

TOURISM KURANDA COMMITTEE MINUTES

of the meeting held Tuesday, **19 August 2014**
at the Kuranda Hotel at 4.30pm.

AGENDA

1. Welcome and Introduction

Attendees - Robert Matthews (Chair), Adrian Pancirov, Trish Green, Cathie Flambo, Councillor Karen Ewin, Marc Sleeman

Apologies - Melanie Wicks, Chris Grantham, Kevin Parise, Terry Pates

Visitors – Councillor Jenny Jensen, Lisa Macalister (MSC), Helen Irwin (MSC - minute taker)

2. Confirmation of Previous Minutes – 15 July 2014

Moved Trish, Seconded Rob

3. Business Arising from Previous Minutes – 15 July 2014

ACTION ITEMS

Responsible Person	Action	Date for Completion	Follow-up/Completion
Cr Ewin / Peter Franks	Get estimate of number of Kuranda businesses benefitting from tourism but not paying Benefited Area Levy – plus estimate of revenue this would add. Get list of who is paying the levy.		Audit completed - at least one significant business to add and another being checked (residential zone but tourist accomm.)
Marc Sleeman	Website social media/PR consultants – other options and costs.	Got quotes, under review	Decision to make next meeting
Marc Sleeman	Visitor Info Centre - date of official opening to take place in September, this is to be confirmed		Opening is 5 th Sept.
Cr Ewin	Tourism Kuranda offices	Next meeting	Discussed - possibly going to EOI, will advise next meeting
Marc Sleeman	Marc is to contact Kuranda Amphitheatre regarding the Kuranda Festival and performances	Next meeting	Still working on schedule

4. Correspondence

Inward Correspondence

- 23/7 e-mail from MSC Successful Letter - Continuation of Ongoing Assistance (FIKS)
- 25/7 e-mail from Tony Jensen – Bendigo Bank re: Free Wi-Fi
- 28/7 e-mail from Michelle Esparon - Reporting of results from Wet Tropics and GBR Studies.
- 31/7 e-mail from Kylie O'Brian with Christmas in July contact
- 1/8 e-mail from Kevin Parise – Skyrail requesting a quote for our tourism awards submission
- 3/8 e-mail from Justine Schlicht – re: Kuranda Festival & Kuranda YAK YAK YAK
- 4/8 e-mail from Nettie Dunne re: posting info about kindy Fathers Day event.
- 5/8 e-mail from Jun – Living in Cairns re: Feature proposal

Outward Correspondence

- 17/7 e-mail to Kuranda businesses re: Kuranda Pharmacy Influenza Vaccines
- 22/7 e-mail to Booking.com confirming our participation in their presentation.
- 28/7 e-mail to Tony Jensen – Bendigo Bank re: Free Wi-Fi
- 29/7 e-mail to Mayor explaining suggested dates for VIC official opening'
- 31/7 e-mail to Michael Trout's office requesting meeting re: Kuranda Festival
- 31/7 e-mail to Brad Remmer – Kuranda Opal Cave re: complaint from website
- 1/8 e-mail to Bron at TTT asking if they would like to help with Booking.com presentation
- 7/8 e-mail to all Kuranda business owners re: Kuranda Map advertising
- 11/8 e-mail to KSR with quote for our tourism awards submission
- 11/8 e-mail to Skyrail with quote for our tourism awards submission

5. Confirmation of Budget Report

Noted by Committee.

6. Confirmation of Executive Officer Report

Noted by Committee.

7. General Business

1. Kuranda Festival
2 bands on Saturday - Timber and Wood and Funky Love Tank. Sunday is a more family-focused day with Koalition the band confirmed. The raft race is being organised by Raging Thunder. Draft advert. / corflute sign discussed. Undie fun run is now a Cassowary Run - broader participation and more media pull. Canoe Club is running activities on the river. Kids treasure hunt suggested.
2. TTNQ Networking "Showcase" - September 10th, 5-7 pm
Marc presented to the Chamber of Commerce and they agreed to contribute \$400. Finer details being worked out. Aiming for a fun and memorable event, showcasing Kuranda as the gateway to the Tablelands and beyond.
3. Tourism Kuranda Budget
Sub-committee met with Council officers last week - new improved format discussed. 3rd column to be Surplus resulted from Marc not taking annual leave but this will balance out when he does. Corporate overheads discussed. Increase in levy - aiming to have this over future corporate overheads (and Marc aims to minimise). For review and ongoing discussion.
4. Sales Vehicle
Costs discussed - over 5 years, savings to be made and we would end up owning the car. Marc - proposal to be emailed to all committee members and meeting to set up with Council officers. Novated lease also suggested.
5. Kuranda Map & Visitor Guide 2014/15
32 confirmed participants with 30 more to be confirmed. Some new, including Bendigo Bank.

8. Next Meeting: proposed for Tuesday, 16 September 2014

9. Supporting Documents

Profit and Loss Statement - attached
Executive Officer's Report - attached

ACTION ITEMS

Responsible Person	Action	Date for Completion	Follow-up/Completion
Cr Ewin	Tourism Kuranda offices	Next meeting	Follow up
Marc Sleeman	Sales car costings, who will lease etc.	Next meeting	Follow up



Tourism Kuranda

Income and Expenditure Statement

	BUDGET 2014/15	MSC ACTUALS July
Tourism Kuranda INCOME		
Tourism Kuranda Advertising Contributions	47,600.00	-
Tourism Kuranda Brochure Contributions		-
Benefited Rate Contribution	190,498.00	-
Sundry Revenue	6,000.00	-
Deficit B/F 2013/14	(5,691.04)	(5,691.04)
TOTAL Tourism Kuranda INCOME	238,406.96	(5,691.04)
ADMINISTRATION Tourism Kuranda		
Total Tourism Kuranda Administration	95,000.00	5,375.32
PROMOTION Tourism Kuranda		
TK Comm Stake/Liaison	-	-
TK Brochure	8,000.00	-
TK Map	25,000.00	-
TK Brochure Distribution	14,445.00	-
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	-
TK Website & Elect Mktng	9,800.00	-
TK Industry & Media Famils	4,000.00	-
Memberships (TTNQ & TTT)	2,855.00	-
TK Advertising-Tourism Pub	17,000.00	-
TK Advertising - TVC	16,000.00	-
TK Advertising - TVC Production	2,000.00	-
TK Advertising - Radio	11,000.00	-
TK Trade/Sales Missions	9,848.00	-
TK PR/Media Management	6,600.00	-
TK Getting the Product Right	-	-
Total Tourism Kuranda Promotions	149,048.00	-
TOTAL TOURISM KURANDA EXPENDITURE	244,048.00	5,375.32
SURPLUS/(DEFICIT)	(5,641.04)	(11,066.36)



EO REPORT AUGUST 2014

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

1. Kuranda way back when?? The official opening of the Butterfly Sanctuary
2. Huge thanks to everyone for helping us reaching 6,000 likes
3. Yummy! Good luck Kuranda District State College.
4. When was the last time you had a game of mini golf?
5. What an amazing prize to WIN - Enter now!
6. 140 wonderful Red Hat Ladies have just arrived in Kuranda village for a day
7. Kuranda Kindy is looking for market stall holders for their HUGE Fathers Day Fate
8. Another spectacular day in the village today!
9. For amazing juice make sure you visit Jungle Juice Kuranda
10. For some unique rainforest accommodation visit www.kuranda.org
11. Yak Yak Yak - Youth Arts Kuranda are performing at Festival Cairns
12. New Mars flavour fudge now available at the Kuranda Fudge Bar
13. Great to have our Facebook prize winner - Nicollette Lum and her 3 besties in Kuranda over the weekend!
14. Kuranda village has a new Tree House located at the Original Rainforest Markets! Acclaimed artist and local Kuranda resident David Stacey has just opened a new gallery in the Kuranda Village Centre.
15. Advertising in the new 2014/15 Kuranda Official Map & Visitors Guide is now available.
16. News item - Cairns Post Wed 12 November 1890
General News - Kuranda sanatorium of the NORTH!
17. UNEARTH YOUR LOCAL POTTER Australian Ceramics Open Studios
18. Booking.com will be in Kuranda tomorrow
19. Official Opening of the new Kuranda Visitor Information Centre
20. Great way to get to the village - Skyrail

SEA FM TOURISM TALK – Fortnightly Sea FM tourism talks as follows;

22nd July - discussed new Facebook promotion with Skyrail / Red Hatters in the village

5th August - discussed new David Stacey Gallery in Kuranda, Arts Co-op Members and Kuranda performers at Cairns Festival.

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, Skyrail terminals and the main outlets in Cairns CBD & Esplanade.

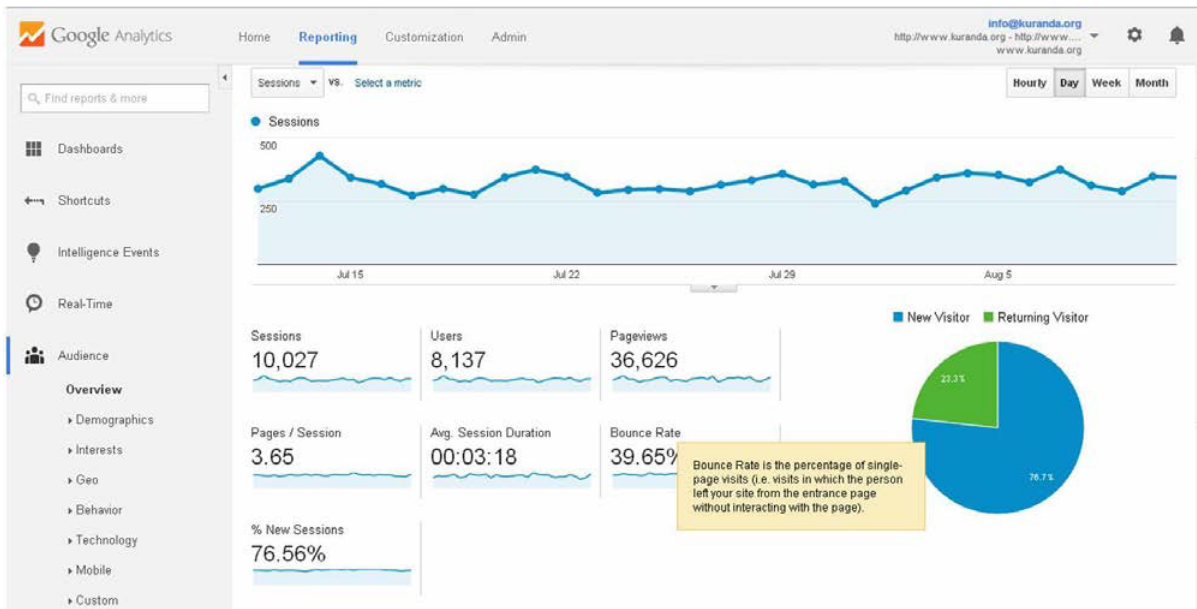
JULY/AUGUST (ONE MONTH) GOOGLE ANALYTICS

10,027 Sessions

8,137 Users

36,626 Page views

3.65 Pages/Visit



e- NEWSLETTER – The July e-newsletter was sent out on the 24th July and featured the following articles;

- Townsville Show success
- Facebook 6000 likes
- Pamagirri Dancers celebrate 25 years
- Pure bliss
- Kuranda Arts on Show
- Skyrail Nature diary
- New VIC to open
- Stop for tea & cookies

DATABASE – Continued to update our Tourism Kuranda (Constant Contact) data base and sourcing contacts from previous industry correspondence.

RED HATTERS – During the month I had a meeting with the organisers of Red Hatters who organised a special visit to Kuranda on 19th July 2014. I provided 140 DL Maps for this visit and met the organisers and group at Skyrail Kuranda Terminal. They had a wonderful time in the village and enjoyed engaging with local business owners.



BENDIGO BANK – Free WiFi – I attended a meeting with Tony Jensen - Bendigo Bank and Robert Matthews – KSCC on 28th July to discuss the possibility of installing free Wi-Fi to cover the whole village. BB have their own telco and can provide this service at a discounted rate. A figure of \$10K for two years was suggested to cover this service including all hardware and BB have advised they would contribute \$2K. Tony Jensen will come back to us with a fixed figure for our consideration.

KYLIE O'BRIEN – Goodbye – After 10 years Kylie has left the Tablelands Advertiser and after taking long service leave she will be starting as a reporter with the Cairns Post early October 2014. I caught up with Kylie for a coffee prior to her departure to thank her for the wonderful support she has provided TK over the last 5 years.

SKYRAIL FACEBOOK PROMOTION – Tourism Kuranda assisted Skyrail during the month to launch a new facebook promotion (focus of the promotion was on the new Canopy Glider, Diamond View and attractions in the village. Supporting business included;
Lunch at German Tucker – Kuranda Village Centre
Entry into Kuranda Koala Gardens for 4 people
Entry into Australian Butterfly Sanctuary for 4 people
Entry into Birdworld Kuranda for 4 people
Kuranda River Boat Cruise – 11.45am, 12.30pm or 1.30pm for 4 people
Game of mini golf at the Original Rainforest Markets for 4 people
Single ice-cream at Kuranda Home-made ice-cream for 4 people
I met the winning group at Skyrail Smithfield and presented them with a congratulation letter and prize vouchers.

TTNQ – SERVICE AGREEMENT WITH MSC - As part of the 2014/15 budget Mareeba Shire Council has agreed to take out Platinum Membership with TTNQ. Lisa Macalister and I had a meeting with Andrea Fogarty – Director Corporate Services and Barbara Thomson – Membership Manager TTNQ to discuss a special service agreement as part of this new membership.

To ensure the success of this new relationship we proposed additional support in the following areas to ensure tangible returns on this investment for the Mareeba Shire.

- TTNQ to provide assistance with the promotion of specific Mareeba Shire events.
- TTNQ to facilitate with uploading all Mareeba Shire events onto ATDW.
- TK Executive Officer to be included in all LTO meetings.
- TK to attend ATE as an additional delegate with TTNQ in Melbourne 2015.
- Additional invitations to attend Platinum Membership meetings.
- TTNQ to initiate and facilitate 24 trade familiarisations
- TTNQ to initiate and facilitate 12 media familiarisations
- Mareeba Shire to coordinate any destination photo shoots that involve our region
- TTNQ to actively adopt and strengthen the subregional brand message
- TK Executive Officer to attend one monthly TTNQ sales and marketing meeting.

This new membership translates to a saving of \$900 in our 2014/15 budget.

KDCC MONTHLY MEETING - I attended the monthly Kuranda & District Chamber of Commerce meeting on Wednesday 13th August. I provided the Chamber with an overview of the following activities;

- Kuranda Festival
- MSC Service agreement with TTNQ
- TTNQ network function – KDCC have agreed to contribute \$400 to this event
- New DL map & visitor guide

6,000 LIKES – As a result of our consistent posts on our facebook page we finally hit 6,000 likes during the month.



TTNQ NETWORK FUNCTION – As a result of our service agreement negotiations with TTNQ we have secured the September TTNQ members networking function which will be held in Centenary Park, Kuranda on the 10th September 2014. The date for this event coincides with the official opening of the new Kuranda Visitor Information Centre and we will coordinate a special "Showcase" for this members networking function. KDCC have agreed to contribute \$400 towards this special "Showcase" and we will be organising finger food and some special entertainment and activities.

KURANDA FESTIVAL – Preparations are underway for the Kuranda Festival which will be held on the 11th & 12th October 2014. The proposed schedule of events for our two day festival as follows;

Saturday 11th October – FREE MUSIC event in Kuranda

- Free Music Concert Centenary Park from 12 noon to 4.30pm (Funky Love Tank & Timber & Wood have been confirmed) This music event will be a hook to lure people to the village prior to the John Butler Trio Concert which is being held at the Kuranda Amphitheatre on 11th October 2014

Sunday 12th October – Family Fun Day

- Poets Breakfast
- Bash of the Barron River Raft Race – Raging Thunder supplying rafts
- Free River Cruise (TK charter boat to assist with raft race safety and to provide free tour)
- Music on the banks of the Barron River (Brian Clark will be providing entertainment)
- Enviro Care Tree Planting on the Banks of the Barron River (TBA)
- Food stalls set up on the Banks of the Barron to help feed people waiting for cruise
- Outside Broadcast in Centenary Park (still negotiating with radio stations)
- Jumping Castles in Centenary Park x 2
- The Cassoway Run **NEW** (to replace the Undie Fun Run)
- German Sausage Eating Competition
- Circus Work Shops, Street performers, Face painters x 3 & Magic Show
- Horse and carriage rides & Pony Rides
- Music in Centenary Park – **Koalition confirmed**

KURANDA DL MAP & VISITOR GUIDE 2014/15 – Work has begun on the new 2014/15 Kuranda Map & Visitor Guide with advertising EOI and participation forms being sent out to all local business owners during the month. We have only received 20 completed participation forms and considerable time will be spent during the remainder of the month chasing up advertising support. We have based the advertising fee on securing 60 businesses to support his brochure and with a little leg work I am positive we will secure these numbers.

New businesses that have already returned the advertising form for 2014/15 include;

- Bendigo Bank
- Foodworks Kuranda
- Speewah Tavern
- Honeybee House (new B&B being built by Melissa Clinton)
- Cookies, Tea & Nuts – Original Markets



KURANDA VISITOR INFORMATION CENTRE – VISITOR NUMBERS 2009 - 2014

Month	2009	2010	2011	2012	2013	2014
January	4428	4056	4409	4519	4609	5716
February	3332	3437	3046	3445	3876	3704
March	3837	3878	3603	3682	4543	3690
April	4293	4836	4315	4518	4536	4434
May	4100	4328	4080	4284	4507	3919
June	4334	5423	4852	5058	5343	4989
July	6896	7110	6133	7152	6040	7742
August	6010	6497	5623	6201	6338	
September	5017	5334	4989	5160	5185	
October	4998	5297	4550	5727	5241	
November	4816	4289	4056	6010	4821	
December	4301	4600	4007	4643	4868	
	56362	59085	53663	60399	59907	

NEW LOCAL ART GALLERY – I had a meeting with local artist David Stacey who has recently opened up a new art gallery in the village (Kuranda Village Centre) and is also advertising in the new DL Map & Visitor Guide for 2014/15. David has lived in Kuranda for many years and is also opening his studio for keen art lovers.

BOOKING.COM PRESENTATION – As a result of a meeting I had with Booking.com in Sydney earlier this year, we arranged a special presentation in Kuranda on Wednesday 13th August to discuss the benefits of working with this global online accommodation booking company. Established in 1996, Booking.com guarantees the best prices for every type of property, from small, family-run bed and breakfasts to executive apartments and five-star luxury suites. By securing this presentation we hope to create a greater focus on Kuranda Accommodation with Booking.com and increase visitor nights in Kuranda and on the Atherton Tablelands.

This presentation was attended by the following properties and was an excellent opportunity to establish a working relationship with Booking.com and help drive new business to Kuranda and Tableland properties.

- Patrice Fletcher x 1 – Big 4 Atherton Woodland Caravan Park
- Cathy Corbett – Tinaroo Sunset Terraces
- Kim x 1 - Jungara BnB
- Adrian Davie x 2 - Atherton Rainforest Motor Inn
- Marlies Gehrig x 1 - Kookas BnB
- Cathy Harvey x 1 – Kuranda Visitor Information Centre
- Christina James x 1 – Cairns Holiday Specialists
- Melissa Clinton x 1 Honeybee House
- Jo Clark x 1 - Bustard Downs Accommodation
- Cathy Corbett – Tinaroo Sunset Retreat