

Redlands Coast Tourism Subcommittee Minutes

Meeting 9 – Wednesday 1 April 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 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
- Bruce Redpath, Service Manager Strategic Economic Development – Community and Economic Development
- Vanessa Faulkner, Economic Development Coordinator - Community and Economic Development

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.

Review of meeting 8 minutes – Tracey Walker, Chair

- Minutes accepted with no changes.

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

- There is a lot of information available on the Redland City Council website including Council's recently announced a \$2 million plus social and economic package to support Redlands Coast residents, businesses and community groups through the impacts of the coronavirus pandemic. A leaflet with information about the stimulus package will be posted to residents and local businesses on Redlands Coast.

- On the homepage there is a COVID-19 support for businesses and community section which includes Queensland Government assistance.
- Council is going into market with a Redlands Coast community kindness campaign across various mediums including digital, outdoor and broadcast on Bay FM. Lots of positive messaging.

Council's Economic Stimulus and Support Packages – Bruce Redpath and Vanessa Faulkner

- Subcommittee members were provided with an overview of the support available from Redland City Council in relation to COVID-19.
- Council is developing a customer service team to assist local operators and link businesses with support available through Council, state and federal government.
- Redlands Coast Chamber of Commerce has volunteers available to assist with advice for local businesses.
- Council has \$288,000 available in grants for business and community groups experiencing hardship due to COVID-19.
- Council will be engaging external business support officers to provide advice to small businesses.
- Council is looking to develop sessions/workshops for local business.
- Council is seeking to fast-track \$60 million in Council infrastructure works within the community by taking advantage of potential State and Federal government grants announced.
- Council is consolidating the different packages available through state and federal government for small, medium and not-for-profit businesses.
- Council provided a brief overview of some of the different packages available.
- Council's Economic Development Department is currently developing a full communication strategy.
- A subcommittee member mentioned that this information needs to be easily accessible to local businesses, there are many different options from so many different agencies. It would be great to have the information available in the one location.
- A subcommittee member stated that the COVID-19 communications for North Stradbroke Island (Minjerribah) have been really good and worked well.
- There has been a Council COVID-19 information newsletter sent to residents on Southern Moreton Bay Islands, Coochiemudlo Island and North Stradbroke Island.
- An update was provided by a subcommittee member that a lot of businesses on the Southern Moreton Bay Islands have changed their business models to takeaway/delivery. A local business is doing deliveries.
- COVID-19 information is regularly being uploaded on the Southern Moreton Bay Islands Chamber website.
- Non-essential travel to the Southern Moreton Bay Islands was discussed, residents are encouraged to call Policelink if visitors are not abiding by the restrictions in place.

Destination Entry Signage Project – Luke Kinman, Deputy Chair

- An update was provided to subcommittee members on the replacement of the entry signs on Redlands Coast.
- Draft designs include the wording - Redlands Coast on Quandamooka Country.
- Council is currently investigating the most suitable materials to be used. Council will provide the designs to subcommittee members with the minutes.

- Council is going out for tender to a local provider to fabricate and install the entry signs by 30 June 2020.

Tourism Destination Management Plan 2020-2025 – Luke Kinman, Deputy Chair

- Council will be contracting a tourism consultant to assist with the development of the Redland Coast Tourism Destination Management Plan 2020-2025.
- It will align with tourism industry strategy documents already underway for Brisbane and the Queensland.
- The plan will include research around visitation statistics and data.
- Tourism subcommittee members were encouraged to send through to the Deputy Chair ideas they believe should be incorporated into the new Tourism Destination Management Plan.

Tourism and Events Forum – 4 June 2020 (cancelled) – Tracey Walker, Chair

- The upcoming Tourism and Events Forum scheduled for 4 June 2020 has been cancelled due to the coronavirus.

Tourism Subcommittee Member Update including industry impacts

- Tourism subcommittee members discussed how Council is working with vulnerable community groups in relation to the coronavirus.
- A tourism subcommittee member provided an update about their tourism business on Coochiemudlo Island and hours of the local convenience store.
- A tourism subcommittee member enquired about when tourism will reopen after the restrictions are lifted. At this stage it is unknown when and how this will occur.
- The Straddie Chamber has sent out a survey to business located on North Stradbroke Island (Minjerribah). A subcommittee member provided an overview of the information gathered. Businesses don't require more workshops, they require specific assistance. All the different government bodies need to work together to provide assistance.

Next Meeting

- Wednesday 27 May 2020, 2.00pm – 4.00pm, location to be confirmed.

Actions

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| 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 send out link to COVID-19 Support for businesses and community on Redland City Council website |
| 4 | Council to provide Destination Entry Signage designs to subcommittee members. |
| 5 | Tourism subcommittee members to send through ideas to include in the Tourism Destination Management Plan to the Deputy Chair. |