

TOURISM KURANDA MINUTES

of the Committee meeting held
Tuesday, 19th July at the Tourism Kuranda Office at 4.30pm.

1. Welcome and Introduction

Attendees - Cr Tom Gilmore (Chair), Cathy Flambo (Australian Bush Store), Marc Sleeman (TK EO), Cr Lenore Wyatt (MSC) Trish Green (Honey House), Peter Danford (Cedar Park Resort), Cathy Harvey (MSC) Chris Grantham (Rainforestation & Butterfly Sanctuary, Terry Pates (Frogs Restaurant)

Apologies – Craig Crawford, Angela Freeman (Cairns Tropical Zoo-Koala Gardens/Birdworld), Adam Letson (Skyrail), Adrian Pancirov (Kuranda Heritage Markets), Susan Parsons (MSC)

Visitors -

2. Confirmation of Previous Minutes – May 2016

"That the minutes of the previous meeting of May 2016 be accepted as true and correct"

Moved: Cathy Flambo Seconded: Lenore Wyatt

3. Business Arising from Previous Minutes

ACTION ITEMS

Responsible Person	Action	Date for Completion	Follow-up/Completion
Susan Parsons	Dream State Circus have received approval from Fr Chris Wright to perform outside church		Completed
Marc Sleeman	Social media hub to be installed 20/7	Next Meeting	
Marc Sleeman	Volunteer station – uniforms to be purchased.. 'vests' to be made.	Next meeting	Ongoing
Cathie Flambo	Tom Gilmore moved that TK request council to review narrow neck at Therwine St. Seconded Cathy Flambo. All in favour	Next meeting	Ongoing
Susan Parsons	Parking review Thoree Street	Next meeting	Ongoing

4. Correspondence.

Moved: Terry Pates Seconded: Chris Grantham. All in favour.

5. Confirmation of Budget Report

Moved: Lenore Wyatt Seconded: Trish Green. All in favour.

Confirmation of MSC corporate credit card expenditure. Noted.

6. Confirmation of Executive Officer Report

Moved: Marc Sleeman Seconded: Cathy Flambo. All in favour.

7. General Business

1. **Down Under Tours – Buzz Night.** Cost around \$600 to attend. Terry Pates moved motion for Marc Sleeman to attend. Seconded Lenore Wyatt. All in Favour.

2. **Walk Closure query from Fred Nooravi.** Correspondence to be sent to be sent to Fred Nooravi referring him to the Bitzios report.

3. **Rainforestation 40th Birthday.** It was agreed that it was against TK policy to support a specific business with an advertising feature for RFS 40th birthday.

4. **Cairns Agent Showcase.** Committee decided to look at a Cairns Showcase in May 2017 and combine with Port Douglas showcase event.

5. **Toilet Block.** Lenore Wyatt to talk to Mary Naylor. Also mention termites.

6. **Tripping Magazine.** \$200 requested for full page ad in magazine – generic page shared with CAPTA/Koala Gardens/Birdworld. Approved and Moved Lenore Wyatt, seconded Terry Pates. All in favour.

7. **Naming Quokkas.** The committee agreed to feature the new Quokkas in a facebook post but not to use TK Social Media contractor to run individual naming competitions to promote an individual businesses.

8. **Riverwalk Signage and path.** No maintenance for a while. Lenore Wyatt to follow up. Terry Pates mentioned the need for landscaping and care of Gardens. Tom Gilmore advised that the position of Foreman has been advertised.

9. **Next Meeting:** proposed for Tuesday, 23rd August, 4.30pm

ACTION ITEMS

Responsible Person	Action	Date for Completion	Follow-up/Completion
Marc Sleeman	Attending DUT Buzz Night in Brisbane	Next meeting	
Marc Sleeman	Letter to Fred Nooravi regarding walking track	Next meeting	
Lenore Wyatt	Toilet Block report	Next meeting	
Lenore Wyatt	Riverwalk track update	Next meeting	

TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT
to June 2016

	BUDGET 2015/16	ACTUALS
	\$	
<u>INCOME</u>		
Tourism Kuranda Advertising Contributions	42,500.00	28,877.70
Benefited Rate Contribution	202,822.00	200,426.47
Sundry Revenue	6,000.00	6,630.55
Surplus Carry Over 2014/15	2,000.00	2,611.00
	253,322.00	238,545.72
<u>ADMINISTRATION COSTS</u>		
Total Administration Costs	94,643.00	89,121.24
<u>PROMOTIONAL COSTS</u>		
A4 Brochure	8,500.00	7,000.00
Map & Visitors Guide	24,000.00	23,799.18
Brochure Distribution	15,000.00	14,374.64
Kuranda Festival Event	25,250.00	25,802.19
Kuranda Easter Event	25,250.00	24,382.92
Social Media Management	17,000.00	7,326.01
Industry Famils & Presentations	4,000.00	6,263.62
Tourism Kuranda Memberships	1,155.00	1,800.00
Adv Pre & Post Tourism Publications	19,000.00	11,851.82
Tradeshows & Sales Missions	11,500.00	11,454.82
Public Relations Management	5,000.00	4,500.00
General Advertising	1,000.00	-
Total Promotion costs	156,655.00	138,555.20
TOTAL ADMIN AND PROMOTION COSTS	251,298.00	227,676.44
SURPLUS/(DEFICIT)	\$ 2,024.00	\$ 10,869.28



EO REPORT JUNE & JULY 2016

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

- Thanks to all the Atherton Tablelands VIC volunteers for visiting Kuranda
- KSR 125th anniversary savings
- I was here first – no it's my log.
- Jumble in the Jungle
- Kuranda Bike Hire Now available
- Lemon Meringue on the buffet at Cedar Park
- Indigenous artwork on display
- Lush green tropical rainforest

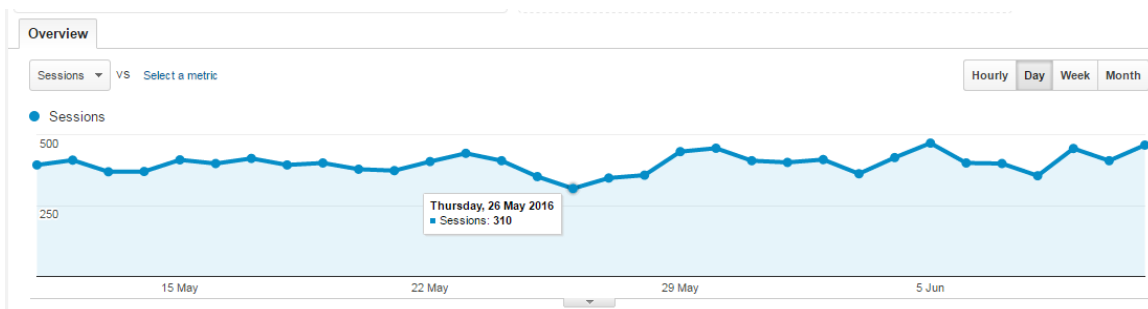
INSTAGRAM & TWITTER posts for the month

- Kuranda Station history
- Borobi Visit
- The Amazing Race
- I was here first...no no it's my log
- Expect the unexpected

NB: Fastrack Group started with first posts on the 11th July 2016.

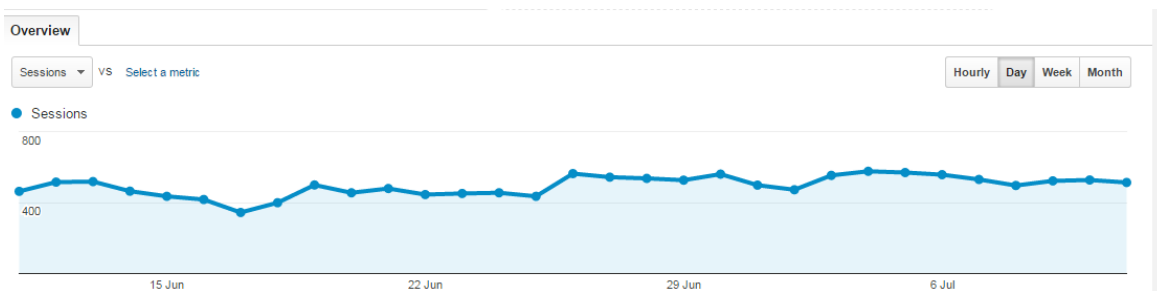
11th May to 11th June 2016 GOOGLE ANALYTICS

Sessions – 12,764 Users – 10,271 Page Views – 39,404 Pages/Sessions – 3.10



11th June to 11th July 2016 GOOGLE ANALYTICS

Sessions – 15,315 Users – 12,249 Page Views – 48,359 Pages/Sessions – 3.16



LOCAL SALES CALLS – I spent 3 days during the month completing local sales calls and delivering brochures to our main booking outlets. I also ensured brochures were distributed across our major distribution points like Freshwater Station & KSR Cairns Central, Kuranda Station and the main outlets in Cairns CBD.

ATEC COMMITTEE– During the month I attended an ATEC committee meeting to discuss the upcoming IUN2016 event.

ANNUAL LEAVE – I took annual leave from the 30th May to 17th June inclusive.

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

- New Soap Shop
- Wildlife fundraiser
- Sunday Jamming Session on the Barron River
- Borobi2018 visit to Kuranda
- KSR 125th Celebrations
- NAIDOC Celebrations
- Natural Culture playing July at Original Markets
- New arrivals at Koala Gardens – Quokkas
- Rumble in the Jungle 4

During my annual leave Cr. Lenore Wyatt handled these Sea FM interviews.

e-NEWSLETTER – The June newsletter featured the following articles;

- Borobi2018 Visit
- Atherton Tablelands VIC volunteer visit
- Amazing Race Kuranda 2016 agent familiarization
- Sweet Treats – Sweet Gossip
- KSR Local Special
- Try Bush Tucker at RFS
- Skyrail Nature Diary
- Koala Gardens, Birdworld and Frogs Restaurant Tripadvisor Awards
- Rumble in the Jungle
- New Menu at Cedar Park

THE AMAZING RACE – On Friday the 17th June Kuranda played host to our annual travel agent Amazing Race Event. Agents were divided into groups of 4 and 5 and spent the day searching for 46 different clues around the village. Huge thanks to John Tolentini & Marc Ryan from Down Under Tours, Kahlia Pepper from Skyrail Rainforest Cableway, Ivana Andacic from Kuranda Scenic Railway, Venetia van Staveren from Koala Gardens/Birdworld and Willie Enoch-Tranby for helping co-ordinate this fantastic event! It is extremely important for us to continue building strong relationships with our local agents and work collaboratively with our tourism partners to promote our region

#BOROBI2018 VISIT – On the 18th June Kuranda welcomed #Borobi2018 the official mascot of the Gold Coast 2018 Commonwealth Games to Kuranda. As a result of this visit I was able to secure some media exposure in the Tablelands Advertiser for Kuranda village.



Southern Kuranda executive officer Marc Sleeman and son Flynn, 3, meet Commonwealth Games 2018 mascot, Borobi, at Kuranda.

Friendly mascot takes in Tablelands

THE 2018 Commonwealth Games mascot, Borobi, recently explored some of the best attractions Kuranda and the Tablelands has to offer as part of his journey through Queensland.

Tourism Kuranda executive officer Marc Sleeman said the friendly blue kudu was a big hit with visitors and was happy to pose for photographs while visiting the region.

Mr Sleeman said Borobi's visit also helped "showcase our special part of the world".

"Borobi started the day with a balloon flight over Mareeba on board a hot air balloon then onto Skyrail Rainforest Cableway, Barron Falls, Kuranda Village, Rainforestation, before he travelled on a WW2 army duck's visit to Barron Falls and travelling Gold Class on Kuranda Scenic Railway," he said.

"Flynn [Mr Sleeman's son] and I spent some time with Borobi in the village and he was a huge drawcard with locals and visiting guests."

The visit to Kuranda was an initiative of Tourism Queensland and was part of a campaign to help leverage the global exposure of the 2018 Commonwealth Games and help promote additional locations in Queensland.

The 2nd Commonwealth Games will be held at the Gold Coast from 4-15 April 2018.

TTNQ MEETING – On the 16th June I had a meeting with Jane Wilson - Director Leisure Sales & Marketing for TTNQ and discussed our concerns about our regional positioning. TTNQ have now decided to include Kuranda in the Atherton Tablelands heading on their new product brochure tool - good result. We also discussed media and trade famils, the TTNQ 2015-2020 strategic plan, key priorities and an overview of their eCommunications and digital media. I also had a meeting with Joyce Yang - TTNQ Marketing Manager (China) to discuss the China market and our involvement in the 2017 QOT mission plus current initiatives in the China market.

TTNQ VISITOR INFORAMTION PRESENTATION – On the 15th June Cathy Harvey and I provided a product presentation to the TTNQ VIC volunteers at their Esplanade Information Centre between 4.30 to 5pm. We provided an update on new products and it was also an informal opportunity for these important volunteers to ask burning questions about our destination and with Cathy at the presentation provided a connection between the two VIC's.

ATHERTON TABLELANDS VIC FAMIL – On the 26th May we hosted 34 Atherton Tablelands Visitor Information Centre volunteers in Kuranda for a day of fun and adventure experiencing all of our wonderful attractions including the Kuranda Riverboat, the Australian Butterfly Sanctuary, Rainforestation, the Kuranda Heritage Markets and the Kuranda Original Rainforest Markets. It was a fantastic result for Kuranda and I'd like to acknowledge the wonderful help from Miry and the Kuranda VIC volunteers too (great team effort!).

TTNQ BOOT CAMP PROGRAM – On the 25th May I attended a TTNQ Event Boot Camp and covered the following topics;

- Power of events for regional communities
- discussed event marketing
- business planning
- grant & sponsorship

NEW MAP – During the month I finalised the artwork for our two new village maps that will be located at the Kuranda Station and in Centenary Park. These new village maps will help direct visitors around our village in the rainforest and feature all of our social media handles including QR codes to our Free Visitor Guide, accommodation and promote our new free Wifi in Centenary Park. These new maps were funded through co-operative funding for our 2016/17 Kuranda Map & Visitor Guide and will help to increase our digital exposure.

TTT MONTHLY BOARD MEETING – I attended the TTT monthly board meeting on Friday 8th July with Angela Freeman and provided the committee with an overview of our TK activities including an outline of our strategic plan for 2016/17.

MEDIA AND TRADE FAMILS – During the month I help co-ordinated the following media and trade famils;

- On 19th June I hosted a visit by Tourism Australian who arranged an investment educational program in conjunction with Austrade and the Tourism Division (QLD Government). This educational visited key regional tourism locations in QLD including Kuranda and was an excellent opportunity to showcase our destination and test investors' appetite for investment outside capital cities. It will also develop positive editorial publicity about Australia as a tourism investment destination by hosting select Chinese business media. In total there 10 pax travelling, this consisted of 4 X Chinese Investors, 2 X Chinese Media, 1 TA staff and 2 Austrade Staff.
- On 13th July we hosted a TEQ – Singapore & Malaysia media visit which was designed to help promote key destinations in Cairns & TNQ by showcasing key attractions and experiences that the Singapore + Malaysian traveller would enjoy. The group had lunch at Frogs Restaurant and visited the markets and our wildlife attractions.
- On 13th July we also hosted a TTNQ media filming visit for a Chinese TV show – “Dream Walker” which is an online move 'Australia Strategy' shooting that was held in Cairns from 8 to 16 July. The previous episode of the show 'Dream Walker' received 10 million clicks online and is now ranked 3rd on the travel category for TV shows in China. (Some excellent exposure for our little village).

Correspondence In:

27 May	Email from Caroline at Malanda VIC – Thank you for hosting group
13 June	Email from Ivana – KSR confirming that we could store trolley at Station
15 June	E-mail from Father Chris Wright confirming busking location in front of church all OK
21 June	E-mail from Fred Nooravi re: access to Kuranda blockage
28 June	Email from Sarah Graham, Sales Manager Shangri La re: Event Launch Invitation
28 June	Email from Dominic Ward – QLD Director, Tourism Industry Development – Thanks
1 July	Email from Bron at TTT re: invitation to present to the TTT board – Kuranda update
7 July	Email from Gwyneth – TRC Brisbane Caravan & Camping Show Report
12 July	E-mail from KUR – world re: Declared a Coordinated Project
12 July	E-mail from Angela Freeman re: Quokka naming concept
13 July	E-mail from Mareeba Chamber of Commerce – tourism meeting invitation
13 July	E-mail from Melanie Wicks re: indigenous contact in Kuranda

Correspondence Out:

27 May	Email to Kuranda business owners about Usana Group Visit - 29 & 31 May 2016
13 June	Email to Alex de Waal inviting him to next TK meeting
14 June	E-mail to Father Chris Wright re: Busking
15 June	E-mail to Jane Wilson at TTNQ confirming appointment
20 June	E-mail to TA & Austrade re: Chinese Investment visit and advising MSC contact
21 June	E-mail to Andrea Falvo re: Borobi visit
27 June	E-mail to Capta confirming RSVP for 40 th anniversary
27 June	E-mail to Douglas Shire requesting our \$300 deposit be refunded
27 June	E-mail to Chan Brothers Travel Singapore confirming full page advertising
1 July	E-mail to Andrea at Tablelands Advertiser re: Borobi exposure Thank you
1 July	E-mail to Bron at TTT confirming participation at next board meeting
4 July	E-mail to Mary Naylor re: unacceptable state of the toilet block
6 July	E-mail to Mary Naylor re: unacceptable state of the toilet block