

# Redlands Tourism Subcommittee MEETING MINUTES



**Date:** Thursday 31 August 2017  
**Time:** 2.00pm – 4.00pm  
**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)
- Secretariat – Lucy Dyball, A/Tourism Development Officer, RCC
- 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
- Trevor Hulbert – Yarrandabbi Dreaming Resort

## ***Apologies***

- Deputy Chair – Kristen Banks, Principal Program Manager – Economic Sustainability and Major Projects
- Alex Sey – Sirromet Winery
- Jeannie Sheppard – Two Little Rows
- Jenny Tan – Bay Breeze Café
- Lynne Sturgess – President, Redland City Chamber of Commerce
- Sue Panuccio – Mt Cotton Retreat

## ***Others in attendance***

- Luke Kinman, Service Manager – Communication, Engagement and Tourism, Redland City Council
- Melissa Brooks, Senior Communications Advisor – Communication, Engagement and Tourism, Redland City Council
- Lisa Barry, Principal Adviser Community Events – Communication, Engagement and Tourism, Redland City Council
- Shane Newcombe – Moreton Bay Region Industry & Tourism (MBRIT)
- Belinda Boyce – Moreton Bay Region Industry & Tourism (MBRIT)

## **Moreton Bay Region Industry & Tourism**

- Shane Newcombe and Belinda Boyce met with Redlands Tourism Subcommittee members to discuss Moreton Bay Region Industry & Tourism (MBRIT) and how it has grown over the past three years as the Destination Management Organisation for the Moreton Bay region.
- MBRIT is a not-for-profit, industry led organisation tasked with developing and executing destination marketing projects and campaigns to promote the Moreton Bay region.
- Members are from a range of sectors including accommodation providers, tour operators, transport providers, restaurants and cafes, trades, professional services, community services, retail and more.
- MBRIT employs a team of marketing, events and sales professionals that report to a Board of Directors of industry and community representatives.
- A tourism subcommittee member suggested it would be good to have a family to MBRIT.

### **Don't Leave Straddie Stranded**

- Tourism Subcommittee members discussed the *Don't Leave Straddie Stranded* website.

### **City Branding and Destination Website update**

- Chair provided an update on the city branding project and gave an overview of the dominate themes identified through the community feedback obtained.
- Aboriginal elders were consulted with as part of the initial stages of the branding project.
- Council is working on a destination website, a new tourism database and a tourism hub for industry.
- Redlands Tourism Subcommittee members discussed the destination website and agreed it would be best to wait for the branding project to be finalised and then launch the website with the new city branding.
- A subcommittee member suggested that it would be good to have the website launched in time for the summer peak tourism season.
- QYAC would like to ensure Quandamooka tourism links and supports the destination website.

### **General Business**

- QYAC liaising with other local Aboriginal groups regarding ferries to North Stradbroke Island from Brisbane, to include their stories.

### **Next meeting**

Wednesday 25 October 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	Council to discuss the local tourism organisation with the Economic Development Advisory Board