

Redlands Tourism Subcommittee MEETING MINUTES



Date: Wednesday 31 May 2017
Time: 2.00pm – 4.00pm
Venue: Redland City Council Admin Building, Level 2, Cassim Rooms

Subcommittee Members

- Chair – Tracey Walker, Group Manager – Communication, Engagement and Tourism, Redland City Council, RCC
- Deputy Chair – Kristen Banks, Principal Program Manager – Economic Sustainability and Major Projects, RCC
- Secretariat – Lucy Dyball, A/Tourism Development Officer, 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
- Colin McInnes – Lamb Island Bed & Breakfast and President, Southern Moreton Bay Chamber of Commerce
- Damian Stewart – Anchorage on Straddie
- Nikki Cornwall – Coochie Boat Hire
- Phil Robinson – Redland Museum and Old Schoolhouse Gallery

Others in attendance

- Michelle Felton, A/Visitor Information Centre Admin Coordinator – Communication, Engagement and Tourism, RCC
- Erin Core, Clemenger

Apologies

- Jeannie Sheppard – Two Little Rows
- Jenny Tan – Bay Breeze Café
- Sue Panuccio – Mt Cotton Retreat
- Trevor Hulbert – Yarrandabbi Dreaming Resort

City branding

- Erin Core, a Clemenger representative attended to obtain input from Tourism Subcommittee members on the perception of the Redlands.
- Chair provided an overview of the branding project, the various phases and how it would be marketed.

Review of Meeting 8 Minutes

- Minutes adopted with no changes.
- Katrina Beutel from Redlands Kayak Tours has resigned from the Tourism Subcommittee. Members are interested to have the position filled by another industry representative. Members discussed possible persons to fill the position to ensure a broad range of representation throughout the City is maintained.

Local Tourism Organisation

- Members were asked to provide feedback on the Redlands previous local tourism organisation (LTO) model.

Transport from the Brisbane River to Moreton Bay

- Members discussed the opportunity for transport from the Brisbane River to Moreton Bay.
- Members discussed how the Tourism Subcommittee could support the idea.
- Chair to liaise with Brisbane Marketing to discuss the opportunity.
- Letter of support from Tourism Subcommittee to be drafted, in favour of transport from Brisbane to Dunwich.

Visitor Information Centre

- Tourism subcommittee discussed possible future location for the visitor information centre.

General Business

- Invites for the Quandamooka Festival were discussed.
- An update on the Cleveland 7 Day Makeover was provided by a member of the tourism subcommittee. The member would like to see all bollards in Cleveland painted as lighthouses. Member said it would be good to have a 7 Day Makeover at Wellington Point. Chair advised feedback obtained at the Wellington Point Village community consultation day on Saturday 3 June will go towards streetscapes.

Commonwealth Games Committee update

- Council continuing to look into opportunities for Commonwealth Games transport to and from the Redlands.
- Subcommittee members are interested in ways to promote accommodation offerings; Council continues to look into opportunities.

Tourism promotions update

- Chair provided an update on the destination website. Content has been written, website to be overlaid with the new City Brand and available towards the end of the year.
- The North Stradbroke Island Economic Transition Strategy (ETS) was discussed.

Upcoming events

- An overview of upcoming events was provided including Dog Fest, Quandamooka Festival, Miss Muddy, Macleay Island Multicultural Festival and more.

Next meeting

Wednesday 14 June 2017, 10.00am – 12.00pm, Redland City Council Admin Building, Ground Floor, Gana and Rosella rooms.

Actions

1	Council to prepare meeting minutes and circulate for review
2	Council to organise next meeting to include LTO workshop
3	Council to liaise with Brisbane Marketing regarding transport from the Brisbane River to Moreton Bay
4	Tourism Subcommittee to draft letter of support in favour of transport from Brisbane to Dunwich
5	Tourism Subcommittee to continue to research transport options for the Commonwealth Games
6	Cameron Costello to send out Quandamooka Festival invites to subcommittee members
7	Council to invite the president of the Redland City Chamber of Commerce to become a member of the Redlands Tourism Subcommittee