

Tourism Kuranda Advisory Committee Meeting Minutes		
<b>23 January 2018</b>	4.31pm	Tourism Kuranda Office Centenary Park, Kuranda
<b>Chairperson</b>	Cr. Lenore Wyatt, Mareeba Shire Council (MSC)	
<b>Attendees</b>	<ul style="list-style-type: none"> <li>• Peter Danford, Cedar Park Rainforest Resort</li> <li>• Adrian Pancirov, Heritage Markets</li> <li>• Trish Green, Honey House</li> <li>• Adam Letson, Skyrail Rainforest Cableway</li> <li>• Angela Freeman, Koala Gardens/Birdworld</li> <li>• Chris Grantham, Rainforestation</li> <li>• Terry Pates, Frogs Restaurant</li> <li>• Kahlia Pepper, Executive Officer Tourism Kuranda MSC</li> <li>• Susan Parson, Senior Engagement Officer MSC</li> </ul>	
<b>Visitors</b>	Nil	
<b>Apologies</b>	<ul style="list-style-type: none"> <li>• Cr. Tom Gilmore, Mayor Mareeba Shire Council</li> <li>• Cathie Flambo, The Australian Bush Store</li> </ul>	
Introductions and confirmation of Previous Minutes - Tuesday 21 <sup>st</sup> November 2017		
<ul style="list-style-type: none"> <li>• Confirmation of the previous minutes in November 2017 <b>Moved:</b> Adrian Pancirov, <b>Seconded:</b> Adam Letson <i>That the minutes of the previous meeting be confirmed</i> <b>Carried</b></li> </ul>		
Business Arising from the Previous Minutes		
<ul style="list-style-type: none"> <li>• Kahlia's move to new office was postponed and estimated to commence next week.</li> <li>• <u>EO report</u> - Budget question regarding advertising contributions. A special mention by Kahlia that there was a 15% increase in website traffic, even without the Kuranda Festival, with a spike leading up to and over the weekend of Midnight Oil. In correspondence flagged complaint on Japanese online platform Veltra: children trying to grab things off her, felt unsafe. Police were notified at the time.</li> <li>• Accommodation Operators meeting on 8<sup>th</sup> December was received well. 22 invited, 6 RSVP, 4 declined and 3 attended.</li> </ul>		
Confirmation of Executive Report and Budget Report		
<ul style="list-style-type: none"> <li>• Confirmation of the Executive Report <b>Moved:</b> Kahlia Pepper <b>Seconded:</b> Terry Pates</li> <li>• Confirmation of the Budget Report <b>Moved:</b> Angela Freeman <b>Seconded:</b> Terry Pates</li> </ul> <p><i>That both reports presented by the Executive Officer be received and noted</i> <b>Carried</b></p>		
General Business		
<ul style="list-style-type: none"> <li>• <u>New Social Media Strategy</u> – Kahlia currently doing Twitter, Instagram and Facebook. Sourced quotes and discussed from 2 local companies Epic Times \$990 per month and Dirty Apron \$1,100 and Brisbane based Fasttrack \$1,280. It was decided that we take the</li> </ul>		

contract with Epic Times for four months and during May it will be reassessed.

**Moved:** Terry Pates **Seconded:** Adrian Pancirov

- Website advertising renewals – Suggestion that accommodation operators have a free paid listing. Includes 250 words, 4 pictures and a direct link to their website for better referral, bookings and also increases website content. Susan claims that accommodation providers are not seeing value from the marketing activities. This was an idea to create some value. Feedback is that they do not get value from events. Website advertising renewal and accommodation listings being free will be discussed at strategic discussion.
- Kuranda carved signage (Highway/Tom Veivers Drive)- Susan explained the signs are not considered to be directional signage. Main Roads would need to approve any changes and have recently installed directional signage. Terry suggested having a sign ‘spend the day, stay the night’ and Council could negotiate this with DTMR.
- Kuranda Visitor App – KIAC awaiting final approval of proposal from Queensland Government. Executive Officer to send information regarding App to committee members. Susan and Kahlia had a meeting on 23<sup>rd</sup> January with App developers Geoff and Alex to understand more about the App and how it will benefit Kuranda. It's estimated an average of 5% of visitors download the App, it improved the customer experience, can be linked to share on social media and can curate itineraries and develop heat maps of where visitors are visiting in the village. Discussion about the use of the Tourism Kuranda levy being used for ongoing fees of around \$20,000 per year which is a large proportion of the marketing budget. It was considered that the Kuranda Infrastructure levy could be used to pay for the ongoing costs.
- Painting Ergon electricity boxes around Kuranda Village – Chris suggested having these boxes painted like Cairns Regional Council has in Cairns CBD. There was general support from the committee and the Chair suggesting it could be a RADF project. It was mentioned that a local artist Rebecca Koller would be suitable and can apply for it.
- Strategic Marketing planning meeting – meeting will commence on the 1st February from 2pm to 4pm at the Kuranda Library. Cr. Lenore Wyatt unable to attend this meeting but did suggest updating the fact sheet about the benefits of the levy.

**Items**

<b>Action Item 1</b>	<b>Person Responsible</b>	<b>Deadline</b>
Kuranda carved signage	Susan Parson, Kahlia Pepper	Next meeting
<b>Action Item 2</b>	<b>Person Responsible</b>	<b>Deadline</b>
Ergon electricity boxes	Kahlia Pepper	Next meeting

**Next meeting**

**The next meeting will be held on Tuesday 20 February 2018 at 4.30pm**

**Closure**

**There being no further business the meeting closed at 5.40pm**

## TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT

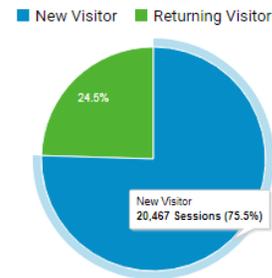
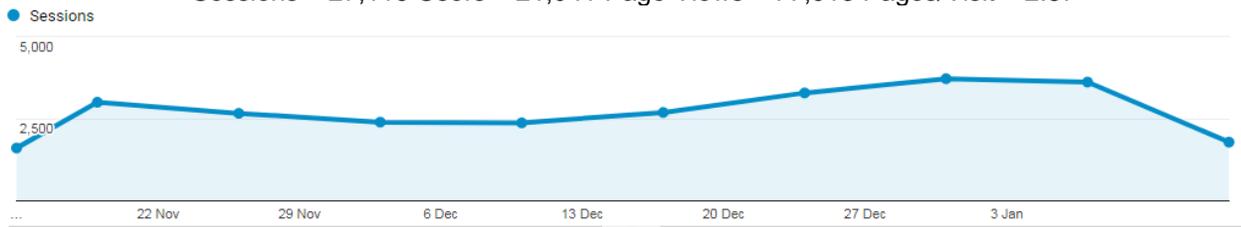
	BUDGET 2017/18 \$	ACTUALS	YTD Variance
<b><u>INCOME</u></b>			
Tourism Kuranda Advertising Contributions	36,500.00	761.30	35,739
Benefited Rate Contribution	210,566.18	101,496.58	109,070
Sundry Revenue	-	-	0
Surplus Carry Over 2016/17	4,934.25	4,934.25	0
	<b>252,000.43</b>	<b>107,192.13</b>	<b>144,808</b>
<b><u>ADMINISTRATION COSTS</u></b>			
<b>Total Administration Costs</b>	<b>98,800.00</b>	<b>43,836.19</b>	<b>54,963.81</b>
<b><u>PROMOTIONAL COSTS</u></b>			
A4 Brochure	8,300.00	195.55	8,104
Map & Visitors Guide	29,500.00	2,963.83	26,536
Brochure Distribution	16,828.00	9,877.35	6,951
Kuranda Festival Event	20,000.00	2,861.45	17,139
Kuranda Easter Event	19,638.00	-	19,638
Social Media Management	13,000.00	6,630.96	6,369
Industry Famils & Presentations	4,000.00	306.85	3,693
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	5,781.82	13,218
Public Relations Management	5,800.00	2,500.00	3,300
General Advertising	4,000.00	535.86	3,464
<b>Total Promotion costs</b>	<b>148,566.00</b>	<b>36,803.67</b>	<b>111,762.33</b>
<b>TOTAL ADMIN AND PROMOTION COSTS</b>	<b>247,366.00</b>	<b>80,639.86</b>	<b>166,726.14</b>
<b>SURPLUS/(DEFICIT)</b>	<b>\$ 4,634.43</b>	<b>\$ 26,552.27</b>	<b>-\$ 21,917.84</b>



# EO REPORT DEC 2017 & JAN 2018

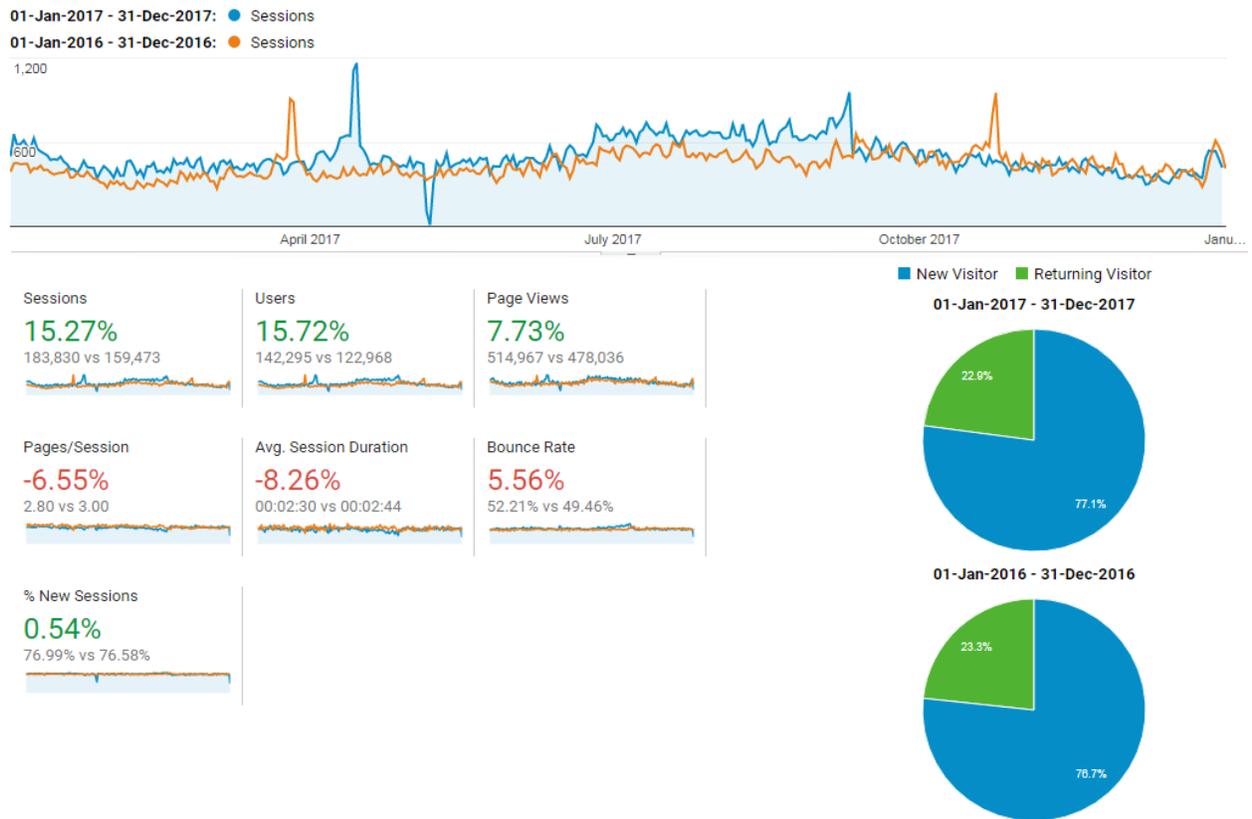
[WWW.KURANDA.ORG](http://WWW.KURANDA.ORG) GOOGLE ANALYTICS 15<sup>th</sup> November 2017 to 17<sup>th</sup> January 2018

• Sessions – 27,115 Users – 21,041 Page Views – 77,913 Pages/Visit – 2.87



Country	Sessions	Page Views	contribution to total: Page Views
	<b>27,116</b> % of Total: 100.00% (27,116)	<b>77,921</b> % of Total: 100.00% (77,921)	
1. Australia	19,172	69.85%	
2. United States	2,130	8.28%	
3. United Kingdom	1,199	4.72%	
4. India	417	1.38%	
5. Canada	405	1.53%	
6. Germany	389	1.58%	
7. Japan	321	1.07%	
8. Hong Kong	305	1.27%	
9. China	282	0.79%	
10. New Zealand	236	1.03%	

## 12 MONTH GOOGLE ANALYTICS 1<sup>st</sup> January 2017 to 31<sup>st</sup> December 2017



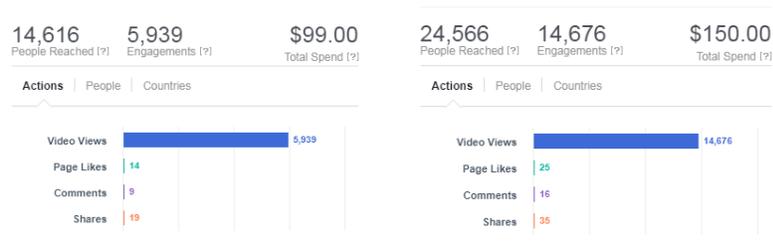
**2016 vs. 2017 GOOGLE ANALYTICS** saw an increase of 15% for sessions/user traffic and a 7% increase on page views on [WWW.KURANDA.ORG](http://WWW.KURANDA.ORG)

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

- Down and Dirty Quad Bike Tours offer a unique experience for seeing the North Queensland
- Need Christmas shopping ideas? The Butterfly Shop Kuranda has a range of gifts
- Doesn't get better than this! Camping by the fire in the rainforest @BillabongKuranda
- At [@OpalTimeKuranda](#), you'll find exquisite opal jewellery using only natural opals
- ONLY 1 MONTH BEFORE CHRISTMAS! Stuck for gift ideas? Pop by the [@original\\_kuranda\\_market](#)
- Kuranda Ngorongoro Lodge is an African themed Guest House just 3km from Kuranda.
- Need Christmas shopping ideas? We are in love with the gorgeous designs over at [@TonkettiTrading](#)
- Wow! Attention all locals! Book a trip on the [#kurandascenicrailway](#) for 50% travel on this Sat 9th Dec
- Say hello to a life size Allosaurus dinosaur found in Kuranda. @emuridgegallery
- Check out how bees make honey at the Honey House Kuranda these school holidays.
- When its food time its happy time! ☺ Come see how cute these [#quokkas](#) @KurandaKoalaGardens
- There are so many great ice cream spots in Kuranda - little red wagon by [@original\\_kuranda\\_market](#)
- These holidays get up close and personal with exotic birds in [#kuranda @birdworld\\_kuranda](#)
- With Christmas only days away it's never too late to get your last minute [#gifts](#) in Kuranda
- Check out how bees make honey at the Honey House Kuranda these school holidays.
- Who wants to play mini golf in the rainforest? Great fun for the family and only \$5 to play! [#junglejuice](#)
- Start your New Year in Kuranda with a luxurious Tropical Rainforest getaway [@platypus.springs](#)
- Kuranda Hotel has been serving up ice cold beers to locals and visitors for over 100 years!
- Such an explosion of colour at the markets in [#kuranda](#).
- Enjoying the lingering summer heat? Cool down in [#kuranda](#) iced latte from Kuranda Rainforest Coffee
- Start your [#Kuranda](#) day by taking an amazing experience Tropical Rainforest canopy [@skyrailcairns](#)
- Vibrant locally made Aboriginal Arts & Crafts found here at [#Kuranda](#) - Village in the Rainforest

## Social media campaign – school holidays

To help spread awareness of Kuranda during school holidays and increase customer engagement, 2 paid social media campaigns were endorsed through Tourism Kuranda's Facebook and Instagram. Our 30sec video Ad was boosted, 1 promotion ran for 5 days in December and the other ran for 14 days in January. Boosting posts have a higher chance of being seen by people, through targeting audiences. Both promotions went well with a total reach of 39,182 people and 20,615 engagements.



**E-NEWSLETTER - Open rate 27% [industry average 21%] Click rate 6% [industry average 6%]**

### November newsletter featured the following articles:

- November in Kuranda - Xmas shopping, School holiday fun, Kuranda Accommodation
- Xmas sale - Kuranda Arts Co-op Christmas Sidewalk Sale is on December 9 from 10am in Coondoo St
- Well Groomed - Ned Kelly beards are all the rage so the Viking range may be the perfect gift for these fellas. Hair by Danielle in the Designers Den stocks these in the Kuranda Original Rainforest Markets
- Festive Sweets - Kuranda Candy Kitchen Christmas candies which are perfect for gifts.
- Arty Gifts - Local and Australian art gifts features at the Terra Nova Gallery, Indigenous artist Melanie Hava, local artist Hayley Gillespie.
- Unique Jewellery - Just opened We Are a Tribe on the Therwine St boardwalk entrance to the Kuranda Original Rainforest Markets selling unique jewellery, accessories, canvases and gifts from the tropics.
- Rainforest python - Skyrail Rainforest Cableway Rangers came across a very large five-metre python Amethystine Python
- AT A GLANCE – Kuranda Visitor Information Centre wins silver award, Sunday session @Café Mandala with local musicians including Bec Drollinger and American folk raconteur Vance Gilbert and Australian singer-songwriter Liz Stringer will perform at the Koah Hall on December 6 in partnership with the Festival of Small Halls.

**TEQ & TTNQ MEDIA & TRADE FAMILIARISATIONS** – During these months I hosted the following trade and media famils in Kuranda village:

### 23<sup>rd</sup> November - French Agent Trade Famil

9 Aussie Specialists from France are frontline travel sellers who work for a retail travel agent, a wholesaler, or an online travel agent. Through this familiarization visit the agents got to experience Kuranda Village first hand, enhancing their ability to promote and sell Kuranda packages.

### 6<sup>th</sup> December – TVB Jade Hong Kong Media Famil

TVB Jade Hong Kong is a free national TV channel, broadcasting different programs from news, finance, entertainment, sport, as well as home-grown TV drama. It is targeted at the Hong Kong consumers promoting alongside Hong Kong Airlines. This program was hosted by Kelly Cheung, a successful Hong Kong model and actress. Kuranda gained good exposure in the “Fun Abroad” Program with film crew capturing the Kuranda Markets, Koala gardens and Skyrail and Kuranda Scenic Railway.

### 12<sup>th</sup> December – Japan Dream Experience Instagrammers Famil

TTNQ in partnership with HIS Japan ran a 'What is Your Dream Experience' promotion by hosting social influencers to showcase and promote TNQ products and images. Kuranda had the pleasure on hosting 2 Japanese instagrammers where Kuranda gained good exposure by them sharing photos on Facebook, Twitter and Instagram as well as the special website 'Tabijo'. HIS also use these photos to their websites, online advertisements, brochures and promotional materials.

**15th January – USA Elon University group**

33 Study abroad students were greeted and given the opportunity to explore Kuranda before the 2pm train with many being interested in the history of Kuranda, Arts and crafts, rainforest walks and Wildlife attractions. They were influenced to take photos and share on their social networks #kuranda.

**SUMMARY OF ACTIVITY**

- **XMAS/School Holidays promotion** – A double page Xmas shopping and school holiday editorial was published in the local paper (The Advertiser, Cairns Sun)

Kuranda Scenic Railway reported a total of 80 passengers who booked on Saturday 50% Local KSR special on 9<sup>th</sup> Dec. KSR kindly extended the 50% local special to this date instead of the Kuranda Festival day that was cancelled. There was minimal promotion from KSR with only promoting on their social media networks. Tourism Kuranda also promoted and shared on social.

TVC advertising campaign commenced during school holidays with all CH 7 channels (7 Cairns, 7 Mate Cairns 7 Two Cairns) from the 9th December to the 13<sup>th</sup> January. This in hope captured the attention of local residents and the influx of Domestic tourist and visiting friends and relatives during school holidays.

Core flute street signs were put around the village and walkways in December to encourage pre xmas shopping. Many shop owners reported having customers asking where the special gifts are.



- **Kuranda Accommodation Operators meeting** - A meeting was organized and hosted by Peter at Cedar Park Resort on Friday 8th December which gave me the opportunity to personally meet

some of the Kuranda Accommodation Operators and give a brief on Tourism Kuranda marketing strategies/promotions and to discuss future marketing opportunities and ideas. Challenges facing accommodation operators were discussed which included Skyrail/Train not taking luggage and lack of night life and restaurants open at night.

- **ATE Registration** – Tourism Kuranda has been accepted to participate at ATE18 which is being held in Adelaide from the 16<sup>th</sup> to the 19<sup>th</sup> April 2018 – we have secured a sole booth and the booth front panel artwork and Back panel artwork has been completed and submitted to Tourism Australia. Flights and accommodation have also been booked.
- Meeting with Tracey Cairns Post, advertising opportunities 17<sup>th</sup> Nov
- Meeting MSC Community and Wellness group 21<sup>st</sup> Nov
- Meeting Fred at Doongal & Rainforest View Restaurant 22<sup>nd</sup> Nov
- Hosted French Aussie Specialist famil 23<sup>rd</sup> Nov
- Meeting with Tim Southern Cross Austreo, advertising opportunities 24<sup>th</sup> Nov
- Attended TEQ “Best of QLD program 27<sup>th</sup> Nov
- Meeting MSC Economic Sub group committee 29<sup>th</sup> Nov
- Meeting with Lyn Grant broad casters, Easter Radio live broadcast 30<sup>th</sup> Nov
- Meeting Mel Kuranda River boat 5<sup>th</sup> Nov
- Hosted TEQ Hong Kong TVB Jade media famil 6<sup>th</sup> Dec
- Attended TTNQ networking function Port Douglas 6<sup>th</sup> Dec
- Attended TA strategic overview presentation at TTNQ boardroom 7<sup>th</sup> Dec
- Hosted Kuranda Accommodation gets together meeting 8<sup>th</sup> Dec.
- KVIC Christmas party 9<sup>th</sup> Dec
- Attended KVIC story telling workshop presented by WTMA 11<sup>th</sup> Dec
- Hosted TTNQ Japan “What is your dream” Instagramers 12<sup>th</sup> Dec
- Meeting with Steve at Kuranda Real Estate 15<sup>th</sup> Dec
- Phone meeting with Bella from BBC, Documentary filming in Kuranda for Great Continental Railway Journeys 18<sup>th</sup> Dec
- Meet and introduction with Kuranda Businesses at Kuranda Original Markets 19<sup>th</sup> & 21<sup>st</sup> Dec
- KVIC monthly meeting 10<sup>th</sup> Jan
- Meet and Greet USA Elon University group 15<sup>th</sup> Jan
- Attended TTNQ & Cairns Airport update @ Hilton Cairns 16<sup>th</sup> Jan
- Annual leave 4<sup>th</sup> Dec and 23<sup>rd</sup> to 1<sup>st</sup> Jan 2018

## **FUTURE ACTIVITY**

- Ongoing meetings and introductions with strategic partners and Kuranda businesses
- Ongoing meetings with media and advertisers to gain Kuranda exposure
- Tourism Kuranda office move to new location at Kuranda Library in end of January
- Discover Magazine Advertising Opportunity 2018/19
- Easter Festival event organizing and preparations
- Kuranda Website advertising renewals
- Tourism Kuranda budget and strategic marketing plan committee meeting and planning
- Tourism Kuranda filming with Phillipvids planned for February

## **Correspondence In/Out:**

15/11 e-mail to/from Shane Mattes Kuranda Police re: Policing related issues for the Village  
15/11 e-mail from Sam Boswell re: 2018 Gulf Savannah Visitor Guide opportunities  
15/11 e-mail to Kuranda Businesses re: xmas shopping advertising  
15/11 e-mail to/from Tanya Snelling TTT Discover Magazine Advertising Opportunity 2018/19  
16/11 e-mail from Toni Rogers re: promote pre-Christmas sidewalk sale on 9th December.  
19/11 e-mail to/from Alana Gregory, Epic Times re: Tourism Kuranda's You Tube video and set up  
21/11 e-mail from John Tolentini Newscorp re: Tourism Kuranda Partnership proposal with News Corp  
21/11 e-mail from Jess, Skyrail re: Trinity Beach Local Agent BBQ – cancelled due to lack of interest  
21/11 e-mail from Lara, KiaOra Magazine re; requesting Kuranda images for KiaOra Magazine feature  
21/11 e-mail to Amanda Potter, Tablelander re: Kuranda feature in Cairns Sun and thank you  
23/11 e-mail to all Kuranda Accommodation operators re: Meeting get together on Friday 8th December

24/11 e-mail from Ivana KSR re: Confirming approval of 50% Locals discount travel on 9th December  
24/11 e-mail from/to Maria Bayon, Cruise Sales Finder re: Kuranda village listing on their website  
25/11 e-mail follow up to all 50 IUN 2017 sales agents  
27/11 email from KSR requesting boxes of DL brochures at all 3 stations  
1/12 e-mail to/from Renee CH 7 confirming TVC advertising for December/January  
13/12 e-mail from/to Bella at BBC re: BBC Filming in Kuranda for Great Continental Railway Journeys  
3/1 e-mail from/to Aisha Kennett, Skyrail re: safety issue complaint from Japanese website review  
3/1 e-mail to Shane Kuranda Police re: safety issue complaint from Skyrail  
4/1 e-mail from Farah, German TV-production Company „Bewegte Zeiten re: Filming in the Kuranda  
5/1 email to/from Geoff, Specialist Apps Limited re: Kuranda App  
9/1 e-mail to/from Pip Close TTNQ, re: 2018 Marketing opportunities for Kuranda Tourism