



## Redlands Coast Tourism Subcommittee Minutes

Meeting 6 – Tuesday 23 July 2019 – 2:00pm-4:00pm

Hog's Breath Café, 152 Shore St W, 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
- 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
- Lynne Sturgess – Redland City Chamber of Commerce
- 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
- Elisha Kissick – Cultural Arts Tourism and Events (CATE) Manager of Quandamooka Coast and Festival, Quandamooka Yoolooburrabee Aboriginal Corporation

### Apology

- Cameron Costello – Quandamooka Yoolooburrabee Aboriginal Corporation
- Laura Scurr – Red Rock Café – Coochiemudlo Island

### Welcome and Introductions – Tracey Walker, Chair

- Welcomed those in attendance.
- Meeting will be followed by the opening of the Redlands Coast Visitor Information Centre.

### Review of Meeting 5 Minutes and Terms of Reference – Tracey Walker, Chair

- Distribution of Redlands Coast Holiday Guides to real estate agents is in progress.
- Campaign posters in print for the Redland Museum and the Quandamooka Yoolooburrabee Aboriginal Corporation (QYAC).

- EarthCheck have conducted mystery shopping activities for Minjerribah Camping in the past.
- The Chair requested monthly tourism statistics from subcommittee members who were happy to provide.
- Council is in constant contact with the Department of Transport and Main Roads. Council is currently undertaking a wayfinding signage review.
- The Redlands Coast Now magazine is available at key locations across Redlands Coast. Tourism subcommittee members were provided with an example of the publication.
- The Chair provided an overview of current tourism statistics for Redlands Coast. Each year there are more than 1 million visitors to Redlands Coast, that number is increasing and so is the region's share of the visitor market to Queensland. Visitors are looking for new experiences. More than one-third of visitors to the Redlands Coast Visitor Information Centre are international.
- Subcommittee members agreed to amend the Redlands Coast Tourism Subcommittee Terms of Reference to allow proxies to attend subcommittee meetings on behalf of members.

### **Regional Flavours Debrief** – Luke Kinman, Deputy Chair

- The ninth annual Regional Flavours welcomed 80,000 people to South Bank Parklands.
- Redlands Coast operators who attended included La Bouche, Private Chefs of Brisbane, Sirromet Wines and Alchemy Cordial. It was great exposure for all of the operators involved. Private Chefs of Brisbane went through 10,000 arancini balls and 5,000 serves of seafood chowder.
- Redlands Coast provided great social media coverage at the event and the Redlands Coast Holiday Guide was well received.
- It would be great to increase the number of Redlands Coast operators involved at next year's event.
- To develop and market food trails throughout Redlands Coast is an action item of the Redland City Tourism Strategy and Action Plan 2015 – 2020.

### **Redlands Coast Branding Update** – Melissa Brooks, Senior Communications Adviser, Redland City Council

- A Redlands Coast whale watching campaign is currently in market for whale watching season on buses, billboards, the Cleveland train line and the Redlands Coast website. Encounter the super-natural. The campaign will be in market until the end of September. It includes land-based whale watching and cruises. Redlands Coast is the hottest new location to do whale watching.
- A Redlands Coast deals app for locals and visitors is being developed. Operators who advertised in the Redlands Coast Holiday Guide will be invited to participate in a three-month trial. Deals can be tailored to suit each business and will be geofenced.
- Over the past 12 months there have been several Redlands Coast marketing campaigns.
- There are two Redlands Coast websites, redlandscoast.com.au is about to get a remake.

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

- Conversations with Industry Brisbane is on Friday 2 August at the Calile Hotel in Fortitude Valley. Registrations close on Monday 29 July 2019.
- DestinationQ Events Conference is to be held in Cloncurry on Tuesday 6 August 2019.
- DestinationIQ (formerly the QTIC Tourism Indigenous Employment Forum) will take place in the Sunshine Coast on Wednesday 6 November 2019.
- DestinationQ Forum will take place in the Sunshine Coast from 7 - 8 November 2019. The annual DestinationQ Forum is Queensland's leading tourism industry event, bringing industry and government together to connect, collaborate and share knowledge to grow the visitor economy.

**Quandamooka Yoolooburrabee Aboriginal Corporation (QYAC) Update** – Elisha Kissick, QYAC and Quandamooka Festival

- Yalingbila Tours is now operating, cruises depart Brisbane on Fridays and Saturdays and depart Cleveland and Dunwich on Thursdays and Sundays. Brochures will be available soon.
- Winnam NAIDOC/Kunjiel was a huge success on Saturday, thousands of people attended. QYAC received great feedback and the event was well received.
- Buangan Biyigi (Dolphin Day) is on Saturday 6 July at Amity Point on North Stradbroke Island.
- The Goompi Kunjiel (Corroboree) closing event and evening concert are on Saturday 31 August in Dunwich on North Stradbroke Island. There are accommodation package deals with Minjerribah Camping, alternatively there will be a return passenger ferry back to Cleveland departing at 9.15pm.
- Tourism subcommittee members discussed the opportunity to hold a similar event to the Winnam NAIDOC/Kunjiel on Redlands Coast.

**Tourism Subcommittee Member Update** – Update from each member/region

- There is going to be The Big 90's Party at Sirromet Wines on Saturday 17 August.
- Sculpture in the Vines is currently at Sirromet through until Monday 12 August. There are 15 sculptures set upon the grounds of the Sirromet in celebration of Sculptors Queensland's 50<sup>th</sup> anniversary. Tourism subcommittee members were provided with brochures for the event.
- Sanctuary by Sirromet consists of 18 glamping sites, comprised of 15 couples' tents, two for families and one which is wheelchair accessible.
- Sirromet Winery has appointed Mike Hayes as Chief Winemaker.
- Chair mentioned promoting Redlands Coast as a wedding destination and including wedding information on the Redlands Coast website.
- Events held at the Redland Showgrounds is providing the Redland Museum with great visitation numbers.
- A tourism subcommittee member mentioned that occupancy levels on North Stradbroke Island have greatly increased in comparison to last year. Seeing a lot of international visitors from China and Indian, this has shifted from Europeans in previous years.
- A tourism subcommittee member requested an update on the Eastern Escarpment Conservation Area Project.
- A tourism subcommittee member raised that it would be great to have toilets located near the visitor information centre, parking for caravans, directional road signage and a photo opportunity for visitors.
- Tourism subcommittee members had a discussion around volunteers for the Redlands Coast Visitor Information Centre.
- Nominations for the 2019 Redland Business and Retail Awards close on Friday 16 August. The Redland City Chamber will send through a pack to tourism subcommittee members.
- A tourism subcommittee member advised that the TreeTop Challenge is no longer going ahead at the Erapah Scout property in Victoria Point.
- A Moreton Bay Tourism Reference Group has been established with representatives from state government, local government areas and key industry groups. The group will work to collaboratively promote Moreton Bay and build sustainable tourism.
- The Southern Moreton Bay Islands Ferry Terminals Upgrade is progressing.
- A tourism subcommittee member mentioned that the go card system makes it hard for tourism operators located on the southern islands to package transport with their accommodation. Transport is something Redland City Council will be looking at, to and around Redlands Coast.

- Tourism subcommittee members raised that car parking at Victoria Point is an issue, signage isn't clear.
- There is no signage on North Stradbroke Island at One Mile Jetty informing visitors of what there is to do on the island.
- Tourism operators utilising public open space temporarily for commercial use was discussed.

### Next Meeting

- Wednesday 18 September 2019, 2.00pm – 4.00pm, Barcella Restaurant, Victoria Point Lakeside Shopping Centre, Lakeside Boulevard, Victoria Point

### 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 provide an update on the Eastern Escarpment Conservation Area Project.