



Redlands Coast Tourism Subcommittee Minutes

Meeting 7 – Wednesday 9 October 2019 – 2:00pm- 4:00pm

Barcella Restaurant, Lakeside Boulevard, Victoria Point

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

Others in attendance:

- Michelle Felton, Visitor Services Admin Coordinator – Communication, Engagement and Tourism, Redland City Council

Apology

- Cameron Costello – Quandamooka Yoolooburrabee Aboriginal Corporation
- Laura Scurr – Red Rock Café – Coochiemudlo Island
- Sylvia McGarry – Redland Museum
- Katrina Beutel – Redlands Kayak Tours
- Colin Battersby – Fishes at the Point, Discover Stradbroke Real Estate and Chair, Straddie Chamber of Commerce
- Secretariat – Lucy Dyball, Tourism Development Officer – Communication, Engagement and Tourism, Redland City Council

Welcome and Introductions – Tracey Walker, Chair

- Welcomed those in attendance.

Review of meeting 6 – Tracey Walker, Chair

- Regional Flavours debrief
- Redlands Coast branding update
- Industry events
- Quandamooka Yoolooburrabee Aboriginal Corporation (QYAC) update
- Tourism subcommittee member update
- Eastern Escarpment Conservation Area update

Visitor Economy 2031 – Vision for the Brisbane Region – Tracey Walker, Chair

- Overview and discussion relating to the new Brisbane Marketing – Brisbane Visitor Economy 2031. Key actions relating to Redlands Coast include Indigenous eco-cultural tourism experiences & Moreton Bay connection.
- Council is progressing the final eight of 33 items in the current Redland City Tourism Strategy and Action Plan 2015 – 2020.
- Council will be working on a new tourism development plan required for Redlands Coast. A discussion was had regarding suggestions/ideas to include into the tourism plan. Further discussions will be had during the stakeholder/community engagement phase of the project.
- Heritage bus tours are currently in development to key locations on Redlands Coast. Council is currently liaising with stakeholders, prices and packaging is being negotiated.

Wayfinding Strategy and Entry Statements – Tracey Walker, Chair

- Council is currently developing a wayfinding strategy and includes the design of six new destination entry signs across Redlands Coast.
- The destination entry signage will include Redlands Coast on Quandamooka Country.

Regional Skills Investment Strategy – Luke Kinman, Deputy Chair

- Council in conjunction with the Department Small Business & Training is currently working with industry stakeholders across various sectors in Redlands Coast to up-skill and train eligible employees currently working in these service areas. One of the sectors currently being considered is Tourism which may include traineeships across hospitality, hotel and accommodation and business administration.
- Council has a dedicated officer that will be liaising with business owners, operators and eligible local employees.

Moreton Bay Cycleway Extension Update – Luke Kinman, Deputy Chair

- Stage 1 of a multi-million dollar extension to Moreton Bay Cycleway is currently underway, due for completion by mid-2020. A three metre wide cycleway will link to existing networks at Cameron Court Park and School Road, Victoria Point.

RV Caravan Short Term Accommodation Update – Luke Kinman, Deputy Chair

- Council is currently investigating available Council owned/managed land that would be suitable for a mainland RV/caravan short-term accommodation park.

Tourism Subcommittee Member Update – Update from each member/region

- A tourism subcommittee member discussed art and walking trails being considered for Southern Islands.
- The Redland City Chamber of Commerce has changed its trading name to Redlands Coast Chamber of Commerce and elected a new president.
- Members discussed the frequency of tourism subcommittee meetings. The majority of members agreed to continue with bi-monthly meetings.
- The grand opening of the newly built Cleveland Scout Den will be held on Saturday 19 October 2019. Subcommittee members were invited to attend.
- A tourism subcommittee member advised that planning is currently taking place for 2025 Australian Scout Jamboree. Queensland will consider to bid to be the host state with locations currently being investigated. The suitable location would need significant infrastructure for 10,000 scouts and families (30,000 total attendees). The location would require enough land to accommodate a mini town including tents, activities, and entertainment stages. Redlands Coast was raised by subcommittee members as a potential location to support the event.

Next Meeting

- Wednesday 29 January 2020, 2.00pm – 4.00pm, location to be confirmed.

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.