

Redlands Coast Tourism Subcommittee Minutes

Meeting 1 – Wednesday 8 September 2021 – 2:00pm- 4:00pm

Fiction Bar and Restaurant Function Room
152 Shore Street West, 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
- Belinda Hayes – Redlands Coast Chamber of Commerce
- Carmel Beattie – Macleay Island Arts Complex Inc.
- Colin Battersby – Fishes at the Point, Discover Stradbroke Real Estate and Chair, Straddie 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
- Shakira Jones – Minjerribah Camping

Others in attendance:

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

Welcome and Introductions – Tracey Walker, Chair

- Welcomed new tourism subcommittee members.
- Each subcommittee member introduced themselves.

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

- Discussed terms of reference with tourism subcommittee members including updates required such as:
 - Update Gross Regional Product to, provide input to Redland City's economic development and support Redland City Council's tourism initiatives.
 - Remove that the committee may transition to a Local Tourism Organisation.
 - Include that subcommittee members may phone in to meetings if unable to attend in person.
- The role of the subcommittee is to offer feedback to Council, provide updates for their industry sector, update operators with Council activities and seek local operator feedback. The subcommittee is a sounding board for Council.

Destination Entry Signage Project – Luke Kinman, Deputy Chair

- Six new Redlands Coast destination entry signs were installed in July at six locations across the City, the signage now has night lighting.
- Chair provided an overview to the City's place brand, Redlands Coast. Tourism subcommittee members were informed of the comprehensive research and consultation

process Council undertook to develop the Redlands Coast brand. To inform and test the brand, Council spoke with more than 5,000 people in the community.

- Council is proud to have Redlands Coast on Quandamooka Country included on the destination entry signage.
- The entry signage was an action of the previous tourism subcommittee.

Overview of COVID-19 Industry Support for Tourism and Events – Luke Kinman, Deputy Chair

- Council developed and delivered two major destination marketing campaigns to drive visitation across South-east Queensland and assist tourism operators to recover from the impacts of COVID-19.
- Council contributed to the Brisbane Holiday Dollars campaign to support local tourism operators and boost consumer confidence. More than 19 operators participated in the program.
- Australian Tourism Data Warehouse (ATDW) membership is currently available with no annual fee. This offer is available to all tourism and events operators in Queensland.
- Council is currently finalising a draft Destination Management Plan 2021-2026 which includes an immediate COVID-19 industry recovery action plan.
- Council developed a cinematic destination video - *Redlands Coast on Quandamooka Country*. The tourism video was rolled out between June and August 2020 as COVID-19 restrictions eased and aligned with Queensland's Year of Indigenous Tourism. In June/July 2021 the video was aired in more than 10 cinemas across South-east Queensland and was viewed by more than 89,000 people.
- Council delivered Crisis Ready workshops to support tourism and event operators to understand how to manage and deal with crisis like a pandemic.
- Council delivered an industry workshop, *Creating Exceptional Experiences*, to more than 55 tourism businesses to support COVID-19 tourism recovery with a focus on enhancing customer service and consumer confidence.
- Council delivered an Event Management Masterclass for community event organisers to provide information about running COVID-safe events, how to attract and retain sponsorship, sustainable financial management and effective marketing and promotion initiatives for events.
- Council developed a Redlands Coast Event Portal to support community event organisers in navigating COVID-19 restrictions, the platform includes event management resources. Council will provide the link to the portal.
- Council continues to provide tourism and event specific updates and support to operators regarding COVID-19 restrictions. There is a dedicated Tourism and Event industry support webpage on Council's website.
- Council continues to advocate for the Redlands Coast tourism and event industry with key industry stakeholders.

Destination Management Plan 2021-2026 Update – Tracey Walker, Chair

- Chair provided an overview of the draft Redlands Coast Destination Management plan and actions. Subcommittee members provided input and feedback into the draft actions within the plan.
- Once Council completes an internal review of the plan, it can be sent out to tourism subcommittee members. There will be further industry consultation.
- Brisbane 2032 Olympic Games are going to be important for Redlands Coast, particularly the white-water rafting facility at the Birkdale Community Precinct.

- A tourism subcommittee member suggested it would be good to include the Birkdale Community Precinct as an action within the Destination Management Plan.
- Tourism subcommittee members discussed future plans for the Redland Performing Arts Centre and the master plan for the Redland Showgrounds.
- Tourism subcommittee members discussed Redlands Coast as a film-friendly location, subcommittee members raised that this would be good to include as an action in the destination management plan.
- The destination management plan is proposed to go to a Council General Meeting in November.

Destination Marketing Campaigns Update – Luke Kinman, Deputy Chair

- Deputy Chair provided an overview of recent winter destination marketing campaign.
- The aim was to build awareness of Redlands Coast's key winter attractions through the low-season, from June to August.
- The campaign targeted the South-East Queensland domestic market, specifically families and dual income couples with no kids.
- The target audience was those with an interest in adventure, culture and nature and wildlife.
- The campaign was advertised across a variety of channels including large format billboards, retail format display screens, social media, bus shelters, cinemas and more.
- Council will have statistics to provide to tourism subcommittee members at the next meeting.
- Council is currently working on a month-long destination marketing campaign for the Brisbane Ekka long weekend in October.
- Council will have a tourism stand at the Crazy Day Markets on Friday 29 October 2021.

Expression of Interest – Short Term, Self-contained RV/Caravan – Luke Kinman, Deputy Chair

- Council is seeking expressions of interest from not-for-profit or community organisations with experience or capabilities in operating basic camping grounds for short stay of self-contained recreation vehicles and caravans.
- Deputy Chair provided an overview of the requirements and potential sites.

Minjerribah Experiences Development Program – Luke Kinman, Deputy Chair

- Deputy chair provided an overview of the Minjerribah Experiences Development Program to provide new experiences on the island.
- The program is part of the Queensland Government's Minjerribah Futures program as part of the transition from sand mining to a new future as a leading destination for cultural and eco-tourism.
- Feedback from visitor research data is that visitors have a perception there is a lack of experiences available on Minjerribah. Brisbane Economic Development Agency and Council are working with 20 existing operators to develop additional experiences, particularly for day trippers to the island.
- Tourism subcommittee members discussed current experience gaps on Minjerribah including transport and internet connectivity.
- Tourism subcommittee members raised that improved connectivity on and between the islands would be great.

Meeting Schedule Date Claimers – Tracey Walker, Chair

- Secretariat will send out calendar date claimers for upcoming meetings.

Actions

1	Council to prepare draft meeting minutes and circulate for review.
2	Council to revise Terms of Reference
3	Council to provide link to the Redlands Coast Event Portal - https://events.redland.qld.gov.au .
4	Council to provide link to Redlands Coast destination video - www.youtube.com/watch?v=FqxWekZqA0A
5	Council to liaise with Redlands Coast Lifestyle Information Centre at Redland Bay regarding opening hours.
6	Council to contact Yura Banji Scooters regarding signage on Minjerribah.
7	Council to investigate options to install toilets at the Redlands Track Park.
8	Council to provide statistics for winter campaign at next meeting.
9	Council to send out calendar bookings for upcoming meetings.