

Redlands Tourism Subcommittee

MEETING MINUTES



Date: Thursday 27 October 2016
Time: 1.45pm – 3.45pm
Venue: Little Ship Club, Dunwich, North Stradbroke Island

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
- 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

Apologies

- Sue Panuccio – Mt Cotton Retreat
- Trevor Hulbert – Yarrandabbi Dreaming Retreat, Macleay Island

Review of Meeting 3 Minutes

Minutes adopted with no changes.

Redlands Economic Development Advisory Board Update

The *Redland City Tourism Strategy and Action Plan 2015 -2020* identifies Redlands needs a clear identity. Council provided the Redlands Economic Development Advisory Board with a branding presentation. Work has commenced to develop a new city-wide brand to help the city attract visitors and business, with industry experts to be engaged. Input will be sought from local businesses and community. Subcommittee members expressed interested in being involved in brand development for the Redlands.

DestinationQ

The DestinationQ forum was held on Tuesday 25 October in Mackay. Queensland Premier Annastacia Palaszczuk and Tourism Minister Kate Jones released *Advancing Tourism 2016-20: Growing Queensland Jobs*. The four strategic priority areas identified in the plan are:

- Grow quality products, events and experiences
- Invest in infrastructure and access
- Build a skilled workforce and business capabilities
- Seize the opportunity in Asia.

Funding opportunities for tourism operators including grants for small businesses and tourism infrastructure were mentioned.

Relevant links include:

- *Advancing Tourism 2016-20: Growing Queensland Jobs* – www.dtesb.qld.gov.au/tourism
- *Accelerate Small Business Grants* – www.business.qld.gov.au/accelerate
- *Queensland Tourism Demand Driver Infrastructure Fund 2017-18* – <https://publications.qld.gov.au/dataset/queensland-tourism-demand-driver-infrastructure-fund-2017-18>
- *Advancing Regional Innovation Program* – <http://advance.qld.gov.au/entrepreneurs-startups/advancing-regional-innovation.aspx>

The Queensland Tourism Industry Council (QTIC) will be commencing consultation around industry transformation, with regional forums to be held.

Tourism promotions update

- Work has commenced on the development of a destination website – a key action of the *Redland City Tourism Strategy and Action Plan 2015–2020*. Web design companies will be asked to present ideas to Council. Redlands Tourism Subcommittee members expressed interest in finding out more about the elements of the new website and the design proposals.
- An overview of upcoming events was provided. These included Island Vibe, Island Elements, Day on the Green shows, Straddie Oyster and Mud Crab Festival, Diner en Rough launch, Twilight Makers Market, Coochiemudlo Island Markets, Mt Cotton Christmas Carols, Raby Bay Triathlon, Cosi Junior Iron Man, Christmas by Starlight, Steer North Ride Stop and an Australia Day Play at the Redland Museum.

World Heritage listing

Considerations around World Heritage Listing were discussed. Federal government approval is required for proposals such as marinas and jetties, which could have the potential to restrict certain activities.

Commonwealth Games Committee update

Industry can visit www.business.qld.gov.au for information on how to be involved with the Commonwealth Games. A regional profile is being developed for the Redlands to provide to the State Government to help attract teams to visit the City. A 'Be My Guest' program and 'Be Games Ready' program are being developed by Games organisers to help communities, businesses and tourism operators prepare for the Commonwealth Games.

Transport

State Government transport developments at Weinam Creek were discussed. A trial ferry service between the Southern Moreton Bay Islands and North Stradbroke Island that will be available once a month on a Saturday for three months is being piloted. Connectivity between the islands in Moreton Bay was discussed. Dreaming Stories that connect the islands could be part of this. It was suggested that Council look into a tourism bus loop for the City.

Visitor Information Centre

As part of the *Redland City Tourism Strategy and Action Plan 2015-2020*, Council is investigating options for the best location, and type, of visitor information services. This could include mobile visitor information services that could be used at events and key locations, both within and outside City limits, or 24/7 touch panels. An ambassador program, also an action of the Tourism Strategy, could be progressed that encourages residents to 'take a holiday' in the Redlands.

Other business

- Members of the Redlands Tourism Subcommittee expressed interest in the potential opportunity to hold the Australian Indigenous Tourism Conference in the Redlands.
- Signage for North Stradbroke Island was discussed.
- Expressions of interest for the Quandamooka Festival will be out soon. The Redlands Tourism Subcommittee was invited to send through any ideas to Cameron Costello.
- A cultural tourism famil for Danish conference attendees from Brisbane to Minjerribah (North Stradbroke Island) via ferry was highly successful, attracting television news crews.
- Council advised that the State Government has advised they are awaiting a Federal Government decision on whether the Tobruk is to be scuttled in Queensland.

Next meeting

The next meeting is to be held from 2.00pm – 4.00pm on Wednesday 30 November 2016 at the video conference rooms, Ground Floor, Redland City Council Administration Building, Cnr Bloomfield and Middle Streets, Cleveland.

Agenda topics for next meeting:

- Review of Meeting 4 Minutes
- Branding workshop
- Australian Indigenous Tourism Conference
- 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 send through links regarding new/recently announced State Government grants/funding available
4	Council to provide Redlands Tourism Subcommittee with updates on destination website and city branding scope as well as opportunities for involvement
5	Council/Cameron Costello to investigate process for applying to host the Australian Indigenous Tourism Conference
6	Council to contact the writer of BNE magazine and ask is Redlands can be included on the map
7	Council to send through Brisbane Marketing Leisure Advertising Prospectus