

# Redlands Coast Tourism Subcommittee Minutes

## Meeting 2 – Wednesday 24 November 2021 – 2:00pm- 4:00pm

Alexandra Hills Hotel – Cleveland West Meeting Room  
332 Finucane Road, Alexandra Hills

### 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
- Belinda Hayes – Redlands Coast Chamber of Commerce
- Doug Alexander – Redland Museum Inc.
- Kelly Ledger – Alexandra Hills Hotel
- Lesa Hippiisley – Warra Warra
- Nicole Neucom – Grand View Hotel
- Sandra Jacob – Blue Bus Tours
- Sarah Le Bherz – SeaLink South East Queensland

### Others in attendance:

- Secretariat – Lucy Dyball, Tourism Development Officer – Communication, Engagement and Tourism, Redland City Council

### Apologies:

- Carmel Beattie – Macleay Island Arts Complex Inc.
- 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.

### Resignation of Subcommittee Member – Tracey Walker, Chair

- Chair advised that Shakira Jones from Minjerribah Campaign has resigned from the Redlands Coast Tourism subcommittee.

### Review previous Meeting Minutes – Tracey Walker, Chair

- Minutes accepted with no changes.
- Council attempted to contact the Redlands Coast Lifestyle Information Centre at Redland Bay. Council to liaise with the Redlands Coast Lifestyle Information Centre to suggest they display information to avoid public confusion that the centre is a Council operated facility.
- Council contacted Yura Banji Scooters regarding their signage on Minjerribah.
- Council is in the process of investigating appropriate location and cost for the potential toilet/amenities block installation at the Redlands Track Park.
- Council has sent out calendar bookings for upcoming meetings.

### Review and acceptance of revised Terms of Reference – Tracey Walker, Chair

- Revised Terms of Reference accepted with no changes.

## Destination Marketing Campaign Updates – Lucy Dyball, Secretariat

- Winter Campaign Summary
  - Council provided statistics for winter destination marketing campaign.
  - Out of home (OOH) large format digital billboards that ran across South-east Queensland reached more than two million people throughout the campaign period.
  - In addition, an OOH retail campaign ran in Westfield and shopping centres across the regions reaching more than 800,000 people combined.
  - Static and video creatives across social media preformed really well, delivering a total of 3.5 million impressions.
  - The YouTube portion of the campaign performed exceptionally well; the campaign videos were highly relevant to the in-market and affinity audiences, delivering an average completion rate of 84.24%.
  - Council is waiting to receive statistics for the month-long Redlands Coast destination marketing campaign held in October for the Brisbane Ekka long weekend. The campaign ran across a variety of platforms including OOH billboards, social media, radio, Urban List and Channel 7 television series, Weekender. Council also had a pop up stand at the Cleveland Crazy Day Markets on Friday 29 October 2021.
- Christmas Campaigns
  - Council provided an update on Tourism Australia’s Christmas Campaign, *Give the Gift of Travel*. The national tourism campaign encourages Australians to give more meaningful gifts this holiday season and in doing so, give back to tourism operators and communities who have been among the hardest hit by the COVID-19. The *Gift of Travel campaign* is the next phase of Tourism Australia’s *Holiday Here This Year* campaign and features ambassadors Hamish Blake and Zoe Foster-Blake. There is an industry toolkit available online with information on how operators can get involved.
  - Council is currently working with a local content creator to create a blog promoting hidden treasures across Redlands Coast for visitors and locals to discover over the holiday season.
  - Council will again hold a five-day community Christmas celebration, *Christmas on the Coast*, from 15-19 December 2021 at Cleveland’s Raby Bay Harbour Park. The event will feature live stage entertainment, children’s rides, Santa photos, food trucks and a Christmas movie in the park. To meet COVID safety requirements, the event is ticketed with each evening restricted to 2,000 people. Proceeds of ticket sales will support local causes such as domestic and family violence support services. Council will follow the Queensland Health directions in relation to the event requirements.

## Industry Development Activities – Lucy Dyball, Secretariat

- Best of Queensland Experiences Operator Support Program
  - Council and Brisbane Economic Development Agency (BEDA) have been successful in obtaining contestable funding through the Queensland Government’s COVID-19 economic recovery plan.
  - The funding will assist in delivering a *Best of Queensland Operator Support Program* which will include the development of an operator handbook, training and the delivery of tourism mentors across the region.
  - The program will assist to provide a pathway for tourism operators to become a *Best of Queensland Experience* with a strong value proposition and competitive edge that represents the brand promise of Redlands Coast and Queensland.
  - With the assistance of the program, Council intends to increase the number of Redlands Coast tourism operators that are a *Best of Queensland Experience* by 10%.

- Council provided an overview of the *Best of Queensland Experiences Program*. More information on the program can be found online at <https://teq.queensland.com/experiences/best-of-queensland-experiences>.
- For operators to be eligible to be a Best of Queensland Experience, they must have a live listing on the Australian Tourism Data Warehouse (ATDW). In response to the ongoing COVID-19 crisis, Tourism and Events Queensland (TEQ) continues to offer ATDW membership with no annual fee, providing a saving of \$150 per year. This offer is available to all tourism and events operators in Queensland.
- Once operators have become a *Best of Queensland Experience*, the next step is to become a *Transformation Experience* and align with Queensland's purpose-led brand philosophy of 'travel for good'. A copy of TEQ's *Transformation Experience Guide* can be found online at <https://teq.queensland.com/industry-resources/how-to-guides/experience-development>.
- **Minjerribah Experiences Program Update**
  - Council provided an update on the Minjerribah Experiences Program and an overview of the day passes and packaged options being developed.
  - Content development is now underway including operator interviews and photography.
- **Temporary Commercial Activity in a Park or Public Open Space Update**
  - Council supports a range of temporary commercial activities in selected parks and open spaces including tourist based activities.
  - Businesses were recently invited to express their interest (EOI) in conducting temporary commercial use of public parks and open spaces.
  - EOI applications will be assessed and decided within two weeks of close of submissions.
  - Applicants shortlisted through the EOI process will be invited to apply for a permit.
  - Supporting material are on the Council's YourSay website at <https://yoursay.redland.qld.gov.au/temporary-commercial-use-of-parks-eoi> or on the Council website at [www.redland.qld.gov.au/info/20294/leasing\\_and\\_commercial\\_activities/959/temporary\\_commercial\\_activity\\_in\\_a\\_park\\_or\\_public\\_open\\_space](http://www.redland.qld.gov.au/info/20294/leasing_and_commercial_activities/959/temporary_commercial_activity_in_a_park_or_public_open_space).

#### **Future Outlook to 2022 (Strategic Forward Planning) – Lucy Dyball, Secretariat**

- Council is currently working to elevate the draft Destination Management Plan 2022-2027 to incorporate and align closely with opportunities that the 2032 Brisbane Olympic and Paralympic Games will provide to Redlands Coast and South-east Queensland. Council is looking integrate deeper into the plan First Nations tourism opportunities which are inclusive of all First Nations operators and experiences. The revised draft Destination Management Plan 2022-2027 is proposed to go to Council in early 2022.
- Subcommittee members were encouraged to contact Council subcommittee members to notify them of any projects or activities they would like to see integrated into the Council tourism program for 2022.

#### **Tourism Subcommittee Member Update/General Business**

- Subcommittee members discussed the possible restrictions for Council-owned community halls in relation to the public health and social measures which commence on 17 December 2021.
- Subcommittee members discussed the possible need for increased security at venues when the public health and social measures commence in December.

- Destination IQ overview:
  - The Chair provided an overview of Destination IQ and the topics discussed including the future of First Nations Tourism and the strong focus on the 2032 Brisbane Olympic Games.
  - There was conversation about having an Indigenous Games.
  - The Queensland Tourism Industry Council (QTIC) are aiming to set up Indigenous Queensland Tourism Industry Council, all operators can be involved for indigenous tourism.
  - It was discussed at the conference that all tourism is First Nations tourism, it all starts with First Nations.
  - All subcommittee members were encouraged to read *Biting the Clouds* by guest speaker Dr Fiona Foley.
  - Every night at the Noosa Visitor Information Centre a Welcome to Country virtual hologram experience is screened. There are also flyers available in each of the accommodation entities at Noosa to promote First Nations tourism experiences.
  - Council will assist Redlands Coast Tourism Subcommittee members to attend and participate at Destination IQ next year.
- Subcommittee members discussed Tjapukai Aboriginal Cultural Park in Cairns which is currently closed.
- Subcommittee members discussed the Queensland Government's Work in Paradise campaign. Employers in the tourism and hospitality sector can advertise vacant roles for free.
- Subcommittee members discussed the EOI for basic camping ground: short stay or self-contained recreational vehicle and caravans.
- Subcommittee members discussed local public transport issues.
- On Wednesday 20 October, Kieron Anderson provided a smoking ceremony at the Warra Warra Café opening. The new café in Victoria Point is inspired by local and First Nations flavours and has been very busy since opening.
- Subcommittee members discussed the importance of buying authentic First Nations merchandise.
- The Redland Museum will be allocating a new space for Aboriginal culture.
- Tourism subcommittee members discussed the Redland Performing Arts Centre's (RPAC) booking system which allows the centre to package tours, dinner and a show using local operators across Redlands Coast.
- Redlands Coast visitor statistics were discussed, the Deputy Chair discussed current statistic collection and sources through Tourism Research Australia which are retrospective and not 'live' data. Further work is progressing with the RTO network to seek live data sources for better tracking of forward bookings and to assist with planning for marketing campaign activity in the region.
- Council will be going out for community consultation again in 2022 for the draft master plan for the Birkdale Community Precinct with various community engagement activities planned such as community open days on the site.

### Next Meeting

- Wednesday 9 February 2022, 2.00pm – 4.00pm, location to be confirmed.

### Actions

1	Council to prepare draft meeting minutes and circulate for review.
2	Council to liaise with Redlands Coast Lifestyle Information Centre at Redland Bay to suggest they display information advising they are individually owned and operated.
3	Council to provide statistics for the Brisbane Ekka long weekend marketing campaign next meeting.
4	Council to arrange next meeting.