

TOURISM KURANDA MINUTES

of the General Meeting of Tourism Kuranda, held on **Tuesday, 18 August 2015**
at the Tourism Kuranda Office at 4.30pm.

Minutes

1. Welcome and Introduction

Mel Wicks (Chair), Marc Sleeman (TK EO), Cr Karen Ewin, Robert Matthews (Kuranda Hotel), Terry Pates (Frogs Restaurant), Cr Tom Gilmore, Chris Grantham (Rainforestation & Butterfly Sanctuary), Cathy Flambo (Australian Bush Store), Lisa Macallister (MSC), Catherine Harvey (MSC),

Apologies

Glenys Pilat, Trish Green (Honey House), Peter Franks, Kevin Parise, Adrian Pancirov (Heritage Markets)

Visitors

2. Confirmation of Previous Minutes – Tuesday 21 July 2015

"That the minutes of the previous meeting of 21 July 2014 be accepted as true and correct"

Moved: Mel Wicks Seconded: Cathy Flambo

3. Business Arising from Previous Minutes – July 2015

ACTION ITEMS

Responsible Person	Action	Date for Completion	Follow-up/Completion
Marc Sleeman	Maximise TV advertising budget with media broker	Ongoing	Ongoing
Marc Sleeman	Assist the City Slider with media management including joint media release and media event	Ongoing	26 September
Marc Sleeman	Restart the Kuranda Accommodation Group as a sub-committee of Tourism Kuranda	Ongoing	Ongoing – for new TK committee
TK Strategic subcommittee	Finalise the TK Strategic Plan (Mel Wicks, Kevin Parise, Robert Matthews, Marc Sleeman)	For endorsement by Council	Next council meeting
TK Committee	Critique the Kuranda Visitor Information Centre plan - critiqued first draft		Ongoing
Mel Wicks/Marc Sleeman	Draft Qld Destination Events Program grant	30 October	Ongoing

Marc Sleeman/Mel Wicks	Draft letter regarding Arara St proposal		Completed
Lisa Macalister/Marc Sleeman	Manage process for expressions of interest called for new TK Committee and refer to Council		Completed

4. Correspondence In:

22 July – e-mail from Peter Danford re: public holiday wage rates
23 July – e-mail from Toni Rogers re: Exhibition - Johor Bharu, Malaysia
23 July – e-mail from John Krylyszyn re: new special levy
24 July – e-mail from Emily Lee Auswell – new Korean Inbound agent re: inspection
24 July – e-mail from Brett Claxton re: STA office launch invitation
24 July – e-mail from Jo Dixon Bustard Downs Organic Farm Accommodation & Camping requesting we feature her property in our newsletter
24 July – e-mail from Andrew Steel re: advertising on our website
28 July – e-mail from Mikhaila Jacoby re: crazy yellow ant presentation
31 July – e-mail from Wendy Harch re: AAT Kings – Kuranda Youtube
4 August – e-mail introduction from Caitlin Williams – new media/comms officer at Capta
6 August – e-mail invitation from Skyrail for their 20 year celebrations
7 August – e-mail invitation from Brad Russell - Resort 2 re: Singapore sales mission
10 August – e-mail from Raj Yadav - Dr RnB Entertainment re: music festival for the 31 October
10 August – e-mail request from Lisa McLean – QR requesting testimonial
13 August – e-mail proposal from Justine & Kellie for Kuranda Festival

Correspondence Out:

22 July – e-mail to Kevin Parise re: decision to stop handing out Kuranda DL Maps to customers
22 July – e-mail to Georgie Knight CEO Mission Beach Tourism Inc re: DL Maps and printing
24 July – e-mail to Kristen Banks - Redland City Council re: TK Tourism Structure
28 July – e-mail to Andrew Steel re: website advertising options
5 August – e-mail to Alateia – The Billabong re: RTCB music event and press release examples
5 August – e-mail to MP Craig Crawford with Skyrail letter of support
5 August – e-mail to Melanie re: phone call with Don Little re: 322 Arara Street development
6 August – e-mail to Tatjana Butler - 17 Platypus Close re: New levy and strategic plan
10 August – e-mail to Raj Yadav - Event Director Dr RnB Entertainment with copy of our logo for their flyer

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

Moved: Mel Wicks Seconded: Terry Pates

6. Confirmation of Executive Officer Report - noted.

7. General Business

- i. **TK Strategic Plan 2015-16.** Approved by Committee. Recommendation for endorsement by Council at next Council meeting (2/9/15).
- ii. **School Holiday TVC “So Much To Do” Campaign.** Marc Sleeman asked Committee if budget can be spent on the holiday period before the Kuranda Festival. Marc Sleeman suggested dividing funds into the three Kuranda events, \$4,000 per event – Kuranda Festival, Easter, Christmas.
- iii. **Senior Engagement Officer position.** Position to be readvertised. Glenys Pilat to be MSC contact for TK Committee in the meantime. Marc Sleeman to attend TTT meetings. Suggested inviting TTT to present to a Tourism Kuranda meeting.

- iv. **Retirement of Committee:** Rob Matthews thanked the Committee for giving him the opportunity to work with them. He apologised for not continuing due to work commitments. Mel Wicks also thanked the committee and agreed to stay on until the new Chairman has been appointed. Cr Tom Gilmore acknowledged the work of the committee and thanked outgoing members as well as those staying on.
- v. **TTT.** Next meeting to discuss possibility of getting a seat on the TTT committee.
- vi. **City Slider.** Cathy Flambo suggested a shuttle bus be available from Smithfield to Kuranda on a half hourly basis. Marc Sleeman to talk to Joe Paronella
- vii. **Accommodation Group.** Marc Sleeman has spoken to Peter Danford (Cedar Park Resort) with regard to chairing a new group.
- viii. **Skyrail Letter.** The Committee were advised that this was not a Council matter. It was suggested that the terms of reference be amended regarding TK boundaries.

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Lisa Macalister	TK Strategic Plan	Refer to Council 19 August	
Mel Wicks/Marc Sleeman	Draft Qld Destination Events Program grant	30 October	Ongoing
Marc Sleeman	Contact Joe Paronella regarding shuttle bus for City Slider	Next meeting	26 September
Marc Sleeman/Mel Wicks	Discuss possibility of seat on TTT board	Next meeting	
MSC	New positions on committee to be endorsed	Next meeting	

8. **Next Meeting:** proposed for Tuesday, 15 September at 4:30pm at Tourism Kuranda Office.

**Tourism Kuranda
Financial Report - July 2015**

	BUDGET 2015/16	
	\$	ACTUALS
<u>INCOME</u>		
Tourism Kuranda Advertising Contributions	42,500.00	-
Benefited Rate Contribution	202,148.52	-
Sundry Revenue	6,000.00	-
Surplus Carry Over 2014/15	1,654.31	1,654.31
	252,302.83	1,654.31
<u>ADMINISTRATION COSTS</u>		
Total Administration Costs	95,647.83	6,256.84
<u>PROMOTIONAL COSTS</u>		
A4 Brochure	8,500.00	-
Map & Visitors Guide	24,000.00	1,743.18
Brochure Distribution	15,000.00	2,385.82
Kuranda Festival Event	25,250.00	-
Kuranda Easter Event	25,250.00	-
Social Media Management	17,000.00	108.73
Industry Famils & Presentations	4,000.00	123.64
Tourism Kuranda Memberships	1,155.00	-
Adv Pre & Post Tourism Publications	19,000.00	1,650.00
Tradeshows & Sales Missions	11,500.00	253.31
Public Relations Management	5,000.00	-
General Advertising	1,000.00	-
Total Promotion costs	156,655.00	6,264.68
TOTAL ADMIN AND PROMOTION COSTS	252,302.83	12,521.52
SURPLUS/(DEFICIT)	\$ -	(10,867)



EO REPORT AUGUST 2015

ANNUAL LEAVE – During the month I took 6 days leave off.

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

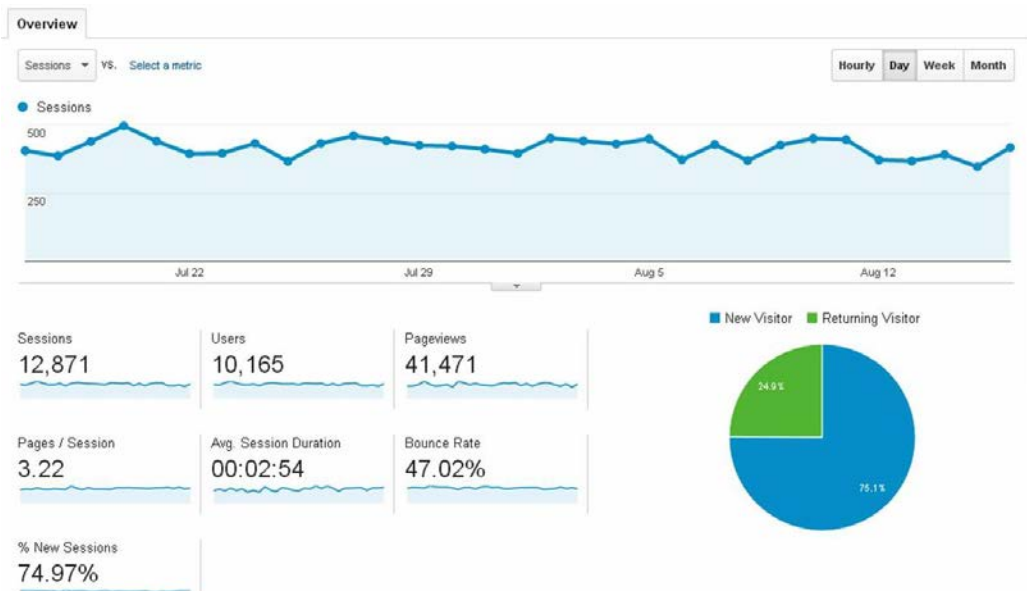
- Cuddle the Koala
- Kuranda Map & Visitor Guide
- Emu Ridge Gallery – Dinosaur head
- Billabong beats
- City Slider
- Rock This Country Blues (RTCB) 3 & 4 October
- **Kuranda Scenic Railway circa 1960 (Best post 1.6k reach)**
- Just arrived at Tantrika, Kuranda today
- Check out the amazing led lighting at the St. Saviour's Anglican Church in Kuranda
- It's starting to look a lot like Race Day!
- Just hanging around the village
- The Clohesy River Figtree is absolutely fantastic
- Dingo Love – RFS
- Rainforest and Orchard Tours Kuranda
- Cassowaries in the wild

INSTAGRAM & TWITTER posts for the month (Tourism Kuranda registered for Instagram for the first time this month and I have linked these two social media platforms together)

- Cuddle a Koala at Koala Gardens – 15 likes
- Kuranda Map & Visitor Guide – 38 likes
- Colours of Kuranda – 20 likes
- Coconuts at the Markets – 43 likes
- Put your right foot in – Skyrail diamond view – 29 likes
- Emu Ridge Gallery – 19 likes
- Goanna – look up – 16 likes
- Kangaroo Selfie – 24 likes
- Kuranda Markets – hero board – 16 likes
- Bird Wing Butterfly – 36 likes
- Horseshoe bend from KSR – 24 likes
- Hanging around the village – 18 likes
- Clohesy River Fig Tree – 17 likes
- **Street art – Map of Australia – 48 likes (TOP POST)**

AUGUST 2015 (ONE MONTH) GOOGLE ANALYTICS

Sessions – 12,871
Users – 10,165
Page Views – 41,471
Pages/Visit – 3.22



LOCAL SALES CALLS – I spent 6 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, Skyrail terminals and the main outlets in Cairns CBD. On the 13th August I did a brochure run to the Northern Beaches and caravan parks and a number of properties advised that they are experiencing the best year in 9 years and the forward bookings are also strong. Demand for our DL Map and visitor guide is strong and popularity growing!

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

- New Cassowary for Jimmy at Birdworld Kuranda
- Steiner School fate
- New dates for the City Slider
- Kuranda Rainforest Walks
- Chlosey River Fig Tree

TOURISM KURANDA eNEWSLETTER – The June eNewsletter was distributed on Monday the 23rd July – topics as follows;

1. Relax in the rainforest
2. A spoon full of honey
3. Diamond View Gondola
4. New Cassowary Friend for Jimmy – Birdworld
5. ATE a success
6. Taste of Bali in the Original Markets

MSC FINANCE MEETING – During the month I had a meeting with Maria Pin and Elisa Tatti to discuss purchase orders and financial processes. I provided a breakdown of our strategic plan with budget allocation to activity which has streamlined the future reporting process and will provide a much clearer income and expenditure statement for the committee.

THE BILLABONG MEETING – On the 24th July the CEO Peter Franks and I met with Jake Pelling and Thomas at their property for a site inspection and hummer tour. We discussed their future tourism plans and provided them with an overview of our new strategic plans and looked at opportunities to work with Tourism Kuranda to help promote their upcoming events.

KURANDA VISITOR INFORMATION – Visitor numbers to the Kuranda VIC has seen a big jump over the last 5 – 6 months and reflects the comments from hotels across the region who are advising that we are experiencing a better than usual season. As a result of a new dedicated tour desk area and additional day tour sales training, Cathy has been able to increase tour sales revenue and increase the confidence of her volunteers to embrace tour sales direction.

	MONTH	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
Kuranda	2008/09	6,141	5,659	4,715	5,098	4,473	4,110	4,428	3,332	3,837	4,293	4,100	4,334	54,520
	2009/10	6,896	6,010	5,017	4,998	4,816	4,301	4,056	3,437	3,878	4,837	4,328	5,423	57,997
	2010/11	7,110	6,497	5,334	5,297	4,289	4,600	4,409	3,046	3,603	4,295	4,080	4,852	57,412
	2011/12	6,133	5,623	4,989	4,550	4,056	4,007	4,525	3,445	3,682	4,518	4,284	5,058	54,870
	2012/13	7,152	6,201	5,160	5,727	6,010	4,643	4,609	3,876	4,543	4,536	4,195	5,343	61,995
	2013/14	6,040	6,338	5,185	5,241	4,821	4,868	5,176	3,704	3,690	4,434	3,919	4,989	58,405
	2014/15	7,742	7,119	7,414	7,538	6,028	6,944	6,489	6,369	5,870	6,008	5,477	6,133	79,131
	2015/16	8,499												8,499

TTNQ MEETING – SAM SAKAMOTO – During the month I had a meeting with Sam Sakamoto the Japanese Sales Manager for TTNQ to discuss their future initiatives. Sam explained their social media platforms and will be helping promote the upcoming City Slider and Kuranda Festival events. I have sent him a selection of our hero shots and specific event images for him to use when promoting our upcoming events.

NGOONBI CO-OPERATIVE SOCIETY LIMITED MEETING – During the month I met with Lionel Quartermaine and Kylie Sturges to discuss the development proposals at the 322 Arara Street location. I advised Lionel and Kylie that Tourism Kuranda sent a letter to Craig Crawford supporting Skyrail Rainforest Cableway in its objection to the proposal to develop facilities and relocate itinerants to Lot 322 Arara Street, Kuranda. I also discussed future involvement in helping train their tourism trainees and possible meet and greet opportunities etc..

SKYRAIL MEETING – On the 13th August Melanie Wicks and I met with Craig Pocock and Kevin Parise to discuss and further understand their position regarding the Arara Street proposed development.

Craig and Kevin advised the following

- There was an informal itinerant camp on the proposed site approximately five years ago which created a number of issues/problems for Skyrail with seven screens gondola screens broken, not least the risk to a \$2m piece of equipment adjacent to the site which would totally shut down Skyrail if it is damaged.
- Police were called each time these incidents occurred and the itinerants were arrested.
- Several prominent tourism organisations and companies have also provided letters of support to Skyrail including Down Under Tours and Alex de Waal from TTNQ.

RAINFOREST and ORCHARD TOUR INSPECTION – During the month I had a meeting and a property/product inspection with Perry Marshal from Rainforest and Orchard Tour Kuranda (new special levy contributor). I outlined our new strategic plan and future co-operative marketing opportunities with Tourism Kuranda. We also discussed display opportunities at the KVIC and with tour desks in Cairns and I provided some general marketing suggestions. This is a wonderful new tourism asset for Kuranda and our region and is a wonderful way to experience the magic of our local rainforest.