

# Redlands Coast Tourism Subcommittee

## MEETING MINUTES



**Date:** Wednesday 31 October 2018  
**Time:** 2.00pm – 4.00pm  
**Venue:** Redland Museum, 60 Smith Street, Cleveland

### Attendees:

- 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
- Alex Sey – Sirromet Winery
- Cameron Costello – Quandamooka Yoolooburrabee Aboriginal Corporation
- Katrina Beutel – Redlands Kayak Tours
- Kaylene Higgs – It's All About Marketing, Tourism Consultancy
- Laura Scurr – Red Rock Café – Coochiemudlo Island
- Lynne Sturgess – Redland City Chamber of Commerce
- Sylvia McGarry – Redland Museum

### Others in attendance:

- Secretariat – Lucy Dyball, Tourism Development Officer, Redland City Council
- Michelle Felton, Visitor Services Admin Coordinator – Communication, Engagement and Tourism, Redland City Council
- Melissa Brooks, Senior Communications Advisor – Communication, Engagement and Tourism, Redland City Council
- Lisa Barry, Principal Adviser Community Events – Communication, Engagement and Tourism, Redland City Council

### Apologies

- Colin Battersby – Fishes at the Point, Discover Stradbroke Real Estate and Chair, Straddie Chamber of Commerce
- Michaela Prance - Smith – Minjerribah Camping

### Welcome - Tracey Walker, Chair

- Acknowledgement that Robyn Devine from Scouts Queensland has resigned from the tourism subcommittee.
- Tourism subcommittee members agree for the Chair to seek another representative of Scouts Queensland to fill the vacant position.

### Review of meeting 1 minutes - Tracey Walker, Chair

- Redlands Coast style guide to be sent out to tourism subcommittee members
- Minutes adopted with no changes

### Redlands Coast Visitor Information Centre - Tracey Walker, Chair

- Tourism subcommittee members discussed the relocation of the Redlands Coast Visitor Information Centre.
- The visitor information centre will relocate from the Redlands IndigiScapes Centre once IndigiScapes closes temporarily for expansion.
- The proposed new location for visitor information centre is Raby Bay Harbour Park, Cleveland.

- The tender for the visitor information centre should go out next week. The tender process was discussed.
- The Redland Museum could be a temporary location for the visitor information centre until the new visitor information centre build is complete.
- The intent is to have the visitor information centre build complete by 30 June 2019.
- The new visitor information centre will be a really good result for Redlands Coast.

### **Redlands Coast Update - Melissa Brooks, Redland City Council**

- A Redlands Coast update was provided to tourism subcommittee members.
- The visiting friends and relatives (VFR) marketing campaign will be in market until the end of November. The campaign is a localised campaign encouraging people to explore their own backyard and includes the commencement of digital advertising and digital strategies.
- Redlands Coast event equipment available for hire by event organisers was discussed.
- Use of the Redlands Coast brand by local tourism operators was discussed.
- Council presented the Redlands Coast brand to members of the Redland City Chamber of Commerce at a recent breakfast event.
- Tourism subcommittee members discussed encouraging local artists to paint NBN boxes e.g. paint your ideal day in Redlands Coast.
- Mayor Karen Williams and Quandamooka Yoolooburrabee Aboriginal Corporation (QYAC) CEO provided a Redlands Coast presentation at Local Government Association of Queensland (LGAQ) which showcased the Uncle Bob brand video.
- Channel 7 segments on the Great Day Out and Queensland Weekender featuring Redlands Coast will continue through until the end of the year. Subcommittee members watched Great Day Out segment on Redlands Coast Southern Islands.
- Council is continuing to develop and update the Redlands Coast destination website. Tourism subcommittee members were encouraged to write blogs for the website to inspire visitors. There is a section on the website for industry and industry resources.
- Council is continuing to roll out the brand across Redlands Coast on bus shelters, signage and other infrastructure.
- Tourism subcommittee members discussed the need for new entry signage to Redlands Coast.
- Quandamooka inspired entry statements on North Stradbroke Island were discussed as part of the Economic Transition Strategy.
- Council is working to develop a system for local businesses to purchase and sell Redlands Coast merchandise.
- Council is working on new tourism collateral, a Redlands Coast visitor guide is being produced. An advertising kit available for local tourism operators is coming soon.
- Tourism subcommittee members were encouraged to notify Council if they would like to speak on BayFM's Armchair Traveller segment. A tourism subcommittee member advised that Radio FBI have offered a similar segment.

### **QTIC Business Programs - Luke Kinman, Deputy Chair**

- Tourism subcommittee members were encouraged to notify local tourism operators to register their interest for Queensland Tourism Industry Council (QTIC) business programs including digital and trade.
- Indigenous Employment Forum is being held on Wednesday 14 November 2018.
- DestinationQ Forum is being held at the Gold Coast on Friday 16 November 2018. Tourism subcommittee members attending the forum were encouraged to notify the secretariat if they are interested in transport.

### **Redland City Tourism Strategy and Action Plan 2015 – 2020 - Tracey Walker, Chair**

- Tourism subcommittee briefly discussed the tourism strategy and action plan, the local tourism industry's blueprint for the future. The strategy was distributed to members at the previous subcommittee meeting.

### **General Business**

- Tourism subcommittee discussed the new artificial reef set to be installed off North Stradbroke Island. It will be the eighth artificial reef in Moreton Bay and will be in the formation of Mirabooka (the Southern Cross).

- North Stradbroke Island Economic Transition Strategy (ETS) key projects were discussed. Tourism subcommittee members discussed including the ETS on the agenda for future meetings.
- Quandamooka Coast is working on a tourism strategy with State Government. The draft strategy will be shown to tourism subcommittee members when available. Would be good to interlink the strategy with Redlands Coast brand.
- Moreton Island will become native title in 2019.
- Tourism subcommittee member Cameron Costello has been appointed as a board member of Ecotourism Australia and of QTIC.
- Redland City Chamber of Commerce has started planning a three year business plan. Tourism subcommittee members were invited to be on the chamber executive team to represent the tourism industry.
- Tourism subcommittee members discussed the various methods available to measure the success of Redlands Coast brand.
- Redlands Coast tourism statistics were discussed.
- An update was provided on the resort, Oasis on Coochiemudlo Island.
- Sirromet's upcoming events were discussed.
- Christmas by Starlight will be held on Saturday 15 December at Redland Showgrounds. Headline performers were discussed.
- New Redlands Coast Christmas banners were discussed. The banners are coastal themed and have been designed in collaboration with Delvene Cockatoo-Collins incorporating Quandamooka art. The banners are unique to Redlands Coast.
- Redfest was discussed, 17,000 people attended the event.
- Matt McEachan is the new president of the Southern Moreton Bay Islands Chamber of Commerce.

#### Upcoming events - Lisa Barry, Redland City Council

- An overview of upcoming events was provided including Remembrance Day, Santa Paws at the Park Markets, Lighting of the Christmas Tree, Mt Cotton Christmas in the Park, QLD Tri Series and more.

#### Next meeting

- Wednesday 30 January 2019, 2.00pm – 4.00pm, location TBC (either Redland City Council or Sirromet)

#### 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 including the ETS as an agenda item
3	Council to notify tourism subcommittee members when the visitor information centre tender is open
4	Redland Museum to discuss the temporary housing of the visitor information centre
5	Council to provide QYAC with Redlands Coast corflutes and scrim for Quandamooka Coast
6	Council to make available online Redlands Coast event equipment for event organisers to hire
7	Council to provide flag banners for Crime Stoppers Golf Day
8	Council to provide Red Rock Café with new posters for brochure stand
9	Council to provide Redland Museum with posters for postcard display
10	Council to research painting NBN boxes throughout Redlands Coast
11	Tourism subcommittee members to provide Council with blog articles for Redlands Coast website
12	Tourism subcommittee members to notify Council if they would like to speak on BayFM's Armchair Traveller segment. Council to provide content if required.
13	Council to send out information about QTIC Business Programs
14	Council to provide link for DestinationQ
15	Council to provide latest Redlands Coast tourism statistics at next meeting
16	Council to provide subcommittee members with Redlands Coast bumper stickers and postcards
17	Council to design and develop Redlands Coast Christmas postcards, both digital and print
18	Council to visit Redlands Coast Southern Islands to present new destination brand
19	Council to provide link to Great Day Out segment on Redlands Coast Southern Islands
20	Sirromet to notify Council regarding the location for the next meeting
21	Council to provide Redlands Coast style guide