

Redlands Coast Tourism Subcommittee Minutes

Meeting 3 – Wednesday 9 February 2022 – 2:00pm- 4:00pm

Microsoft Teams Meeting

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
- 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.
- Lesa Hippiisley – Warra Warra
- Nicole Neucom – Grand View Hotel
- Sandra Jacob – Blue Bus Tours

Others in attendance:

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

Apologies:

- Belinda Hayes – Redlands Coast Chamber of Commerce
- Sarah Le Bherz – SeaLink South East Queensland

Welcome and Introductions – Tracey Walker, Chair

- Welcomed those in attendance.
- Acknowledged traditional owners.

Resignation of Subcommittee Member – Tracey Walker, Chair

- Chair advised that Kelly Ledger from Alexandra Hills Hotel has resigned from the Redlands Coast Tourism subcommittee and that a replacement from Alexandra Hills Hotel will be sought.

Review previous Meeting Minutes – Tracey Walker, Chair

- Minutes accepted with no changes.
- Tourism subcommittee members discussed the information outlet at Redland Bay Ferry Terminal.

COVID Impacts – Tracey Walker, Chair

- The Australian Government announced that international borders to tourists will open on Monday 21 February. International tourists will be able to enter the state without quarantining, provided they are fully vaccinated and provide a negative COVID-19 rapid antigen test within 24 hours of entering Australia.
- The Queensland Government has advised that there is no longer a need to check in at businesses or venues where there is no requirement to be vaccinated to enter, such as supermarkets. Check in continues to be mandatory at businesses or venues where there is a requirement to be vaccinated to enter. Chair offered that if subcommittee members require assistance with COVID-19 signage to please notify Council.
- Council public facing facilities have a-frames displaying signage advising if visitors are required to check-in or not.

- Chair provided an overview of locations where visitors and staff are required to check-in remains a requirement including hospitality venues, entertainment venues and tourism experiences.
- Subcommittee members discussed current check-in requirements for their individual organisations.

Destination Marketing Campaign Updates – Luke Kinman, Deputy Chair

- Deputy Chair provided top line results for the October Ekka Campaign 2021.
- Tourism and Events Queensland's (TEQ) aspirational *Days Like This* campaign has now launched into Queensland's two biggest interstate markets, New South Wales and Victoria. The campaign provides holiday inspiration and highlights Queensland's world-class experiences and destinations. The messaging focuses on purposeful travel where tourists can feel good about their experience, safety and the natural environment. Subcommittee members were encouraged to leverage the campaign, Deputy Chair provided an overview on how to be involved. Council will provide a link and factsheet with further information.
- On Sunday 13 February TEQ will launch the second phase of the *Great Queensland Getaway*. Offering holiday deals, great value airfares, holiday packages with retail partners and once-in-a-lifetime competition prizes, the campaign is expected to drive large volumes of traffic to Queensland.com from travellers around Australia. Bookings will be open from 13-27 February 2022 for travel from 13 February to 30 June 2022. A major national media partnership will run across multiple platforms to promote the campaign. There is no charge for tourism and events businesses to take part, operators just need to have a great deal on offer. Council will circulate further information including a fact sheet explaining how tourism businesses can get involved and examples of what makes a great deal.
- Subcommittee members discussed deal examples and Council will contact several members to provide further information on how to upload deals to the Australian Tourism Data Warehouse (ATDW).
- Tourism subcommittee members discussed future Council destination marketing campaigns.
- Minjerribah/North Stradbroke Island tourism operators appreciate destination marketing support during winter and in the lead up to, and during whale watching season.

Industry Development Activities – Luke Kinman, Deputy Chair

- **QTIC Industry Networking Breakfast – 2 March 2022**
 - QTIC Industry Networking Breakfast will be held on Wednesday 2 March at The Calile Hotel to celebrate Queensland tourism. Subcommittee members were encouraged to attend and join key industry leaders and government representatives to consider the future of the industry and discuss key tourism priorities.
- **Destination Australia Conference – 3 March 2022**
 - Tourism Australia will host its annual Destination Australia Conference in Melbourne on Thursday 3 March to inspire industry to rebuild bigger and better. There will be high profile speakers discussing lessons learnt, sharing future focused trends and highlighting emerging opportunities. Destination Australia will be offered online for those unable to attend in person. The full program and registration details are available on the [Tourism Australia website](#).
- **Work in Paradise campaign**
 - Work in Paradise is a \$7.5 million initiative delivered by the Queensland Government to attract jobseekers from across Australia to take up a tourism or hospitality job in regional Queensland. The program aims to boost the tourism and hospitality workforce to enable businesses to meet rebounding tourism

demand. Employers can upload jobs to the website at no cost. Council to provide [Work in Paradise fact sheet](#) for employers with the meeting minutes.

- **Best of Queensland Operator Support Program**
 - Redland City Council in partnership with the Brisbane Economic Development Agency (BEDA) and Local Government partners across the Brisbane region have developed the Best of Brisbane Region Experiences Support Program. The mentoring program is designed to help local tourism businesses deliver exceptional visitor experiences and work towards becoming recognised as a Best of Queensland Experience. The mentoring program is available for up to six businesses in Redlands Coast and will provide targeted one-on-one support over a period of 11 weeks (from 14 March to 27 May 2022). Expressions of interest for the program will open at the end of the week. Online and hardcopy resources including a handbook will be available for those operators who are unable to participate in the mentoring.
- **Minjerribah Experiences Program Update**
 - Deputy chair provided an overview of the Minjerribah Experiences Development Program. Funding was provided to BEDA as part of the Queensland Government's Minjerribah Futures program. The program aims to provide new experiences on the island to extend length of stay and increase day-trip visitation from Brisbane. Due to COVID-19 impacts, the three-month in-market campaign has been postponed to commence in late March 2022. The campaign will be promoted across Council, BEDA and TEQ marketing channels. An overview of the new experiences currently being developed was provided.

Tourism subcommittee Member Update/General Business

- A subcommittee member raised it would be great to work with Council and tourism operators to develop a local awareness campaign promoting the natural beauty of the Southern Bay Islands. The campaign could be launched into market mid-year targeting Brisbane and Gold Coast. Residents on the islands aren't wanting major tourism, focus more on the local arts communities, food and beverage, what's on and weekend art classes. Chair confirmed Council would be happy to promote.
- A subcommittee member provided an overview of upcoming events and exhibitions for the Redland Museum including the museum's fifty year anniversary and book launch commemorating the milestone. Next month on Sunday 20 March 2022 there will be a Heritage and Harmony Fiesta including Joshua Walker, blacksmith demonstrations and horse rides for children.

Next Meeting

- Wednesday 27 April 2022, 2.00pm – 4.00pm, location to be confirmed.

Actions

1	Council to prepare draft meeting minutes and circulate for review.
2	Council to provide further information on upcoming Tourism and Events Queensland campaigns.
3	Council to assist several subcommittee members with the Australia Tourism Data Warehouse and how to load deals.
4	Council to provide Work in Paradise fact sheet for employers with the meeting minutes.
5	Council to arrange next meeting.