



## Redlands Coast Tourism Subcommittee Minutes

Meeting 4 – Wednesday 27 March 2019 – 10:30pm-1:15pm

North Stradbroke Island

### 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
- 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 – Communication, Engagement and Tourism, Redland City Council
- Michelle Felton, Visitor Services Admin Coordinator – Communication, Engagement and Tourism, Redland City Council
- Lisa Barry, Principal Adviser Community Events – Communication, Engagement and Tourism, Redland City Council
- Gillian Gardiner, Tourism and Access Development, Department of Innovation – Tourism Industry Development and the Commonwealth Games
- Jill Martin, Communications and Engagement Manager – Tourism Industry Development and the Commonwealth Games
- Elisha Kissick – Cultural Arts Tourism and Events (CATE) Manager of Quandamooka Coast and Festival, Quandamooka Yoolooburrabee Aboriginal Corporation

### Apology:

- Andrew Morgan – The Scout Association of Australia, Queensland Branch
- Cameron Costello – Quandamooka Yoolooburrabee Aboriginal Corporation
- Lynne Sturgess – Redland City Chamber of Commerce

### **Welcome and Introductions – Tracey Walker, Chair**

- Welcomed those in attendance who were not members of the tourism subcommittee.

### **Review of meeting 3 minutes – Tracey Walker, Chair**

- Minutes adopted with no changes
- Bay FM's visit to Coochiemudlo Island was cancelled.
- Redlands Kayak Tours presented on Bay FM's Armchair Traveller segment.
- The Redlands Coast economic development video is yet to be launched, link will be provided when available.
- Blue Green Algae signage still required to be displayed at Coochiemudlo Island.
- Council to contact the Tree Top Challenge and copy in The Scout Association of Australia.
- Council to continue to investigate if there is opportunity for a Coochiemudlo Island flyer to be developed displaying island experiences available to visitors.
- Council put tourism subcommittee member in contact with The Island Tourism Information and Business Centre.

### **Bus tour of North Stradbroke Island**

- Subcommittee members participated in a bus tour on North Stradbroke Island.
- Members visited the location for the Minjerribah Cultural Centre project at Dunwich. The centre will be a centrepiece for cultural tourism and education on the island. The site will also be home to events included in the Quandamooka Festival Program 2019 including Yura and the Goompi Kunjil.
- Redland City Council is the lead for project 13 of the State Government's North Stradbroke Island Economic Transition Strategy, to provide entry statements at key locations on North Stradbroke Island. The bus tour showcased proposed place marker locations at both Amity Point and Point Lookout. The project has been contracted to the Quandamooka Yoolooburrabee Aboriginal Corporation (QYAC) and will incorporate dual language. There will be community consultation on the proposed locations and concept designs.
- Tourism subcommittee members visited the proposed location for the whale interpretive centre at Point Lookout under the State Government's North Stradbroke Island Economic Transition Strategy. It will display what is believed to be the only whole adult humpback whale skeleton in the Southern Hemisphere.

### **Redlands Coast Entry Signage and Interpretative Way Finding Plan – Tracey Walker, Chair**

- Council sent out a Request for Quotation for new Redlands Coast entry signage. Submissions have been received and they are currently being reviewed.
- Council sent out a Request for Quotation for an Interpretative Way Finding Plan. Submissions have been received and they are currently being reviewed. The plan will be rolled out over several years.

### **Redlands Coast Visitor Information Centre and Redlands Coast Visitor Information Guide – Tracey Walker, Chair**

- Council has received the design for the new visitor information centre at Raby Bay Harbour in Cleveland. Council hopes to move into the existing shopfront in April for a period of 18 months while looking into the possibility of building a standalone centre in Raby Bay Harbour Park.
- A digital plinth has been secured to display promotional tourism videos, events and imagery of Redlands Coast as well as public transport timetables. The plinth will be located in Raby Bay Harbour Park near the Cleveland Train Station.
- The Redlands Coast Visitor Information Guide is nearing completion, advertising proofs have been sent to local operators for approval.

### **Industry Development – Luke Kinman, Deputy Chair**

- Council will develop and roll out a customer service program for Redlands Coast tourism operators. This is an action item of the Redland City Tourism Strategy and Action Plan 2015-2020.
- The annual Redlands Coast Tourism and Events Forum will be held on Thursday 6 June 2019 at the Alexandra Hills Hotel and Conference Centre. Tourism subcommittee members were encouraged to register.
- The Tourism Industry Business Capability Development Program has a calendar of events occurring throughout Queensland through until June 2019. Subcommittee members were provided with a copy of the Digital Ready Workshops calendar. Planning Your Online Strategy will be the next workshop held in Redlands Coast on Monday 17 June 2019, registrations are open.

### **Destination Marketing – Luke Kinman, Deputy Chair**

- Council visited the Brisbane Airport for a Redlands Coast presentation to the airport ambassadors. 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.
- Channel 7 has been filming at various locations across Redlands Coast for their travel and lifestyle programs including The Great Day Out, Creek to Coast and QLD Weekender. This week they filmed Bay Island Stand Up Paddle and Kayak Company, Redlands Kayak Tours and North Stradbroke Island Surf School.
- Channel 7 Brisbane is the first news station to show their support for our destination brand by reflecting Redlands Coast on the weather map and in all broadcasts, bulletins, clips, captions, grabs and stories.
- Council will represent Redlands Coast at consumer shows throughout the year including the Queensland Caravan, Camping and Touring Supershow, Regional Flavours, Redfest and the Cleveland Caravan, Camping, Boating and 4x4 Expo. A calendar of the 2019 consumer shows was provided to tourism subcommittee members which included the events dates and locations. Tourism subcommittee members were encouraged to notify Council of their availability to assist at the upcoming events.

### **Quandamooka Festival 2019 – Elisha Kissick (QYAC)**

- An overview of the Quandamooka Festival 2019 was provided including key event dates, activities and performers. Yura will be held in Dunwich (Goompi) on Saturday 1 June. Yura Yalingbil (Welcome the Whales) will be held at Point Lookout (Mooloomba) on Sunday 2 June. Buangan Biyigi (Dolphin Day) will be held at Amity (Pulan Pulan) on Saturday 6 July. Winnam NAIDOC Kunjiel will be held in Wynnum (Winnam) on Saturday 20 July. Kunjiel will be held at Dunwich (Goompi) on Saturday 31 August.

### **Upcoming Events**

- An overview of upcoming events on Redlands Coast was provided.
- Dîner en Rouge, an annual fundraiser for Redlanders affected by domestic and family violence, will be held on Saturday 18 May 2019. Now in its fifth year, the event has already helped raise more than \$260,000. Dress is formal attire with a red and white theme. The event will be held at a secret location, the reason behind the secret location is that domestic and family violence is often done in secret. Tourism subcommittee members were encouraged to attend or pledge for donated items to be auctioned and raffled on the night. Tickets are \$175 each.
- The Intrust Super Cup will be televised on North Stradbroke Island on Sunday 28 April 2019.

- Tour de Brisbane will travel through Sheldon and Mt Cotton in Redlands Coast on Sunday 14 April 2019. An opportunity for accommodation providers to collaborate with the event organisers and package accommodation.
- A calendar of upcoming events was provided to tourism subcommittee members.

### Next Meeting

- Wednesday 29 May 2019, 2.00pm – 4.00pm, Redland City Council, Corner Middle and Bloomfield Streets, Cleveland

### 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 contact the Tree Top Challenge and copy in The Scout Association of Australia.
4	Tourism subcommittee members to advise Council of their availability to assist with promotion of Redlands Coast at consumer shows.
5	Council to continue to investigate if there is opportunity for a Coochiemudlo Island flyer to be developed displaying island experiences available to visitors.