

Redlands Coast Tourism Subcommittee Minutes

Meeting 4 – Wednesday 27 April 2022 – 2:00pm- 4:00pm

Warra Warra Café - 4/119 Colburn Avenue, Victoria Point

Attendees:

- 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
- Lesa Hippisley – Warra Warra
- Nicole Neucom – Grand View Hotel

Others in attendance:

- Secretariat – Lucy Dyball, Tourism Development Officer – Communication, Engagement and Tourism, Redland City Council
- Tara Young (proxy) – Redland Museum Inc.

Apologies:

- Chair – Tracey Walker, Group Manager – Communication, Engagement and Tourism, Redland City Council
- Doug Alexander – Redland Museum Inc.
- Sandra Jacob – Blue Bus Tours
- Sarah Le Bherz – SeaLink South East Queensland

Welcome and Introductions – Luke Kinman, Deputy Chair

- Welcomed those in attendance.
- Acknowledged traditional owners.

Overview of Warra Warra Cafe – Lesa Hippisley

- Warra Warra Café opened in October 2021.
- The café was birthed out of a passion to establish a place for all First Nations People.
- The Warra Warra team have built a beautiful relationship with the Quandamooka People. The café features artworks by a range of local Quandamooka artists and offers art workshops and cultural walks in partnership with Yura Tours.
- The café menu is inspired by local and First Nations flavours.
- The intent was create a space for all First Nations People to identify with.
- Warra Warra intend to offer hospitality training for First Nations People to get them ready for the workforce.
- The story of Warra Warra has been painted by a local Quandamooka artist and is available for purchase.
- Deputy Chair thanked Warra Warra for hosting, wonderful for tourism subcommittee members to experience each other's businesses.

Review previous Meeting Minutes – Luke Kinman, Deputy Chair

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

Draft Redlands Coast Destination Management Plan (EarthCheck) – Luke Kinman, Deputy Chair

- The draft Redlands Coast Destination Management Plan (DMP) originally was heavily focused on COVID-19 business response and recovery.
- The DMP is being updated to be the blueprint for growing tourism on Redlands Coast into the future with a five year plan, and ten year outlook.
- The DMP will build the foundation for the lead up to the Brisbane 2032 Olympic and Paralympic Games.
- Council and EarthCheck are working to ensure the DMP aligns with Redland City Council's Corporate Plan and the state's vision for tourism.
- First Nations tourism opportunities will be a focus of the DMP, particularly to engage and elevate local First Nations businesses and build their skills in preparation for the Olympic Games.
- Deputy Chair provided an overview of additional key focus areas of the DMP including journey mapping, climate and sustainability, travel trends and consumer expectations.
- The aim is for the plan to be adopted in June/July.
- A subcommittee member raised that it would be great to have a Redlands Coast season pass that included and promoted a large variety of local tourism experiences for visitors, all included in the one price. For example – a pass for different areas across Redlands Coast.

Destination Marketing Campaign Updates – Luke Kinman, Deputy Chair

- Redland City Council in partnership with the Brisbane Economic Development Agency (BEDA) and Queensland Government will launch the Minjerrabah Experiences Development Program week commencing Monday 9 May 2022. Council and BEDA have worked closely with existing island businesses to develop eight new day passes, each includes return passenger ferry transfers from Cleveland to Dunwich. There will be a three-month in-market campaign promoting the new experiences from May to July 2022. The Deputy Chair went over each of the day passes in detail. Council will send through a link to the new experiences once they go live.
- Deputy Chair provided an overview of upcoming destination marketing campaigns including Redlands Coast Winter Campaign that will be in market from July-August to increase visitation to the region in the low season. The campaign will focus on Redlands Coast unique experiences including land-based whale watching, nature, wildlife and marine life, Moreton Bay Marine Park, First Nation's cultural experiences, couples and family adventures and local produce, hidden bars, microbreweries and the award winning winery. Upcoming festivals and events will also be promoted as part of the 6-week campaign.

Industry Development Activities – Luke Kinman, Deputy Chair

- Deputy Chair listed the six Redlands Coast businesses participating in the Best of Brisbane Region Experiences Support Program including Straddie Kingfisher Tours, Stradbroke Island Events, Bay Island Water Sports, Manta Lodge & Scuba Centre, Brisbane Yacht Charters and 2 Bent Rods.
- Each operator included in the program will receive targeted one-on-one support over a period of 11 weeks (from 14 March to 27 May 2022).
- The program and supporting handbook provide a step by step process on what is required to become a Best of Queensland Experience (BoQE). The guide includes a business plan template.
- Each subcommittee member received a hardcopy of the self-paced program handbook available to all operators electronically on choosebrisbane.com.au.
- Council to advise when the 2022 BoQE assessment results are due.

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

- Council will engage Customer Frame to further expand on the regional identity for Redlands Coast and sub-region identities.
- Council is working with Brisbane Economic Development Agency (BEDA) who have received funding to obtain real-time data from a large market research company.
- Council will be refreshing the look, feel and site architecture for destination website visitredlandscost.com.au.
- Strategic forward planning can be discussed in more detail at the next subcommittee meeting.

Tourism subcommittee Member Update – update from each member

- A subcommittee member is working with a local business to provide weekend retreats on Macleay Island. Visitors who participated in the retreats had an increased length of stay and spend on the island. The same local business is looking to develop embroidery kits for visitors.
- The Macleay Island Arts Complex (MIAC) applied for a Regional Development Fund to replace the entire complex building, they have applied again this round for a lesser amount. MIAC now have a community bus to support events. On Sunday 1 May 2022 MIAC will host a fundraising event, The Art of High Tea, and then on Saturday 7 May 2022 the grand opening for their biggest event of the year, the Monochrome Art Exhibition.
- A subcommittee member provided an overview of local businesses on Macleay Island including the bowls club, boat club and a new operator hiring e-bikes.
- Bay Islands Community Services provide boat cruises from Russell Island for residents of the Southern Moreton Bay Islands.
- A subcommittee member raised that the Southern Moreton Bay Islands would appreciate a boat or water craft hire business. It could be something to promote across the bay islands and target the international market.
- The Redlands Coast Chamber of Commerce will launch the Redlands Business Excellence Awards at on Wednesday 4 May 2022 in the Capalaba Central Shopping Centre. The launch event is supported by the Department of Employment, Small Business and Training (DESBT). The awards will include tourism, food and hospitality and retail categories. Businesses and customers can nominate local businesses online. Award winners become Redlands Coast Business Champions.
- The Grand View Hotel will host their annual Great Aussie Rock afternoon on Saturday 23 July 2022, a fundraising event for Variety – the Children’s Charity. Following the charity event, the hotel’s next major event will be held on Australia Day 2023. The Grand View Hotel has renovation plans for a new kitchen, outdoor dining area, marquees, bar and gaming room.
- A subcommittee member provided an overview for North Stradbroke Island (Minjerribah). Visitation was good in April, the island was very busy over Easter. Backpackers are starting to return, particularly from France. Visitation to North Stradbroke Island usually drops in May.
- A subcommittee member provided an update for their business. It will host three sessions for Mother’s Day with live music. The member is currently finalising ideal times of trade for the cooler months and looking at expanding into other areas. Deputy Chair offered to link the café with the Department of Employment, Small Business and Training if required.
- This year the Redland Museum celebrates its 50th anniversary. The Redland to Russia, Lisa Bolte, My Ballet Career has been the museum’s biggest exhibition and is on display until the end of May 2022. On Sunday 24 April 2022, the Redland Museum featured in a story on ABC Landline about the Australian Land Army. The museum is applying for a funding grant through the Queensland Government for National Science Week. There is a Queensland Day Play coming up in June 2022 called Reedy River. The play has been

loaded onto the Australian Tourism Data Warehouse (ATDW) and is on display at the Redlands Coast Visitor Information Centre. The Small Museums Conference will be held at the Redland Museum in October 2022. The museum will host their annual free community event for heritage and harmony on 20 March 2023.

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.
- Birkdale Community Precinct Information Days are planned for Friday 13 and Saturday 14 May 2022. The Deputy Chair encouraged subcommittee members to attend the community engagement event.
- Tourism assessable audit will occur across Redlands Coast in coming months. More information will be provided to industry.
- 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 or by phone 3829 8999.

Next Meeting

- Wednesday 22 June 2022, 2.00pm – 4.00pm, location to be confirmed.
- A subcommittee member proposed the next meeting be held on Macleay Island.

Actions

1	Council to prepare draft meeting minutes and circulate for review.
2	Council to provide subcommittee members with a link to the eight new Minjerrabah day passes when they go live. www.sealinkseq.com.au/minjerrabah-day-pass
3	The Best of Queensland Experiences Program 2022 assessment results are due end of June 2022.
4	Council to provide a link to the Birkdale Community Precinct YourSay website. https://yoursay.redland.qld.gov.au/imagine
5	Council to arrange next meeting.