



Meeting Notes - 19 June 2026

Cape Tribulation Camping | 9:00am to 10:38am | In person and via Teams

Attendees

Gaye Scott - DMC Chair
Jason Heffernan - DMC Director; Owner Back Country Bliss Adventures; minute taker
Jacklyn Kiernan - DMC Director; Owner Cape Tribulation Camping and Cape Tribulation Horse Riding
Vince O'Flaherty - DMC Director; Marketing Manager Crocodile Express and Greater Daintree Wildlife Cruises
Leigh Gallon - DMC Director; Marketing Manager Hook-A-Barra and Daintree Sensations; Owner Cape Tribulation Getaway (arrived late)
Vivienne Stefanutti - Owner Daintree Wilderness Lodge
Clementine Atanazio - Ocean Safari, Safari Lodge and Turtle Rock Cafe
Rob Mateer - General Manager, Daintree Eco Lodge
Mikala McDowall - Administration Manager, Daintree Shop and Daintree Discovery Tours
Judy Phillips - Ocean Safari / Safari Lodge manager
Peter Statham - Ocean Safari / Safari Lodge manager

Apologies

Tamara
Marie - Deep Forest Lodge
Emma Tunnock - Tourism Port Douglas Daintree

Meeting opened at 9:00am.

Item One - Financial Report

- Current balance: \$13,822.
- Committed funds: \$11,713.
- Income expected by 30 June: \$540.
- Available balance / expected carry-over balance: \$2,648.
- DMC aims to retain approximately \$2,000 in the bank.
- Membership renewals will be sent from 1 July 2026.
- The Not-for-Profit self-review return for 2025 has been lodged.

Item Two - Tin Shed Community Grant \$5,000

- DMC secured a \$5,000 Community Grant from the Tin Shed.
- \$2,750 has been allocated to Strategic PR for the social media campaign through to the end of July 2026.
- Strategic PR is currently providing approximately 10 Facebook posts per month at about \$500 per month.
- The balance of the grant is allocated to the print edition of the Daintree Directory.
- Approximately 1,000 copies of the directory are being printed for distribution throughout the Daintree and Port Douglas.
- The directory is intended as an in-room / local reference item to keep the Daintree visible to visitors.
- The print quote increased when the directory moved to a horizontal format. Crocodile Express took the back page for \$300 to cover the shortfall.
- The directory has been sent to print, with a proof pending after the wrong cover was initially supplied.

Item Three - Website Refresh

- Gaye has transferred 46 member listings from the current site to the staging platform, with approximately 12 to 13 listings remaining.
- Member feedback on the new site has been positive.
- Jacklyn now has access to assist with finalising the transfer of member information.
- Links are being sent to members for checking as listings are completed.
- Precedence quoted \$1,650 to assist with finalising the website, including back-end category and button links such as tours and attractions, restaurants, accommodation and bus tours.
- Jason offered to review the website access, links and SEO before DMC commits to the additional \$1,650 expenditure.
- The decision on the Precedence spend was deferred while Jason, Gaye and Jacklyn review whether the remaining website work can be completed internally.
- **Action:** Gaye to arrange website access for Jason.
- **Action:** Jason, Gaye and Jacklyn to review remaining website link/category work and SEO opportunities before committing to further website expenditure.

Item Four - Photography

- Ali from Catseye Productions is undertaking photography for DMC.
- The photography is prepaid.
- The purpose is to capture hero shots and fill gaps in DMC collateral.
- A shot list has been prepared following reconnaissance undertaken by Gaye and Ali.
- **Action:** Gaye to circulate or discuss the updated shot list for consideration.

Item Five - Music in the Daintree - Free Community Concert

- DMC secured \$6,100 to bring two cellists to the Daintree for a free community concert.
- The event is planned for Saturday 28 November 2026 at the Alexandra Bay Sporting Club from approximately 3:00pm to 6:00pm.
- The musicians have played with the Queensland Symphony Orchestra and other professional ensembles.
- Vivienne explained the purpose of the event is to build community after recent difficult periods and to create a marketing opportunity to draw locals and visitors from Mossman, Port Douglas and Cairns into the Daintree.
- The event is intended to have a community / festival feel, potentially including local schools, food, stalls and storytelling linked to the Daintree.
- Daintree State School may have a six-piece band available to perform. Jackie Osborne is to speak with Alexandra Bay State School.
- Denise Munro at Alexandra Bay Sporting Club has been contacted. The club liquor licence may need to be extended for the event.
- The event will be free to attend.
- DMC public liability insurance is available for the event.
- TPDD is willing to assist with promotion once DMC has a media kit / assets prepared.
- The Douglas Card will be active by then, and there may be an opportunity to promote the event to the Douglas Card email database.
- Food trucks and local vendors were discussed. DMC members should be offered the opportunity to participate before the wider community is approached.
- Wintr / local Cape Tribulation event contacts were suggested as possible support for event setup and staging.
- **Action:** Vivienne to continue event planning and prepare information for members about possible involvement in the concert.
- **Action:** Gaye to send an invitation to DMC members seeking expressions of interest for food, stalls, accommodation, tours or other event involvement once wording is prepared.
- **Action:** Clementine Atanzio to assist Vivienne with local event ideas and contacts.
- **Action:** Vince to speak with Leon Birchall regarding a possible didgeridoo performance / cultural component and associated cost or funding requirement.
- **Action:** Jacklyn to assist with the media kit / promotional material where possible.

Item Six - Projects 2026/27

- DMC currently has 48 members operating 69 tourism businesses.
- Membership renewals go out in July 2026.
- After Xero, public liability insurance and incidentals, plus the \$2,648 carried over from 2025/26, DMC may have approximately \$12,719 available for 2026/27 projects.
- If the \$1,650 Precedence website cost proceeds, this would leave just over \$11,000 available for projects.
- The group discussed whether approximately \$10,000 should be directed towards projects over the next 12 months.
- Possible projects discussed included Strategic PR / social media, Drive Queensland silver sponsorship, Daintreepedia / directory QR collateral, DL flyers and broader brochure distribution.

Daintreepedia, QR code and printed collateral

- Port Douglas Getaways is willing to send the Daintree Directory link to guests after accommodation bookings are confirmed.
- A QR code linking to the online directory was supported for members to use in guest communications and local collateral.
- Compendium inserts were discussed. The group noted that paid accommodation compendium placement is not generally considered worthwhile, but free placement should be used where available.
- A DL flyer with a strong QR code call to action was suggested for front desks and local distribution.
- Vince offered to approach iTourism about possible distribution support and to obtain pricing for DL flyer printing.
- **Action:** Gaye to send members the Daintree Directory link and QR code when available.
- **Action:** Vince to approach iTourism regarding distribution options.
- **Action:** Vince to obtain pricing for DL flyer printing.

Drive Daintree brochure, maps and Drive Queensland sponsorship

- The group discussed limited Daintree presence on brochure boards in Cairns and Port Douglas, with Ocean Safari and Treetops noted as some of the few Daintree products visible.
- Clementine Atanzio noted strong potential for greater Daintree and Cape Tribulation visibility with agents, accommodation providers, car rentals and brochure boards.
- Jacklyn confirmed the Daintree map is printed in large quantities, with approximately 170,000 copies per year, and is used heavily for ferry and in-region wayfinding.
- Birdon, the incoming ferry operator from 1 July 2026, is a DMC member. There may be an opportunity to discuss map distribution with Birdon once they commence.
- Vince advised he has three panels available in the Crocodile Express / Greater Daintree touring map and will circulate rates.
- Drive Queensland silver sponsorship was discussed. It would cost approximately \$2,695 for 2026/27, with exposure at caravan and camping shows around Australia.
- The group did not commit to the Drive Queensland silver sponsorship at this meeting. The preference was to hold funds temporarily, monitor the market and reconsider around 1 September 2026.
- TEQ drive market activity was understood to be on hold at present, and the current visitor market is uncertain.
- **Action:** Gaye to advise Fiona that DMC is not taking up Drive Queensland silver sponsorship at this stage and will reconsider around 1 September 2026.
- **Action:** DMC to revisit Drive Queensland sponsorship and broader print distribution strategy around 1 September 2026.

Social media

- Social media is currently being managed by Tanya Snelling / Strategic PR and is funded through to 31 July 2026.
- The current arrangement is approximately \$500 per month for around 10 Facebook posts per month, with Instagram likely linked.
- There was broad support for maintaining or improving DMC's social media presence, particularly given the limited budget and the need to reach Port Douglas, Cairns, Tablelands and local drive-market audiences.
- Members discussed the need for more organic, local and regular content, including wildlife sightings, community stories, business updates and live Daintree content.
- Members were encouraged to tag #destinationdaintree so content can be reshared by DMC.
- Mikala McDowall noted that Strategic PR is operating at a heavily discounted rate and that comparable social media contractors may quote significantly higher fees.
- Vince suggested seeking expressions of interest from local social media providers to understand available options and costs.

- The group agreed to seek an expression of interest rather than immediately recommit funds without reviewing current performance and alternatives.
- Previous analytics / reports from Strategic PR should be reviewed before any change is made.
- Potential grants for social media or marketing were discussed, including local grants, QTIC and other opportunities. Members noted that grants require someone to lead a specific project.
- Leigh suggested reaching out to iMate regarding possible bespoke social media campaigns or leveraging a broader audience.
- Vivienne offered to assist with ideas and review, noting her current experience working with Pinnacle Marketing in Cairns.
- **Action:** Vince to prepare and distribute an expression of interest brief for social media services.
- **Action:** Gaye to obtain and circulate previous social media analytics / reports from Tanya Snelling / Strategic PR for review.
- **Action:** Members to tag #destinationdaintree in suitable posts so DMC can reshare member content.
- **Action:** DMC to review the current Strategic PR arrangement once analytics and EOI responses are available, noting the current arrangement ends 31 July 2026.
- **Action:** DMC to consider suitable grant opportunities for social media / destination marketing if a member or director is available to lead an application.

Other Items

- The new ferry operator, Birdon, commences Wednesday 1 July 2026.
- A ferry photoshoot with the Mayor and Birdon is planned for 8:00am Tuesday 30 June. Members were encouraged to attend if available.
- DMC has two online directories available through the Daintree 2026 links.
- Abi, Jacklyn and Emma Tunnock were thanked for presenting to Council in early May, which contributed to the Douglas Card being reactivated for May and June.
- Mason's Tours had been incorrectly positioned on Google Maps in Diwan opposite Cockatoo Hill Retreat. This has now been corrected.

Meeting closed at approximately 10:38am.