

Redlands Tourism Subcommittee

MEETING MINUTES



Date: Wednesday 30 May 2018
Time: 2.00pm – 4.00pm
Venue: Redland City Council Admin Building, Level 2 Cassim Rooms

Subcommittee Members

- Chair – Tracey Walker, Group Manager – Communication, Engagement and Tourism, Redland City Council
- Deputy Chair – Kristen Banks, Program Manager – Economic Sustainability and Major Projects, Redland City Council
- Luke Kinman, Service Manager – Communication, Engagement and Tourism, Redland City Council
- Secretariat – Tina Robinson, Group Support and Research Officer, Redland City Council
- 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
- Phil Robinson – Redland Museum and Old Schoolhouse Gallery
- Sue Panuccio – Mt Cotton Retreat

Apologies

- Colin Battersby – Fishes at the Point, Discover Stradbroke Real Estate and Chair, Straddie Chamber of Commerce
- Nikki Cornwall – Coochie Boat Hire
- Lynne Sturgess – President, Redland City Chamber of Commerce
- Trevor Hulbert – Yarrandabbi Dreaming Resort
- Jeannie Sheppard – Two Little Rows

Others in attendance

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

Review of meeting 16 minutes

- Minutes adopted with no changes.

Overview of the Redlands Tourism Subcommittee Achievements

- The Chair tabled the following achievements and thanked the tourism subcommittee for their assistance.
 - EOI submission for ex-HMAS Tobruk to be scuttled in the waters of North Stradbroke Island
 - Redland City Tourism Strategy and Action Plan 2015-2020
 - Redland City Events Strategy and Action Plan 2017 - 2022
 - City Place Brand Project & Tourism and Events Destination Website
 - Local Tourism Organisation - case studies, business modeling including workshops with EarthCheck and presentations by MBRIT.
 - Visitor Information Centre Relocation Project. General discussion on locations and aspects to consider such as close proximity to public transport for example train station.
 - Don't Leave Straddie Stranded Campaign
 - Feedback provided for Council's Corporate Plan – Tourism Indicators
 - Gold Coast 2018 Commonwealth Games

- Feedback on walking trails for development and promotion, particularly for North Stradbroke Island and the Southern Moreton Bay Islands.

Redlands Tourism Subcommittee membership

- The Redlands Tourism Subcommittee discussed the current Terms of Reference including intent, membership and Time, Place and Regularity of Meetings with the consensus that they be amended to incorporate the following changes:
 - Redlands Tourism Subcommittee would cease once a local tourism organisation (LTO) was established.
 - Membership (point 5) to be reduced to 8-10 representatives and to seek to include representation across the following areas;
 - i. Retail
 - ii. Accommodation
 - iii. Food and Drink
 - iv. Arts and Culture, Events
 - v. International Relations
 - vi. Digital Marketing
 - vii. Young tourism advocate (18-35yrs)
 - viii. Chamber of Commerce or other business sector representation
 - ix. Quandamooka Yoolooburabee Aboriginal Corporation.
 - Time, Place and Regularity of meetings (point 8) to include meetings every two months.
 - Deputy Chair to be Service Manager Communication, Engagement and Tourism.
 - The draft Redlands Tourism Subcommittee Application Form was tabled. The Subcommittee discussed closing date for nominations with consensus being 30 June 2018 and for Council to consider submissions in July 2018.

General Business

- Discussion about World Indigenous Tourism Summit delegation to New Zealand, organised by Brisbane Marketing and Flight centre.
- Walking Trails in Redlands. Advice sought from subcommittee members on known, interesting and/or upcoming walking trails. The trails identified were on Russell Island, Macleay Island (Cheeks on Seats) with unofficial trails being identified on Coochiemudlo (Emerald Fringe), Lamb Island (Community Gardens) and Karragarra Island.
- Sirromet has launched their new accommodation Sanctuary by Sirromet. Further information on the new tourist accommodation can be sourced from their website at <https://sanctuarybysirromet.com>.
- A Redlands branch of the National Trust of Australia is due to be formed in June and will be based on the vision, mission and values of the National Trust. This branch of the Natural Trust will provide an opportunity to seek their support in promoting and conserving significant tourism and historical heritage attributes within Redland City.
- Redlands Placemakers Annual General Meeting to occur in four weeks. The group has commenced identifying projects in Bloomfield and Middle Street. An invitation to bring together all the Redland City art groups is to be distributed shortly to collaboratively seek their attendance and feedback on expectation of a Redlands Arts Council.
- Quandamooka Festival 2018 held 1 June to 31 August. The subcommittee was encouraged to attend and will be provided the festival program for their information.
- Interstate Tourist concepts. A large Relief Map similar to what is provided at the Murwillumbah Railway Station would be a good addition for Stradbroke Island and inclusion of Popup Art Shows activity within the Redlands could also be a good opportunity to promote and bring tourists to the Redlands.

Tourism promotions update

- City Brand update was provided by Council. The brand adoption by a Council General Meeting to be scheduled shortly.
- Destination website update. A destination website using the new brand will be launched shortly.
- Australian Tourism Data Warehouse (ATDW) Incentive Package - Operators are required to become members of the ATDW to be listed on the website. Council is offering Redlands tourism operators to refresh their annual listing for \$75.00 (50% off the discounted annual subscription fee). As part of the program operators will receive three images of their product taken by a professional photographer and a written product description (200 words) for upload to the ATDW.

- Tourism and Events Forum is to be held Tuesday, 19 June 2018 at the Alexandra Hills Hotel Conference Centre. The Subcommittee members were encouraged to either register through EventBrite or alternatively contact Lisa Barry or Luke Kinman for assistance. The program will consist of a keynote speaker, Kate Scott from the iconic Toowoomba Carnival of Flowers including industry experts focusing on topics such as social media, creating memorable experiences, events and tourism partnerships and networking opportunities.

Upcoming events

- Council provided an overview of upcoming events including Intrust Super Cup-QRL's Indigenous Recognition Round and Stradbroke Chamber of Music Festival.

Actions

1	The Redlands Tourism Subcommittee Application form to be distributed. Expressions of Interest to close 30 June 2018 with Council to consider nominations July 2018.
2	Council to amend the current Terms of Reference to incorporate the proposed changes.