

Redlands Coast Tourism Subcommittee Minutes

Meeting 7 – Wednesday 26 October 2022 – 2.00pm – 4.00pm

The Nook – Redland Museum, 60 Smith Street, 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
- Colin Battersby – Fishes at the Point, Discover Stradbroke Real Estate and Chair, Straddie Chamber of Commerce (via teleconference)
- Doug Alexander – Redland Museum Inc.
- Lesa Hippisley – Warra Warra
- Nicole Neucom – Grand View Hotel
- Sarah Le Bherz – SeaLink South East Queensland

Others in attendance:

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

Apologies:

- Ann Keep – Minjerribah Camping
- Belinda Hayes – Redlands Coast Chamber of Commerce
- Belinda O’Sullivan – Alexandra Hills Hotel
- Carmel Beattie – Macleay Island Arts Complex Inc.
- Sandra Jacob – Blue Bus Tours

Welcome and Introductions – Tracey Walker, Chair

- Acknowledged traditional owners.
- Welcomed those in attendance and went through apologies.

Review previous Meeting Minutes – Tracey Walker, Chair

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

Redlands Coast Tourism Subcommittee Terms of Reference Updates – Tracey Walker, Chair

- Chair advised recommended updates to Terms of Reference including the change of date for the Redlands Coast Destination Management Plan from 2022-2027 to 2023-2028 and change to the date listed for the Local Government Regulation in the *Purpose, Responsibilities & Powers of Redlands Coast Tourism Subcommittee from 2010 to 2012*. Subcommittee members were happy for the required updates to be made.

Draft Redlands Coast Destination Management Plan 2023 – 2028 Update – Tracey Walker, Chair

- There has been a good response to the draft Redlands Coast Destination Management Plan industry consultation.
- Hardcopies of the draft plan are available for tourism subcommittee members to read.

- The draft Redlands Coast Destination Management Plan 2023-2028 has been presented to Council's Executive Leadership Team and will be presented to Councillors in the coming weeks.
- Since 2015/16 Redlands Coast has had an average annual international growth of 9.5%, the strongest growth rate recorded by a local government in the Brisbane region. The draft plan will be updated to incorporate a focus on attracting international visitors to Redlands Coast.
- Connectivity, transport, and staff accommodation on Redlands Coast was discussed.
- The draft Redlands Coast Destination Management Plan will go to a Council General Meeting in the near future for adoption.

Destination Marketing Updates – Luke Kinman, Deputy Chair

- Council has engaged The Content Division to review and refresh the destination website visitredlandscoast.com.au. An industry image library will go live soon.
- Council's tourism team is conducting a major photoshoot across Redlands Coast for local eco-trails. Council received funding to develop a platform to promote eco-adventure trails across Redlands Coast. Once completed, the eco-active platform will link to the destination website visitredlandscoast.com.au and incorporate GIS maps as well as link to Google Maps for direction on how to get to specific destinations. Information for various user groups will be incorporated including horse riding, canoeing, kayaking, mountain bike riding and bushwalking.
- Council has engaged Griffith University to update heritage trails for Redlands Coast which will include the development of online content and a brochure.
- Heritage signage for 11 key locations will be updated to Council's new wayfinding signage, Deputy Chair provided a preview of signage templates.

Industry Development Activities – Luke Kinman, Deputy Chair

- Council has engaged Customer Frame to further unearth and define Redlands Coast's unique identity to help drive growth and to develop a range of useful industry resources to support local tourism and event businesses to align with Redlands Coast's unique value proposition and brand narrative. A full day region identity workshop was held on Tuesday 11 October 2022 at the Alexandra Hills Hotel and Conference Centre as a working session for local tourism businesses to provide feedback towards the project.
- Council has applied for grant funding through the Queensland Government Eco-certified Tourism Destination Program to support Redlands Coast in becoming a globally eco-certified destination. The Queensland Government has a key focus on sustainability ahead of the Brisbane 2032 Olympic and Paralympic Games. Council be advised by October 2022 if it was successful in obtaining the grant funding.
- Deputy Chair provided an overview of industry events Destination IQ and DestinationQ to be held next month on the Gold Coast.

Upcoming Events – Luke Kinman, Deputy Chair

- Secretariat provided an overview of upcoming community events through until the end of the year, including Christmas on the Coast.

Tourism subcommittee Member Update

- The Redland Museum and Theatre Redlands are hosting *Through the Dark Door* Halloween Night Tours. Chair played the new Our Redlands Coast podcast promoting the event to subcommittee members. Council to provide a copy of the podcast to the Redland Museum for sharing. The Redland Museum is developing a Reconciliation Action Plan, as part of the plan the museum is working to establish an education centre within the museum to continue delivering cultural education. The Redland Museum won the Redlands Champion award at the 2022 Redlands Business Excellence Awards run

by the Redlands Coast Chamber of Commerce. An overview of upcoming exhibitions, plays and events at the Redland Museum was provided.

- The Grand View Hotel will hold a New Year's Eve Laser Light and Fire Cannon Show with Aussie Pride on Saturday 31 December 2022.
- SeaLink ferries to North Stradbroke Island (Minjerribah) are busy for the Island Vibe Festival this week. Services next month are looking quite busy, November visitation has previously been low, however this has changed in the last year with visitation remaining steady. All SeaLink websites across Australia will be merging together. The SeaLink commuter app used by residents and rate payers is going well. There will be a special passenger ferry service between the Southern Moreton Bay Islands and North Stradbroke Island for the 2022 Straddie Oyster Festival. Special passenger ferry services for Redland Performing Arts Centre (RPAC) shows were discussed. A Southern Moreton Bay Islands ferry service to North Stradbroke Island was discussed. Brand new vehicle ferries for the Southern Moreton Bay Island services are due to arrive at the beginning of 2023. The Moreton Bay Environmental Education Centre won an award for Excellence in Aboriginal and Torres Strait Islander Education at Queensland's 2022 Showcase Awards for Excellence in Schools. Matt Burns works closely with the environmental education centre.
- Warra Warra Café turned one. The café stocks local Redlands Coast Distillery Gin including their Native Gin and Straddie Brewing Co craft beer. The café is looking to change direction in the New Year and become a training outlet for young people and local venues. The aim is to build the local skillset towards the Brisbane 2032 Olympic and Paralympic Games.
- There have been high visitation numbers to North Stradbroke Island (Minjerribah) over the last month. During COVID visitors had reduced booking lead times, this seems to have turned into a change of behaviour. A subcommittee member said they are seeing more bookings and website activity at the last minute; this could be worth considering for future marketing activity. The end of the year is building up quite nicely, forward bookings look great.
- Subcommittee members discussed emergency alerts and disaster content for operators.

Tourism Subcommittee Member General Business

- Council has started a new Our Redlands Coast e-newsletter and podcast, each edition includes a tourism story. Chair asked subcommittee members if they were happy to be added to the database to receive the Council e-newsletter.
- The Toondah Harbour Environmental Impact Statement (EIS) is open for community consultation and closes on 6 December 2022.

Next Meeting

- Subcommittee members agreed to reschedule the next meeting from Wednesday 7 December 2022 to Wednesday 22 February 2023, location to be confirmed.

Actions

1	Council to prepare draft meeting minutes and circulate for review.
2	Council to provide recent Our Redlands Coast podcast to the Redland Museum.
3	Council to arrange next meeting.