

# Redlands Tourism Subcommittee

## MEETING MINUTES



**Date:** Wednesday 29 November 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)
- Deputy Chair – Kristen Banks, Principal Program Manager – Economic Sustainability and Major Projects
- Luke Kinman, Service Manager – Communication, Engagement and Tourism, Redland City Council
- Secretariat – Lucy Dyball, A/Tourism Development Officer, RCC
- Alex Sey – Sirromet Winery
- 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
- Lynne Sturgess – President, Redland City Chamber of Commerce
- Nikki Cornwall – Coochie Boat Hire
- Phil Robinson – Redland Museum and Old Schoolhouse Gallery
- Trevor Hulbert – Yarrandabbi Dreaming Resort

### ***Apologies***

- Cameron Costello – CEO, Quandamooka Yoolooburrabee Aboriginal Corporation
- Jeannie Sheppard – Two Little Rows
- Sue Panuccio – Mt Cotton Retreat

### ***Others in attendance***

- Julie Fullerton, Senior Advisor Media Services – Communication, Engagement and Tourism, Redland City Council
- Lisa Barry, Principal Adviser Community Events – Communication, Engagement and Tourism, Redland City Council
- Melissa Brooks, Senior Communications Advisor – Communication, Engagement and Tourism, Redland City Council
- Michelle Felton, Visitor Information Services Administration Coordinator – Communication, Engagement and Tourism, Redland City Council

### **Review of meeting 13 minutes**

- Minutes adopted with no changes.

### **Commonwealth Games Committee Update**

- Cleveland will play host to a leg of the full Queen's Baton Relay on Easter Saturday 31 March 2018. There will be a free Community Celebration at Raby Bay Harbour Park with Lincoln Lewis and Olympic Gold medallist and beach volleyball star Natalie Cook.
- On Monday 8 January 2018 there will be a community celebration on North Stradbroke Island at Headland Park with Channel 7's Sunrise host Mark Beretta. The Queen's Baton will be carried by sole batonbearer, Aunty Rose Borey.
- Awaiting confirmation from Commonwealth Games to see if a team might pre-train in the Redlands.

- Council is waiting for state government caretaker period to finish before further information is announced.
- Tourism subcommittee members discussed packaging for the Commonwealth Games. Council to include packaging as a topic in the next tourism e-news.
- Tourism subcommittee members mentioned it would be good to have transport options available to package with local tourism product for the Commonwealth Games. Council has liaised with local transport operators around transport for the Commonwealth Games. There are opportunities through Trade 2018.
- A lot of those flying in for the Commonwealth Games will be flying into Brisbane; some attendees might be looking for opportunities for things to do before the Games.
- Bus transfer options to and from the Redlands were discussed. Dignities are likely to prefer to use water transport.
- Council is advocating through the Commonwealth Games to have Redlands on display in the Commonwealth House on the Gold Coast.

### City Branding

- Over 3,500 Redland residents and businesses have provided input into the city branding project so far.
- Included within key findings is that there is a 100% agreement that the Redlands needs a new brand.
- Council workshopped further with tourism subcommittee members potential brand identities for the new city branding including naming, taglines and logos.

### Local Tourism Organisation

- Tourism Subcommittee members discussed the recent Redlands Local Tourism Organisation Transition Recommendation Report.
- Members are to advise Council if they believe the business models provided would be viable.
- The next step is to have EarthCheck present the different business models at a councillor workshop. Tourism Subcommittee Members expressed their interest to be in attendance at the councillor workshop.

### Redlands Visitor Information Centre

- Council continues to assess the location of the Redlands Visitor Information Centre.
- Council is looking at options for the visitor information centre to become a signature piece of infrastructure, an innovative digital space linked to the new city brand.

### General Business

- Redfest was discussed. Krista Haurtiz will provide Council with the strategic plan for Redfest within the week.
- A subcommittee member attended a meeting at the Queensland Art Gallery and Gallery of Modern Art. The member discussed what was happening here in the Redlands including Council's Cultural Policy and possible formation of a local tourism organisation.
- The Best of Queensland Experiences Program was discussed. Those operators listed on the Australian Tourism Data Warehouse (ATDW) before Monday 13 November will be notified in January of their results against each of the criteria and whether they have been identified as a Best of Queensland Experience.
- The occurrence of future meetings were discussed, the preference of those members in attendance was to continue to have meetings held monthly.

### Next meeting

Wednesday 28 February 2018, 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 include packaging for Commonwealth Games as a topic in the next tourism e-news
4	Council to follow up with local transport operators regarding transport options for the Commonwealth Games
5	Subcommittee members to provide feedback to Council on proposed local tourism organisation business models

6	Subcommittee members to provide Council with ideas/feedback on the Redlands Visitor Information Centre
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