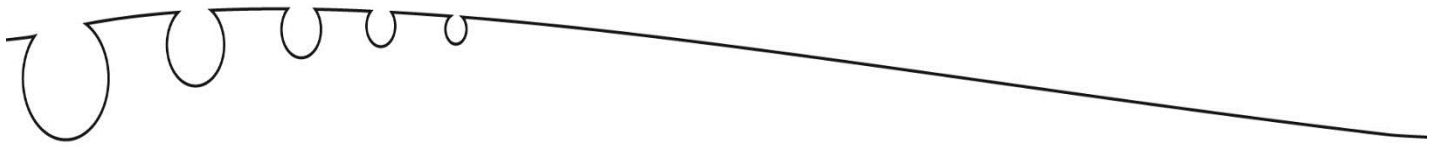


Redlands Tourism Subcommittee

MEETING MINUTES



Date: Wednesday 30 November 2016
Time: 2.00pm – 4.00pm
Venue: Video Conference Rooms, Ground Floor, Redland City Council Administration Building

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 (QYAC)
- 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
- Damian Stewart – Anchorage on Straddie
- Jeannie Sheppard – Two Little Rows (formerly Stradbroke Weddings)
- Jenny Tan – Bay Breeze Café
- Nikki Cornwall – Coochie Boat Hire
- Sue Panuccio – Mt Cotton Retreat
- Trevor Hulbert – Yarrandabbi Dreaming Retreat, Macleay Island
- Lucy Dyball, A/Tourism Development Officer, Communication, Engagement and Tourism, RCC – Secretariat

Apologies

- Colin Battersby – Chair, Straddie Chamber of Commerce, Fishes at the Point and Discover Stradbroke Real Estate
- Alex Sey – Sirromet Winery

Review of Meeting 4 Minutes

Minutes adopted with no changes.

General Business

- The process for applying to host the Australian Indigenous Tourism Conference was discussed. The cost to host the event was exceedingly high given the anticipated number of attendees.
- Redland City Council's Tourist Accommodation Incentives Package was discussed. Further information is available on Council's website at www.redland.qld.gov.au/info/20165/opportunities_and_investment_in_redlands/285/tourist_accommodation_incentive_package.
- The topic of roaming dogs in the Redlands was discussed.
- The replacement of pontoons for the Southern Moreton Bay Islands was discussed. A preliminary meeting with the architect will be held on the Southern Moreton Bay Islands. The design has the capacity to look at locations for people to fish and areas for public to tie up their boats.
- QYAC has submitted a nomination for World Heritage Listing. QYAC will provide a copy of the nomination to the Redlands Tourism Subcommittee.
- The Quandamooka Festival has been included in the 'It's Live in Queensland major events calendar. Expressions of interest for the Quandamooka Festival will be out soon.
- The North Stradbroke Island Economic Transition Strategy is available online at <http://statedevelopment.qld.gov.au/industry-development/north-stradbroke-island-economic-transition-strategy.html>. Subcommittee members encouraged to look at possible linkages to benefit

tourism in the Redlands, for example, transport. There is synergy between several actions of the Strategy and the *Redland City Tourism Strategy and Action Plan 2015–2020*.

- Council advised that the decision on whether the Ex-HMAS Tobruk is to be scuttled in Queensland water is still with Federal Government. Update – it has been awarded to Bundaberg/Wide Bay Region.

Water transport for the Commonwealth Games

- Water transport to and from Redlands to the Gold Coast was discussed (stops at North Stradbroke Island, Coochiemudlo Island and Southern Moreton Bay Islands).
- The Redlands Tourism Subcommittee will investigate how the Redlands and local operators can be promoted for the Commonwealth Games.
- It was suggested that the Quandamooka Festival could occur at the same time as the Games.

Tourism promotions update

- The Global Eco Asia-Pacific Tourism Conference was held 21-23 November in Hobart. Australia leads the world in adventure travel. There is opportunity for Redlands to develop walking trails on the mainland, North Stradbroke Island, Coochiemudlo Island and the Southern Moreton Bay Islands. Tasmania has developed the Three Capes Walk. A list of 'Great Walks of Australia' is available online at <http://greatwalksofaustralia.com.au/>. A report including key points from guest speakers was prepared.
- The process to select a vendor to develop the Redlands destination website is underway. Redlands Tourism Subcommittee members will be invited to attend presentations.
- Industry experts will be asked to present ideas to Council for a new city-wide destination brand. Redlands Tourism Subcommittee members expressed interest in attending any presentations.
- Tourism and Events Queensland launched 'I know just the place' campaign to advance Queensland tourism – <http://teq.queensland.com/news-and-media/latest-news/campaign-to-advance-queensland-tourism>.
- Council encouraged subcommittee members to share their favourite place in the Redlands and Queensland via www.queensland.com/en-au/info/share-your-place.
- Hard copies of Brisbane Marketing's Leisure Advertising Prospectus were provided to Redlands Tourism Subcommittee members. Opportunities still exist for participation in online deals, electronic direct mail and visitor guide coupons.
- An overview of upcoming events was provided including Redlands Christmas Tree Lighting, Manu Feildel Literary Dinner, Mt Cotton Hillclimb, Gatorade Tri Series, Christmas by Starlight, The Gathering, Australia Day play at the Redland Museum and more.
- The draft Redland City Events Strategy and Action Plan 2017-2022 will go to General Council for consideration on Wednesday 14 December 2016.

Next meeting

The next meeting is to be held from 2.00pm – 4.00pm on Wednesday 22 February 2017 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 5 Minutes
- Update on meeting action items
- Commonwealth Games Update
- Items with and without notice from Redlands Tourism Subcommittee members

Actions

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| 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 provide information on Tourism Accommodation Incentives Package |
| 4 | Cameron Costello to send Redlands Tourism Subcommittee members a copy of the Quandamooka application for a Quandamooka World Heritage Area. |
| 5 | Redlands Tourism Subcommittee to investigate opportunities to promote Redlands for the Commonwealth Games. Council to liaise with City of Gold Coast City Council. |
| 6 | Colin McInnes to send through walking tracks for the Southern Moreton Bay Islands and Cameron |

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| | Costello and Council to work together on tracks for North Stradbroke Island. |
| 7 | Council to send through link to the Tasmanian Visitor Engagement Strategy – www.stategrowth.tas.gov.au/__data/assets/pdf_file/0017/140372/Tas_Visitor_Engagement_Strategy_Web_20161012.pdf |
| 8 | Council to send Redlands Tourism Subcommittee a report on the Global Eco Asia-Pacific Tourism Conference. |
| 9 | Council to continue to provide Redlands Tourism Subcommittee with updates on destination website and city branding scope |