

Kuranda Indigenous Tourism Services - in development 2020

Cultural Street Performers

- Make standard/familiar Donations receptacles with message encouraging donations
- Weekly fruits, nuts, seed pods, leaves from rainforest on display at Visitor Centre / Meet & Greet node
- Meet & Greet role - identify key people
- 3 x sets daily of cultural performance
- Lunch daily for crew - component from donations to fund per person, daily task
- 1 week cultural installation in park, build a traditional hut (bayu)
- Basket weaving under Queen Maggie's tree
- Log carving installation, Dendroglyph projects for Barron Falls Walking Trail (grant)

Note: Material artists who join the Street Performers daily schedule can set up their kit and do their work while visitors watch. Business cards available to view artists work at pop up stall / village gift shop and for online purchases. Sales are recorded for each artist.

Cultural Material Artists

- Water Tanks Mural - community amenity project (grant)
- Kuranda Welcome Corner - community amenity project (grant)
- Artist profiles for promotion / marketing
- Art Space @ Visitor Info Centre
- Both individual art pieces and high turnover tourist 'trinkets' are necessary. Artists can choose to make their own pieces from scratch or use the convenience of purchasing pre-made Blanks for painting, etching or burning
- Blanks Businesses (TBC with TRACQS)
 - Weekly production of standard Kuranda product set - Regular orders from artists
 - Tools: paints, dremel, wood burner, varnish/coating
 - Materials: ply, recycled timber offcuts, Cadagi shed branches, sustainable native timbers, eg. black wattle

- x Story Stones (made of timber)
- x Boomerangs - ply, 3 sizes/types?
- x Message Sticks List to be confirmed
- x Timber beads for keyrings Laura Festival Stall Opportunity
- x Bullroarer

- Develop artist sales kit including display card, business card and product sticker
- Pop up retail stall in park / visitor centre for testing products and prices
- Regular workshops to develop skills, invite visiting artists, develop and innovate products and services
- Develop Children's Blank Set for weekend sales
- Retail gift shop opportunities in village
- Kuranda Signature range of T-Shirts (cassowary, platypus, turtle, etc), stencil for easier stock management, hand-painted with fabric paints



Cultural Experiences

- Willie & Toby Brim to start 3 x test guided experiences on airbnb Experiences platform, eg. Bunda Bibandji Rock Art Galleries (Bare Hill), Bana Waruu Walk (Barron River)
- Relaunch Kuranda Region as all-year Getaway and Short Stay destination (doesn't affect current day traffic) by developing targeted social media campaign (grant)
- Strategise full use of campsites and existing accommodation options (100+ pax/night)
- Assist existing airbnb Stay properties (20) to grow their businesses and provide Guest Compendium for cross-pollination of visitor products and services
- 3 shelter pods for interpretative signage near train station - in association with Kuranda Historical Society
- Assist others to develop Cultural Experiences in Kuranda
- Develop Bi-annual Indigenous festival in Kuranda
- Launch Davies Creek as day excursion and school camp venue, ie. Outdoor Classroom
- Develop tourism funding models for permanent roles to manage National Park Estates

KURANDA INDIGENOUS CULTURAL ARTS COLLECTIVE
PROUDLY SUPPORTED BY



VISION: Moving beyond welfare into Indigenous Tourism Products & Services
Gig roles - 11am - 3pm Small cottage industries
Prosperity for everyone (no bosses)

10 Year Plan 2020-30
Engage Year 11/12 students, eg. FNQ Indigenous Tourism Youth Summit

Planning, consultations, engagement, strategies, tactics

Build capacity, build momentum, create stock, gather materials, create costumes

SHOWTIME
3 month trial, high season 2020