

Redlands Tourism Subcommittee

MEETING MINUTES



Date: Wednesday 31 August 2016
Time: 2.00pm – 4.00pm
Venue: North and South Stradbroke Rooms, Level 1, Redland City Council Administration Building,
Cnr Bloomfield and Middle Streets, Cleveland

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 Yoolooburabee 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
- Lucy Dyball, A/Tourism Development Officer, Communication, Engagement and Tourism, RCC – Secretariat

Others in attendance

- Liz Ward, Tourism Tribe – Industry guest
- Wayne Clift, The Tourism Group – Industry guest
- Frank Pearce, Principal Adviser, Strategic Partnerships, Economic Sustainability and Major Projects Group, RCC
- Michelle Felton, A/Visitor Information Centre Admin Coordinator, Communication, Engagement and Tourism, RCC

Discussion highlights

Liz Ward from Tourism Tribe provided a presentation on 'ideas to inspire your destination website design'. Liz suggested that an effective destination website should be smartphone compatible, interactive with social media channels, easily searchable and influential to target markets. Many destination websites are now experience-based and incorporate video content, powerful images, maps and pages that are interrelated.

Wayne Clift from The Tourism Group provided a presentation on visitor information. The Group, also known as Visit Queensland, investigated the types of visitor information services in the Redlands as an action of the *Redland City Tourism Strategy and Action Plan 2015-2020*. Various locations throughout the City have been assessed as potential sites for a visitor information centre (VIC). A number of factors need to be taken

into account including the necessity of 'bricks and mortar' VIC or if alternative options might be more suitable for the area. At this stage Council is assessing all options.

Frank Pearce provided an update on behalf of Council's Commonwealth Games Committee. Pre-games opportunities exist for the Redlands as well as procurement opportunities for local businesses through the Embracing 2018 website – www.embracing2018.com. Assets of the Redlands include its track parks for mountain biking and the open water for swimming events. The City is within close proximity to Chandler and Belmont. Development of Redlands tourism packages targeting athletes and visitors should be encouraged. There is an opportunity to target Gold Coast residents that may want to holiday during the Games. Redlands signature events in the year leading up to the Commonwealth Games should look to leverage from the Games i.e. co-branding. A Reconciliation Action Plan to encourage indigenous in reconciliation projects has been prepared by the State Government. Council will encourage the Redlands community to be involved in pre, during and post Games initiatives. Stakeholders to target include local schools, community groups to apply for community grants, sporting clubs, tourism operators and local businesses. Applications can be made for the Commonwealth Games mascot to attend local events – email Borobi directly via Borobi@goldoc.com. The Redlands is a 'Weave 100' community for the 1 Million Stars Project. The Commonwealth Games are to be a standing agenda item for the Redlands Tourism Subcommittee.

Review of Meeting 1 Minutes

Minutes adopted with no changes.

Review of Redlands Tourism Subcommittee Terms of Reference

Terms of Reference adopted.

Draft Redland City Events Strategy and Action Plan 2016-2020 update

A workshop was held with Councillors and the draft events strategy and action plan was well received. Work progresses on the document.

Redlands Economic Development Advisory Board Update

The Chair of the Redlands Tourism Subcommittee provided an update to the Redlands Economic Development Advisory Board on tourism activities. The Board are in favour of online visitor services and feel that the destination website should include a booking system.

Other business

- Opportunity to apply to have ex-HMAS Tobruk scuttled in Moreton Bay
- *Our Redlands* Magazine Spring 2016 – copies provided
- Time allocated for 'other business' in future meetings to be extended

The next meeting is to be held from 2.00pm – 4.00pm on Wednesday 28 September 2016 at Redlands IndigiScapes Centre.

Agenda topics for next meeting:

- Review of Meeting 2 Minutes
- Commonwealth Games 2018
- Signage
- Tree management.

Actions

1	Council to prepare meeting minutes and circulate for review.
2	Council to organise next meeting and prepare a draft agenda for the group.
3	Council to prepare destination website specifications.
4	Council to provide two brochure stands for Redlands Visitor Guides to Sirromet Winery.
5	Council to book venues for remaining Tourism Subcommittee meetings for 2016.