



Redlands Coast Tourism Subcommittee Minutes

Meeting 5 – Wednesday 12 June 2019 – 2:00pm-4:00pm

Cassim Rooms, Redland City Council, 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
- 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
- Melissa Brooks, Senior Communications Adviser, Redland City Council
- Michelle Felton, Visitor Services Admin Coordinator – Communication, Engagement and Tourism, Redland City Council

Apology

- 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
- Kaylene Higgs – It's All About Marketing, Tourism Consultancy
- Lynne Sturgess – Redland City Chamber of Commerce

Welcome and Introductions – Tracey Walker, Chair

- Welcomed those in attendance.

Review of meeting 4 minutes – Tracey Walker, Chair

- Deputy Chair provided an update regarding the Tree Top Challenge, Council is waiting to receive an application from the organisation.
- Council is developing trial a visitor map for Coochiemudlo Island, members of Council's tourism team had a meeting on the island with key stakeholders. Council is currently collating feedback from stakeholders.

- A dual named welcome sign has been installed on Coochiemudlo Island. The artwork for the sign was created by Quandamooka artist, Delvene Cockatoo-Collins.

Tourism Strategy and Action Plan 2015-2020 Progress Update – Tracey Walker, Chair

- As at June 2019, Redland City Council has completed 25 of the 33 actions items included in the Redland City Tourism Strategy and Action Plan 2015-2020. The remaining eight action items are underway.
- Chair provided an overview of the remaining action items.
- Council may look to do another strategy and action plan or instead a roadmap.
- A tourism subcommittee member raised that it would be a great idea to target new Redlands Coast residents to partake in an ambassador program and showcase to them key visitor locations across the region.
- Members discussed that the new Redlands Coast Holiday Guide should be distributed to local real estate agents.
- Council is soon to engage a contractor to conduct a customer service program for tourism operators across Redlands Coast.
- Minjerribah Camping has conducted mystery shopping activities in the past, subcommittee member to advise Council which company/s they have used.
- The tourism subcommittee influenced Council to bid for Olympics 2032 activities.

Redlands Coast Branding Update – Tracey Walker, Chair and Melissa Brooks

- The destination brand Redlands Coast just turned one.
- Tourism subcommittee members were provided with a presentation on the branding activities which have occurred since launch including the development of brand assets, marketing campaigns, Brisbane airport promotion, the new holiday guide, media activities and upcoming activities.
- A Redlands Coast business app was discussed, the application will provide discounts, special offers and general information to locals and visitors. There will be a three month trial program.
- Tourism subcommittee members discussed the holistic approach of marketing 'Brisbane' as the three hour Brisbane experience.
- The key pillars of the Redlands Coast destination brand were discussed - natural attractions, aboriginal experiences, wildlife and nature and eat and drink.
- Tourism subcommittee members discussed Council informing local tourism businesses on what information they should be requesting from visitors to find out how heard about Redlands Coast. Tourism subcommittee members to provide monthly statistics to enable the subcommittee to measure seasonality for the region.

Redlands Coast Entry Signage and Interpretative Way finding Plan – Tracey Walker, Chair

- A company called Dot Dash has been engaged by Council to develop a wayfinding strategy for signage on Council land. The strategy will include dual naming.
- Subcommittee members discussed private signage on the bay islands.
- Members discussed that it might be an idea to include the Department of Transport and Main Roads signage within the strategy.

Growing Moreton Bay Tourism Reference Group – Tracey Walker, Chair

- A new tourism group has been established, with the aim of promoting and developing tourism product in Moreton Bay. It has representatives from the State Government, local government areas including Redlands Coast, Brisbane and Moreton Bay, Tourism Queensland, Brisbane Marketing and Queensland Tourism Industry Council.

A small number of key tourism industry representatives are also on the Group. Redlands Coast organisations with members on the group are Sealink, QYAC and Redland City Chamber of Commerce.

Visitor Information Centre and Holiday Guide Distribution Update – Luke Kinman, Deputy Chair

- The Redlands Coast Holiday Guide is now available to order online through Link Logic. Copies of the guide were distributed to attendees at the recent Tourism and Events Forum. Tourism subcommittee members were provided with copies of the guide.
- The new Redlands Coast Visitor Information Centre (VIC) is in its final stages with the fit out nearly completed. It is anticipated that the VIC will soft-open from 19 June 2019 with the temporary VIC at the IndigiScapes nursery due to close from Monday 24 June 2019. The tourism subcommittee will be invited to the official opening in July.

Quandamooka Yoolooburrabee Aboriginal Corporation (QYAC) Update – Cameron Costello (QYAC)

- Australia's first and only Aboriginal-owned whale watching cruises has been launched. Yalingbila Tours will be available to book next week and will layer in research, whale conservation and tourism. Cruises will depart from Cleveland (Raby Bay), Dunwich and Brisbane City.
- Information about the cruises to be loaded on the Tourism and Events Hub.
- The Quandamooka Festival commenced on Saturday 1 June with the Yura Opening Event and evening concert.
- A new 2.2 kilometre Mount Vane walking track is now open on North Stradbroke Island (Minjerribah).
- The proposed whale facility at Point Lookout was discussed. There is a website for Yalingbila Bibula (Whale on the Hill) at <http://yalingbilabibula.com.au>.
- The planned Contemporary Arts and Cultural Centre in Dunwich was discussed. There is a website for QUAMPI, Quandamooka Art Museum and Performance Institute at <http://quampi.com.au>.
- QYAC to provide tourism subcommittee members with a link to the economic transition strategy newsletter. www.ditid.qld.gov.au/tourism/tourism-policy-strategies/minjerribah-futures
- The Star Gold Coast are hosting TV WEEK Logie Awards this year, chocolates infused with native bee honey from North Stradbroke Island (Minjerribah) will be provided on the night.
- Tourism subcommittee members discussed the need for regular marketing and communication meetings to be held between local stakeholders including SeaLink, Council, Minjerribah Camping, QYAC and Sirromet.

Tourism Subcommittee Member Update – Update from each member/region

- Tourism subcommittee members discussed Council hosting a workshop for accessible tourism to ensure the products and services on Redlands Coast are accessible to all people, regardless of their physical limitations, disabilities or age. Minjerribah Camping to send through an email regarding accessible tourism to the subcommittee secretariat.
- The Redlands Coast Fun Run was discussed, a subcommittee member raised that it would be great to have a Redlands Coast branded shirt.
- Tourism subcommittee members discussed koala tourism. It was suggested that the region requires a koala tourism strategy.

- The Redlands Coast Now publication produced by the Redland City Bulletin was discussed, Council will provide copies at the next meeting.

Upcoming Events

- Sirromet has an event 'Sculpture in the Vines' commencing on Saturday 22 June 2019 for three months.
- A calendar of upcoming events from June through to December was provided to tourism subcommittee members.

Next Meeting

- Tuesday 23 July 2019, 2.00pm – 4.00pm, Hogs Breath Café, Shore Street West, 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	Distribute the Redlands Coast Holiday Guide to local real estate agents.
4	Posters for Redlands Coast winter campaign to be provided to the Redland Museum and QYAC.
5	Minjerrabah Camping to advise Council which company/s they have used for mystery shopping activities.
6	Tourism subcommittee members to provide monthly statistics to enable the subcommittee to measure seasonality.
7	Council to contact the Department of Transport and Main Roads regarding the Southern Moreton Bay Tourist Drive.
8	Load information onto the Tourism and Events Hub about Yalingbila Tours.
9	Council to provide website links for the whale facility and cultural centre on North Stradbroke Island (Minjerrabah).
10	QYAC to provide tourism subcommittee members with a link to the economic transition strategy newsletter.
11	Minjerrabah Camping to send through an email regarding accessible tourism to secretariat.
12	Council to host a workshop for accessible tourism
13	Council to provide copies of the Redlands Coast Now publication at the next meeting.