

Redlands Tourism Subcommittee

MEETING MINUTES

Date: Wednesday 28 February 2018
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
- Cameron Costello – CEO, Quandamooka Yoolooburrabee Aboriginal Corporation
- 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
- Sue Panuccio – Mt Cotton Retreat
- Trevor Hulbert – Yarrandabbi Dreaming Resort

Apologies

- Colin Battersby – Fishes at the Point, Discover Stradbroke Real Estate and Chair, Straddie Chamber of Commerce
- Jeannie Sheppard – Two Little Rows

Others in attendance

- Lisa Barry, Principal Adviser Community Events – Communication, Engagement and Tourism, Redland City Council
- Michelle Felton, Visitor Information Services Administration Coordinator – Communication, Engagement and Tourism, Redland City Council

Review of meeting 14 minutes

- Minutes adopted with no changes.

City Branding

- Council gave branding overview and discussed overarching brand architecture and place names.
- Council currently developing photography style, hype reels and videos; getting everyone excited about the new destination brand.
- The final brand identity will be previewed to Mayor and Councillors once presented to Council's Executive Leadership Team and Chief Executive Officer.
- Destination website package in development. Phase one is a destination brochure site and phase two enables bookability function if this direction is taken. Operators will be required to be on the Australian Tourism Data Warehouse (ATDW) to receive automatic feed to website.
- Working with Council's tourism team on a detailed destination marketing brand.

- Overview of primary target audiences for future destination marketing included targeting locals for visiting friends and relatives (VFR) and South East Queensland market to increase day trips and short stays.
- Discussion around media event and industry event to support launch of brand.
- Workshop being held for Redland retail businesses at the Redlands IndigiScapes Centre on Thursday 1 March 2018. Workshop will focus on sustainable initiatives like 'ban the bag' and how businesses can get involved. Survey online for those businesses who can't attend the workshop.

SEQ Food Trails

- The development of a food trail is an action of the Redland City Tourism Strategy and Action Plan 2015 - 2020.
- Council is working with the Council of Mayors to develop a SEQ Food Trails website. Council provided an overview of the website. The site is still in the development phase, not yet launched.
- This site would be an initiative run by the local tourism organisation, should one form in the future.
- Council will keep tourism subcommittee members up to date on how they can be part of the trail.

Digital Capacity Program

- Council, in partnership with Brisbane Marketing will hold a Digital Marketing Workshop for 20 tourism operators on Monday 5 March 2018.
- The workshop will be followed by one-on-one mentoring sessions for 12 selected operators.

Redlands Visitor Information Centre

- Tourism subcommittee members discussed possible locations and styles of visitor information centre.
- Council presented tourism subcommittee members with ideas for a new innovative and modern visitor information centre.
- Tourism subcommittee members discussed additional locations for the visitor information centre to be located, what it could look like and how the destination brand could be incorporated into the design.

General Business

- Chair discussed Redlands Tourism Subcommittee Terms of Reference. The Redlands Tourism Subcommittee is appointed for the term of two (2) years and may be renewed with the same membership or expressions of interest called for positions. Chair requested members advise by email if they would like to continue their membership.
- Tourism subcommittee members discussed a possible model for a local tourism organisation including functions, budget and appropriate timeframes. Members discussed whether a local tourism organisation would offer more or less for the tourism industry than what is currently provided by Council.
- Subcommittee determined not to move to a local tourism organisation in 2018-19.
- Chair discussed Council's Corporate Plan and requested feedback from subcommittee members on specific tourism indicators.
- Redland City Chamber of Commerce informed subcommittee members of an upcoming business breakfast on Wednesday 2 May 2018 at the Alexandra Hills Hotel. A panel discussion will be facilitated by John Aitken, member of Redlands Economic Development Advisory Board. Tourism subcommittee members were invited to attend.

Commonwealth Games

- Council provided an update on the Queen's Baton Relay community celebration to be held in Cleveland on Saturday 31 March 2018. Lincoln Lewis and Natalie Cook will emcee the event; and Casey Donovan will provide live entertainment. The Queen's Baton Relay will start at the Cleveland Point Lighthouse; the first batonbearer will be Daniel Fox.
- Council to provide tourism subcommittee members with a link to the Queen's Baton Relay in Cleveland - Community Celebration Facebook event for members to share. Further information available online at www.redland.qld.gov.au/qbr and in Council's *Our Redlands* magazine.
- Over the duration of the Commonwealth Games there will be a big screen televising the Games located in the Raby Bay Harbour Park with athletic activities available for the public.
- There is potential for a delegation to visit sites in the Redlands, organised by the Office of the Commonwealth Games, during the Games period relating to health, food and agribusiness, sport and education.

- On Thursday 12 April 2018 Economic Development Australia and Regional Development Australia will hold an event on the Gold Coast, which businesses can register for. More information will be provided as it becomes available.
- A tourism subcommittee member advised they have a lot of visitors coming; they are attending the Commonwealth Games and then coming to Redlands/North Stradbroke Island.
- Tourism subcommittee members discussed marketing the Redlands as the 'no game zone'.

Upcoming events

- Council provided an overview of upcoming events including Autonomous Bus Roadshow, Redlands Rockabilly Revival, Redlands Living Green Expo, Redland Rogaine, Queen's Baton Relay (QBR) Cleveland, Easter Carnival and more.

Next meeting

Wednesday 28 March 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	Tourism subcommittee members to advise in writing if they would like to continue their membership
4	Council to provide an update on Redland City Tourism Strategy and Action Plan 2015 - 2020
5	Consider marketing Redlands as a 'no game zone'