaging when necessary including early morning and late night work commitments direct to and from home. Committee concurred as costs would reduce marketing budget but would revisit the issue as required.

MOTION RECOMMENDATION TO COUNCIL: Tourism Kuranda Advisory Committee recommends that Council makes available office accommodation at the Kuranda Community Precinct on the same basis as the current office arrangements.

Moved Angela Freeman **Seconded** Trish Green. Unanimously supported by Committee.

- iv. **Kuranda Festival** - due to the EO vacancy and to remain within the current budget the Festival has been cancelled for 2017 with consideration that it be a bi-annual event (to be discussed at next year's budget planning). Suggested TV advertising instead of holding festival and smaller events.

MOTION: Cancel Kuranda Festival for 2017.

Moved Angela Freeman. **Seconded** Pater Danford.

- v. **Signage in Kuranda** All signage around Kuranda requires cleaning including signage and totem poles at the village entrance. The role of KIAC regarding signage was discussed.

MOTION RECOMMENDATION TO COUNCIL: Tourism Kuranda Advisory Committee recommends Council clean its signage in Kuranda; review and refresh the village entrance including the totem poles; and that KIAC be responsible for cleaning all other signage.

Moved Chris Grantham. **Seconded** Adrian Pancirov.

8. Next Meeting: 22nd August 2017

Date postponed to **22nd August** to align with the commencement of Kahlia Pepper as EO, 21st August.

9. Supporting Documents

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

10. ACTION ITEMS - 18th JULY meeting

Responsible Person	Action	Date for Completion	Follow-up/Completion
Lenore Wyatt	Tourism Levy – email received from KurWorld.	Next meeting	Ongoing
EO	Request committee to supply top 5 suggestions for photo shoot.	Next meeting	Ongoing
EO	Confirm back to TTNQ re hosting domestic mega familiarisation	Next meeting	Ongoing
Susan Parsons	Look at grants available through Safer Streets programme for CCTV. Report to Council with TK recommendation that CCTV priorities are Therwine St and parks. Consider methods of receiving business owner feedback/ evidence.	Next meeting	Ongoing
EO	Purchase 2 sets of bike racks – follow up for KIAC funding	Next meeting	Ongoing
Craig Crawford/ Lenore Wyatt	Talk to Mayor regarding letter to Craig to be submitted to Transport Minister regarding QR contribution.	Next meeting	Ongoing
Angela Freeman	Contact Wet Tropics to amend signage distances on Jum Rum walking tracks.	Next meeting	
EO	Accommodation domain name.	Pending	
EO	Send letter to Craig Crawford's office to request advice of actions taken on Action Items requested over the past 12 months	Ongoing	

EO	Email to Tripping – request editorial to promote accommodation. Peter Danford to supply copy.	Next meeting	
Susan Parsons	Report the following recommendations to Council: 1. Council signage around Kuranda be cleaned for improved visibility 2. All other signage around Kuranda Village to be cleaned and be the responsibility of KIAC 3. Move office of EO to Kuranda Community Precinct	Next meeting	

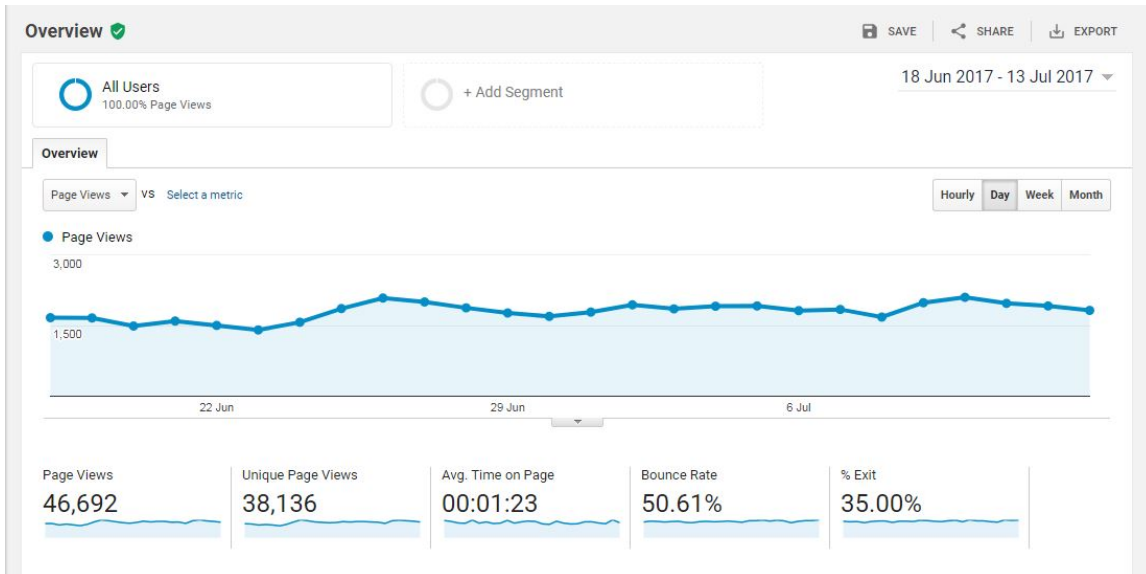
TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT to June

	BUDGET 2016/17 \$	ACTUALS	YTD Variance
<u>INCOME</u>			
Tourism Kuranda Advertising Contributions	31,000.00	34,935.70	(3,936)
Benefited Rate Contribution	207,695.00	200,852.22	6,843
Sundry Revenue	-	-	0
Surplus Carry Over 2015/16	12,197.97	12,197.97	0
	250,892.97	247,985.89	2,907
<u>ADMINISTRATION COSTS</u>			
Total Administration Costs	97,446.00	90,281.03	7,164.97
<u>PROMOTIONAL COSTS</u>			
A4 Brochure	8,000.00	7,330.00	670
Map & Visitors Guide	24,000.00	6,302.88	17,697
Brochure Distribution	16,028.00	16,784.26	(756)
Kuranda Festival Event	21,900.00	23,801.19	(1,901)
Kuranda Easter Event	22,400.00	21,387.29	1,013
Social Media Management	12,600.00	16,547.82	(3,948)
Industry Famils & Presentations	3,000.00	2,110.67	889
Tourism Kuranda Memberships	900.00	930.00	(30)
Adv Pre & Post Tourism Publications	7,300.00	8,500.00	(1,200)
Tradeshows & Sales Missions	16,500.00	17,631.47	(1,131)
Public Relations Management	5,800.00	6,308.44	(508)
General Advertising	4,000.00	2,849.00	1,151
Special Marketing Project 2017		5,022.95	
Total Promotion costs	142,428.00	135,505.97	11,944.98
TOTAL ADMIN AND PROMOTION COSTS	239,874.00	225,787.00	19,109.95
SURPLUS/(DEFICIT)	\$ 11,018.97	\$ 22,198.89	-\$ 16,202.87

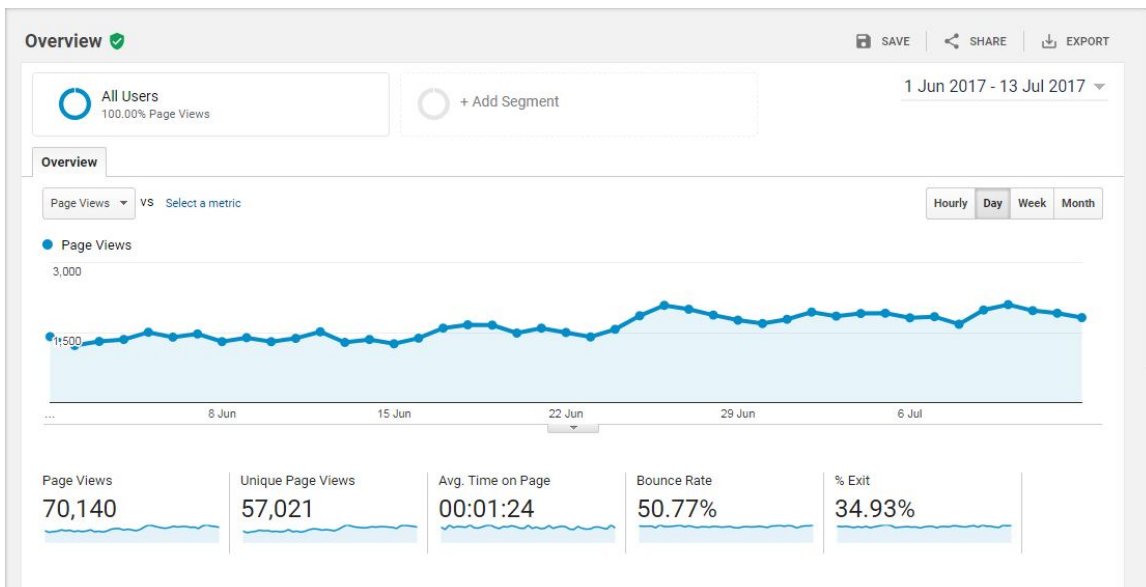


INTERIM REPORT JULY 2017

18 June to 13 July 2017



1 June to 13 July 2017



Work in Progress

Chan Brothers advertising confirmed and sundry debtors invoices prepared.
Two signs designed and installed at Railway Station and Centenary Park.
Japanese translation received and proofed.
Digital proofs prepared for English and Japanese Brochures.
Chinese translation in progress.
Social media strategy for July prepared with Fast Track – identifying business to be included.
Newsletter items provided for Liz Inglis – identifying local businesses and events for inclusion in newsletter.
Tripping Magazine advertising proposal. For TK Committee.

Correspondence in:

19/6/17 Japanese translation for DL from Yuko
20/6/17 Invoice from Fergies for DL brochures
20/6/17 MSC re request for budget increase
20/6/17 Kazu re proofing Japanese copy for DL
21/6/17 Angela Freeman re follow-up with Craig Crawford's office
21/6/17 Invoice from Natasha Renwick
22/6/17 Invoice from Tourdex
22/6/17 Rob Bowden-Saunders – entertainer
23/6/17 Melissa Waters – community art directory
26/6/17 Whammo – Japanese proof
26/6/17 Invitation to meet Advance Qld Team
26/6/17 Motion responses from Terry Pates, Peter Danford,
26/6/17 TTT Drive Campaign
27/6/17 Motion responses from Trish Green, Chris Grantham, Adrian Pancirov
27/6/17 Chan Brothers confirmation of order for collaborative advertising
29/6/17 Jum Rum signage – email from MSC
3/7/17 Fast Track invoice
6/7/17 Morgan Freeman invoice
7/7/17 Amy Wood – introducing new contact at Fast Track
7/7/17 Invoice from Expressway signs
9/7/17 Invitation to meeting in Cairns – with Premier
10/7/17 Wildlife Habitat media release
11/7/17 Rachael smith – Tripping Magazine advertising opportunity
12/7/17 Tourism Australia – Greater China Travel Showcase Seller applications open
12/7/17 chrome advertising – re Qantas spirit magazine advertising opportunity
13/7/17 Steve from Leapfrog Travel Marketing distribution

Correspondence out:

26/6/17 Catherine Torbey – July social media strategy notes
Liz Inglis – content for July Newsletter
14/7/17 Follow up Vivienne re Chinese translation
27/6/17 Confirming Chan Brothers advertising
28/6/17 Expressway Order for 2 x signs

Social Media July

Facebook

- 12/7 This month Sandra Viden Design celebrates 25 years of excellence! With styles fashioned to the highest standards using quality fabrics, Sandra Viden Design garments are perfect for leisure, recreation and travel. Congratulations on this wonderful milestone!
- 10/7 Surrounded by a tropical oasis, sit back, relax and enjoy fresh local seafood, prime quality steaks and much more at [Aaron's Bistro on The Billabong](#) !
- 7/7 Immerse yourself in history at [Emu Ridge Gallery](#) . Check out unique dinosaur skeletons, fossils and gemstones!
- 5/7 Head to [Birdworld Kuranda](#) for some fun these school holidays! Immerse yourself in one of the most unique wildlife attractions of Tropical North Queensland.
- 3/7 Enjoy organic coffee, fresh juices and smoothies plus a delicious range of meals at [Sprout - Juice and Coffee Bar, Kuranda](#)! Bring your own non-disposable cup and save 30c on hot and cold drinks!
- 30/6 [Rawglo](#) Tropical Fruit Gallery showcases local and organic seasonal fruits for tasting and selling.
- 28/6 An explosion of colour at the markets in Kuranda. Awesome shot @bymarialaura!
- 26/6 [Skyrail Rainforest Cableway](#) takes you on an unforgettable journey over and through Australia's World Heritage listed Tropical Rainforests.
- 23/6 Kuranda Riverboat Tours are the perfect way to see the natural beauty of Kuranda.
- 20/6 Ku Love Kuranda is a specialty boutique store, featuring both its own brand plus other Australian designers with clothing made of beautiful natural fabrics and designs

Brisbane Caravan & Camping Show 7-12 June 2017

Visitor numbers were approximately 40000. This being down on last year but again the show was a day less, with the holiday being moved and a very wet Sunday, along with the Gold Coast Show in March all perhaps having some impact on those numbers. However the people that came did come to buy Caravans and collect information. Again the change of the Tourism Pavilion was a bonus and of those that came to the Queensland Tourism area a majority indicated visiting the North and came to the show for specific information.

- Very similar to last year, some visitors came from Regional Queensland, Victoria, New South Wales, Western Australia, Northern Territory and even New Zealand. Some from Regional Queensland including Cairns had flown down for a day.
- As with other shows, Cape York was a most requested Area with the Torres Strait including Thursday and Horn Island. Included in the requests were Cooktown and Trinity Bay. Differently to previous years with Gulf requests Undara, Gulflander and Savannahlander were not specifically noted in requests for information on the Savannah Way however Lawn Hill was regularly requested. Most coming North were going to Travel via the Matilda Highway visit Winton, then after a visit to Lawn Hill turn east for Cairns either along the Queensland section of the Savannah Way or Overlanders Way through Charters Towers.
- Although most were self-drive a number of these requested information on Tag-a-long tours, with others requiring Extended Safaris into areas they did not want to drive their vehicles. Also a number of requests were received for Cairns along with flights to Torres Strait.
- Road conditions and fuel availability were questions asked, specifically in relation to Cooktown, the Western Gulf, Savannah Way and Cape York Peninsula.
- A number of self-drive visitors were considering a stay in Cairns as they wanted to visit the Reef, Skyrail, Kuranda, Tablelands and Daintree, along with specific information on Hartley's Creek Crocodile Adventures along with other Tourist attractions as they had been told by friends but had little information. These requests included Herberton Historic Village and The Australian Armour & Artillery Museum.
- Most visitors claimed they were travelling this year, the others planning for next year and beyond. Most travelling this year said they were leaving by the end of the month with the others in July with some in August and September.
- A number of people requiring information on the north indicated planning to use the cheap air fares instead of driving then use day tours to see the area. Even some with vehicles indicated taking tours as they felt they missed too much when driving.
- Overall this Show was very positive with the volume of Caravan and Camper sales along with accessories indicating a strong year for travel and all products presented should benefit from the exposure.

Neville Dunn - Pro-Active Marketing & Tourism Services

Flying Minute 26 June 2017

----- Original message -----

From: "Cr. Lenore Wyatt" <LenoreW@msc.qld.gov.au>

Next

Date: 26/06/2017 01:27 (GMT-05:00)

To: gm@rainforest.com.au, info@kurandamarkets.com.au, peter@cedarparkresort.com.au, cflambo@hotmail.com, angela@wildlifetnq.com, honeyhouse@bigpond.com, info@frogsrestaurant.com.au

Cc: Tourism Kuranda <tk@kuranda.org>

Subject: Re: Feedback from committee

On 26 Jun 2017, at 2:57 pm, Cr. Lenore Wyatt <LenoreW@msc.qld.gov.au> wrote:

Hi all,

We were unable to reach a quorum for our last meeting so there is just one decision that has to be ratified as part of a flying minute. Can you all please reply to Cathy Harvey @ tk@kuranda.org (cc'd in this email) with a yes or no to proceed.

As part of our 2017/18 strategic plan we are updating the signs at the TK Office and the Railway Station with all new information and our Kuranda Brochures are about to hit the racks so we need them to correspond.

So the motion is that "The TK advisory committee approve that the signage be updated in front of the TK Office and Railway station, for the quoted amount received by Mark Sleeman on the ? "

Not sure on date it was received but Cathy has that information.

Please can everyone reply by COB Wednesday the 27th of June.

Regards

Lenore Wyatt
Chairperson
Tourism Kuranda

Sent from my iPhone