

# Redlands Coast Tourism Subcommittee Minutes

**Meeting 8 – Wednesday 29 January 2020 – 2:00pm- 4:00pm**

**Redlands Research Station (Department of Agriculture and Fisheries)  
26-40 Delancey 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
- 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
- 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

## **Apology**

- Cameron Costello – Quandamooka Yoolooburrabee Aboriginal Corporation

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

- Welcomed those in attendance.

## **Review of meeting 7 minutes – Tracey Walker, Chair**

- Minutes accepted with no changes.

## **Redlands Coast Destination Tourism Plan – Tracey Walker, Chair**

- The Redland City Tourism Strategy and Action Plan 2015-2020 concludes in June 2020. Council is currently investigating options for the way forward, either a new strategy or a destination tourism plan.
- Tourism subcommittee members were encouraged to contribute.
- A subcommittee member raised the Redlands Coast Regional Sport and Recreation Precinct being delivered on Heinemann Road, Mount Cotton. Subcommittee members discussed ideas for the precinct including a community garden for adults with disabilities, walking tracks and a koala hospital and rehabilitation centre. To provide feedback and for more information members were encouraged to visit [yoursay.redland.qld.gov.au](http://yoursay.redland.qld.gov.au).

- Chair discussed the eight remaining action items in the current Redland City Tourism Strategy and Action Plan 2015-2020.
- Tourism subcommittee members discussed a customer service program, an action item of the tourism strategy, and general customer service on the bay islands.
- Minjerribah Futures, the investment by the State Government to assist the economic transition of Minjerribah (North Stradbroke Island), is looking to address customer service and transport.
- A tourism subcommittee member discussed the Whale on the Hill project on North Stradbroke Island.
- Tourism subcommittee members discussed the fact that Council was looking to create a local tourism organisation (LTO). Chair raised that it seems other local Councils have moved tourism back internally. Subcommittee members discussed and agreed to keep tourism internally within Council.
- A Redlands Coast Visitor Information Centre update was provided including visitation numbers and general enquiries. A digital plinth is to be installed in Cleveland near the visitor information centre and train station providing timetables and visitor information.
- Tourism subcommittee members discussed the idea of having a Redlands Coast pop up at Day on the Green events. It would be great to market Day on the Green events as being held on Redlands Coast.
- Chair mentioned that Redlands Coast's share of visitors has been increasing, while surrounding regions are decreasing. The length of stay is decreasing.

#### **The Year of Indigenous Tourism – Tracey Walker, Chair**

- This year is the Year of Indigenous Tourism in Queensland with a range of support available for Aboriginal and Torres Strait Islander tourism businesses to further develop their experiences and grow their business.
- This includes the newly launched [Indigenous Innovation and Entrepreneurs Program](#), a new dedicated Indigenous [Tourism Development Service](#), a [Growing Indigenous Tourism in Queensland Fund](#) and development of an [Indigenous tourism strategy](#) for South East Queensland.

#### **Economic Transition Strategy (ETS) Project 13 – Tracey Walker, Chair**

- A new place marker designed by Quandamooka artist Belinda Close has been installed at Cabarita Park, Amity Point (Pulan) on North Stradbroke Island (Minjerribah).
- The place markers are part of the Queensland Government's Minjerribah Futures initiative, with a second sculpture designed by Delvene Cockatoo-Collins to be completed at Point Lookout (Mulumba) in March 2020.
- Funded by the Queensland Government, the Amity Point and Point Lookout artwork projects are led by Redland City Council in collaboration with the Quandamooka Yoolooburrabee Aboriginal Corporation (QYAC) and the artists.
- Chair provided subcommittee members with an overview of the designs.

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

- Regional Flavours is Australia's largest free food festival, attracting more than 85,000 people annually.
- Redland City Council will be attending for the second year in a row and is hoping for an increase in attendance from local producers on Redlands Coast.
- Expressions of interest for stallholder applications are now open, closing on Friday 21 February 2020.
- Channel 10 and the Courier Mail are major sponsors of the event.

- Products designed for immediate consumption must not be the primary focus of the product offering.
- Tourism subcommittee members were encouraged to notify Council of any local producers who may like to participate in the event.
- Tourism subcommittee members discussed the opportunity for Redlands Coast to be displayed at the event on a barge.

#### **Queensland Destination Events Program (QDEP) – Luke Kinman, Deputy Chair**

- Tourism and Events Queensland (TEQ) offers the Queensland Destination Events Program (QDEP) for events across the state that are uniquely Queensland events.
- Council encouraged event organisers to apply.
- Round 15 funding for events being held from September 2020 - September 2021 is now open for applications, closing 5 February 2020. There are four rounds each year.
- The funding can be used for marketing costs, strategic plan development, engagement of short-term specialised personnel and the hire of temporary infrastructure.
- Council is happy to provide letters of support to event organisers.
- Deputy chair discussed it would be great to have Redlands Coast events featured.
- The QDEP offers two funding options for regional events:
  - Destination event funding – single year funding for developing events seeking growth (\$10,000 - \$25,000 per year)
  - Significant event funding – single year or up to three years of funding for events that can demonstrate a strong track record of growth or growth potential (\$25,000 - \$100,000 per year)
- As part of the funding, event organisers receive an external research company look at the economic and social benefit of their event.

#### **Redlands Coast Tourism and Events Forum – Lisa Barry**

- The Redlands Coast Tourism and Events Forum is currently proposed for Thursday 4 June 2020 at the Alexandra Hills Hotel Conference Centre.
- Tourism subcommittee members were encouraged to send through any feedback, ideas and suggestions for speakers.
- A tourism subcommittee member raised that they would like assessable tourism discussed at the forum. It was suggested to invite a speaker from an accreditation body or an operator who is successful in this area.
- Tourism subcommittee members discussed possible topics for the forum which included staff resilience and resourcing, collaboration and addressing off peak periods.
- Cross referral between operators was discussed. A marketing campaign to cross promote operators/organisations was suggested.
- Tourism subcommittee members discussed that customer services could be a topic at the forum and incorporate the first stage of the customer service program.
- A speaker from Kangaroo Island was suggested as a speaker for the forum.

#### **Upcoming events – Luke Kinman, Deputy Chair**

- A hardcopy calendar of upcoming events for February and March was provided to tourism subcommittee members.
- Subcommittee members were encouraged to list their events on the Australian Tourism Data Warehouse (ATDW).

### **Quandamooka Yoolooburrabee Aboriginal Corporation (QYAC) Update – Katrina Beutel, Quandamooka Yoolooburrabee Aboriginal Corporation**

- A range of community consultation events will be held by QYAC in February across various locations on Minjerribah and the mainland. Cameron Costello will be the main speaker at the events. Invitations will be sent out in the next week.
- QYAC are attending the Redlands Coast Chamber Business Breakfast in March.
- Yarabin Café has opened at the Straddie Sharks Rugby League Club in Dunwich. Open seven days a week for lunch and dinner. The café is a training facility for young trainees.
- The QYAC office in Dunwich is currently being renovated.
- This year the Quandamooka Festival will be held over four days in the last week of August.
- Tourism subcommittee discussed the possibility of mainland cultural activities being held on Redlands Coast, particularly on the waterfront. Council is happy to assist.
- The deputy chair stated that Council's tourism team would be happy to attend upcoming round tables or meetings as support to QYAC.

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

- A tourism subcommittee member raised that Council could design templates for local tourism operators to display when they are closed, encouraging visitors to experience other local product available in region or displaying the contact details of the visitor information centre.
- Sirromet Winery has received approval for temporary caravan and motorhome sites in association with their Day on the Green events. Currently limited to 50 sites, vehicles must be self-contained with a maximum stay of three nights. Upcoming Day on the Green events include Cold Chisel, Rod Stewart and James Blunt. Tough Mudder is coming back in August and Foam Fest in December.
- Karingal Scouts is temporarily closed for infrastructure upgrades. Got to the second round of grants for state funding, looking at 40km worth of mountain biking onsite with linkages through to the Eastern Escarpment Conservation Area and a possible tree tops model.
- The Redlands Coast Chamber of Commerce has partnered with the state government to form a regional jobs committee that will focus on jobs growth in the region.
- Redlands Kayak Tours will be filming an overnight and multi-day expedition with Channel 7's lifestyle series in late February. The kayak includes an indigenous experience on Minjerribah.
- A tourism subcommittee member gave an update on the Coochiemudlo Island Australia Day Markets.
- The Redland Museum has its 50<sup>th</sup> anniversary 2022, Council encouraged the museum to apply for a community grant. Council's Community Grants Coordinator is available to meet with the museum to discuss ideas for a grant that has benefits for the community, provide advice on developing an application and feedback on a draft application before it is submitted.
- A tourism subcommittee member suggested heritage could be included in the new destination tourism plan for the year 2022.
- The Cleveland history bus and draft itinerary was discussed.
- There are new members of the Southern Moreton Bay Islands Chamber of Commerce with a lot of upcoming projects. There is also a Southern Moreton Bay Islands progress association.
- A group of artists on Macleay Island have started doing an art trail which will take visitors through to Russell Island.
- The driverless bus on Karragarra Island was discussed, it was suggested it would be good for Council to do another round of communications to the local community about the trial.

- The Karragarra Sea Markets return in October 2020.
- A subcommittee member informed that North Stradbroke Island operators have had a really good summer season, it was perfect weather for beach holidays. Forward bookings are very strong.
- The Straddie Chamber of Commerce is currently developing a marketing plan for winter on whales.
- Council and Brisbane Marketing are looking forward to doing a joint campaign, it was suggested the Straddie Chamber of Commerce could collaborate.
- On Friday 14 February the Redlands Coast Chamber of Commerce is holding a Breakfast Special: Meet the Candidates. An opportunity for businesses to hear from local candidates prior to the upcoming election. Tourism subcommittee members were encouraged to send through any questions for candidates, particularly with relation to tourism.

### Next Meeting

- Wednesday 25 March 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 provide further communications to the local community regarding the driverless bus trial on Karragarra Island.