

Redlands Tourism Subcommittee

MEETING MINUTES



Date: Wednesday 26 April 2017
Time: 2.00pm – 4.00pm
Venue: Video Conference Rooms, Ground Floor, Redland City Council Administration Building

Subcommittee Members

- Acting Chair – Kristen Banks, Service Manager – Communication, Engagement and Tourism, RCC
- Secretariat – Lucy Dyball, A/Tourism Development Officer, RCC
- Colin McInnes – Lamb Island Bed & Breakfast and President, Southern Moreton Bay Chamber of Commerce
- Damian Stewart – Anchorage on Straddie
- Jenny Tan – Bay Breeze Café
- Katrina Beutel – Redlands Kayak Tours
- Nikki Cornwall – Coochie Boat Hire
- Phil Robinson – Redland Museum and Old Schoolhouse Gallery
- Sue Panuccio – Mt Cotton Retreat
- Trevor Hulbert – Yarrandabbi Dreaming Resort

Apologies

- Chair – Tracey Walker, Group Manager – Communication, Engagement and Tourism, Redland City Council (RCC)
- Alex Sey – Sirromet Winery
- Cameron Costello – CEO, Quandamooka Yoolooburrabee Aboriginal Corporation
- Colin Battersby – Fishes at the Point, Discover Stradbroke Real Estate and Chair, Straddie Chamber of Commerce
- Jeannie Sheppard – Two Little Rows

Review of Meeting 7 Minutes

- Minutes adopted with no changes.
- Council to research food festival concept and discuss with tourism subcommittee members at a later date.
- Event organisers encouraged to upload local events to the Australia Tourism Data Warehouse (ATDW), Visit Brisbane what's on calendar and Redland City Council What's On calendar.
- Council intends to have destination website completed in July. Booking functionality to be considered at a later date. Website will be re-skinned should it go live before city branding project is complete.
- The City Branding Project will commence in the beginning of May.

Local Tourism Organisation

- Council's previous proposal for a Local Tourism Organisation (LTO) was discussed.
- EarthCheck has been invited to workshop with subcommittee members for some options, and modelling of the way forward, to transition the Redlands Tourism Subcommittee to a LTO.
- EarthCheck will research four case studies that may be of interest to the Redlands.
- Redlands Tourism Subcommittee members discussed possible locations for LTO case studies.
- The May subcommittee meeting will be extended to include an hour's workshop with EarthCheck.
- A member made mention that a LTO requires Council support to function – a membership based model may not work.

Update – Redland City Council Strategy and Action Plan 2015-2020

- Council provided an update on the *Redland City Tourism Strategy and Action Plan 2015-2020*. Out of thirty-three action items eight actions have been completed, 14 are underway and the remaining have long-term timeframes.

General Business

- A member of the Redlands Tourism Subcommittee provided example images of entry signage to interstate regional towns and visited the Dubbo Visitor Information Centre. The Dubbo Visitor Information Centre won gold for Visitor Information Services in 2015 at the NSW Tourism Awards.
- Council's *Cultural Plan for the Redlands 2008-2018* was discussed.
- The location of the Redlands Visitor Information Centre was discussed. It is an action of the *Redland City Tourism Strategy and Action Plan 2015-2020* to assess the location of the Redlands Visitor Information Centre – this is underway.
- A member of the Redlands Tourism Subcommittee informed the subcommittee that there are plans for a Southern Moreton Bay Islands (SMBI) information centre to be setup at Weinam Creek, Redland Bay. The SMBI Tourism DL brochure is to be redesigned for display at the centre and throughout Queensland visitor information centres. The information centre will be staffed by volunteer ambassadors.
- Council's heritage trail brochures were discussed. The documents are currently being revised and updated.

Commonwealth Games Committee update

- Council is still looking into opportunities for Commonwealth Games transport to and from the Redlands, particularly by ferry.

Next meeting

Wednesday 31 May 2017, 1.00pm – 4.00pm at the Cassim Rooms, Level 2, Redland City Council.

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 research food festival concept for the Redlands
4	Council to engage consultant to workshop and discuss way forward, to transition the Redlands Tourism Subcommittee to a LTO
5	Council to review previous proposal for a Redlands local tourism organisation
6	Council to provide an update on the Tourism Accommodation Incentives Package
7	Council to organise a meeting with Colin McInnes to discuss the Southern Moreton Bay Islands DL brochure
8	Council to circulate link to the <i>Cultural Plan for the Redlands 2008-2018</i> www.redland.qld.gov.au/downloads/file/1966/cultural_plan_for_the_redlands
9	Council to continue to provide Redlands Tourism Subcommittee with updates on the destination website and city branding.