

Tourism Kuranda Advisory Committee Meeting Minutes

| | | |
|--|--|---|
| 21 November 2017 | 4.10pm | Tourism Kuranda Office Centenary Park, Kuranda |
| Chairperson | Cr Lenore Wyatt, Mareeba Shire Councillor | |
| Attendees | <ul style="list-style-type: none"> • Kahlia Pepper, Executive Officer Tourism Kuranda • Susan Parson, Senior Engagement Officer MSC • Peter Danford, Cedar Park Rainforest Resort • Cathie Flambo, The Australian Bush Store • Adrian Pancirov, Heritage Markets • Trish Green, Honey House • Adam Letson, Skyrail Rainforest Cableway • Glenys Pilat, Manager Community Wellbeing MSC | |
| Visitors | <ul style="list-style-type: none"> • Annie Clark -Kuranda Infrastructure Advisory Committee (KIAC) • Cathy Retter - Kuranda Infrastructure Advisory Committee (KIAC) | |
| Apologies | <ul style="list-style-type: none"> • Angela Freeman, Koala Gardens/Birdworld • Chris Grantham, Rainforestation • Terry Pates, Frogs Restaurant | |
| Introductions and confirmation of Previous Minutes - Tuesday 17th October 2017 | | |
| <ul style="list-style-type: none"> • Confirmation of the previous minutes in October 2017 Moved: Cathie Flambo Seconded: Peter Danford <i>That the minutes of the previous meeting be confirmed</i> Carried. • Ratified Motion from Flying Minutes To approve Discover Visitor Guide 2018/19 Tourism Kuranda's \$2,000 subsidised Co-operative Advertising proposal (via email) Carried. To approve the promotion of Kuranda for Christmas by way of an Editorial Advert with The Advertiser/Cairns. Cost \$650.00 (via email) Carried. | | |
| Business Arising from the Previous Minutes | | |
| <ul style="list-style-type: none"> • Photography quotes received and recommend by The Executive Officer to contract company Philip Vids as they are already contracted with other Kuranda Businesses to do video/images and drone footage which will make costing cheaper and as well has his exceptional experience with other Tourism bodies currently as the likes of TTNQ. Cost of \$2,500 was agreed and Executive Officer will create a photo plan schedule to be presented at the next meeting. Moved Cathie Flambo Seconded Adrian Pancirov Carried. • It was confirmed by Susan Parson that the TK EO office moving costs will be funded by the TK Budget. Move is estimated to commence in December. • It was discussed that there is no hard evidence to obtain total visitors to Kuranda which included SR, self-drive, local residents and coach tours. However, QR have publically | | |

released KSR's year ending 30th June 2017 figures of 450,000 passengers and KVIC recorded a total of 97,106 customers.

Confirmation of Executive Report and Budget Report

- Confirmation of the Executive Report
Moved: Adrian Pancirov, Seconded: Trish Green Carried.
- Confirmation of the Budget Report
Moved: Adam Letson, Seconded: Trish Green Carried.

That both reports presented by the Executive Officer be received and noted **Carried.**

General Business

- Induction - Glenys Pilat conducted an induction of the Advisory Committee, including code of conduct and Insurances. Information packs were provided.
- Kuranda App - Cathy Retter and Anne Clarke, members of KIAC, presented the Kuranda App proposal currently being proposed through KIAC. TK Committee members at the meeting unanimously said they were very interested in having further discussions about the proposal. These discussions will cover the design and set up of the App, including such matters as content, development and set up costs, ongoing maintenance costs, and responsibility for ongoing updates to App content.
KIAC - The issue of establishing formal communication channels/linkages between TK and KIAC was with agreement that this would be useful.

Items

| Action Item 1 | Person Responsible | Deadline |
|---|---------------------------------|-----------------|
| Kuranda accommodation operators' meeting get together scheduled for Friday 8 th December at Cedar Park Resort. | Kahlia Pepper/ Peter Danford | 08 Dec 2017 |
| Action Item 2 | Person Responsible | Deadline |
| Kuranda Visitor App – KIAC awaiting final approval of proposal. Executive officer to send information regarding App to committee members. | Kahlia Pepper | Next meeting |
| | | |
| Action Item 3 | Person Responsible | Deadline |
| Philip Vids contracted to do new Photos/Videos. Create photo plan proposal to capture the main pillars of Kuranda village economy. | Kahlia Pepper | Next meeting |

Next meeting

The next meeting will be held on Tuesday 23 January 2017

Closure

There being no further business the meeting closed at 6.00pm

TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT

to October

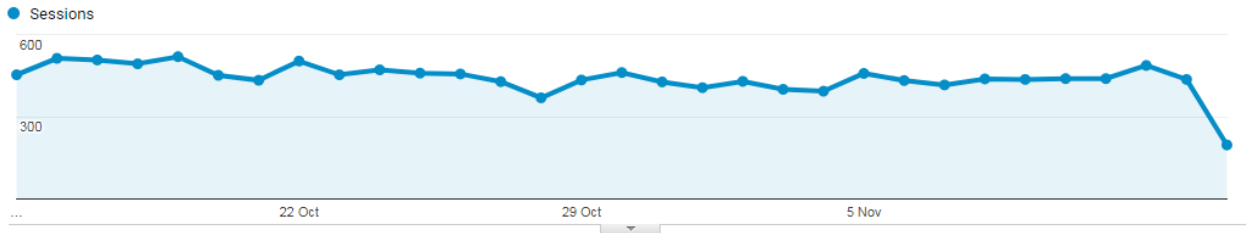
| | BUDGET 2017/18 \$ | ACTUALS | YTD Variance |
|---|----------------------|---------------------|----------------------|
| <u>INCOME</u> | | | |
| Tourism Kuranda Advertising Contributions | 36,500.00 | 761.30 | 35,739 |
| Benefited Rate Contribution | 210,566.18 | 101,589.73 | 108,976 |
| Sundry Revenue | - | - | 0 |
| Surplus Carry Over 2016/17 | 4,934.25 | 4,934.25 | 0 |
| | 252,000.43 | 107,285.28 | 144,715 |
| <u>ADMINISTRATION COSTS</u> | | | |
| Total Administration Costs | 98,800.00 | 28,508.49 | 70,291.51 |
| <u>PROMOTIONAL COSTS</u> | | | |
| A4 Brochure | 8,300.00 | - | 8,300 |
| Map & Visitors Guide | 29,500.00 | 2,963.83 | 26,536 |
| Brochure Distribution | 16,828.00 | 5,381.90 | 11,446 |
| Kuranda Festival Event | 20,000.00 | 1,586.00 | 18,414 |
| Kuranda Easter Event | 19,638.00 | - | 19,638 |
| Social Media Management | 13,000.00 | 4,960.90 | 8,039 |
| Industry Famils & Presentations | 4,000.00 | 83.73 | 3,916 |
| Tourism Kuranda Memberships | 1,000.00 | 930.00 | 70 |
| Adv Pre & Post Tourism Publications | 7,500.00 | 4,220.00 | 3,280 |
| Tradeshows & Sales Missions | 19,000.00 | 918.18 | 18,082 |
| Public Relations Management | 5,800.00 | 2,000.00 | 3,800 |
| General Advertising | 4,000.00 | 205.45 | 3,795 |
| Total Promotion costs | 148,566.00 | 23,249.99 | 125,316.01 |
| TOTAL ADMIN AND PROMOTION COSTS | 247,366.00 | 51,758.48 | 195,607.52 |
| SURPLUS/(DEFICIT) | \$ 4,634.43 | \$ 55,526.80 | -\$ 50,892.37 |
| SURPLUS/(DEFICIT) | \$ 4,634.43 | \$ 55,526.80 | -\$ 50,892.37 |



EO REPORT NOVEMBER 2017

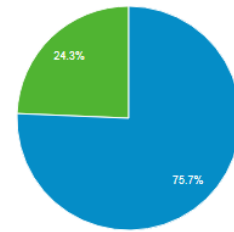
WWW.KURANDA.ORG GOOGLE ANALYTICS 15th October to 14th November 2017

Sessions – 13,636, Users – 10,835, Page Views – 39,502, Pages/Visit – 2.90



| | | |
|---------------------------------|--|------------------------------|
| Sessions 13,636 | Users 10,835 | Page Views 39,502 |
| Pages/Session 2.90 | Avg. Session Duration 00:02:35 | Bounce Rate 49.43% |
| % New Sessions 75.52% | | |

■ New Visitor ■ Returning Visitor



| Country | Sessions | Page Views | contribution to total: Page Views |
|-------------------|---|---|---|
| | 13,637 % of Total: 100.00% (13,637) | 39,505 % of Total: 100.00% (39,505) | |
| 1. Australia | 9,368 | 67.46% | <p>A pie chart showing the contribution of the top 10 countries to the total page views. Australia is the largest contributor at 67.5%, followed by the United States at 7.96%, United Kingdom at 5.12%, Germany at 2.05%, Canada at 1.93%, India at 1.31%, Hong Kong at 1.53%, Japan at 1.12%, New Zealand at 0.96%, and Singapore at 1.40%.</p> |
| 2. United States | 1,013 | 7.96% | |
| 3. United Kingdom | 657 | 5.12% | |
| 4. Germany | 254 | 2.05% | |
| 5. Canada | 253 | 1.93% | |
| 6. India | 163 | 1.31% | |
| 7. Hong Kong | 162 | 1.53% | |
| 8. Japan | 151 | 1.12% | |
| 9. New Zealand | 133 | 0.96% | |
| 10. Singapore | 127 | 1.40% | |

SOCIAL NETWORKS [Facebook, Instagram, Twitter] - TK posts for the month as follows;

- Can you ever have enough wind chimes? Add to collection by visiting @original_kuranda_Markets!
- If you're looking for something to fill in your Saturday night Rock This Country Blue @BillabongKuranda!
- We love hearing stories of your travels! Tell us what are your favourite things to do in Kuranda?
- On your next trip to Kuranda, why not take a rainforest tour cruise. Rainforestation Arm Duck tours
- @KurandaUrbanFarm offers fresh, organic produce for sale from the Steiner School markets
- Ronday-voov B&B caters that well deserved private getaway to holidaying with friends.
- We are in love with these unique designs by @kurandadreadlocks
- Barron Falls: Just one of the many amazing views from the Skyrail Rainforest Cableway!
- #BatReach Kuranda is a small volunteer-run organisation with a public education facility
- Getting your Christmas shopping done early! Pre xmas sales. Didi La Baysse Art Studio & Gallery
- Sunday Sessions sorted at Cafe Mandala! Support our local musicians enjoying a delicious breakfast
- Beat the heat with a refreshing snack from Fruibies, located in the Kuranda Village Centre.
- Riding the Kuranda Scenic Railway is a must on your next visit to Kuranda!
- Treat your loved ones this Christmas with a unique gift from Just Gorgeous.

Tourism Kuranda is at **Kuranda Visitor Information Centre** ***
13 October at 16:22 · Kuranda

WIN ALERT! Our very own Kuranda Visitor Information Centre was Awarded Overall Winner at the Queensland Information Associations Awards 2017! This award acknowledges the hard work of all the dedicated volunteers who keep this "inspiration centre" open for tourists seven days a week, 364 days a year 😊



1,890 people reached

2 Comments 5 Shares

60 likes, 111 shares, 1,890 reach

Tourism Kuranda ***
31 October at 18:00

#BatReach Kuranda is a small volunteer-run organisation with a public education facility for all your bat education needs. ❤️ Did you know? In Australia flying-foxes are humans' closest living relatives, sharing 92% of our DNA!

You can find more about BatReach and the wonderful care they provide to the local wildlife here www.batreach.com

via Instagram @missautumnlover



92 likes, 111 shares, 2,627 reach



kurandavillage On your next trip to Kuranda, why not take a rainforest tour cruise through the world's oldest tropical rainforest. Kuranda @Rainforesttours run daily giving you a unique insight into the history of the area in a historical amphibious World War II Army Duck! Find out more via the link in our bio. Awesome shot by @cainstours

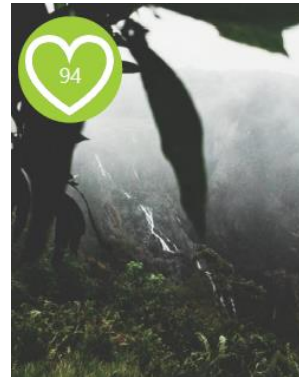
kurandavillage #armyduck #kurandahistory #nature #kuranda #tropicalnorthqueensland #tmg #thisisqueensland #queensland #australia #seasustralia #discoverqueensland #kurandavillage #oldparts #exptone TNQ #thisisqueensland

cairstours HQ @kurandavillage this is one of our photos. If you could please photo credit us that would be appreciated. #naturelovers

99 likes

October 24

Add a comment...



kurandavillage We love hearing stories of your travels! Tell us the comments, what are your favourite things to do in Kuranda?

Thank you for sharing your Kuranda experience with us @samdix (via Instagram).

kurandavillage #barronfalls #waterfall #adventure #explora #kuranda #tropicalnorthqueensland #tmg #thisisqueensland #queensland #australia #seasustralia #discoverqueensland #kurandavillage #oldparts #exptone TNQ #thisisqueensland

sylviaabby The Butterfly's

martinswallace888 Kuranda markets

moonsandmangoes People watching

camillewhe Kuranda markets, K coffee

94 likes

October 23

Add a comment...

E-NEWSLETTER - Open rate 28% [industry average 21.8%] Click rate 8% [industry average 6.7%]

Fresh new newsletter template was created and with a new layout making Kuranda's E-Newsletters much easier to read particularly on digital devices.

October newsletter featured the following articles:

- October in Kuranda - Introducing new newsletter layout. Representing Kuranda in Inbound Up North.
- Man up - Man braids are walking out the door at Kuranda Dreadlocks in the Original Rainforest Markets.
- Romantic Getaway - Enjoy panoramic views through the treetops from Grand Barron Lodge in Kuranda.
- Visitor Friendly - Kuranda Visitor Information Centre for being awarded the best Visitor Information Centre in Queensland for customer service.
- Take a walk - The one-hour Jum Rum Creek walk
- In Bloom - Nature diary of orchids in flower at Skyrail
- At a Glance - Rock this Country Blue is back at The Kuranda Billabong on October 21, Happy birthday to The Australian Bush Store in Coondoo St which celebrated its 30th birthday, Woree State High School's marching band will be showcasing their marching patterns at Kuranda's Centenary Park on October 28 at 2.30pm.



TEQ & TTNQ MEDIA & TRADE FAMILIARISATIONS - During the month I hosted the following trade and media famils in Kuranda village:

24th October - Scotland Rugby World Cup Team media famil

Scottish Rugby World Cup team explored Kuranda Village, visiting Kuranda Fudge Bar enjoying the Scottish displays, Koala Gardens and ended their journey experiencing Skyrail. Players mingled with the tourist signing autographs. This was great media exposure for Kuranda and generated some fantastic coverage as the players had promoted their Kuranda visit onto their social media and the video footage and photos were used across TTNQ and the Rugby League World Cup 2017 channels.



25th October - German Agent Trade Famil

12 Aussie Specialists from Germany. Through this familiarization visit the agents got to experience Kuranda Village first hand, enhancing their ability to promote and sell Kuranda packages. They experienced Train, visited markets and Skyrail.

30th October - JTB Japan Trade Famil

7 Aussie Specialists from top retail outlets of Japan Travel Bureau [JTB] Tokyo Metropolitan. These agents not only sell JTB tours that package Kuranda but also other wholesalers' products such as Kintetsu, NTA and Jalpak. They experienced Skyrail, Kuranda Markets before departing on Train.

31st October – Japan “What is your dream experience” Trade famil

7 top performing agents from HIS Tokyo and HIS Osaka. The purpose of their visit is to educate them on Kuranda and the region. After their Kuranda visit each agent shared their experiences with other front line sales staff by joining in the TTNQ seminars.

11th November - Wendy Kosasih – TEQ Marketing Manager Indonesia famil

This familiarisation allowed us to demonstrate what Kuranda has to offer her market when they visit Kuranda as there is so much to do and see. This henceforth contributes to her competency to represent Queensland and our suite of experiences / products in Indonesia. Indonesia is a growing market in our region.

SUMMARY OF ACTIVITY

- **Inbound Up North 2017 in Airlie Beach 25th to 28th October** - Over the 4 days it gave me the opportunity to talk to over 50 decision makers from China, Japan and Australian-based inbound tour operators about the many experiences available in the Village in the Rainforest. My main focus was encouraging inbounders to allow more time in Kuranda in their itinerary and packages.
- **TTNQ China Market Seminar 18th October** - I attended the China briefing held at Pullman Casino which included updates on the China Southern Airlines project by representatives from TEQ, TTNQ, Cairns Airport and China Southern Airlines. Presentations on the latest campaign activities, industry opportunities, media and public relations activities, and details about Tourism Australia and Tourism and Events Queensland China missions.
- **TEQ International Market Seminar 6th November** - I attended the TEQ International Market briefing held at the Shangri-La Hotel. TTNQ, TA and TEQ Regional Directors were all extremely positive about numbers into Australia for 2018 and all report positive growth into TNQ with the Greater China market and Korean experiencing some growth.
- **Mareeba Chamber Of Commerce Business Awards** - I was a judge for the annual Mareeba Chamber business awards along with 2 other judges. There were over 30 nominations over seven categories and Excellence in Tourism of the year award that went to Kuranda Koala Gardens. There were many high caliber nominations and it was quite inspiring judging all these great local success stories.
- **Kuranda Visitor Information Centre Awards** - KVIC won Silver at the Queensland Tourism Awards on October 10th. KVIC also achieved overall winner earlier this month at the Queensland Information Associations Awards in the categories of Customer Service, Marketing and Business Planning. The prestigious awards truly recognize all our volunteers' dedication, commitment and hard work to our region, the industry and entire community.
- Meeting with Bree James PakMag marketing, Advertising opportunities 20th Oct
- Meeting Renee CH7, Xmas TVC advertising opportunities 24th Oct
- Hosted Scottish Rugby world Cup Team media famil 24th Oct
- Hosted German Travel agents famil 25th Oct
- Attended ATEC IUN Welcome function Cairns 25th
- Attended ATEC IUN 25th to 28th October
- Hosted TTNQ Japan JTB famil 30th Oct

- Hosted TTNQ Japan "What is your dream famil 31st Oct
- Phone meeting Tanya Snelling Discover Mag Kuranda Co-op 2017 1st Nov
- Meet and introduction with Kuranda Businesses at Heritage Markets 1st Nov
- Jury Duty Service call 30th Oct to 17th Nov
- Hosted Wendy Kosasih famil 13th Nov
- Meeting with Robert Kuranda Police regarding youth digi players 13th Nov

FUTURE ACTIVITY

- Xmas shopping and school holiday promotions / advertising - core flute signs, TVC, Local paper advertising (The Advertiser, Cairns Sun, Cairns Post)
- Discover Magazine Advertising Opportunity 2018/19 Expressions Of Interest
- Ongoing meetings and introductions with strategic partners and Kuranda businesses
- Ongoing meetings with media and advertisers to gain Kuranda exposure
- 9th December 50% local discount promotion on KSR train- Pending approval from KSR
- Kuranda Accommodation meeting @ Cedar Park. Date TBC December
- Tourism Kuranda office move to new location at Kuranda Library in December.

Correspondence In/Out:

18/10 e-mail from TTNQ re: digital performance workshop invite
 18/10 email from/to Harriet Ganfield TTNQ re: China Industry update follow up
 20/10 e-mail to/from Amy Mail TTNQ re: Kuranda images and feedback for TTNQ new website
 20/10 e-mail to/from Terry Frogs restaurant re: creation of new TK menu for agent famil
 20/10 e-mail from Tim Cobain Southern Cross Austereo re: meeting for media opportunities
 20/10 e-mail from Steve Leap Frog Marketing re: brochure distribution outbound/inbound
 20/10 e-mail from Lynette Jensen Grant Broadcasters re: meeting for radio opportunities
 20/10 e-mail to Phil Warring PhilpVids re: photos and video quote for Kuranda
 20/10 e-mail from Becca Doktan re: Hosting educational JTB famil
 20/10 e-mail from TTT re: Best of Queensland Experiences Program Workshop in Atherton
 24/10 e-mail from Editor Rima Sabina from Concrete Play Ground re: video for Nth QLD promotion
 24/10 e-mail from Jodi Nelson Local Tourism network re: generate exposure for Kuranda on website
 25/10 e-mail from Rick Tour dex re: brochure request for distribution
 25/10 e-mail from Cath Harvey KVIC re: removal request for Kuranda Map at Railway Station
 26/10 e-mail to/from Amy Fasttrack re: November social media content
 29/10 e-mail to Ivana KSR re: proposal for 50% local discount in December
 30/10 e-mail to Richard Skyrail re: proposal for 50% local discount in December
 30/10 e-mail to Kuranda Businesses re: letter of support request CCTV in Kuranda
 30/10 e-mail to Kuranda Businesses re: Kuranda Tourism Executive Officer monthly news email update
 30/10 e-mail from Cath KVIC re: complaint about Kuranda businesses overcharging
 31/10 e-mail to/from Callum Mack Aust Tourism Data Warehouse re: Kuranda list on ATDW website
 31/10 e-mail from Cheryl Everhart Aladdin Travel re: USA UNI group experience in Kuranda Jan 2018
 31/10 e-mail follow up to German Agents famil
 31/10 e-mail follow up to USA/Brazil Agents famil
 1/11 e-mail to/from Steph Pakmag re: meeting follow up and editorial & video proposal
 1/11 email from Tanya Snelling TTT re: Discover Mag advertising 2017 Kuranda Co-op
 2/11 e-mail from Mel Sands TEQ re: Wendy Kosasih TEQ Indonesia famil hosting request
 3/11 e-mail from Anne Becirevic TEQ re: Hong Kong TVB Jade-Fun media famil in December request
 5/11 e-mail to Len Whammo re: xmas shopping core flutes
 6/11 e-mail to Lotsa re: printing xmas shopping core flutes
 6/11 e-mail from Marni Cadd Skyrail re: Holiday Inn Travel Diary Film Crew, Kuranda Filming
 9/11 e-mail from Tracey Kingston-Ball Cairns Post re: meeting promotional opportunities
 9/11 e-mail from ATE18 re: confirmation of acceptance to participate at ATE18
 9/11 e-mail from Amanda Potter The Advertiser re: Christmas in Kuranda Feature article
 10/11 e-mail from Rachael MacLeod Small World Journeys re: educational tours in Kuranda Batreach etc.
 10/11 e-mail from Mel Kuranda River Boat re: Kuranda Riverboat Blues Festival June 2018
 10/11 e-mail re: Complaint about youth digi player buskers causing issues and harassing tourist
 13/11 e-mail from/to Rachael Wilson The Dirty Apron & co. re: Social media management quote proposal
 14/11 e-mail from Neville Dunn Pro-Active Marketing re: Caravanning trade show promotions 2018
 14/11 e-mail from Renee Ch7 re: xmas TVC during Dec/Jan school holidays