

Redlands Tourism Subcommittee

MEETING MINUTES



Date: Wednesday 18 April 2018
Time: 2.00pm – 4.00pm
Venue: Cleveland Library, Elders Room

Subcommittee Members

- Deputy Chair – Kristen Banks, 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
- Colin McInnes – Lamb Island Bed & Breakfast and President, Southern Moreton Bay Chamber of Commerce
- 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

- Chair – Tracey Walker, Group Manager – Communication, Engagement and Tourism, Redland City Council (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
- Damian Stewart – Anchorage on Straddie
- Jeannie Sheppard – Two Little Rows

Others in attendance

- Lisa Barry, Principal Adviser Community Events – Communication, Engagement and Tourism, Redland City Council

Review of meeting 15 minutes

- Minutes adopted with no changes.

Redland City Council Strategy and Action Plan 2015-2020 update

- Council provided an update on the *Redland City Tourism Strategy and Action Plan 2015-2020*. Out of thirty-three action items 10 actions have been completed and 22 are underway with short, medium and long-term timeframes. The remaining action item for a mainland foreshore walk is currently under review.

Commonwealth Games update

- The Commonwealth Games provided Redlands with short term benefits for the region, with other potential benefits yet to be realised.
- Several local Redlanders won medals at the Commonwealth Games and will be recognised at a Council General Meeting next month in May.
- Quandamooka woman Delvene Cockatoo-Collins designed the Commonwealth Games medals and her artwork Migalu Yalingbilla – White Humpback was featured at the opening ceremony.
- Maryann Talia Pau of the One Million Stars to End Violence Program had an installation at King Gorge Square in Brisbane.

- The Queen's Baton Relay – Community Celebration was held in Cleveland on Saturday 31 March 2018.
- Redlands hosted Team England's Commonwealth Games cycling and shooting teams. Team Scotland ran a swimming clinic at Sheldon College.
- The Games brought opportunities for local and international engagement for participants in the Redlands' Trade 2018 Program.
- Quandamooka products were available for purchase.
- Council and business decision-makers were able to build ties through forums such as Canada Connect.
- Council is now directly in contact with a delegation from the City of Birmingham, who are the next host City for the Commonwealth Games.

Redlands Tourism Subcommittee membership

- Council provided an overview of Redlands Tourism Subcommittee Terms of Reference including conditions of membership and conduct of meetings. The Redlands Tourism Subcommittee is appointed for a term of two years, existing members may be renewed with the same membership or expressions of interest called for positions. Members were requested to notify the subcommittee secretariat in writing if they wished to remain a member of the subcommittee.
- The Chair provides updates to the Redlands Economic Development Advisory Board and Council on behalf of the Redlands Tourism Subcommittee.
- Redlands Tourism Subcommittee members have the opportunity to meet members of the Redlands Economic Development Advisory Board at the upcoming business breakfast on Wednesday 2 May 2018 at the Alexandra Hills Hotel.
- An overview of the Redlands Tourism Subcommittee achievements will be provided at the next meeting.

General Business

- An online Redlands information outlet application form is available under *surveys and forms* on the Tourism and Events Hub at <https://yoursay.redland.qld.gov.au/tourism-and-events-hub>.
- Sirromet is soon to launch their new accommodation Sanctuary by Sirromet. Information about the pavilion accommodation is available on Sirromet's website at <https://sanctuarybysirromet.com>. Tourism subcommittee members expressed their interest for a famil.
- Redlands growing reputation for being a film-friendly City was discussed.
- A tourism subcommittee member suggested there could be a dragon boat race between the Southern Moreton Bay Islands once or twice a year. It was suggested the Southern Moreton Bay Islands Chamber of Commerce could research the benefits of holding this type of event in the region.
- A tourism subcommittee member discussed the creation of a Redlands National Trust based on the vision, mission and values of the National Trust. A common voice within the Redlands and an opportunity to attract tourists to the region. Private owners of historical buildings could have historical signage on display for the public. Council could create a heritage prescient with historical buildings.
- Moreton Bay Region Industry & Tourism (MBRIT) funding structure was discussed.
- A tourism subcommittee member queried coordination of all the different arts groups in the Redlands and suggested an umbrella organisation be created. The subcommittee member suggested members research the Brisbane Visual Arts Centre.
- Brisbane City Council contacted the Redlands Chamber of Commerce to see if the Redlands would like to install three sandstone seats created by local Redlands artist Troy Robbins. Council will liaise with the Redland City Chamber of Commerce directly.
- Media communication in the Redlands was discussed.
- Council will hold another Redlands Tourism and Events Forum on Tuesday 19 June 2018. Tourism subcommittee members were invited to email through any topic suggestions to tourism@redland.qld.gov.au. Subcommittee members were urged to encourage tourism operators within their area to attend.
- Tourism subcommittee members were provided with posters for Diner en Rouge, Mayor Karen Williams' annual fundraiser for Redlanders affected by domestic and family violence. Subcommittee members were invited to sponsor the event or donate an auction item.

Tourism promotions update

- A City Brand update was provided by Council. There will be a Councillor workshop held in May before the brand goes to a Council General Meeting for adoption.
- Content is currently being developed for Council's destination website.

- Operators are required to be members of the Australian Tourism Data Warehouse (ATDW) to be listed on the website. An ATDW incentive program will be offered to Redlands tourism operators to assist with membership, imagery and content.

Upcoming events

- Council provided an overview of upcoming events including Bayview Conservation Park Opening, Bayside BBQ & Beer Roadshow, Emergency Services Family Fun Day, Diner en Rouge and more.

Next meeting

Wednesday 30 May 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 provide an overview of the Redlands Tourism Subcommittee achievements