

Redlands Tourism Subcommittee

MEETING MINUTES



Date: Wednesday 26 July 2017
Time: 1.00pm – 3.00pm
Venue: Cassim Rooms, Level 2, Redland City Council Admin Building

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
- 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
- Jenny Tan – Bay Breeze Café
- Lynne Sturgess – President, Redland City Chamber of Commerce
- Nikki Cornwall – Coochie Boat Hire
- Phil Robinson – Redland Museum and Old Schoolhouse Gallery
- Sue Panuccio – Mt Cotton Retreat

Apologies

- Jeannie Sheppard – Two Little Rows
- Trevor Hulbert – Yarrandabbi Dreaming Resort

Others in attendance

- Lisa Barry, Principal Adviser Community Events - Communication, Engagement and Tourism, Redland City Council
- Luke Kinman, Service Manager – Communication, Engagement and Tourism, Redland City Council
- Michelle Felton, A/Visitor Information Centre Admin Coordinator – Communication, Engagement and Tourism, RCC
- Mark Olsen, EarthCheck

Local Tourism Organisation

- Mark Olsen from EarthCheck workshopped further with subcommittee members potential models for a Redlands Local Tourism Organisation (LTO).
- Various funding options were discussed by subcommittee members.
- Subcommittee members would like the management of the visitor information centre to be included under the LTO model.
- Council may provide a location for the visitor information centre in a Council building.
- Subcommittee members discussed visitor information centres including mobile visitor information centres. Visitor information centres need to be in a location with the ability to influence people.
- Subcommittee members discussed the possibility of involving industry outside of the tourism industry.
- Mark Olsen is going to draw up a business model for a potential Redlands LTO. Map out the business flow from beginning to end, include staffing.

- Mark Olsen to liaise with Moreton Bay Region Industry & Tourism (MBRIT) for a representative to attend an upcoming Redlands Tourism Subcommittee Meeting to discuss possible partnership opportunities.
- Mark Olsen requested tourism subcommittee members provide three dot points, in order of importance, regarding what the LTO business is trying to achieve.

Review of Meeting 9 and 10 Minutes

- Minutes adopted with no changes.
- Further discussion was had on ferry transport from Brisbane to North Stradbroke Island.
- Council continuing to look into opportunities for Commonwealth Games transport to and from the Redlands.

General Business

- A subcommittee member advised of a great article in the Weekend Australian Magazine, highlighting ideas to attract tourists that might be able to be incorporated with the City Brand Project. Council to circulate article on behalf of subcommittee member.
- Various events coming up at Sirromet including Burning of the Vines, Miss Muddy, Christmas by Starlight, Slideapalooza and several Day on the Green concert events.
- Redlands Place Makers was discussed; there are a number of initiatives they would like to achieve.
- Update on the Quandamooka Festival was provided, various events coming up including the animal symposium, Yura Yalingbila Welcome the Whales and Welcome the Whales Gala Dinner.
- Signage for North Stradbroke Island was discussed. There will be a North Stradbroke Island Economic Transition Strategy (ETS) Projects Information Day on Thursday 27 July from 3pm – 7pm. An opportunity to find out about the 23 projects being undertaken. Public art signage is an ETS project being undertaken by Council. Proposed signage locations were discussed, locations where visitors can interact with the signs and take photographs.
- Storytelling/dreaming stories can link together different islands; artwork could be involved as part of this.

Tourism promotions update

- Chair provided an update on the destination website. Website is waiting for the City Brand project to be completed before it is launched.
- An update was provided by the Chair on the City Brand Project. Various community workshops and pop-ups have occurred throughout the City. Focus groups have been held for all different age groups. A report will be compiled on all of the feedback provided. City Brand promotional flyers and posters were made available to tourism subcommittee members.

Next meeting

Wednesday 30 August 2017, 2.00pm – 4.00pm, Cassim Rooms, Level 2, Redland City Council Admin Building

Actions

1	Council to prepare draft meeting minutes and circulate for review
2	Council to organise next meeting and prepare a draft agenda for the group
3	EarthCheck to liaise with Moreton Bay Region Industry & Tourism (MBRIT) for a representative to attend an upcoming Redlands Tourism Subcommittee Meeting to discuss possible partnership opportunities.
4	Council to circulate article from Weekend Australian Magazine - http://www.theaustralian.com.au/life/weekend-australian-magazine/the-mona-effect-towns-want-in-on-david-walshs-museum-act/news-story/f803dae3f027a31eb59e4a461303e345
5	Tourism subcommittee members to provide Mark Olsen from EarthCheck with three dot points on what the proposed LTO business model is trying to achieve