



Redlands Coast Tourism Subcommittee Minutes

Meeting 3 – Wednesday 6 February 2019 – 1:00pm-3:00pm

Sirromet Winery, 850 Mount Cotton Road, Mount Cotton

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
- Andrew Morgan – The Scout Association of Australia, Queensland Branch
- Colin Battersby – Fishes at the Point, Discover Stradbroke Real Estate and Chair, Straddie Chamber of Commerce
- Katrina Beutel – Redlands Kayak Tours
- Kaylene Higgs – It's All About Marketing, Tourism Consultancy
- Laura Scurr – Red Rock Café – Coochiemudlo Island
- Michaela Prance - Smith –Minjerribah Camping
- 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
- Fiona Hallin – The Scout Association of Australia, Queensland Branch

Apology

- Cameron Costello – Quandamooka Yoolooburrabee Aboriginal Corporation
- Lynne Sturgess – Redland City Chamber of Commerce

Welcome and Introductions – Tracey Walker, Chair

- Welcome new tourism subcommittee member, Andrew Morgan from the Queensland Branch of The Scout Association of Australia.
- Andrew Morgan provided an overview of his role with Scouts.
- Thank you to Sirromet Wines for hosting the meeting.

Review of meeting 2 minutes – Tracey Walker, Chair

- Minutes adopted with no changes
- Tender for the Redlands Coast Visitor Information Centre didn't proceed as the Visitor Information Centre will be located in an existing shopfront at Raby Bay Harbour in Cleveland.
- A list of Redlands Coast event hire equipment is now available online, secretariat to send out link to tourism subcommittee members.

Redlands Coast Visitor Information Centre

- The Redlands Coast Visitor Information Centre will be relocated to a shopfront at Raby Bay Harbour in Cleveland.
- The new location is currently being fitted out and local merchandise will be available for purchase.
- Book-ability of the Visitor Information Centre was discussed, the centre will work towards being able to book local product and experiences direct.
- Visitor information centre opening hours, parking and signage was discussed.
- There is an 18 month lease of the shopfront for the visitor information centre, there is still the intent to build a standalone visitor information centre closer to the Cleveland Train Station in the future.
- Members of the Redlands Coast Tourism Subcommittee will be invited to attend the Redlands Coast Visitor Information Centre launch.
- A digital plinth has been secured for promotional videos, events and imagery of Redlands Coast. The digital plinth will be located in Raby Bay Harbour Park; the exact location within the park is to be confirmed.

Redlands Coast Entry Signage

- Council has sent out a Request for Quotation for new Redlands Coast entry signage.
- The intent is to find a suitable supplier to either refurbish or replace the six current entry signs.
- The request for quotation is due by Friday 22 February.

Redlands Coast Visitor Information Guide

- The Redlands Coast Visitor Information Guide will have a new format and be A5 in size.
- The team at Council is working hard on developing the guide, the design template is complete and the team is now working on a content plan.
- All the advert bookings have been received, advertising proofs will soon be sent to operators for approval.
- More photo shoots have been scheduled, including drone photography, to assist with layout and design. A North Stradbroke Island photo shoot will occur next week followed by a shoot at Coochiemudlo Island.
- Council provided subcommittee members with an overview of the pagination plan.

Redlands Coast Update

- Council provided an overview of the various Redlands Coast marketing initiatives and advertising campaigns to date.
- Accommodation operators on North Stradbroke Island provided feedback that rentals in October and November had increased compared to the previous year. They also noticed more Redlands Coast mainland locals visiting the island.
- A tourism subcommittee member mentioned that the new Redlands Coast indigenous imagery is great for visitors and Quandamooka businesses.
- More local interactions spotted during the Redlands Coast campaign period.

- Ongoing partnership with Bay FM, Redlands Coast referred to in broadcasts and weather. There will be a promo that is a “Redlands Coast” sponsored segment with a competition to send in photos of Redlands Coast for chance to win a local kayaking experience. There will also be a Bay FM travelling roadshow around the Redlands Coast islands, one each month.
- Sirromet Wines interested in being on Bay FM’s Armchair Traveller segment. Council is happy to facilitate any local tourism operators who would like to be on the Armchair Traveller segment.
- Future collaborative marketing with the Straddie Chamber of Commerce was mentioned.
- Redlands Coast will have a promotion at the Brisbane Domestic and International Airport during the month of May which will include distribution of the new Redlands Coast Visitor Information Guide. Council will also provide a Redlands Coast presentation to the airport ambassadors.
- Upcoming co-operative marketing campaign with Brisbane Marketing to promote Redlands Coast to intrastate.
- Continuation of Channel 7 Redlands Coast segments on Great Day Out until June 2019. So far more than eight stories have been broadcast to more than 1.5 million viewers across Australia. Upcoming segments will include Coochiemudlo Island, coastal adventures, natural attractions and a TV personality to present their great day out on Redlands Coast. Council will be in contact with operators to organise upcoming segments between now and June.
- Council provided a Redlands Coast economic development update.
- Council is working with Amity Trader for a new Redlands Coast sign to be displayed at the entrance to the Victoria Point jetty.

Redlands Coast Consumer Shows

- Council will represent Redlands Coast at consumer shows throughout the year including the Queensland Caravan, Camping and Touring Supershow, Regional Flavours, Brisbane Ekka, Redfest and the Cleveland Caravan, Camping, Boating and 4x4 Expo.
- Council would appreciate input and availability from tourism subcommittee members to assist to promote Redlands Coast at consumer shows.
- A subcommittee member mentioned that Scouts would be interested in being involved in caravanning and camping shows.

Industry Development

- Funding has been provided by the Queensland Government’s Department of Innovation and Tourism Industry Development for Tourism Industry Business Capability Development Program. The program has been developed in consultation with the Queensland Tourism Industry Council (QTIC), Tourism and Events Queensland and the Regional Tourism Organisations. As part of the program, two workshops will be held in Redlands Coast on Monday 18 February assisting tourism operators with maximising Facebook and Instagram. Council will provide tourism subcommittee members will a full calendar of workshops available.
- The Tourism and Events Queensland *Best of Queensland Experiences Program* will officially launch in March 2019.
- Council is holding a Redlands Coast Event Management Masterclass at Sirromet Winery on Thursday 21 February 2019.
- The annual Redlands Coast Tourism and Events Forum will be held on Thursday 6 June 2019 at the Alexandra Hills Hotel and Conference Centre.

North Stradbroke Island Economic Transition Strategy

- The North Stradbroke Island Economic Transition Strategy has 23 initiatives being delivered by the Queensland Government.
- Redland City Council is the lead for project 13, which is to provide locational and interpretive signage at key locations on the island. The project has been contracted to the Quandamooka Yoolooburrabee Aboriginal Corporation (QYAC) and will incorporate dual language. Concepts are due by the end of March 2019. Feedback about the project has been positive.

General Business

- Members agree to change the subcommittee name to Redlands Coast Tourism Subcommittee.
- The Redland City Bulletin are publishing a new magazine, Redlands Coast Now.
- Quest Community News is launching a new product covering the Redlands Coast. The online-only platform launches officially on Monday 11 February 2019, visit <https://www.couriermail.com.au/questnews/redlands>. The team of reporters are looking for tourism content.
- The LTO model was raised with the original intent to have the tourism subcommittee perform as the local tourism organisation for Redlands Coast. Council doesn't believe that this can be achieved by mid-year 2019. Council is still grounding the new destination brand – Redlands Coast, and relocating the Redlands Coast Visitor Information Centre. Council further explained the role of a local tourism organisation. A tourism subcommittee member advised that the Moreton Bay Region Industry & Tourism (MBRIT) model might not be suitable for Redlands Coast and suggested waiting, particularly with the launch of the new destination brand and website. The consensus of subcommittee members was to relook at suitable models.
- New South Wales are closing down their regional tourism organisations and providing funding directly to local government.
- A tourism subcommittee member advised that before Christmas Council erected signage on Coochiemudlo Island warning the public of blue green algae. The signs have a negative impact for tourism, visitors are asking what there is to do if they cannot swim. There are also three signs at Thompsons Beach in Victoria Point. Council to confirm what is being done to monitor the algae and confirm that the signage is still required.
- A tourism subcommittee member advised that there were too many fire updates to mainland tourism operators in relation to the fires on North Stradbroke Island.
- The Tree Top Challenge at Eprapah Scout property in Victoria Point was discussed. A tourism subcommittee member advised it would put Redlands Coast on the map, a great experience at Mt Tambourine. Council is waiting to receive an application and will contact the Tree Top Challenge and copy in The Scout Association of Australia.
- A tourism subcommittee member mentioned that Bay Island Stand Up Paddle and Kayak Company have new hobbies, would be good to include in future Redlands Coast promotion.
- A tourism subcommittee member asked how to show visitors to Coochiemudlo Island what experiences are available and if there is an opportunity for a map. Council advised there is the Redlands Coast destination website and visitor information guide and that there will be a billboard erected on the island. The visitor information guide includes a section for cafes in Redlands Coast. Council will check to see if there is the opportunity for a flyer to be developed.
- The Island Tourism Information and Business Centre at the Redland Bay Ferry Terminal was discussed. This is not Council run centre. Council will put the Tourism Subcommittee member in contact with the centre owners.
- Elton John will perform at Sirromet Winery on Saturday 18 January 2020, all rooms are booked at Sanctuary by Sirromet.

Upcoming Events

- An overview of the Redlands Coast Event Management Masterclass was provided by Council. Presenters include The Director of the Cleveland Caravan, Camping, Boating and 4x4 Expo sharing their key strategies for successful events; Race Director of the Straddie Salute Triathlon Festival explaining how celebrity ambassadors can increase your audience; and the Operations Manager from Sirromet speaking about the challenges of running events.

Next Meeting

- Wednesday 27 March 2019, time and location to be confirmed.

Actions

1	Council to confirm if Bay FM are visiting Coochiemudlo Island on Saturday 16 February 2019
2	Council to ask Bay FM to contact Redlands Kayak Tours regarding the Armchair Traveller segment
3	Council to provide the link to the Redlands Coast economic development video
4	Council to provide 2019 calendar of consumer shows
5	Tourism subcommittee members to advise Council of their availability to assist with promotion of Redlands Coast at consumer shows.
6	Council to provide tourism subcommittee members will a full calendar for the Tourism Industry Business Capability Development workshops available.
7	Council to advise if Blue Green Algae signage is still required to be erected.
8	Council to contact the Tree Top Challenge and copy in The Scout Association of Australia.
9	Council to check if there is opportunity for a Coochiemudlo Island flyer to be developed displaying island experiences available to visitors.
10	Council to put tourism subcommittee member in contact with The Island Tourism Information and Business Centre