

Redlands Coast Tourism Subcommittee

MEETING MINUTES



Date: Wednesday 29 August 2018
Time: 2.00pm – 4.00pm
Venue: Fiction Bar, Raby Bay Harbourside

Subcommittee Members

- Chair – Tracey Walker, Group Manager – Communication, Engagement and Tourism, Redland City Council
- Deputy Chair – Luke Kinman, Service Manager – Communication, Engagement and Tourism, Redland City Council
- Cameron Costello – CEO, Quandamooka Yoolooburrabee Aboriginal Corporation
- Katrina Beutel – Owner, Redland Kayak Tours
- Kaylene Higgs, Member, Southern Moreton Bay Chamber of Commerce
- Laura Scurr – Owner, Red Rock Café, Coochiemudlo Island
- Lynne Sturgess – President, Redland City Chamber of Commerce
- Michaela Prance-Smith - Reservations Manager, Minjirrebah Camping
- Robyn Devine, Digital Media and Events Marketing Officer, The Scout Association of Australia, Queensland Branch Inc
- Sylvia McGarry – Volunteer, Redland Museum

Apologies

- Colin Battersby – Fishes at the Point, Discover Stradbroke Real Estate and Chair, Straddie Chamber of Commerce
- Alex Sey – Operations Manager, Sirromet Wines

Others in attendance

- A/Secretariat – Michelle Felton, Visitor Services Administration Coordinator, Redland City Council
- Lisa Barry, Principal Adviser Community Events, Redland City Council
- Melissa Brooks – Senior Communications Adviser, Redland City Council

1. Welcome and Introduction - Tracey Walker, Chair

The Chair welcomed the new Redlands Coast Tourism Subcommittee.

2. Overview of the Redlands Coast Tourism Subcommittee Terms of Reference - Tracey Walker, Chair

- The Subcommittee discussed the new Terms of Reference including intent, membership, time, place and regularity of meetings:
 - Time, place and regularity of meetings to include meetings every two months.
 - No proxy attendance.
 - Quorum of at least 5 required for a meeting
 - Non-attendance of three consecutive meetings can result in loss of membership

3. Redlands Coast Place Brand Strategy Update and Implementation Schedule - Melissa Brooks, Senior Communications Adviser, Redland City Council

- Redlands Coast place brand was approved in June. Currently in awareness stage of marketing plan. Billboards and advertising aim to increase community awareness and encourage visitors to holiday local. 2019 forward planning seeks to attract visitors from northern NSW.
- Australian Tourism Data Warehouse (ATDW) subscriptions automatically integrate with new website visitredlandscoast.com.au.
- New hype reel with hidden gems and talent released with only Redlands Coast people involved.

- Members are encouraged to add tourism stories to the Blog on the website visitredlandscoast.com.au and #redlandscoast when posting.

Action: Secretariat to email Redlands Coast Place Brand presentation and Redlands Coast Style Guide to members with minutes.

4. Mayors Welcome - Cr Karen Williams, Mayor Redlands Coast

Mayor welcomed members and highlighted future tourism opportunities.

5. Best of Queensland Experiences Program - Luke Kinman, Deputy Chair

- Objective - Continually improve the quality of visitor experiences available in Queensland, which will help increase positive word of mouth, leading to an increase in visitation and expenditure
- Criteria – a live ATDW membership and up-to-date product listing by Thursday 1 November 2018, where Information is drawn, very important that operators have their TripAdvisor, online booking, Facebook and Instagram, TripAdvisor and online booking links on ATDW.
- Experiences are determined by weighted criteria and will need to achieve a score of at least 80 out of 100. The critical determinant is the delivery of an exceptional experience based on positive customer reviews and operator responses.

Action: Redlands Tourism Subcommittee to encourage tourism operators to apply for the Best of Queensland Experiences Program with the goal of doubling to 10 Redlands Coast businesses listed by 1 November 2018.

6. General Business

- Discussion on unification of one brand – request to use #redlandscoast
- Minjerrabah Camping entered Queensland Tourism Awards
- Subcommittee discussed options for growing Redlands Coast opportunities with Best of Queensland Experience Program with Redland City Chamber of Commerce assistance

Action: Secretariat to ensure all members are on email distribution list for Redlands Coast Tourism and Events eNews.

7. Upcoming Events – Lisa Barry, Principal Adviser Community Events, Redland City Council

- An overview of upcoming events was provided including RedFest Strawberry Festival, Cleveland Caravan, Camping, Boating and 4X4 Expo and Karragarra Seamarkets.

8. Next Meeting

Action: Secretariat to email members appointment and agenda for next meeting on Wednesday 31 October 2018, 2-4pm, Redland Museum ,60 Smith Street, Cleveland