

Redlands Coast Tourism Subcommittee Minutes

Meeting 6 – Wednesday 24 August 2022 – 1.30pm - 3.00pm

Little Ship Club – 1 Yabby Street, Dunwich

Attendees:

- Chair – Tracey Walker, Group Manager – Communication, Engagement and Tourism, Redland City Council (via teleconference)
- Deputy Chair – Luke Kinman, Service Manager – Communication, Engagement and Tourism, Redland City Council
- Ann Keep – Minjerribah Camping
- 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
- Sandra Jacob – Blue Bus Tours
- Sarah Le Bherz – SeaLink South East Queensland
- Tara Young – Redland Museum Inc. (proxy)

Others in attendance:

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

Apologies:

- Belinda Hayes – Redlands Coast Chamber of Commerce
- Belinda O’Sullivan – Alexandra Hills Hotel
- Carmel Beattie – Macleay Island Arts Complex Inc.
- Doug Alexander – Redland Museum Inc.

Welcome and Introductions – Luke Kinman, Deputy Chair

- Acknowledged traditional owners.
- Welcomed those in attendance and went over apologies.
- Special welcome to Ann Keep, first time attending a Redlands Coast Tourism Subcommittee Meeting, and to Tara Young as a proxy for the Redland Museum.

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 will be presented to Council’s Executive Leadership Team for review.
- Further consultation will also occur in October with the local tourism industry to gain feedback and input on the draft plan. There will be sessions held across North Stradbroke Island, the Southern Moreton Bay Islands, and mainland.
- The draft plan includes 25 action items and has a focus on Sustainability, First Nations Stories and Culture, Brisbane 2032 Olympic and Paralympic Games, Moreton Bay Marine Park Activation, Industry Development and Experience and Catalyst Infrastructure Projects.

- Deputy Chair provided a brief overview of the key actions and offered one-on-one sessions to subcommittee members.

Destination Marketing Campaign Updates – Luke Kinman, Deputy Chair

- Deputy Chair provided an update on the winter experience campaign currently in market for Redlands Coast between 28 July and 8 September 2022. The campaign is targeting an audience within a 400km radius of Redlands Coast including South-east Queensland, Sunshine Coast, Gold Coast and northern New South Wales. The campaign is primarily utilising digital media channels with a focus on raising awareness of Redlands Coast. Deputy chair provided an overview of the channel implementation. Council offered industry co-operative opportunities as part of the Redlands Coast winter campaign with operator investment between \$500 - \$1,500. Tourism subcommittee members discussed that the creative was great and advised that it would be good to have industry co-op opportunities available further in advance of seasonal campaigns.
- Tourism subcommittee members discussed the Brisbane Content Toolkit with destination images available for industry to access at www.visitbrisbane.com.au/information/industry-toolbox. Council is working on an image library for Redlands Coast.
- Council will be refreshing the destination website visitredlandscost.com.au to make it more modern and intuitive with the added functionality of online booking. This is estimated to be a six-month project.
- It is critical local tourism businesses are registered with the Australian Tourism Data Warehouse (ATDW) as the Redlands Coast destination website publishes listings from the online platform. Tourism subcommittee members discussed the importance of being registered with ATDW. Members discussed the difficulty of ATDW image requirements.
- Council regularly partners with Channel 7 to promote Redlands Coast across their lifestyle travel programs Weekender and Creek to Coast. Deputy chair provided an overview of recent and upcoming stories for promotion on Weekender.
- The Today Show on Channel 9 conducted live weather crosses from Point Lookout on North Stradbroke Island (Minjerribah) to promote travel to the region including the Straddie Arts Trail. Great national promotion for Redlands Coast.
- This weekend will there be a media famil for an in-flight magazine company on Minjerribah, showcasing the island's family friendly offering including the Quandamooka Festival. The famil has been organised through Brisbane Economic Development Agency (BEDA).
- Council will partner with Minjerribah Camping to have a tourism destination stand at the Cleveland Caravan, Camping, Boating and 4x4 Expo. This year's event will be held between Friday 16 – Sunday 18 September 2022 at the Redland Showgrounds.

Industry Development Activities – Luke Kinman, Deputy Chair

- Council is working through the process to apply for the Eco-certified Tourism Destination Program to have Redlands Coast eco-certified. The program provides grant funding of between \$50,000 and \$150,000 to Queensland local government authorities and regional and local tourism organisations to support tourism destinations to achieve globally recognised certification. The program directly aligns to our brand *Redlands Coast – Naturally Wonderful* and aligns with the State Government tourism priorities and Council's draft destination management plan.
- Deputy Chair provided an overview of Roy Morgan data report for Redlands Coast, obtained through BEDA. The visitor statistics are obtained using mobile data, connected to behavioural and attitudinal information, to provide insights into the types of people visiting. The report also details Helix Personas to segment customers into targetable groups. Council is researching what it would cost to have its own licence, currently the Roy Morgan data report provided by BEDA is free of charge but only bi-monthly. The data would help to define economic injection for events and more. Council has requested

permission from BEDA to share the current Roy Morgan data report with tourism subcommittee members.

- Tourism subcommittee members discussed visitor statistics currently available including Tourism and Events Queensland snapshots. A tourism subcommittee member raised the importance of local tourism stakeholders working together to compile visitor statistics for Redlands Coast.
- Deputy Chair provided an overview of the Redlands Coast Live and Local Music Industry Forum held on Wednesday 17 August 2022. The live music industry is bouncing back from COVID and keen to do live music events. Following from the forum will be a live music action plan and Council will compile a live music database. Tourism subcommittee members raised that event organisers need to incorporate transport earlier as part of their event planning. The live and local forum needs to consider this, if events have a large number of attendees, they need to think about the whole visitor journey including parking, transport and traffic management.
- Council to circulate upcoming Redlands Coast events calendar.

Tourism subcommittee Member Update

- A tourism subcommittee member mentioned that Minjerribah/North Stradbroke Island has been busy, the best August they have ever had. The island is always busy during the Ekka show week. Destination marketing is working well. Forward bookings look great for the October and November period. The Straddie Arts Trail was successful, with impressive event marketing and social media promotion.
- A subcommittee member said the ferries to North Stradbroke Island are quite busy, especially vehicle ferries for the Quandamooka Festival. The Southern Moreton Bay Island ferries are always quite busy with locals. Cultural Experiences with Matt Burns are quite heavily booked from June through to September school holidays.
- A subcommittee member mentioned that July was a record month for their hospitality establishment, and in recent weeks they have had to put on extra staff to keep up. Last weekend was a record weekend. The subcommittee member outlined their upcoming events.
- A tourism subcommittee member provided an overview of their initiatives and events. The tourism subcommittee member attended the Australian Indigenous Tourism Conference in Cairns and heard from key tourism businesses.
- A tourism subcommittee member provided an occupancy update for camping on Minjerribah across school holidays and the Christmas period. The tourism subcommittee member raised that they would be engaging the Industry Media Agency for Tourism and Events (IMATE) to support marketing campaigns for their business.
- A tourism subcommittee member raised that they are not back to the same demand pre-COVID. Most customers are seniors and do not want to commit for fear of another COVID lockdown, however, partner operators require commitment upfront. Still working through the impacts of COVID.
- A tourism subcommittee member provided an overview of the Redland Museum activities including the science day that was held during Ekka on Monday 8 August 2022. The event received very late bookings due to COVID, attendees did not want to book in advance. The museum is proud to be a Best of Queensland Experience and will display the logo on their advertising. The museum will open its doors free of charge to paid attendees of the Cleveland Caravan, Camping, Boating and 4x4 Expo. The Redland Museum is proud to be hosting the 2022 Small Museums Conference in October, there will be five different tours around Redlands Coast with an evening dinner on the Saturday at IndigiScapes. The museum also has Halloween Night Tours coming up.

Tourism Subcommittee Member General Business

- Tourism subcommittee members discussed staffing shortages.
- Tourism subcommittee members discussed how busy Redlands Coast was on the Wednesday Ekka public holiday.
- The Straddie Chamber of Commerce is currently refreshing and updating their tourism website for North Stradbroke Island that will incorporate ATDW listings.
- Deputy Chair provided an overview of the Tourism Experience Development Fund available to Queensland tourism organisations. Applicants are required to contribute at least 75% of the total project cost.
- General discussion about Minjerribah and how busy it has been, particularly with the good weather. Domestic travellers are planning their Christmas holidays.

Bradbury's Beach Campground Familiarisation – Ann Keep, Minjerribah Camping

- Subcommittee members were taken on an informative tour of Bradbury's Beach Campground and Eco-Island Tents.

Next Meeting

- Wednesday 26 October 2022, 2.00pm – 4.00pm, location to be confirmed.

Actions

1	Council to prepare draft meeting minutes and circulate for review.
2	Share Roy Morgan data report with subcommittee members.
3	Council to arrange next meeting.