

## **TOURISM KURANDA MINUTES**

of the Committee meeting held **Tuesday, 18 November 2014**  
at the Bottom Pub - Kuranda Hotel at **4.30pm**.

### **AGENDA**

#### **1. Welcome and Introduction**

**Attendees** - Melanie Wicks (Chair), Trish Green (Honey House Kuranda), Cathy Flambo (Australian Bush Store), Kevin Parise (Kuranda Skyrail), Marc Sleeman (TK EO)

**Apologies** - Robert Matthews (Kuranda Hotel), Terry Pates (Frogs Restaurant), Adrian Pancirov (Kuranda Heritage Market), Chris Grantham (Rainforestation & Butterfly Sanctuary), Cr. Karen Ewin, Cr. Tom Gilmore, Cr. Jenny Jensen

**Visitors** – Lisa Macalister (MSC)

#### **2. Confirmation of Previous Minutes – 21 October 2014**

Moved Melanie Wicks, seconded Kevin Parise

#### **3. Business Arising from Previous Minutes – 21 October 2014**

### **ACTION ITEMS**

<b>Responsible Person</b>	<b>Action</b>	<b>Date for Completion</b>	<b>Follow-up/Completion</b>
<b>Marc Sleeman</b>	Follow up / enquire vehicle purchase / lease arrangements for Tourism Kuranda vehicle; recommendation to be emailed to TK committee out of session	As soon as possible	Completed
<b>Marc Sleeman</b>	Organise MSC traffic counters installation prior to Festivals	As needed in 2015	As needed in 2015
<b>Marc Sleeman/ Lisa Macalister</b>	Provide summary of revenue options	Next meeting 20 January 2015	For discussion in strategic planning session
<b>Marc Sleeman</b>	Add 2015-16 budget workshop to next meeting agenda	18 November 2015	Completed

#### **4. Correspondence**

##### **Correspondence In:**

- 16 Oct – e-mail from Suzie – Michael Trout's office advising that TK will be mentioned in his October speech to Queensland Parliament.
- 19 Oct – e-mail from Angela Freeman congratulation TK on the success of Kuranda Festival
- 28 Oct – e-mail from Sarah Raciti TEQ thanking for supporting the Hainan Beauty Contest filming
- 28 Oct – e-mail from Bron at TTT requesting changes to our website
- 7 Nov – e-mail from ATEC NQ – Sydney Showcase 2015 EOI
- 11 Nov – e-mail from Cheryl Kelly with ATEC committee nomination form

##### **Correspondence Out:**

- 17 Oct – e-mail to Ben Woodward thanking Capta for supporting Kuranda Festival
- 21 Oct – e-mail to Kuranda Paper with link to all our festival images
- 22 Oct – e-mail to Peter Franks with list of Kuranda accommodation
- 3 Nov – e-mail to TK strategic planning sub-committee with proposed dates
- 3 Nov – e-mail to Isha Segboer - Tourism Cape York congratulating on newsletter
- 3 Nov – e-mail to Kuranda Tourism partners re: Barang Street closure
- 7 Nov - e-mail to TK strategic planning sub-committee with meeting dates
- 12 Nov – e-mail to Kate Duffy – TTNQ thanking her for the social media presentation
- 13 Nov – e-mail to Cheryl Kelly - ATEC NQ with committee nomination

#### **5. Confirmation of Budget Report**

Report attached.

Moved Melanie Wicks, seconded Kevin Parise

#### **6. Confirmation of Executive Officer Report**

Report attached.

#### **7. General Business**

1. Christmas Promotion Signs  
Agreed to proposal to produce generic corflute signage for Christmas shopping roadside marketing - Marc Sleeman to progress asap.
2. TK Sales Vehicle  
Agreed to proposal for Council to purchase a suitable car upfront with FBT for the EO's use. TK budget to repay annual cost; recommend Corolla and branding on 2 sides. Len to do design including logo. Lisa Macalister to prepare Council report.
3. ATE 2015 (mid June)  
Agreed to proposal to register for a shared booth \$4,000 (Marc to check figures). Discuss opportunities for collaboration with TTT, TTNQ, and Angela Freeman.
4. KVIC Xmas Function volunteer contribution  
Agreed to proposal to sponsor \$150 for volunteers.
5. New TK Office  
Request from Kuranda Real Estate to re-paint old office foyer wall. Further information is required re lease, condition report, cost of job etc. before agreement - Marc Sleeman to talk to Maria Pin (MSC). \$300 estimate. TK budget to be used for \$300 maximum.  
Issue of homelessness raised - Marc Sleeman to follow up with Community Support Service outreach officers re: positive strategies to resolve this; and with Tony Alston re planter boxes for veranda area.
6. Council Grants Update

Council has been successful with two grants that will have positive tourism / economic benefit for Kuranda:

- The Graffiti STOP grant will roll out the CAFE2 project (Community Arts for Everyone) which will involve weekly youth art workshops leading to more street art in Kuranda.
- The Anzac Centenary grant will create an inventory of Shire Anzac memorials, production of print and digital Anzac trail maps and displays, and larger Anzac memorial in Mareeba in 2015.
- Council is applying to the State Library for a VISION17 grant for online capacity building targeted to tourism and artisan small business. Will dovetail with the Kuranda Wi-Fi project.

7. New TK Strategic Plan and 2015/2016 Budget Development

The TK strategic sub group (Melanie Wicks, Robert Matthews, Kevin Parise, Cr. Karen Ewin and Marc Sleeman) will workshop the new strategic plan and budget for 2015/2016 on Tuesday 25 November 2014 at TK office; discuss at meeting in January.

8. Expressions of interest will be e-mailed to Kuranda business partners to secure cooperative advertising support in the following travel publications.

- Caravan Australia Magazine
  - Half page colour ad plus half page editorial (full page) - \$1,550.00 inc GST
  - Full page colour ad plus full page editorial (two pages) - \$2,050 inc GST
  - Cooperative advertising rate will be \$230.00 inc GST per business
  - Require 8 participants to secure full page option.
- This is my Paradise - Tropical North Queensland.
  - Full page colour ad plus full page editorial (two pages) - \$3,860 plus GST
  - Cooperative advertising rate will be \$275.00 plus GST
  - Target affluent in southern capital cities.
  - Require 16 participants to secure two page feature
- Discover Magazine
  - Full page colour ad plus full page editorial (two pages) - \$4,887.38 inc GST
  - Cooperative advertising rate will be \$575.00 inc GST
  - Require 9 participants to secure full page advertising but will try for two pages (18 participants to secure additional editorial and 4 page feature.)

9. Trinity Beach BBQ with Skyrail 8 December

\$60 TK contribution agreed to. Marc Sleeman to discuss event logistics with Adrian Pancirov and Terry Pates to see if they are available to assist. Marc is unavailable.

10. Marc Sleeman's leave

Marc is taking annual leave when new baby is born - Marc and Anya's new baby is due 6 December. Best wishes from all the Committee.

8. **Next Meeting:** no meeting proposed for December.

Committee will re-convene on 20 January 2015 (third Tuesday in January).

9. **Supporting Documents**

Previous Minutes - supplied separately  
 Income and Expenditure Statement - attached  
 Executive Officer's Report - attached

**ACTION ITEMS**

Responsible Person	Action	Date for Completion	Follow-up/Completion
Marc Sleeman	Organise MSC traffic counters installation prior to Festivals	As needed in 2015	
Marc Sleeman/ Lisa	Provide summary of revenue options	Next meeting 18 November	For discussion in strategic

<b>Macalister</b>		2014	planning session
<b>Marc Sleeman</b>	Christmas promotion signs production	ASAP	Review at next meeting
<b>Lisa Macalister</b>	TK Sales Car: report to Council re purchase	December 5 2014	
<b>Marc Sleeman</b>	TK Sales car: Liaise with Len re graphics; Stanley Roos (MSC) re purchase	January 2015	
<b>Marc Sleeman</b>	ATE 2015 - organise shared booth	ASAP	
<b>Marc Sleeman</b>	Re-paint old office: establish facts and liability, costs	December 2015	
<b>TK strategic sub group</b>	Table draft strategic plan and budget for 2015/2016 at next meeting	20 January 2015	
<b>Marc Sleeman</b>	Coordinate cooperative advertising opportunities	Before 8 December 2015	
<b>Marc Sleeman</b>	Trinity Beach BBQ logistics - discuss with Terry pates and Adrian Pancirov	Before 8 December 2015	

## Income and Expenditure Statement

	BUDGET 2014/15	MSC ACTUALS October
<b>Tourism Kuranda INCOME</b>		
Tourism Kuranda Advertising Contributions	47,600.00	-
Tourism Kuranda Brochure Contributions		-
Benefited Rate Contribution	190,498.00	91,335.40
Sundry Revenue	6,000.00	6,000.00
Deficit B/F 2013/14	(5,691.04)	(5,691.04)
<b>TOTAL Tourism Kuranda INCOME</b>	<b>238,406.96</b>	<b>91,644.36</b>
<b>ADMINISTRATION Tourism Kuranda</b>		
<b>Total Tourism Kuranda Administration</b>	<b>95,000.00</b>	<b>32,261.74</b>
<b>PROMOTION Tourism Kuranda</b>		
TK Comm Stake/Liaison	-	-
TK Brochure	8,000.00	-
TK Map	25,000.00	-
TK Brochure Distribution	14,445.00	4,072.84
TK Advertising Other - Cairns Post	6,000.00	-
TK Misc Promotions	500.00	-
TK Kuranda Branding/Graphic Design	2,000.00	-
TK Events & Promotions	14,000.00	7,860.17
TK Website & Elect Mktng	9,800.00	-
TK Industry & Media Famils	4,000.00	471.76
Memberships (TTNQ & TTT)	2,855.00	1,850.00
TK Advertising-Tourism Pub	17,000.00	160.00
TK Advertising - TVC	16,000.00	2,979.00
TK Advertising - TVC Production	2,000.00	-
TK Advertising - Radio	11,000.00	-
TK Trade/Sales Missions	9,848.00	1,813.99
TK PR/Media Management	6,600.00	2,000.00
TK Getting the Product Right	-	-
<b>Total Tourism Kuranda Promotions</b>	<b>149,048.00</b>	<b>21,207.76</b>
<b>TOTAL TOURISM KURANDA EXPENDITURE</b>	<b>244,048.00</b>	<b>53,469.50</b>
<b>SURPLUS/(DEFICIT)</b>	<b>(5,641.04)</b>	<b>38,174.86</b>



## EO REPORT NOVEMBER 2014

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

1. Make sure you watch Channel 7 - Queensland Weekender
2. Local Kuranda performer Woody entertaining visitors to the Village
3. Kuranda played host today to a special "Racing Carnival" themed agents famil
4. They shall grow not old, as we that are left grow old:
5. At 11am on 11 November 1918 the guns of the Western Front
6. For all those honey lovers out there!!
7. Some amazing shots of Kuranda and the Barron River from Skyrail Canopy Glider
8. Beautiful blue skies in Kuranda it's a magnificent day for a cruise on the Barron River
9. Watch the Melbourne Cup today in Kuranda
10. The Inaugural Yungaburra Triathlon is happening 22 & 23 November
11. Congratulations "Kuranda Turkeys" for coming in 3rd Place
12. Congratulations to all the Cairns 2 Kuranda Train Race Competitors
13. Local Kuranda kids out and about having fun together trick-or-treating!
14. Congratulations (ATEC) North Queensland committee
15. Wonderful afternoon aboard Calypso Reef Cruises attending ATEC
16. (ATEC) - Inbound Up North Event
17. Kuranda hosted the Chinese - Hainan Beauty Contest (TV show)
18. Kuranda Festival last weekend – check out all the images on our website
19. Make sure you watch GEM - Postcards Travel show tomorrow afternoon
20. Local Kuranda performer Woody entertaining visitors to Kuranda Village!
21. Tantrika new arrivals
22. Few Good Looking birds

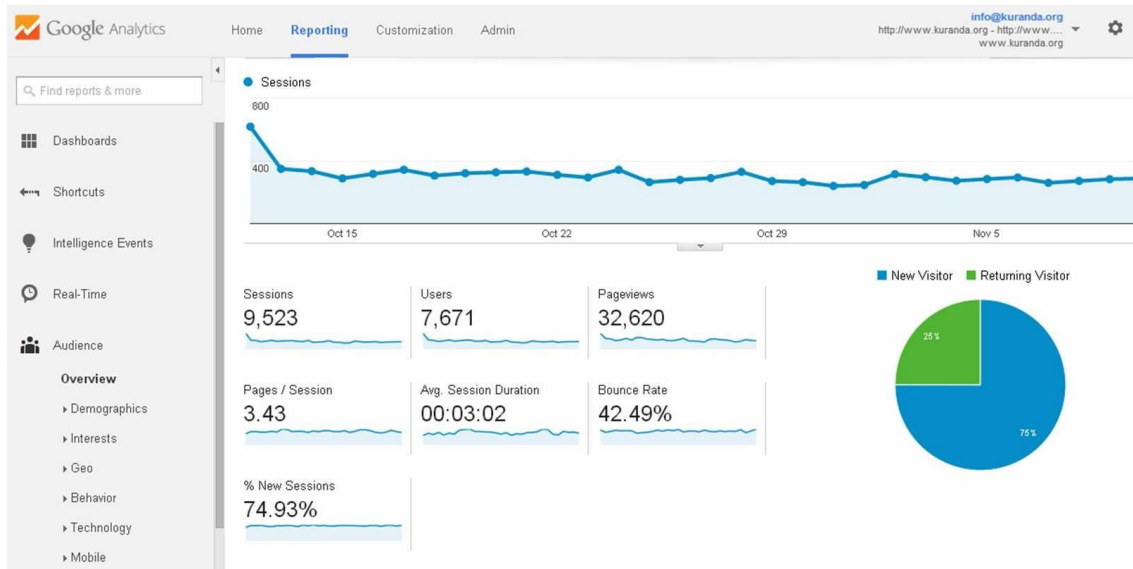
### **OCTOBER/NOVEMBER 2014 (ONE MONTH) GOOGLE ANALYTICS**

9,523 Sessions

7,671 Users

34,281 Page views

00:3.17 Avg. session duration



**LOCAL SALES CALLS** – I spent 3.5 days during the month completing local sales calls and delivering brochures to our main booking outlets. We took delivery of our new A4 DL map and I distributed these maps to our main distribution points like Freshwater Station & KSR Cairns Central, Kuranda Station, Skyrail terminals and the main outlets in Cairns CBD & Esplanade. Agents have advised that numbers to the region are starting to slow down.

**KURANDA & DISTRICT CHAMBER OF COMMERCE** – I attended the Kuranda District Chamber of Commerce monthly meeting on Wednesday 12<sup>th</sup> November and provided an overview of TK activity.

**KURANDA VISITOR INFORMATION CENTRE** – I attended the monthly volunteer meeting on the 12<sup>th</sup> November at the KVIC and provided everyone with an overview of our new brochures.

**TK OFFICE VACATE & NEW OFFICE MOVE** – I vacated our old TK office at the Post Office building on the 24<sup>th</sup> October and organised for Mike Took to perform a vacate clean. The old office keys were returned to Steve Dominkovic on Wednesday 29<sup>th</sup> October 2014. MSC staff helped move all the large furniture into the new office in Centenary Park and I moved into the new office on the 29<sup>th</sup> October. Some cleaning of the office and cosmetic repairs and painting have since been undertaken.

**ATEC INBOUND UP NORTH** – I attended the ATEC Inbound Up North event on the 23<sup>rd</sup> & 24<sup>th</sup> October and it was an excellent opportunity re-connect with these important inbound agents and also network with all our other regional suppliers & tourism partners like Capta, Skyrail, KSR, Down Under Tours, Tropical Horizon and Tropic Wings. We had 48 x 8 minute table top presentations to promote Kuranda to all these visiting inbound agents.



**KURANDA FESTIVAL BUDGET** - The Kuranda Festival operations were on budget for 2014.

- **General Costs** (Cleaning of Centenary Park, music marquee (2 days), roadside corflutes, promotional posters, PA system and photographer etc.) - \$2,133.00
- **Saturday Costs** – 3 bands \$1,880.00
- **Sunday Costs** – Music (1 band and Barron River musicians), street performers, boat charter, jumping castles, face painters etc. \$4,430.00

**Total operational costs - \$8,443.00 inclusive of GST**

**KURANDA A4 BROCHURE** – I secured four printing quotes for our new 12 page Kuranda brochure and the artwork has also been finalised. The new Kuranda brochure will go to print this month and distributed to both Morgan Freeman and Tourdex prior to my annual leave.

**HAINAN BEAUTY CONTEST (TV show) CHINESE MEDIA VISIT** – On the 20<sup>th</sup> October Tourism Kuranda hosted a TEQ / Supermission - Hainan Beauty Contest in Kuranda village. The contest was organised by Hainan Radio Television Cultural Communication in China. Cairns and Great Barrier Reef region was the only overseas destination for episode shooting in 2014. It was a great opportunity to showcase and promote our region as an FIT travel destination. Contestants spent the day in Kuranda and were given a number of challenges to complete which had them all engaging with local business owners and teaching them some Chinese language. We also had a great response from the local media and had Channel 7 in the village covering the event. Kuranda received some very positive exposure in this extremely important market.



**DOWNUNDER TOURS AGENT FAMIL** - Kuranda played host to a special “Racing Carnival” themed travel agents familiarisation on the 11<sup>th</sup> October which was co-ordinated by Down Under Tours/Tropical Horizon Tours, Skyrail Rainforest Cableway and Kuranda Scenic Railway. Lunch was held at the historic Kuranda Hotel and Tourism Kuranda helped organise a few special fun games that help break the ice with these important local agents. Hosting these agent familiarisations in Kuranda is an important part of our strategic plan and enables us to engage with these local agents and promote our key selling features. The agents had an enjoyable experience and it was also an opportunity to support our Kuranda tourism partners.



**TOURISM ARTICLE** – During the month I assisted Lisa Macalister to help produce a tourism profile for Mareeba Shire that was used in a Mareeba Chamber of Commerce annual publication.

**TTT SOCIAL MEDIA PRESENTATION** – I attended a TTT social media presentation on the 12th November at Mt Uncle Distillery with guest speaker, Kate Duffy Director of Destination Content with TTNQ.

This workshop covered the following topics:

- TTNQ’s digital strategy for the region
- What TTNQ and TTT are doing in social media
- How operators can leverage from this
- Practical tips for key platforms of Facebook & Instagram

It was great to learn more about instagram and how this platform can help benefit our destination with our social media plan and I have already started incorporating some of these suggestions in our new facebook posts.

**CYCLIST WELCOME SCHEME** – I attended a special cycling presentation at the Mareeba Heritage Centre on the 13th November which was co-ordinated by TFC and involved presentations by TTNQ, Department of State



Development and Bike Linx. The presentation was designed to help show operators how to engage with bike tourists visiting North Queensland. There are opportunities for Kuranda to better cater for this rapidly growing market. These different opportunities will be further explored at our strategic planning meeting on the 25<sup>th</sup> November 2014.

**MSC SALES CAR PURCHASE** – During the month I provided Tourism Kuranda Committee with an outline of the MSC proposed purchase of a small sales car for the TK Executive Officer. MSC organised quotations from Hansen Ford/Toyota Mareeba and Mareeba Mazda Mitsubishi on a suitable vehicle to meet the requirements of the TK Executive Officer. Three branding options were also provided for consideration. A decision will be made at the November monthly meeting. Bottom of Form