

Redlands Tourism Subcommittee MEETING MINUTES



Date: Tuesday 26 July 2016
Time: 2.00pm – 5.00pm
Venue: Fiction Bar Function Room, Raby Bay

Attendees:

Subcommittee members

- Tracey Walker, Group Manager – Communication, Engagement and Tourism, Redland City Council (RCC) – Chair
- Kristen Banks, Service Manager – Communication, Engagement and Tourism, RCC – Deputy Chair
- Cameron Costello – CEO, Quandamooka Yoolooburrabee Aboriginal Corporation
- Colin McInnes – President, Southern Moreton Bay Chamber of Commerce and Lamb Island Bed & Breakfast
- Trevor Hulbert – Yarrandabbi Dreaming Retreat, Macleay Island
- Sue Panuccio – Mt Cotton Retreat
- Katrina Beutel – Redlands Kayak Tours
- Phil Robinson – Redland Museum and Old Schoolhouse Gallery
- Colin Battersby – Chair, Straddie Chamber of Commerce, Fishes at the Point and Discover Stradbroke Real Estate
- Damian Stewart – Anchorage on Straddie
- Alex Sey – Sirromet Winery
- Jeannie Sheppard – Two Little Rows (formerly Stradbroke Weddings)
- Jenny Tan – Bay Breeze Café
- Nikki Cornwall – Coochie Boat Hire

Others in attendance

- Bernard Houston, Senior Adviser Community Engagement, RCC – Facilitator
- Stewart Moore, CEO, EarthCheck – Industry guest
- Lucy Dyball, A/Tourism Development Officer, RCC – Secretariat support
- Michelle Felton, A/Visitor Information Centre Admin Coordinator

Discussion highlights

Redland City Council provided an update on the progress of implementation of the *Redland City Tourism Strategy and Action Plan 2015–2020*. Actions 9, 15 and 20 of the Tourism Strategy and Action Plan are all significant strategic topics. The Redlands Tourism Subcommittee should look at priorities in the plan with exploration around bringing some items forward. Significant assets of the Redlands are its large population of artists and also not-for-profit sector.

Council provided an update of other initiatives being undertaken to support tourism including the Welcome to Redlands Program with Brisbane Marketing, Signature Straddie Package and promotional coverage of the area via social and mainstream media.

The Redlands Tourism Subcommittee discussed what should be in its terms of reference. Council is preparing the document for distribution with the minutes and will table at the next meeting.

Council has had a project approved to develop a destination website. There is a lot of change in online tourism. The sharing economy is having a big impact. The website should not include booking functionality. The tourism website should look at including packages and linked activities e.g. linking a canoe experience with accommodation. The website needs to be promoted. The Redlands Tourism Subcommittee could look at the quality of tourism product. The Redlands Tourism Subcommittee would like to hear from a tourism website expert.

Investigating the types of visitor information services in the Redlands is an action of the *Redland City Tourism Strategy and Action Plan 2015—2020*. Visitor information centres may be less relevant as people are using digital media. In a visitor information centre the most important resource is the person. Redlands Tourism Subcommittee members saw value in a range of different visitor information centre models. This item should be explored in future meetings.

The Redlands Tourism Subcommittee decided that two-hour meetings should be held on the last Wednesday of the month until Christmas then bi-monthly. The next meeting is to be held from 2.00pm – 4.00pm on Wednesday 31 August at Redlands IndigiScapes Centre (TBC – dependent on venue availability).

Redlands Tourism Subcommittee members were encouraged to suggest items for the agenda.

Agenda topics for next meeting:

- Review of Meeting 1 Minutes
- Review Terms of Reference for Redlands Tourism Subcommittee
- Destination website (tourism website expert)
- Update from Council’s Commonwealth Games 2018 Committee
- Visitor information
- Event strategy and action plan
- Other business.

Other topics suggested for future meetings include branding and the Chinese tourism market.

Actions

1	Council to prepare meeting minutes and circulate for review
2	Council to circulate Committee contact list to members
3	Council to organise next meeting and prepare a draft agenda for the group Next meeting will be held Wednesday 31 August, 2.00pm – 4.00pm, North and South Stradbroke Rooms, Level 1, Redland City Council Administration Building, Cleveland. Venue at Redlands IndigiScapes Centre was not available.
4	Council to distribute tourism brochure stands to Straddie Camping, QYAC, Anchorage on Straddie and Southern Moreton Bay Chamber of Commerce