

## **TOURISM KURANDA COMMITTEE MINUTES**

of the Committee meeting held **Tuesday, 19 May 2015**  
at the Tourism Kuranda Office at **4.30pm**.

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

#### **Attendees -**

Melanie Wicks (Chair), Adrian Pancirov (Kuranda Heritage Market), Robert Matthews (Kuranda Hotel), Marc Sleeman (TK EO), Trish Green (Honey House Kuranda), Kevin Parise (Kuranda Skyrail), Robert Matthews (Kuranda Hotel), Cr Jenny Jensen, Lisa Macalister (MSC),

#### **Apologies -**

Terry Pates (Frogs Restaurant), Chris Grantham (Rainforestation & Butterfly Sanctuary), Cathy Flambo (Australian Bush Store), Cr Karen Ewin, Cr Tom Gilmore (MSC), Craig Crawford (Member for Barron River).

### **2. Confirmation of Previous Minutes – 21 April 2015**

Moved: Adrian Pancirov;                      Seconded: Trish Green

### **3. Business Arising from Previous Minutes – April 2015**

#### **ACTION ITEMS**

<b>Responsible Person</b>	<b>Action</b>	<b>Date for Completion</b>	<b>Follow-up/Completion</b>
<b>Marc Sleeman/ Lisa Macalister</b>	Provide summary of revenue options	Next meeting	Completed
<b>Marc Sleeman</b>	Organise branding of TK Sales car	Next meeting	Progressing
<b>Marc Sleeman</b>	Purchase TTNQ polo shirts and brand with TK logo	Next meeting	Completed
<b>Marc Sleeman</b>	Purchase vacuum cleaner	Next meeting	Completed
<b>Marc Sleeman</b>	Assist The City Slider with media management including joint media release and media event	Next meeting	Progressing
<b>Marc Sleeman</b>	Follow up website advertising offer with operators	Next meeting	Progressing

<b>TK Strategic subcommittee (Mel Wicks, Kevin Parise, Robert Matthews, Marc Sleeman)</b>	Finalise the TK Marketing Plan	Next meeting	Progressing
<b>Marc Sleeman/ Lisa Macalister</b>	Liaise with the Barron River Electorate Officer, Andrew Talbot for grant information and support	Ongoing	Progressing
<b>TK Committee</b>	Critique the Kuranda Visitor Information Centre draft Business Plan	June	As needed

#### 4. Correspondence

##### Correspondence In:

- 21/4 e-mail from Chris Cornish from ID Events Australia re: private parking
- 22/4 e-mail from Gail Betts re: Café 2 project and request for letter of support
- 26/4 e-mail from Kuranda Chamber – the way forward
- 28/4 e-mail invitation from Tjapukai for opening ceremony
- 29/4 e-mail from Gail Betts with Café 2 work around the local area
- 5/5 Letter from MSC re: Community Partnership – Tourism Kuranda Festival Events
- 14/5 e-mail from Matthew Hyde re: previous invoicing procedures
- 14/5 e-mail Bec from TTNQ re: Silkair confidential famil request
- 15/5 e-mail from Brian Clark re: problems with local kids

##### Correspondence Out:

- 23/4 e-mail to all Kuranda business re: website renewal/advertising'
- 27/4 Support letter for Daniel Siddhartha and Yukie Toda for the event Ukulele BBQ Kuranda
- 27/4 Support letter for YAK YAK YAK RADF funding application
- 1/5 Support letter for CAFÉ 3 project RADF funding application
- 5/5 e-mail to Alan and Andrea re: Cairns 2 Kuranda Train Race
- 6/5 e-mail to Craig Crawford re: The City Slider event
- 6/5 e-mail to City Slider organizers with media update
- 7/5 e-mail to Kuranda business partners re: City Slider Event
- 13/5 e-mail to Peta at Raging Thunder re: Volunteer Week vouchers support
- 14/5 e-mail to Matthew Hyde re: old invoice procedure

#### 5. Confirmation of Budget Reports

Report for April 2015 included below.

Moved: Melanie Wicks;                      Seconded: Adrian Pancirov

#### 6. Confirmation of Executive Officer Report

Report attached.

General discussion about low visitor numbers in Kuranda in February, March and April and need for increased marketing efforts from TEQ, TTNQ and TTT.

## 7. General Business

- **The City Slider – Extra slide in Centenary Park:** Tourism Kuranda has secured the very first “Giant Water Slide” event in our region and will be happening right here in Kuranda on the 4<sup>th</sup> July 2015.

Fantastic support from the Mareeba Shire Council with road closure logistics. Note the event organisers are bearing all the costs for this event including road closures, traffic management, toilets, street lighting, rubbish removal etc.

The event will be held in Arara Street and a considerable amount of work has been done behind the scenes to secure this event. Set up will begin on Friday night 3<sup>rd</sup> July and we will be closing parts of Arara, Barang and Meeroo Streets to host this special event in the village.

This event will bring between 6000 to 7000 people into the village throughout the whole day and we hope will be a great economic boost for traders and a fantastic opportunity to promote and showcase our amazing destination. More information in EO Report.

- **Kuranda Accommodation sub-group:** Council's Chief Executive Officer and TK's Executive Officer met with small accommodation providers in the Kuranda area in late April / early May to discuss broadening the TK rate base to now apply to small accommodation properties with the introduction of the *Special Rate Kuranda Benefitted Area 2* in 2015/16. The annual rate is based on 33% of the *Special Benefitted Area Rate 1*, in recognition that in many cases these commercial accommodation services are additional to the primary residential purpose of the property. This new reduced rate will be charged with annual rates in two instalments in August 2015 and February 2016.

Going forward, Council wants to ensure all Kuranda region tourism operations benefiting from the Tourism Kuranda brand and marketing efforts are included in TK's strategic approach and supporting its operations.

Discussion and agreement to restart the Kuranda Accommodation Group as a sub-committee of Tourism Kuranda to support accommodation operators with strategic marketing opportunities and tie into the "So much to do" campaign.

Expectation that by the June meeting, TK Committee will have confirmation from Council of the expected budget for 2015-16. Agreed that the TK Strategic Sub-committee will then meet to finalise the TK Strategic Plan for endorsement by Council.

- **The Great Race Event:** TK is co-hosting this agent famil on Friday 12 June with Down Under Tours, Kuranda Scenic Railway and Skyrail.
- **Upcoming Famils:** TK has run a number of successful agent and media famils. Silk Air famil will be held on Sunday 31 May.
- **Grant opportunities:** Agreement to not pursue the federal Multicultural event grant; and focus on developing the TEQ Regional Development grant instead. Note: this grant may open in August.
- **Kuranda Scenic Railway and Skyrail servicing closure timetable:** general comment that it was preferable for the servicing timetables to be staggered and to be scheduled for the quietest periods.
- **Bus signage:** concern that 2 new "no bus" signs had been erected without consulting the TK Committee. The new signs are located outside the Kuranda Hotel and the Honey House. Noted: that the locations had not been traditionally used by buses for parking. Lisa Macalister to follow up with Council staff.
- **Kuranda law and order issues:** TK Committee again noted the concerning increase of law and order issues in Kuranda, particularly: public drinking in park areas, shop vandalism at the new opal store on Coondoo St, Kuranda Riverboat signage and pier vandalism, and the subsequent detrimental impact on tourism businesses and visitors to Kuranda. This is a complex issue which requires sensitivity and a

coordinated agency response. Agreed that the TK Committee will write to Craig Crawford and cc police, Kuranda Chamber of Commerce and Mareebe Shire Council.

## ACTION ITEMS

<b>Responsible Person</b>	<b>Action</b>	<b>Date for Completion</b>	<b>Follow-up/Completion</b>
<b>Marc Sleeman</b>	Organise branding of TK Sales car	Next meeting	Progressing
<b>Marc Sleeman</b>	Maximise TV advertising budget with media broker	Ongoing	Progressing
<b>Marc Sleeman</b>	Assist The City Slider with media management including joint media release and media event	Next meeting	Progressing
<b>Marc Sleeman</b>	Follow up website advertising offer with operators	Next meeting	Progressing
<b>Robert Matthews / Marc Sleeman</b>	Restart the Kuranda Accommodation Group as a sub-committee of Tourism Kuranda	Next meeting	
<b>TK Strategic subcommittee (Mel, Kevin, Robert, Marc)</b>	Finalise the TK Marketing Plan	Next meeting	Progressing
<b>Marc Sleeman/ Lisa Macalister</b>	Liaise with the Barron River Electorate Officer, Andrew Talbot for grant information and support	Ongoing	Progressing
<b>TK Committee</b>	Critique the Kuranda Visitor Information Centre draft Business Plan	June	As needed
<b>Lisa Macalister</b>	Follow up bus signage with Council staff with request to notify TK committee in future before signage is erected	Ongoing	
<b>Trish Green / Marc Sleeman</b>	Draft Kuranda law and order correspondence	Next meeting	

**8. Next Meeting:** proposed for Tuesday, 16 June 2015 at Tourism Kuranda Office

**9. Supporting Documents**

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

# Tourism Kuranda

## Income and Expenditure Statement

	BUDGET 2014/15	MSC ACTUALS April
<b>Tourism Kuranda INCOME</b>		
Tourism Kuranda Advertising Contributions	47,600.00	-
Tourism Kuranda Brochure Contributions		-
Benefited Rate Contribution	190,498.00	182,616.86
Brochure Contribution		40,902.15
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>223,827.97</b>
<b>ADMINISTRATION Tourism Kuranda</b>		
<b>Total Tourism Kuranda Administration</b>	<b>95,000.00</b>	<b>77,432.82</b>
<b>PROMOTION Tourism Kuranda</b>		
TK Comm Stake/Liaison	-	-
TK Brochure	8,000.00	7,750.00
TK Map	25,000.00	19,896.00
TK Brochure Distribution	14,445.00	13,174.61
TK Advertising Other - Cairns Post	6,000.00	5,403.10
TK Misc Promotions	500.00	250.00
TK Kuranda Branding/Graphic Design	2,000.00	800.00
TK Events & Promotions	14,000.00	17,110.56
TK Website & Elect Mkting	9,800.00	2.19
TK Industry & Media Famils	4,000.00	1,234.06
Memberships (TTNQ & TTT)	2,855.00	1,850.00
TK Advertising-Tourism Pub	17,000.00	13,004.54
TK Advertising - TVC	16,000.00	12,848.00
TK Advertising - TVC Production	2,000.00	825.91
TK Advertising - Radio	11,000.00	5,000.00
TK Trade/Sales Missions	9,848.00	4,184.16
TK PR/Media Management	6,600.00	5,811.47
TK Getting the Product Right	-	-
<b>Total Tourism Kuranda Promotions</b>	<b>149,048.00</b>	<b>109,345.75</b>
<b>TOTAL TOURISM KURANDA EXPENDITURE</b>	<b>244,048.00</b>	<b>186,778.57</b>
<b>SURPLUS/(DEFICIT)</b>	<b>(5,641.04)</b>	<b>37,049.40</b>



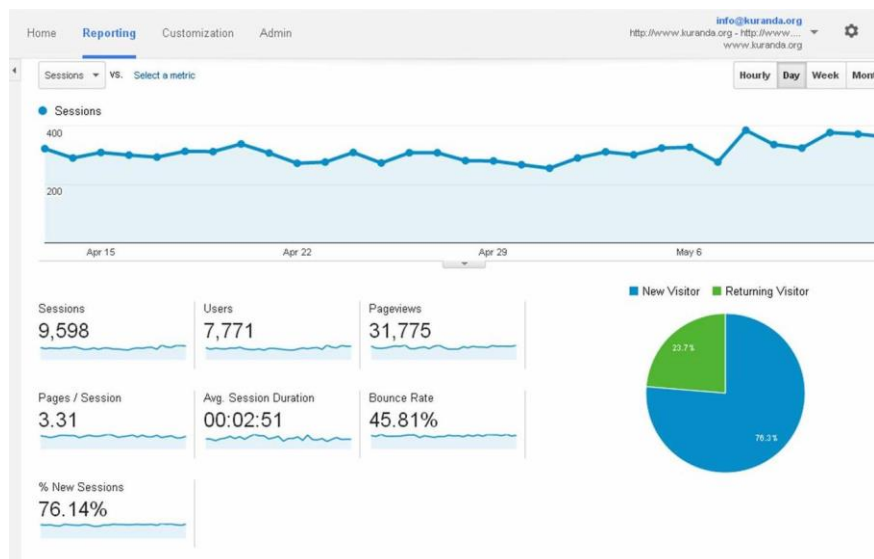
## EO REPORT MAY 2015

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

- Kuranda will be open for Anzac Day - 25th April 2015
- Mareeba Shire Anzac Trail
- KVIC submitted for a regional architecture award
- Kookaburra sits in the old gum tree
- Crocodile & Chips on the menu
- Crocodile burger at Kuranda Village Cafe Bar & Grill
- Creative Arts for Everyone" CAFE 2 project
- Cairns 2 Kuranda Train Race - the most spectacular train race in the world
- Every Australian loves a water slide
- The City Slider Media Launch in Kuranda today!
- Kuranda is set to transform into a Wet & Wild Wonderland on 4th July
- Woohoo - Tickets have just gone on sale!
- The Didgeridoo comes in all shapes and sizes.
- KTown Records are holding an amazing event called SoundScribe
- National Volunteer Week
- Congratulations to Erica Nunn
- Heads up! The 11am and 1pm sessions are now booked out!
- Kuranda welcoming party
- Brian Clark from Kuranda Riverboat being interviewed
- Love this travelling Kuranda billboard - "Rock This County Blue" Music Festival
- DANGER! HOT Blues Musicians coming to Kuranda 3rd & 4th October

### May 2015 (ONE MONTH) GOOGLE ANALYTICS

Sessions – 9,598  
Users – 7,771  
Page Views – 31,775  
Pages/Visit – 3.31



To launch The City Slider event on our facebook page we spent \$26.00 to extend our reach "Boost Post" and the following outlines the outcome of this facebook advertising.

Our City Slider launch facebook post on the 6<sup>th</sup> May had a reach of 21,984 people with 1,037 likes, comments & shares with 2,666 post clicks (photo views & link clicks etc.)

**Boost Post**

Your boost has exhausted its budget. Increase your budget to reach more people.

Desktop News Feed | Mobile News Feed

You added 3 new photos. [Like Page](#)

Sponsored

Every Australian loves a water slide and Tourism Kuranda has secured the very first Giant Water Slide event for our region! The City Slider is a giant 325 metre long (double lane) water slide that will transform Arara St in Kuranda into a water wonderland on Saturday 4 July - early bird tickets to go on sale via [www.thecityslider.com.au](http://www.thecityslider.com.au) from 9am this Thursday 7 May. Past events have sold out so get in fast! Check out - <https://www.youtube.com/watch?v=jCg1D3cRTdo>  
 #seeaustralia #exploreTNQ #thisisQueensland #athertontablelands #kuranda

286 Photo Clicks  
 26 Link Clicks  
 3 Page Likes  
 79 Post Likes  
 29 Comments  
 19 Shares

Add Budget \$7

**WEBSITE ADVERTISING** – During the month website advertising renewal notices were sent out to existing Kuranda website advertisers and another expressions of interest to non advertising business owners outlining the benefits of advertising on [www.kuranda.org](http://www.kuranda.org). The following businesses have responded;

**Renewals to date**

1. Ceti Bath Shop
2. Australian Butterfly Sanctuary
3. Rainforestation Nature Park
4. Doongal Aboriginal Art
5. Cedar Park Rainforest Retreat
6. Kuranda Riverboat Tours
7. Skyrail Rainforest Cableway
8. Kuranda Trading Post
9. Kuranda Heritage Markets
10. The Australian Bush Store
11. Kuranda Scenic Railway
12. Terra Nova Gallery
13. Frogs Restaurant & Catering
14. The Kuranda Hotel
15. Platypus Springs Rainforest Retreat
16. Kuranda Birdwatcher’s Cabin
17. Kuranda Koala Gardens
18. Birdworld Kuranda
19. Honey House

**New advertisers**

1. Transnorth
2. Bob’s Woodart
3. Djabugay Aboriginal Guided Tour

**THE CITY SLIDER EVENT** - Tourism Kuranda has secured the very first “Giant Water Slide” event in our region and will be happening right here in Kuranda on the 4<sup>th</sup> July 2015. The event will be held in Arara Street and a considerable amount of work has been done behind the scenes to secure this event. The support from the Mareeba Shire Council with road closure logistics has been fantastic. Set up will begin on Friday night 3<sup>rd</sup> July and we will be closing parts of Arara, Barang and Meeroo Streets to host this special event in the village. This event will bring between 6000 to 7000 people into the village throughout the whole day and we hope will be a great economic boost for traders and a fantastic opportunity to promote and showcase our amazing destination. The City Slider is a major coup for our village and we hope to turn this into an annual event bringing people to Kuranda from all over the region.







**e-NEWSLETTER – The May 2015** newsletter featured the following articles;

- The City Slider
- Cairns 2 Kuranda Train Race
- Mothers' Day in Kuranda
- Skyrail Nature Diary
- Barron River Challenge

### **NEVILLE DUNN – Report**

#### **Melbourne Caravan & Camping Show 11 – 17 February 2015**

- The number of Visitors attending was approximately 52000 this being better than expected with a new time and venue. However lack of signage and a very bad layout meant the Tourism Pavilion did not receive as many visitors.
- Although the number of visitors was down those that we saw indicated travelling this year while others were planning for next year and beyond with most indicated July as the month they were planning to visit the North, however a few were departing Vic in May to be ahead of the main crowd with a few looking at September and October.
- As usual in Melbourne the Cape and Gulf received many requests with a high number of these travellers driving themselves, others wanting a Tag-a-long or a Safari to Cape York some a Trinity Bay voyage with a number flying only then hiring a 4WD and camper trailer. Of the other visitors most advised they were travelling inland to Cairns and indicated travel would be either using the Matilda or Inland routes as a number wished to visit Charters Towers and then returning via the Coast.
- Although most Travellers were not planning a lengthy stay in Cairns, information was requested to enable spending time with a Reef Cruise, Kuranda with Rail and Skyrail as well as a trip to the Daintree. Cooktown was high on the information required list for people and has become a must to visit.
- Some people indicated flying to Cairns because Airfares are cheaper than driving then hire a vehicle on arrival. This particularly suited those with a shorter Holiday break
- Even with the lower numbers the amount of genuine information requests indicate we will again experience a strong Victorian presence in North Queensland.

#### **Adelaide Caravan & Camping Show 18 – 23 February 2015**

- Approximately 27000 visitors attended, this being a little less than last year. Possibly a contributor to lower no's was because Adelaide has a number of things going on around show time and some day temperatures were high.
- However those that came were very genuine and we did not have any brochure grabbers. We also received enquiries from people planning for 2016 and beyond.
- Entry to the North again will mainly be via the Matilda Highway to include Longreach and Winton with a number coming from the Northern Territory, then travelling up the centre and utilizing the Savannah Way or Overlanders way with some coming via Birdsville. Overall a very high number of enquiries regarding the Savannah Way and the Gulf were received. A number were travelling via the coast which had a renewed interest with others via the Inland Way as they wished to see Charters Towers.
- A high level of enquiry for day tours extended tours including Daintree, Cooktown, Reef, Rainforest and Trains was experienced as some people indicated they would fly to Cairns. Also Cape York with extended and tag along tours along with the self drive market requested all the above as well as Cooktown, Cairns attractions and Tableland information including Kuranda as again the people advised information was hard to source in Adelaide.

## Perth Caravan & Camping Show 18 –22 March 2015

- The number of visitors attending was 47500 this being up on last year. A large number of those that attended indicated they were travelling this year with North Queensland being a favoured destination.
- Some visitors came gathering last minute information as they were starting their trip in the next few weeks and found information other than packaged holidays very hard to find in Perth. Others who had already booked Flights & Accommodation, as with the self drivers, could find very little information on Queensland in Perth.
- The majority of the drive market indicated entry to the North would be via the Savannah Way either from Broome or the longest short cut from Laverton to Winton through Boulia then up to the Gulf Savannah with some going via Mt. Isa and Charters Towers and then continuing to Cape York. The Savannah Way was a major request route for self drive and unfortunately brochures for the length of the SW were not available.
- Day and extended tours [Reef, Tablelands, Rainforest & Cape York] were regularly requested with a high level of interest shown in the Daintree, Kuranda, the Savannahlander and Trinity Bay where a number informed they had already booked. Cooktown information with Tours as well as road conditions were requested frequently. Because of the high number of self-drivers, Tag-a-Long Safaris had a high number of information requests for Cape York.
- The overall Perth market is very interested in North Queensland and should continue to be actively promoted to ensure they have information available to make the decision to visit.