

# Redlands Coast Tourism Subcommittee Minutes

## Meeting 5 – Wednesday 22 June 2022 – 9:45am- 11:20am

Macleay Island Arts Complex - 95-97 Coast Road Macleay Island

### 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 (via teleconference)
- Doug Alexander – Redland Museum Inc.
- Nicole Neucom – Grand View Hotel

### Others in attendance:

- Secretariat – Lucy Dyball, Tourism Development Officer – Communication, Engagement and Tourism, Redland City Council
- Michelle Felton – Tourism Visitor Engagement Coordinator – Communication, Engagement and Tourism, Redland City Council
- Catherine Marsh - Macleay Island Arts Complex Inc.

### Apologies:

- Ann Keep – Minjerribah Camping
- Belinda O’Sullivan – Alexandra Hills Hotel
- Lesa Hippiisley – Warra Warra
- Sandra Jacob – Blue Bus Tours
- Sarah Le Bherz – SeaLink South East Queensland

### Island Familiarisation – Carmel Beattie

- Subcommittee members were taken on an informative tour of Macleay Island.

### Welcome and Introductions – Tracey Walker, Chair

- Acknowledged traditional owners.
- Welcomed those in attendance.

### Overview of Macleay Island Arts Complex – Carmel Beattie

- The Macleay Island Arts Complex (MIAC) mostly has members from Macleay Island, some members are from surrounding islands and the mainland.
- The arts complex holds various workshops and classes to teach a range of different genres. An overview of upcoming MIAC workshops was discussed.
- Monochrome Art Exhibition is their biggest event, each year a colour is selected and artists are required to create a piece of artwork featuring the chosen colour.
- The Pottery Shed is open for classes to teach specific technics, general pottery and kids workshops.
- MIAC offers a fantastic location for events including fundraising and artist markets.
- The arts complex now has a community bus to support events.
- Sip and Soup is an upcoming fundraising event, artists each design and donate a bowl available for purchase with soup. Funds from the event go to MIAC.

- The arts complex is hoping to obtain funding for a rebuild of the gallery which will provide opportunity to grow as an organisation.
- MIAC is hoping to do more work across the Southern Moreton Bay Islands with other not-for-profit organisations.

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

- Chair provided an overview of previous minutes action items.
- Minutes accepted with no changes.

#### **Redlands Coast Destination Management Plan (EarthCheck) – Tracey Walker, Chair**

- Council has received the second draft of the Destination Management Plan (DMP) from EarthCheck.
- Chair went over the plan's vision and the position for the Redlands Coast brand.
- There are 25 actions included in the destination management plan. Chair provided an overview of the five strategy areas the actions fall within including Product Development and Experience Delivery, Destination Marketing, Visitor Services and Business Readiness, Enabling Infrastructure and Destination Stewardship.
- Chair provided an overview of each of the 25 action items and subcommittee members gave feedback.
- Subcommittee members discussed koala tourism on Redlands Coast.
- Subcommittee members raised their concerns in relation to an online booking platform and that it could be too selective and expensive, potentially limiting which operators could participate. Subcommittee members said the chosen platform will need to be easy to integrate with local operators and not cost a large amount of money to feed into.
- Tourism subcommittee members discussed the Care for Country Pledge action item.
- A subcommittee member suggested a community-based education piece about the importance of tourism.
- A subcommittee member suggested industry working groups to deliver actions in the Destination Management Plan
- Tourism subcommittee members discussed the importance of the tourism subcommittee role
- Accessibility was discussed as being a key focus area for Redlands Coast.
- Council will provide a copy of the draft plan to subcommittee members once an internal review of the document has been finalised.

#### **Destination Marketing Campaign Updates – Luke Kinman, Deputy Chair**

- Deputy Chair provided an overview of the upcoming winter experience campaign for Redlands Coast due to go live at the end of July for a six-week period. The focus of the campaign is primarily on whales, family adventures, coastal adventures and First Nations cultural tourism experiences, island destinations will be represented throughout. The call to action will be the destination website [visitredlandscoast.com.au](http://visitredlandscoast.com.au). The campaign intent is to increase visitation across the region in the low season. Council is working with a creative agency and an industry media agency. The campaign will go into market across multiple channels including socials (a combination of video and static across Facebook, Instagram and Tik Tok), native digital content (Urban List), native tile (Taboola), mobile display (Bliss serves targeted advertisements) and digital billboard screens (Yahoo) across South-east Queensland, Sunshine Coast and Gold Coast. The campaign is digitally focused and will target travellers that are in the dreaming and planning stage of booking and raise awareness of Redlands Coast. Council will send out further information and industry cooperative opportunities in upcoming industry e-newsletters.
- Deputy Chair provided an overview of the marketing campaign for the Minjerribah Experiences Development Program. There has been a lot of promotional media exposure including media familiarisations. Council is working with Brisbane Economic Development Agency (BEDA) and participating operators. Council will be assisting with

filming of the new Bradbury's Beach Camp Ground in Dunwich and various day pass experiences as part of the program.

- Deputy Chair provided an overview of Council's Eco-Active project to leverage existing tracks, trails and cycleway networks across the City. Redlands Coast is fast becoming renowned for its tracks and trails. Council's tourism team is working with other internal departments to create a web-based platform to entice locals and visitors to be more active and support overall health and wellbeing. The platform should be finalised and ready to send live around October 2022.

#### **Industry Development Activities – Luke Kinman, Deputy Chair**

- Next financial year Council will engage a consultant to further expand on the regional identity for Redlands Coast and sub-region identities. The identity project will differentiate between each sub-region and define what is so unique about each destination/village. The project will create a 'family portrait' of Redlands Coast, each sub-region will have its own unique story to tell.
- Tourism accessible audit will occur across Redlands Coast in coming months. More information will be provided to industry.
- Council has engaged a university to refresh and further refine/develop heritage trails across Redlands Coast. The project will look at visitor journey mapping to identify and update wayfinding and locations of relevance across the City.

#### **Redlands Coast Tourism Strategic Forward Planning 2022 – Luke Kinman, Deputy Chair**

- Council is working with Brisbane Economic Development Agency (BEDA) who have received funding to obtain real-time data from a market research company.
- Council will be refreshing the look, feel and site architecture for destination website [visitredlandsc coast.com.au](http://visitredlandsc coast.com.au).
- Further strategic forward planning will be discussed in more detail at the next subcommittee meeting.

**Tourism subcommittee Member Update** – due to time constraints this item was deferred to the next subcommittee meeting.

#### **Tourism Subcommittee Member General Business**

- Businesses have another opportunity to apply for a temporary commercial permit in select parks across Redlands Coast and are invited to express their interest through Round 1A. A link to lodge an expression of interest and more information has been included in the recent Redlands Coast Tourism and Events E-news.
- The Birkdale Community Precinct (BCP) was discussed, Chair provided an overview of the seven Hubs included in the Draft Birkdale Community Precinct Master Plan which include a Cultural Hub, Willards Farm (Food) Hub, Innovation Hub, Communications Hub, Entertainment Hub, Recreation and Adventure Sports Hub and Conservation Hub.
- Tourism subcommittee members discussed the Stradbroke Island Buses Eftpos payments trial.
- Tourism subcommittee members discussed wayfinding signage at Weinam Creek in Redland Bay.
- Deputy Chair informed subcommittee members that Council's Tourism Team is available to meet with local operators to provide advice, support and assistance in relation to experience development, destination marketing and other industry initiatives. Tourism operators can contact Council via email [tourism@redland.qld.gov.au](mailto:tourism@redland.qld.gov.au) or by phone 3829 8999.

#### **Next Meeting**

- Wednesday 24 August 2022, 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 provide tourism subcommittee members' feedback on the Destination Management Plan to consultant |
| 3 | Council to liaise with Stradbroke Island Buses for update on Eftpos payments trial                         |
| 4 | Council to liaise with Redland Investment Corporation (RIC) regarding wayfinding signage at Weinam Creek   |
| 5 | Council to arrange next meeting.   |