

# Redlands Tourism Subcommittee

## MEETING MINUTES



**Date:** Wednesday 28 September 2016  
**Time:** 2.00pm – 4.00pm  
**Venue:** Tallowood Room, Redlands IndigiScapes Centre

### **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
- 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
- Jenny Tan – Bay Breeze Café
- Nikki Cornwall – Coochie Boat Hire
- Lucy Dyball, A/Tourism Development Officer, Communication, Engagement and Tourism, RCC – Secretariat

#### **Apologies**

- Jeannie Sheppard – Two Little Rows (formerly Stradbroke Weddings)
- Sue Panuccio – Mt Cotton Retreat

#### **Review of Meeting 2 Minutes**

Minutes adopted with no changes.

#### **ex-HMAS Tobruk Update**

Council has submitted a formal expression of interest (EOI) to the State Government to have ex-HMAS Tobruk scuttled in the waters off North Stradbroke Island. Council is awaiting advice about the success of the EOI from the Queensland Government.

#### **Commonwealth Games Committee update**

Council's Commonwealth Games Committee had their monthly meeting last week. There is opportunity for the Redland Performing Arts Centre Concert Hall to be included as part of the cultural program for the Games. The Department of Tourism, Major Events, Small Business and the Commonwealth Games is interested in potential camping sites in the area. The Commonwealth Games mascot (Borobi) can be requested to attend events. The Commonwealth Games community participation program aligns with Council's Community Grants and Sponsorship program. Council's e-Biz newsletter includes Commonwealth Games updates and opportunities. There is opportunity for Local Government Areas to host celebrations such as come and try days as well as arts and cultural events to help raise awareness of the Commonwealth Games. Ideas includes duplicating a local sporting event with a Games theme i.e. pentathlon with a variety of different sports or locations across the Redlands i.e. inter-island tug of war and

boomerang throwing; events with schools and food and cultural stalls and displays. This could occur in 2018 while the Games are on.

### Tourism promotions update

- Council is finalising the draft Event Strategy and Action Plan for Council approval and engagement with stakeholders.
- Work has commenced on the development of a destination website – a key action of the *Redland City Tourism Strategy and Action Plan 2015–2020*. An events portal will be included in the destination website. Bundles and packages can be added to the website. Conference and wedding information including accommodation options for large groups could also be included. Branding for the Redlands is also part of the action plan.
- A local produce brochure is being developed.
- *Great South East* special – a half-hour segment is scheduled to air at 5:30pm on Sunday 16 October on channel 7. The Great South East is always looking for story ideas. Pitches should be sent directly to the Great South East. You can view it online at [www.greatsoutheast.com.au](http://www.greatsoutheast.com.au).
- An overview of upcoming events including the Karragarra Sea Market, Bayside Blues Festival, Twilight Makers Market, Island Vibe Festival, Redlands & Bay Islands Cultural Festival, Straddie Assault, Mount Cotton Carols and Christmas by Starlight was provided.

### Other business

- Entry statements and way-finding signage for the City was discussed. It was suggested that the signage could potentially incorporate local flora and fauna in the design. Signage for North Stradbroke Island could potentially be included in the State Government-funded North Stradbroke Island Economic Transition Strategy.
- Tree management on North Stradbroke Island was discussed.
- An update was provided about the Horizon Foundation's Community and Education Centre.
- The opportunity to promote the Redlands to the Chinese market by advertising in Sunnybank publications was suggested. Redlands could look to have an event to celebrate Chinese New Year.
- There is an opportunity to apply for World Heritage listing for Moreton Bay.

### Next meeting

The next meeting is to be held from 1.45pm – 3.45pm on Thursday 27 October 2016 at the Little Ship Club, Dunwich.

Agenda topics for next meeting:

- Review of Meeting 4 Minutes
- Branding for the City
- World Heritage listing
- Transport
- Commonwealth Games 2018 update.

### 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 add subcommittee members to Council's e-Biz newsletter
4	Council to investigate considerations for an area to have World Heritage listing
5	Cameron Costello to provide an update on World Heritage listing at next meeting
6	Council to look at ways to promote weddings and conferences in the Redlands