

# Redlands Coast Tourism Subcommittee Minutes

Meeting 11 – Tuesday 18 August 2020 – 2:00pm- 4:00pm

Redland Performing Arts Centre – Auditorium  
2-16 Middle Street, 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
- Andrew Morgan – The Scout Association of Australia, Queensland Branch
- Katrina Beutel – Redlands Kayak Tours
- Kaylene Higgs – It's All About Marketing, Tourism Consultancy
- Laura Scurr – Red Rock Café & Oasis on Coochiemudlo
- Lynne Sturgess – Redland City Chamber of Commerce
- Sylvia McGarry – Redland Museum

## Others in attendance:

- Secretariat – Lucy Dyball, Tourism Development Officer – Communication, Engagement and Tourism, Redland City Council
- Lisa Barry, Principal Adviser Community Events – Communication, Engagement and Tourism, Redland City Council
- Michelle Felton, Visitor Services Admin Coordinator – Communication, Engagement and Tourism, Redland City Council
- Dr Natasha Montesalvo, Principal Consultant, EarthCheck
- Nigel Russell, General Manager – Consulting, EarthCheck

## Apology

- Alex Sey – Sirromet Winery
- Cameron Costello – Quandamooka Yoolooburrabee Aboriginal Corporation
- Colin Battersby – Fishes at the Point, Discover Stradbroke Real Estate and Chair, Straddie Chamber of Commerce

## Welcome and Introductions – Tracey Walker, Chair

- Welcomed those in attendance including EarthCheck representatives.

## Review of meeting 10 minutes – Tracey Walker, Chair

- Minutes accepted with no changes.
- Showcased new Redlands Coast cinematic tourism video.
- The tourism video is part of the Reconnect on Redlands Coast campaign currently in market across Toowoomba, Ipswich and Brisbane, and locally on Redlands Coast. The campaign is having good results, feedback is that operators are receiving visitors from target markets including Toowoomba and there are large numbers travelling to North Stradbroke Island (Minjerribah).

### **Tourism Industry Recovery Update** – Luke Kinman, Deputy Chair

- Council is rolling out an image library for industry partners to use to promote Redlands Coast.
- Council is running a free Redlands Coast Customer Recovery Program presented by Customer Frame. The six-part interactive training program is designed to assist operators to recover stronger than before. Deputy Chair encouraged subcommittee members to assist to promote the program and suggest operators who may like to participate. The opportunity has been promoted through Council's Tourism and Events E-news. Council to resend program link to subcommittee members.
- When safe to do so, Council will launch a volunteer ambassador program as an action of the Redland City Tourism Strategy and Action Plan 2015-2020.
- Council is engaging with industry this week to receive input, feedback and suggestions for the new *Redlands Coast Tourism Destination Management Plan 2021-2026*.

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

- Flinders Day was held on Coochiemudlo Island with plenty of food markets.
- While the Redland Museum was closed during COVID alternative ways to keep the community engaged were explored. The innovative methods worked well.
- Guided aboriginal cultural walks are available on Minjerribah. World champion Sarah Crowley will be participating in a cultural walk with Joshua Walker in lead up to the Straddie Salute. The campgrounds on Minjerribah are busy and visitors are booking kayaking tours which is really exciting.
- The Redlands Coast Business and Retail Awards Gala Dinner will be held on 21 November 2020. Public can vote by QR code or on the Redlands Coast Chamber of Commerce website. Tourism businesses are encouraged to participate, however there won't be a specific tourism category.
- *Local as Queensland* is an initiative by Chamber of Commerce collective of Queensland inviting Queenslanders to Queensland. The idea is to cross promote regions throughout the state, 40 chambers are involved. #localasqld
- The Macleay Island Art Complex (MIAC) has been holding a variety of exhibitions. There is an information outlet opening on Macleay Island. There is great cooperation between clubs and groups across the Southern Moreton Bay Islands. Lots of real estate tourism.
- Scouts have taken the opportunity during COVID to work on online booking platforms. Scouts have established a volunteer management committee to activate Eprapah site and run environmental programs. Council to respond to The Scout Association of Australia regarding National Jamboree 2025 Expression of Interest.

### **Tourism Destination Management Plan 2021-2026** – Tracey Walker, Chair

- Chair provided a summary of *Redland City Tourism Strategy and Action Plan 2015-2020* completed actions. Actions completed include the relocation of the Redlands Coast Visitor Information Centre, the development of the Redlands Coast Tourism Subcommittee and the development of an identity for the local government area. Two actions remain outstanding including a feasibility study to assess the development of a foreshore walk and a feasibility study for the development of a cooking school.
- EarthCheck conducted a Tourism Destination Management Plan 2021-2026 engagement session with subcommittee members.

### **Next Meeting**

- Wednesday 16 September 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.
3	Council to resend link to Redlands Coast Customer Recovery Program. <a href="https://customerframe.com/recovery/">https://customerframe.com/recovery/</a>
4	Council to respond to The Scout Association of Australia regarding National Jamboree Expression of Interest.