

TOURISM KURANDA COMMITTEE

Minutes

Tuesday 22nd August 2017. 4.30pm Tourism Kuranda Office

1. Welcome and Introduction – Welcome to Kahlia Pepper

Attendees – Kahlia Pepper (EO TK), Angela Freeman (Koala Gardens/Birdworld), Lenore Wyatt – Chair (MSC), Chris Grantham (Rainforestation), Adrian Pancirov (Heritage Markets), Trish Green (Honey House), Adam Letson (Skyrial), Cathy Harvey (KVIC), Susan Parsons (MSC).

Apologies – Member for Barron River Craig Crawford, Terry Pates (Frogs), Peter Danford (Cedar Park), Cr Tom Gilmore (MSC).

Visitors – Nil.

2. Confirmation of Previous Minutes – 18th July 2017 **Moved Trish Green, **seconded** Adam Letson.**

Ratified motion from flying Minutes to formally approve that application is made to participate in the Greater China Premium Travel Showcase 2017. **Carried** (via email).

3. Business Arising from Previous Minutes

- Motions to Council:
 - Endorse the recommendation by TK advisory committee that the TK EO attend the Greater China Premium Travel Showcase 2017. **Lost.**
 - Consider the recommendation by TK Advisory Committee that signage in Kuranda is cleaned and refreshed. **Carried.**
 - Consider the recommendation by TK Advisory Committee that Council make available office accommodation at the Kuranda Community Precinct for the TK EO. **Carried.**
- **Tripping Magazine** – Kahlia to supply copy.
- **Inbound Up North.** TK to register.
- **Signage.** Trish reported that signage in Therwine Street also needs cleaning. Images with locations to be sent to Susan Parson, Cc Lenore & Angela.
- **Poles at entrance to Kuranda.** Find out history and who owns land. Proposal received from local sculptor to develop new totem structure.

ACTION ITEMS - JULY

Responsible Person	Action	Date for Completion	Follow-up/Completion
Lenore Wyatt	Contact Kur World re Tourism Levy – email sent	Next meeting	Completed
EO	5 suggestions for photo shoot	Next meeting	Ongoing
Susan Parsons	Look at grants available to CCTV – cover whole village. TK members to supply documentary evidence	Next meeting	Completed
EO	Bike Racks. With KIAC for funding		Completed
Lenore Wyatt	Letter to Craig Crawford from Mayor re QR contribution. Lenore to speak to Mayor.		Ongoing
Angela Freeman/Susan Parsons	Amend signage distances on Jum Rum Tracks. Referred to Council for follow up.	Next meeting	Ongoing
EO	Tripping magazine copy	End August	
Susan Parsons	Recommendations to council regarding signage and TK office		Completed

4. **Correspondence In/Out:**

Located at the end of EO Report.

5. **Confirmation of Budget Reports**

Report to July 2017 included below.

6. **Confirmation of Executive Officer Report – Moved** Kahlia Pepper, **seconded** Adam Letson.

7. **General Business**

- **Budget**. To be discussed at next meeting.
- **Volunteer Induction** To be conducted at start of next meeting.
- **CCTV**. Higher priorities recognised in both Centenary Park and Rotary Park in Therwine Street. Motion for Council to reconsider Feedback and background required to support cause for grant.

MOTION RECOMMENDATION TO COUNCIL: Consider the recommendation of Tourism Kuranda Advisory Committee that a public CCTV system is installed in Centenary and Rotary Parks, including Rotary Park highway side as these areas are a higher priority than the need in Coondoo Street, Kuranda. Moved Angela Freeman, **seconded** Cathie Flambo.

- **Photography Shoot** EO to look at options for photographer.

8. **Next Meeting: 19th September 2017**

9. **Supporting Documents**

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

**TOURISM KURANDA INCOME AND EXPENDITURE STATEMENT
to July 2017**

	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	-	210,566
Sundry Revenue	-	-	0
Surplus Carry Over 2016/17	4,934.25	4,934.25	0
	252,000.43	5,695.55	246,305
<u>ADMINISTRATION COSTS</u>			
Total Administration Costs	98,800.00	3,497.36	95,302.64
<u>PROMOTIONAL COSTS</u>			
A4 Brochure	8,300.00	-	8,300
Map & Visitors Guide	29,500.00	20,754.26	8,746
Brochure Distribution	16,828.00	444.09	16,384
Kuranda Festival Event	20,000.00	-	20,000
Kuranda Easter Event	19,638.00	-	19,638
Social Media Management	13,000.00	-	13,000
Industry Famils & Presentations	4,000.00	-	4,000
Tourism Kuranda Memberships	1,000.00	-	1,000
Adv Pre & Post Tourism Publications	7,500.00	-	7,500
Tradeshows & Sales Missions	19,000.00	-	19,000
Public Relations Management	5,800.00	-	5,800
General Advertising	4,000.00	-	4,000
Total Promotion costs	148,566.00	21,198.35	127,367.65
TOTAL ADMIN AND PROMOTION COSTS	247,366.00	24,695.71	222,670.29
			\$
SURPLUS/(DEFICIT)	\$ 4,634.43	-\$ 19,000.16	23,634.59

ACTION ITEMS - AUGUST

Responsible Person	Action	Date for Completion	Follow-up/Completion
EO/Cathy	Tripping Magazine copy.	End August	
EO	To identify 5 hero shots for photo shoot.	Next meeting	Ongoing
EO	Register for Inbound Up North.	End August	
Susan Parsons	Motion to reconsider location of CCTV priorities.	Next meeting	Ongoing
Angela Freeman/Susan Parsons	Amend signage distances on Jum Rum Tracks. Referred to Council for follow up.	Next meeting	Ongoing
EO	Send letter to Craig Crawford's office to follow up on past Action Items requested over the past 12 months.	Ongoing	
EO	Chinese website/social media.	Next meeting	



INTERIM EO REPORT

August 22nd 2017

<http://www.kuranda.org>
www.kuranda.org

[GO TO REPORT](#)

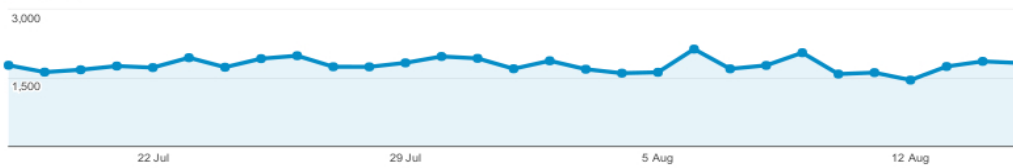
Overview

All Users
100.00% Page Views

18 Jul 2017 - 15 Aug 2017

Overview

Page Views



Page Views
51,536

Unique Page Views
41,752

Avg. Time on Page
00:01:23

Bounce Rate
55.39%

% Exit
36.82%

Page	Page Views	% Page Views
1. /	10,179	19.75%
2. /things-to-do-kuranda/attractions-activities/	4,273	8.29%
3. /getting-here/kuranda-scenic-railway/	3,971	7.71%
4. /things-to-do-kuranda/	3,528	6.85%
5. /getting-here/public-transport/	2,392	4.64%
6. /getting-here/	2,320	4.50%
7. /getting-here/skyrail-rainforest-cableway/	2,088	4.05%
8. /kuranda-markets/	1,844	3.58%
9. /things-to-do-kuranda/walking-tracks/	1,729	3.35%
10. /getting-here/self-drive/	1,669	3.24%

Notes:

The English, Japanese and Chinese brochures have been finalised and are now with the printer. They will be delivered to the storage cage at the Community Precinct. Thanks to Cathie Flambo's staff member for proofing the Japanese brochure so carefully, also to Trish Green for proofing the final proofs.

The A4 brochures are being displayed in Cairns while the DL brochures are being printed. The 6pp Maps have been distributed among the Cruise ship Tour guides and the local free shuttle bus. Some have been distributed to Cairns tour desks who do not have spare A4 racks. These were initially printed for the VIC and guides, however the stocks have depleted while the 22p DL was being prepared. The delay was due to timing with the school holidays and availability of the Chinese proofer Vivian.

The Kuranda VIC volunteers have supplied photographs and comments from signage around the village that need cleaning or replacing. This document will be tabled at the next TK meeting.

Correspondence in

- 9/7 Len Astle – final proof English version
- 9/7 Len Astle – Japanese translation changes
- 20/7 TTNQ Industry Opportunists
- 20/7 Southern Cross Austereo newsletter
- 24/7 Wayne Fitzpatrick – followup on printing quote
- 24/7 TTT – who is TTT
- 25/7 Living in Cairns - Japanese translation
- 26/7 NQ distribution invoice
- 2/8 confirmation from committee to apply for GCTrade showcase: Adam, Angela
- 3/8 TTT = website feature product
- 3/8 TTNQ – newsletter
- 3/8 Morgan Freeman invoices
- 3/8 Tripping Magazine. Re advertising in next issues.
- 3/8 Fergies – proofing brochure update
- 4/8 Liz Inglis invoice
- 4/8 Mel – ABS – change to ABS facebook post
- 5/8 TTT – conversations with TTNQ
- 8/8 ATEC – inbound Up North Registrations now OPEN
- 9/8 Fastrack – invoice
- 9/8 Fergies – brochure proofing.
- 11/8 TTNQ – becoming China Ready
- 13/8 Len Astle – Chinese corrected proof
- 13/8 Trade Events – updated username and password (for Kahlia).

Correspondence Out

- 14/7 Tropic Wings – Website page on www.kuranda.org
- 18/7 Fergies – new brochure printing
- 24/7 Living in Cairns- Japanese translation
- 9/8 Fergies – proof for Kuranda Brochure
- 9/8 Trish Green- proofing Kuranda Brochure
- 10/8 Susan Parsons – GCTM application details
- 16/8 Cathy Greening – Tourdex information update.

Social Media:

Facebook Posts

- 19th July This month [Kuranda Arts Cooperative Kuranda](#) is celebrating its 20th birthday! The not-for-profit organisation showcases a wide variety of quality artwork in many mediums from its members
- 21st July A perfect afternoon stroll along the beautiful Barron River. Great shot @_rox_08!
- 24th July Freshhh Cafe is all about fresh produce and fresh food. Enjoy coffee, breakfast, cake and light lunches made with fresh and local produce!
- 25th July This beautiful shot, aptly named “Blue Dawn”, was taken by Peter Jarver in Darwin at sunrise in 1983
- 26th July Falafellicious is an Israeli style falafel bar located at the Kuranda Original Markets!
- 27th July The [Kuranda Arts Cooperative Kuranda](#) 20th birthday celebrations were a great success last Saturday
- 28th July Barron Falls - truly a sight to behold! Awesome shot @cilhaley!
- 30th July The award-winning [Rainforestation](#) Nature Park is situated only 5 minutes from Kuranda Village
- 2nd August Delicious superfood smoothies, raw snacks, fresh juices, vegan and dairy-free options are on offer at [Jungle Juice Kuranda](#)
- 4th August A beautiful moment captured by @laurenanddouglas at the [Australian Butterfly Sanctuary](#)
- 7th August Are you game to try out a birds eye view of the rainforest in a Diamond View [Skyrail Rainforest Cableway](#) carriage?
- 9th August Did you know there's a mini-golf course in the middle of the Kuranda rainforest?
- 11th August @emmanuellees following the wooden boardwalk through the beautiful North Queensland Rainforest.
- 14th August Kuranda always has perfect icecream weather... even in winter! Enjoy a delicious scoop from Kuranda Homemade Tropical Fruit Ice Cream
- 16th August KVIC shared Rainforest Journeys Video
- 16th August Surrounded by world heritage rainforest, the [Australis Art Gallery](#) stocks one of a kind art pieces.