

# Redlands Coast Tourism Subcommittee Minutes

Meeting 10 – Wednesday 27 May 2020 – 2:00pm- 4:00pm

Teleconference

## 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
- 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

## Others in attendance:

- Secretariat – Lucy Dyball, Tourism Development and Digital Communications Coordinator – Communication, Engagement and Tourism, Redland City Council
- Lisa Barry, Principal Adviser Community Events – Communication, Engagement and Tourism, Redland City Council
- Michelle Felton, Tourism Visitor Engagement Coordinator – Communication, Engagement and Tourism, Redland City Council

## Apology

- Alex Sey – Sirromet Winery
- Andrew Morgan – The Scout Association of Australia, Queensland Branch
- Cameron Costello – Quandamooka Yoolooburrabee Aboriginal Corporation
- Sylvia McGarry – Redland Museum

## Welcome and Introductions – Tracey Walker, Chair

- Welcomed those in attendance.
- Recognised traditional owners.

## Review of meeting 9 minutes – Tracey Walker, Chair

- Minutes accepted with no changes.
- Destination Entry Statement Signs currently being approved by Councillors, will provide designs to subcommittee members when available. Designs include Redlands Coast on Quandamooka Country, lit with blue LED lights to symbolise water. Council aims to have signs installed by July 2020.

## Council update on Coronavirus (COVID-19) – Tracey Walker, Chair

- COVID-19 Community Organisation Support Grant – funding up to \$10,000 is available to support local community organisations that are providing support and relief to Redlands Coast community members impacted by COVID-19.
- COVID-19 Business Support Grant – funding is available under two components.

### **1. Professional advice services**

Applicants will be able to apply for funding up to the value of \$1,000 for professional advice services (offered by firms located within the Redland City Council Local Government Area). This may include: accounting, financial planning, business consultancy, legal services, human resource services and other business specific advisers.

### **2. Innovation funding**

Applicants will be able to apply for funding up to the value of \$5,000 for the support to reengineer/restructure their business operations to ensure viability and continued operations. This may include the use of technology, research and design or innovative products, services, projects or collaborations.

#### **Tourism Destination Management Plan 2021-2026 – Luke Kinman, Deputy Chair**

- Council has appointed EarthCheck as the lead consultant to assist with the delivery of the Redlands Coast Tourism Destination Management Plan 2021-2026. The destination management plan will include a one year recovery plan for COVID-19.
- Council will be seeking input from key industry stakeholders including key tourism operators in the next few weeks.
- For more information regarding the Tourism Destination Management Plan, subcommittee members we encouraged to contact the Deputy Chair.

#### **Tourism Industry Recovery – Tracey Walker, Chair and Luke Kinman, Deputy Chair**

- Council aims to roll out a recovery campaign for Redlands Coast with a strong focus on North Stradbroke Island (Minjerribah). The campaign will be visible across various channels including social media, billboards and radio around South-east Queensland, Toowoomba and greater Brisbane. Council is working closely with the Department of State Development, Tourism and Innovation (DSDTI) Minjerribah Futures team, Brisbane Marketing and Tourism and Events Queensland. The campaign will not be ready to go into market until at least 12 June.
- A Newcastle University study showed Redlands Coast islands to be most impacted by COVID-19 in Queensland.
- Council has a \$2 million plus social and economic package to support Redlands Coast tourism businesses through the impacts of the coronavirus pandemic.
- Council strongly encouraged Redlands Coast tourism operators to take up Tourism and Events Queensland's exclusive Australian Tourism Data Warehouse (ATDW) fee waiver opportunity. More than 100 Redlands Coast tourism operators are now signed up with ATDW.
- Next month Council will be delivering tailored customer service programs to up-skill the tourism workforce and enhance the visitor experience on Redlands Coast.
- Council will continue to provide regular communication with the local tourism industry through e-newsletters.
- A local tourism industry impact survey that was conducted by Council provided accurate and relevant information to industry bodies and government agencies and assisted to inform industry decision-makers on short and long-term recovery priorities and action plans.
- Council is having regular meetings with key industry stakeholders including Tourism and Events Queensland, the Queensland Tourism Industry Council, Brisbane Marketing and Minjerribah Futures to ensure consistent and collaborative support for tourism operators across Redlands Coast.

- The dedicated tourism and event industry support webpage on Council's website continues to be updated regularly with information in relation to COVID-19 health directives and links to Government support packages.
- Council is currently distributing Redlands Coast COVID-19 Business Packs to support the reopening of businesses. The packs include health information signage, kindness posters and social distancing floor markers. Packs are available for order on Council's website.
- Tourism subcommittee members were encouraged to notify Council of any local operators with innovative ideas, Council would like to highlight these businesses.
- Council is developing a funding submission through the Queensland Bushfires Flexible Funding Grant. If successful the funding will deliver a destination specific Crisis Ready app. Successful funding applications will be announced in August 2020.
- COVID Clean is a free program for tourism businesses to be launched very soon. COVID Clean has been designed to support businesses in their efforts to stop the spread of COVID-19 and to provide an assurance to visitors that these steps are being taken. It acts as a checklist that will guide tourism businesses through the recommended steps to return to business. The state government won't support tourism businesses with marketing money until they are COVID-19 safe. Council will provide more information to the tourism industry as it becomes available.
- There is free online COVID-19 infection control training, what to consider if you are a staff member of an organisation.
- The Queensland Tourism Industry Council (QTIC) has launched a Micro-Credentialing program, which provides skilling solutions for immediate benefit to tourism and hospitality businesses and their employees.
- The Queensland Government has announced a \$50 million tourism recovery package to fast-track tourism projects. Council has advocated on behalf of industry and submitted a number of shovel-ready projects on Redlands Coast.
- With the rapidly changing COVID-19 situation and subsequent impacts being felt across the industry, Tourism and Events Queensland (TEQ) has made the decision to pause the Best of Queensland Experiences Program. TEQ understands that there are operators who have worked hard and strived for improvement in all areas of their business and are keen to see their 2020 program results. TEQ is making these results available to operators, to request your 2020 program results please contact [experiences@queensland.com](mailto:experiences@queensland.com). Operators and industry will be notified of future program updates and business impacts associated with COVID-19 will be taken into account for future program assessments.
- Council will introduce a booking platform to [visitredlandscoast.com.au](http://visitredlandscoast.com.au).
- Council will be delivering a tailored customer service program to up-skill tourism workforce and enhance the visitor experience on Redlands Coast, to be rolled out in June 2020.
- Redlands Coast will retain its current Ekka Show Day Public Holiday on Monday 10 August 2020. Local businesses will have the opportunity of increased traffic over two long weekends as Brisbane's public holiday will be on Friday 14 August 2020. It was raised by members that Redlands Coast should have a local show day for RedFest, further exploration required.

#### **Tourism Subcommittee Member Update including industry impacts**

- The Straddie Chamber of Commerce hosted a meeting with Regional Development Australia. Chamber members and various government departments discussed the current situation and what government support is available. North Stradbroke Island (Minjerrabah) is open for day trippers and open for overnight stays from Friday 12 June.
- Property owners can stay overnight on North Stradbroke Island from now for the purpose of maintaining their property.
- The Chamber of Commerce & Industry Queensland have encouraged all members to participate in a local tourism campaign initiative. To try and get collaboration from

businesses and start marketing from the group. The Redlands Coast Chamber of Commerce would like imagery and video footage. Members discussed Council's current COVID-19 Community Organisation Support Grant.

- Red Rock Café has reopened after six weeks of being closed. Both Oasis on Coochiemudlo and Red Rock Café continue to be operated as takeaway. Hesitant about accepting accommodation bookings at Oasis on Coochiemudlo without full knowledge of health requirements, would like to ensure compliance before taking bookings. Coochiemudlo Island is not very busy due to weather and people concerned about travelling on public transport.
- There has been a spike in real estate tourism on the Southern Moreton Bay Islands. Quite a few visitors coming over to the Southern Moreton Bay Islands, even during lockdown. There is a new Russell Island Progress Association (RIPA), the association is currently looking at trails and projects to enhance island entry points.
- An island community group is looking to include an information outlet at the Macleay Island Community Hall.
- Redlands Kayak Tours has been closed throughout COVID-19, looking to open next week.
- Quandamooka Coast are open for bookings from Saturday 13 June 2020. Only Flinders Beach and Main Beach will be open for camping. Quandamooka Coast will be offering Guided Land Based Whale & Culture Walk commencing around the June school holidays.

#### Next Meeting

- Wednesday 29 July 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 liaise with Redlands Coast Chamber of Commerce regarding COVID-19 Community Organisation Support Grant.
4	Council to provide link to COVID-19 Griffith and Newcastle University study. <a href="http://www.fullemployment.net/evi/3.0/evi_3.0.php?SUA_Name_2016=Brisbane&amp;order=1">www.fullemployment.net/evi/3.0/evi_3.0.php?SUA_Name_2016=Brisbane&amp;order=1</a>
5	Council to provide link to the COVID Clean Practicing Business program when available. <a href="http://www.qtic.com.au/about/covid-19-support/covid-clean">www.qtic.com.au/about/covid-19-support/covid-clean</a>
6	Council to provide link to free online COVID-19 infection control training. <a href="http://www.health.gov.au/resources/apps-and-tools/covid-19-infection-control-training">www.health.gov.au/resources/apps-and-tools/covid-19-infection-control-training</a>
7	Council to provide link to Micro-Credentialing program. <a href="http://www.qtic.com.au/workforce-development/micro-credentialing">www.qtic.com.au/workforce-development/micro-credentialing</a>