

Redlands Tourism Subcommittee

MEETING MINUTES



Date: Wednesday 22 February 2017
Time: 2.00pm – 4.15pm
Venue: Video Conference Rooms, Ground Floor, Redland City Council Administration Building

Subcommittee members

- Kristen Banks, Service Manager – Communication, Engagement and Tourism, Redland City Council (RCC) – Deputy Chair
- Lucy Dyball, A/Tourism Development Officer, Communication, Engagement and Tourism, RCC – Secretariat
- Colin McInnes – President, Southern Moreton Bay Chamber of Commerce and Lamb Island Bed & Breakfast
- Phil Robinson – Redland Museum and Old Schoolhouse Gallery
- Jeannie Sheppard – Two Little Rows (formerly Stradbroke Weddings)
- Nikki Cornwall – Coochie Boat Hire
- Trevor Hulbert – Yarrandabbi Dreaming Retreat, Macleay Island
- Alex Sey – Sirromet Winery

Apologies

- Tracey Walker, Group Manager – Communication, Engagement and Tourism, RCC – Chair
- Cameron Costello – CEO, Quandamooka Yoolooburrabee Aboriginal Corporation (QYAC)
- Colin Battersby – Chair, Straddie Chamber of Commerce, Fishes at the Point and Discover Stradbroke Real Estate
- Katrina Beutel – Redlands Kayak Tours
- Damian Stewart – Anchorage on Straddie
- Jenny Tan – Bay Breeze Café
- Sue Panuccio – Mt Cotton Retreat

Review of Meeting 5 Minutes

- Minutes adopted with no changes.

General Business

- Council provided an update on Redland City Council's Tourist Accommodation Incentives Package.
- Macleay Island Progress Association has sent a letter to Council for assistance to finish interlinking the Macleay Island walking trail.
- Redland Museum is doing an update of its Cleveland historical walking trail brochure.
- Campervan & Motorhome Club of Australia free camping options was raised. Council continues to investigate options for overnight short-term parking locations across the Redlands.
- The opportunity for a free public event on the foreshore of Coochiemudlo Island as part of the Quandamooka Festival was raised. Council will arrange a meeting to discuss further with relevant stakeholders.
- Airbnb was discussed in relation to licensing fees for bed and breakfast operators. Council will contact the Queensland Tourism Industry Council around any available industry information.
- Preserving the site next to Willards Farm, Birkdale was discussed. It was suggested that the site is of historical significance and could be a great attraction for tourists i.e. American cruise passengers.
- Membership of the Brisbane Living Heritage Network was discussed. The network is a membership-based not-for-profit organisation promoting museums, galleries, heritage places, houses and gardens dedicated to preserving, developing and promoting cultural heritage in the Greater Brisbane area.

Associate Membership is offered to heritage organisations outside the Brisbane City Council area and an annual membership fee applies. The Network is in the process of reprinting 25,000 copies of their guidebook *The Heritage Guide*. Associate Members have the opportunity to take an advertisement in the guidebook including an image with their text listing.

- In March *The Great Day Out*, Channel Seven's Sunday afternoon lifestyle and travel program, will be visiting the Redland Museum plus a number of other local historic sites.
- The purpose of the Redlands Tourism Subcommittee was discussed. It was confirmed that Council is at this stage the lead of the Redlands Tourism Subcommittee and as referenced in the *Redland City Tourism Strategy and Action Plan 2015-2020*, the Subcommittee could potentially become the local tourism organisation in the medium-term. A Terms of Reference is in place for the Redlands Tourism Subcommittee.
- Future meeting locations were discussed. The preference of members in attendance was to have the meeting at a Council location in Cleveland.

Transport strategy

- Andrew Ross, Acting General Manager Organisational Services and Bernard Houston, Senior Community Engagement Advisor provided an update on the development of a new transport and connectivity strategy for the Redlands, which will supersede the *Redlands Transport Plan 2016*.
- Various initiatives were discussed including the Southern Moreton Bay Islands holiday bus 'Red Rocket' trial. Issues around transport on the Southern Moreton Bay Islands, public moorings and trailer parking were also discussed. Updates on the strategy will be provided to group.

Commonwealth Games Committee update

- Council is continuing to research opportunities for how the Redlands and local operators can be promoted for the Commonwealth Games. Council will liaise with the GOLDOC and Coast City Council.
- Marketing collateral for the Commonwealth Games was discussed. Council will do what is can to promote where Redlands is involved with regard to the Commonwealth Games. If marketing collateral is available, it will be displayed at the Redlands Visitor Information Centre.
- There is opportunity to do community events around the Commonwealth Games.
- Council will provide a regional profile to the Office of the Commonwealth Games that could be used to help attract teams for pre-games or post-games visits to the Redlands.

Tourism promotions update

- Council officers provided updates on branding and tourism to the Redlands Economic Development Advisory Board on Friday 10 February 2017.
- The content audit for the destination website is on schedule for completion by June 2017. Council will seek feedback on the website design from Redlands Tourism Subcommittee members.
- City branding is one of five Council key priorities. A company for the project is yet to be decided. The timeframe for this project is by June/July 2017.
- The *Redland City Events Strategy and Action Plan 2017-2022* was unanimously adopted by Council on 14 December 2016.

Next meeting

Wednesday 22 March, 2.00pm – 4.00pm at a Council venue (TBC).

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 circulate Macleay Island Progress Association letter and map regarding Macleay Island walking trail on behalf of Col McInnes.
4	Council to seek further information on Airbnb from the Queensland Tourism Industry Council.
5	Phil Robinson to provide Council with further information on Associate Membership with Brisbane Living Heritage Network and a hardcopy of <i>The Heritage Guide</i> .
6	Redlands Tourism Subcommittee to continue to investigate opportunities to promote Redlands for the Commonwealth Games. Council to liaise with Gold Coast City Council.
7	Council to continue to provide Redlands Tourism Subcommittee with updates on destination website and city branding.