

## **TOURISM KURANDA COMMITTEE**

### **Minutes**

**Tuesday, 28<sup>th</sup> April 2017** held at the Tourism Kuranda Office at **4.30pm**

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

**Attendees** – Adam Letson (Skyrail), Angela Freeman (Koala Gardens/Birdworld) Lenore Wyatt – Chair (MSC), Peter Danford (Cedar Park), Chris Grantham (Rainforestation), Terry Pates (Frogs), Marc Sleeman (TK), Adrian Pancirov (Heritage Markets) , Craig Crawford, Cathy Harvey (KVIC).

**Apologies** – Susan Parsons (MSC), Cr. Tom Gilmore, Cathie Flambo, Trish Green (Honey House)

**Visitors** –

#### **2. Confirmation of Previous Minutes** – March 28th. Moved Adrian Pancirov, seconded Adam Letson

#### **3. Business Arising from Previous Minutes** – March 2017

- KIAC. Angela reported that there was no opportunity for businesses to give input. Suggested TK has discussions twice a year to give feedback to KIAC. Lenore offered to summarise KIAC minutes. It was felt that the minutes didn't have enough information. Craig Crawford to discuss with Mayor and CEO.
- SES – Easter Event. **Motion** that gift and letter be sent to SES volunteers in recognition of their support. Moved Angela Freeman, seconded Chris Grantham. **Motion** that Marc purchases vouchers for individual SES volunteers – moved Marc Sleeman, seconded Terry Pates.

#### **ACTION ITEMS - MARCH**

<b>Responsible Person</b>	<b>Action</b>	<b>Date for Completion</b>	<b>Follow-up/Completion</b>
Marc Sleeman	Contact Kur World re Tourism Levy – email sent	Next meeting	ongoing
Marc Sleeman	Request committee to supply top 5 suggestions for photo shoot	Next meeting	Ongoing
Marc Sleeman	Confirm back to TTNQ re hosting domestic mega familiarisation	Next meeting	ongoing

#### **4. Correspondence In/Out:**

Located at the end of EO Report.

#### **5. Confirmation of Budget Reports**

Report to March 2017 included below.

6. **Confirmation of Executive Officer Report** – attached, noted.

7. **General Business**

- **Strategic Plan.** TK presentation to MSC. To ensure a positive return, an additional \$11,000 will be needed to assist the \$11,000 shortfall. Two options discussed – 1. To raise rates. 2. Council to fund future events. **Motion.** To request \$10,000 towards “event marketing”. Moved Marc Sleeman, seconded Lenore Wyatt.
- **Motion** Craig Crawford suggested talking to Transport Minister regarding possible contributions from KSR. Suggested talking with Mayor requesting he supplies a letter to Craig in relation to contribution from QR. Moved Angela Freeman, seconded Adrian Pancirov.
- **Promoting Overnight Accommodation** – Accommodation to be included in print and radio advertising. Focus on specific times to stay in Kuranda. Peter to email all accommodation houses to get feedback on bookings over the Easter period. Suggested that the DL accommodation flyer be reprinted.
- **Walking Track Brochure** – new brochure printed for the circuit walk around the village. Launch 24<sup>th</sup> April.
- **Website** – Kuranda accommodation domain name is available for \$28. **Motion** that TK purchases name. Moved Craig Crawford, seconded Angela Freeman.

8. **Next Meeting:** proposed for 21<sup>st</sup> May 2017

9. **Supporting Documents**

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

**ACTION ITEMS - APRIL**

<b>Responsible Person</b>	<b>Action</b>	<b>Date for Completion</b>	<b>Follow-up/Completion</b>
Marc Sleeman	Contact Kur World re Tourism Levy – email sent	Next meeting	ongoing
Marc Sleeman	Request committee to supply top 5 suggestions for photo shoot	Next meeting	Ongoing
Marc Sleeman	Confirm back to TTNQ re hosting domestic mega familiarisation	Next meeting	ongoing
Marc Sleeman	Letter and gift to be sent to SES volunteers involved in Easter Event	Next meeting	
Susan Parsons	Look at grants available to CCTV – cover whole village. TK members to supply documentary evidence	Next meeting	ongoing
Marc Sleeman	Purchase 2 sets of bike racks	Next meeting	Ongoing
Marc Sleeman	To request extra \$10,000 from MSC to cover budget shortfall – two options.	Next meeting	
Craig Crawford/ Lenore Wyatt	Talk to Mayor regarding letter to Craig to be submitted to Transport Minister regarding QR contribution.	Next meeting	
Peter Danford	Email all accommodation houses to get feedback on recent bookings over Easter.	Next meeting	
Marc Sleeman	Purchase domain name: kuranda accommodation	Next meeting	

**TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT  
to March**

	BUDGET 2016/17 \$	ACTUALS	YTD Variance
<b><u>INCOME</u></b>			
Tourism Kuranda Advertising Contributions	31,000.00	4,795.75	26,204
Benefited Rate Contribution	207,695.00	202,966.87	4,728
Sundry Revenue	-	-	0
Surplus Carry Over 2015/16	12,197.97		12,198
	<b>250,892.97</b>	<b>207,762.62</b>	<b>43,130</b>
<b><u>ADMINISTRATION COSTS</u></b>			
<b>Total Administration Costs</b>	97,446.00	66,316.35	31,129.65
<b><u>PROMOTIONAL COSTS</u></b>			
A4 Brochure	8,000.00	-	8,000
Map & Visitors Guide	24,000.00	1,897.02	22,103
Brochure Distribution	16,028.00	13,189.89	2,838
Kuranda Festival Event	21,900.00	23,801.19	(1,901)
Kuranda Easter Event	22,400.00	2,933.04	19,467
Social Media Management	12,600.00	8,867.82	3,732
Industry Famils & Presentations	3,000.00	2,095.22	905
Tourism Kuranda Memberships	900.00	-	900
Adv Pre & Post Tourism Publications	7,300.00	1,240.00	6,060
Tradeshows & Sales Missions	16,500.00	13,668.21	2,832
Public Relations Management	5,800.00	4,808.44	992
General Advertising	4,000.00	2,849.00	1,151
Special Marketing Project 2017		966.00	
<b>Total Promotion costs</b>	142,428.00	76,315.83	67,078.17
<b>TOTAL ADMIN AND PROMOTION COSTS</b>	<b>239,874.00</b>	<b>142,632.18</b>	<b>98,207.82</b>
<b>SURPLUS/(DEFICIT)</b>	<b>\$ 11,018.97</b>	<b>\$ 65,130.44</b>	<b>-\$ 55,077.47</b>



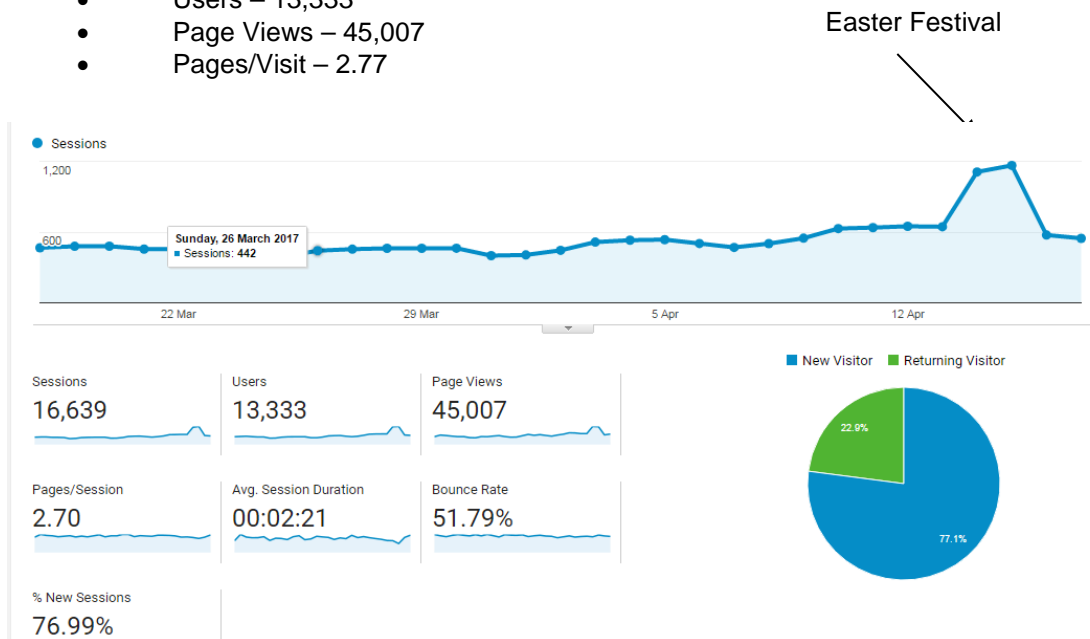
## EO REPORT APRIL 2017

**FACEBOOK INSTAGRAM & TWITTER POSTS** – The TK posts for the month as follows;

- A walk through paradise in the tropical rainforest
- The countdown is on for our exciting Easter Event in Kuranda!
- Come along and get your face painted at our special Easter Event
- Enjoy an exciting cultural performance from the Pamagirri Aboriginal Dancers
- Who loves chocolate Easter eggs
- There's a huge line-up for "Revamp the Amp" in Kuranda this Saturday
- Join us for a fun-filled day at our Easter in the Park event on April 15th.
- Looking for things to do in Cairns over Easter?
- Bring along the kids to Easter in the Park on April 15th to meet the Easter Bunny
- Enjoy an exciting Magic Show at our Easter in the Park event on Sat, April 15
- Only 5 days to go until Easter in the Park in Kuranda!
- Come and see local man Tim Riley and his Whip Cracking show
- Join us for an entertaining day at Easter in the Park on Saturday, April 15!
- Enjoy a horse and carriage ride and take a unique stroll in Kuranda on April 15th.
- Only one sleep to go until Easter in the Park
- Kuranda Easter Festival was another amazing event

### **FEBRUARY GOOGLE ANALYTICS 18 March to 18 April 2017**

- Sessions – 16,639
- Users – 13,333
- Page Views – 45,007
- Pages/Visit – 2.77



**MEDIA VISIT** – On 3<sup>rd</sup> April I hosted a French journalist, Jerome Saglio who is working with Michelin publishing group in Paris, France. They are preparing a new Guide Vert Michelin travel guide on Australia, to be launched in March 2018 and the publication will be released in French (France, Belgium, Switzerland and Quebec) and translations into English, Chinese and Spanish should follow. Jerome arrived in Kuranda aboard Skyrail

Rainforest Cableway, and visited KKG, BWK, ABS, Kuranda Markets and had lunch at RFS with Ben Woodward who hosted the afternoon.

**KURANDA EASTER CELEBRATIONS** - Our Kuranda Easter Celebration drew another big crowd into the village Easter Saturday and from all reports it was another successful event for Kuranda. While our Easter Celebration acts as an economic boost for many businesses in the village, it is also designed to profile Kuranda and target locals - reconnecting with this important market. A considerable amount of activity happens behind the scenes to co-ordinate an event like the Kuranda Easter Celebration and I would like to thank the following people and organisations;

- Cathy Harvey, Cr. Lenore Wyatt and all the Kuranda Visitor Information Centre volunteers who helped throughout the day.
- John Baskerville and the team at Kuranda SES for helping with setting up and safety in Centenary Park.
- Mareeba Shire Council for their in-kind support with additional rubbish bins, marquees, witches hats and event co-ordination.
- Tim Riley for his amazing whip cracking performance.
- All the local businesses that provided prize donations for all the kid's games in Centenary Park.
- The Easter Bunny volunteers – Cathy Harvey and Claude Burnside.
- Pamagirri Aboriginal Dancers from Rainforestation for their performance.

**FREE MEDIA EXPOSURE** – Through our branded advertising campaign we were also able to secure substantial free pre and post media exposure that included

- Tablelands Advertiser – Front Page Feature (pre-event)
- Kuranda Paper – (pre-event)
- The Express – Front Page (pre-event)
- Cairns Post – Half Page (pre-event)
- Tablelands Advertiser – ¼ page feature (pre-event)
- Tablelands Advertiser – Front Page Feature (post-event)
- Cairns Post – half page feature on page 9 – (post-event)
- Cairns EYE – Half page feature (pre-event)
- Cairns EYE – Full Page Out & About Event photos (post event)
- Triple M on-air interview (pre-event) 2 weeks of interviews
- Hit FM – 2 on-air interviews
- WIN – post news coverage
- Channel 7 - post news coverage

The free media exposure we received for our Easter event more than doubled our exposure for the event and strengthened our relationship with the above media outlets.

We were also able to secure a couple of news stories on WIN & Channel 7 with plenty of free air-time on, Triple M, Hit FM and 4am plus plenty of social media exposure.

The following are a couple of examples;

**EASTER CELEBRATIONS**

# Eggs-treme delight day

**Huge crowd drawn to Kuranda celebration**

**JANESSA EKERT**  
janessa.ekert@news.com.au

THE collective screaming of thousands of children as they first laid eyes on the Easter Bunny was deafening.

Melissa Sims and her five children, aged between 15 and seven, were among the 5000 plus crowd that gathered at Kuranda Village for the annual Easter in the Park on Saturday.

And it was the biggest crowd the village had ever seen for an event.

"It was fantastic," the Redlynch mother said.

"The kids loved the egg and spoon races and obviously catching the thousands of eggs that fell from the sky."

Mrs Sims said it was great the event was free.

"It just brought entertainment back to basics - it's not about the money you spend but the time you spend together," she said.

Now in its eighth year, Kuranda Tourism executive officer Marc Sleeman said it was easily the biggest event held in the village.

"I'm on a bit of a high to be honest," Mr Sleeman said. "It's just so rewarding to have such a successful event."

And a great economic boost for the traders in the region.

"People had driven from Townsville and the Burdikin for this," Mr Sleeman said. "The kids have been crazy and loving the chocolate Easter egg drops."

Four separate egg drops, of 1500 chocolate eggs at a time, had the kiddies scrambling for their share.

"We had over 600 kids participating in the egg and spoon races ... and the potato sack races went down a treat as well," Mr Sleeman said.

It was an event that brought people in the area together and reminded them what a special place Kuranda Village was, he said.

"The flow on for the whole Tablelands is quite positive," Mr Sleeman said.

There was enough diverse entertainment to keep Mrs Sims and her children there for more than four hours.

**YUMMY: Holly and Chloe Sims**  
7, back left. Photos: MICHELLE GRIFFIN





## That's Egg-tastic!

That's Egg-tastic!

SUNSHINE, chocolate and loads of fun will be in store for hundreds of Far North children as Kuranda's annual Easter in the Park event makes its return this Saturday.

A whopping 14,000 Easter eggs will rain down on Centenary Park when the Easter Bunny himself makes several "egg drops", delighting youngsters such as this group pictured last year.

Locals are being urged to get a hop along to several events running throughout the day.

FULL STORY – PAGE 4

THURSDAY, APRIL 13, 2017 - \$1.20 (Incorporating Tablelands)

## Tablelands advertiser

### Danger prompts call for croc cull

Local fisher

TABLETS that publisher announced that a public meeting will be held on Saturday to discuss the need for a crocodile cull in the Tablelands region.

The meeting will be held at the Kuranda Community Centre, 11.30am to 1.30pm. The meeting will discuss the need for a crocodile cull in the Tablelands region.

### Show me the bunny!

CHILDREN came early for children's entertainment at the Easter Bunny Show at Centenary Park.

The show will feature a parade of children in bunny costumes, a parade of children in bunny costumes, a parade of children in bunny costumes.

SPORT: BULLS IN FFA CUP SHOWDOWN WITH FNO HEAT AT BORZI PARK TONIGHT PAGE 20

## Hop along to 'Easter in the Park'



CHOCOLATE lovers, look no further. You don't want to miss an exciting Easter in the Park event at the Village in the Rainforest on Easter Saturday, when 14,000 Easter eggs will rain down on Kuranda.

The village's annual Easter egg drop for Easter in the Park is a highlight for local and visiting children.

The Easter Bunny will drop eggs every hour from 11am to 2pm in Centenary Park.

With each hourly egg drop there will be one golden egg that will be thrown out into the crowd.

The lucky person who catches the golden egg will receive an amazing Kuranda prize package.

Included in the free family fun will be three jumping castles, with one set aside for the youngest kids, kids' games, street performers, a magic show, four face painters, horse and carriage rides, street and stalls including the Kuranda Arts Co-op, Kuranda Environment and Kuranda Conservation.

The event has also organised a separate area for youngsters aged five years and under to meet the Easter Bunny for a photo, and to collect their own little bag of Easter eggs.

Deanna Stone-Cross, Ann-Sophie and Jacob McGrath will give an action packed performance with diabolas, juggling balls, ball hoops and silks.

The Kuranda County Kitchen will give live candy making demonstrations at their Curiousity store at 11.30am and 1.30pm.

There will also be live music, with Laura Moore playing from 11.30am at The Kuranda Hotel.

Easter in the Park promises plenty of fun for the whole family.

The event will run from 10am to 4pm on April 15 at Centenary Park, Kuranda. Entry is free.

www.thepressnewspaper.com.au

### e-NEWSLETTER – The March newsletter featured the following articles;

- Queensland On Tour, Greater China Mission in Hangzhou
- Easter in the Park
- Dough-licious
- Fruit on the menu
- Skyrail milestone
- Dishing up jazz
- Holistic skin care
- Anzac Day service

### The April newsletter featured the following articles;

- Great Kuranda accommodation options for Easter
- Easter in the Park
- Get Down & Dirty
- Fiery opals
- Nature Diary
- Koala on bike at Kuranda Koala Gardens
- Anzac Day service

**LOCAL SALES CALLS** – I spent 4 days during the month completing local sales calls and delivering brochures to our main booking outlets – plus putting up 35 corflutes and distributing Easter Celebration flyers. 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.

**Correspondence in:**

- 29.3 e-mail from Zahabiya Doctor re: Expedia exposure
- 30.3 e-mail from Meg at KKG re: special motorbike photo and media opportunity
- 31.3 e-mail from Sophie Hatch – QR re: magazine news story.
- 3.4 e-mail proposal from Kavrine MO – re: China Digital Strategy
- 3.4 e-mail from Cairnsinfo.com re: Sponsor Easter in the Park 2017 on Cairns Events
- 3.4 e-mail from Renee Bull re: Easter co-operative advertising proposal
- 3.4 e-mail from Steve Larking re: SES involvement at Easter Festival
- 5.4 e-mail from David Bowden re: article in Malaysia Magazine featuring Kuranda
- 7.4 e-mail from Marni Barnet – Skyrail re: newsletter content
- 7.4 e-mail from Tony Alston re: in-kind support
- 8.4 e-mail from John Baskerville re: Kuranda support
- 10.4 e-mail from TTNQ re: prize support for domestic mega famil
- 11.4 e-mail from Amy Mail – TTNQ re: social media support for Easter
- 12.4 e-mail from Contineo Marketing re: China digital marketing
- 13.4 e-mail from Bec Kegan re: Hosting Domestic Mega Famil.

**Correspondence out:**

- 29.3 e-mail to Bec Kegan TTNQ confirming participation in the mega famil
- 30.3 e-mail to TTNQ, TTT and Skyrail with Easter schedule
- 31.3 e-mail to Shirin Hyatt requesting use of image
- 3.4 e-mail to MSC re: in-kind support and use of Centenary Park
- 3.4 e-mail to Sophie Hatch re: Kuranda Story – Roots festival
- 4.4 e-mail to Mick Forde re: RSL to supply speakers for festival
- 6.4 e-mail to David Bowden – thanking for media coverage
- 6.4 e-mail to Kuranda Stakeholders with event flyer and blog to help promote festival
- 7.4 e-mail to Kuranda business owners requesting prizes for Easter Event
- 7.4 e-mail to Tony Alston with in-kind requirements for Easter Festival
- 7.4 e-mail to Michael Trout re: new GBR drive advertising
- 10.4 e-mail to John Baskerville with outline of support we require
- 10.4 e-mail to Cathy Retter re: birds of Kuranda sign.