

Redlands Coast Tourism Subcommittee Minutes

Meeting 8 – Wednesday 22 February 2023 – 2.00pm – 4.00pm

The Verandah – Grand View Hotel, 49 North 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
- Ann Keep – Minjerribah Camping (via teleconference)
- Belinda Hayes – Redlands Coast Chamber of Commerce
- Belinda O’Sullivan – Alexandra Hills Hotel
- Colin Battersby – Fishes at the Point, Discover Stradbroke Real Estate and Chair, Straddie Chamber of Commerce
- Nicole Neucom – Grand View Hotel
- Tara Young – Redland Museum Inc. (proxy)

Others in attendance:

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

Apologies:

- Carmel Beattie – Macleay Island Arts Complex Inc.
- Doug Alexander – Redland Museum Inc.
- Lesa Hippisley – Warra Warra
- Sandra Jacob – Blue Bus Tours
- Sarah Le Bherz – SeaLink South East Queensland

Welcome and Introductions – Tracey Walker, Chair

- Acknowledged traditional owners.
- Welcomed those in attendance.

Review previous Meeting Minutes – Tracey Walker, Chair

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

Overview Grand View Hotel – Nicole Neucom, Grand View Hotel

- An overview of the planned renovations for the Grand View Hotel was provided.
- An overview of upcoming events at the hotel was provided.
- The television series, *Who Do You Think You Are?* starring Steven Page, was recently filmed at the Grand View Hotel.
- The Grand View Hotel is working with local businesses to advocate and fund a bus circuit to Cleveland Point, currently there is no public transport to this area of the City.

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

- The [Redlands Coast Destination Management Plan 2023-2028](#) was unanimously adopted on Wednesday 15 February 2023 at Council's General Meeting.
- It is the blueprint that will support the strategic growth of our tourism industry for the next five years.
- Council consulted with more than 100 tourism operators and stakeholders at various industry engagement sessions.
- The plan was developed by Council and lead consultant – EarthCheck.
- The plan adopts a collaborative partnership approach to achieve 27 actions across five key areas including Destination Marketing, Product Development and Experience Delivery, Visitor Services and Business Readiness, Enabling Infrastructure and Destination Stewardship.
- Chair provided the tourism industry vision and five principals of the plan, as well as an overview of the key action items.
- The plan identifies opportunities to continue to attract domestic and international visitation, increase visitor expenditure and length of stay, deliver new and sustainable experiences, support workforce development and employment and sets a new target for tourism to account for 4% of Redlands Coast's Gross Regional Product by 2041.
- Over the past five years, Redlands Coast has had the strongest growth rate of international visitors of any local government area in the Brisbane region.
- Council is seeing tourism as a success story and supporting the industry.
- A subcommittee member raised funding for the destination management plan actions.

Product Development and Experience Delivery – Luke Kinman, Deputy Chair

- The Best of Brisbane Region Experiences Support Program (BoBRESP) is co-funded by Redland City Council, Tourism and Events Queensland (TEQ), Brisbane Economic Development Agency (BEDA) and Local Government partners across the Brisbane region. The mentoring program is designed to help local tourism businesses with business planning, marketing, reviews and to work towards becoming a Best of Queensland Experience (BoQE). There are six spots available for the program on Redlands Coast, which will be held from 20 March to 2 June 2023. The program mentor for Redlands Coast is Julie Cullen from Tourism Tap. Deputy Chair encouraged applicable subcommittee members to submit an expression of interest or suggest tourism operators apply who may benefit from the program.
- Council is continuing to develop a platform to promote eco-adventure trails and citizen science 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 and other trail databases for direction on how to get to specific destinations. The platform will include information on accessibility. The new destination management plan positions Redlands Coast as a nature-based adventure precinct for Brisbane.
- A working group has been set up with State and Local Government agencies and key industry stakeholders to identify and investigate opportunities to link hinterland eco-trails across Redlands Coast, Logan and Brisbane. This would elevate the region's identity as a mountain biking destination.
- Deputy Chair asked for feedback from subcommittee members regarding a Redlands Coast tourism and events forum. The event would be an opportunity to launch the new destination management plan, hear presentations from tourism experts and provide a valuable networking opportunity. Subcommittee members suggested the idea of a roadshow and visiting each of the islands, rather than one large forum. Tourism subcommittee members suggested having a representative from the Australian Tourism Data Warehouse (ATDW) present to industry.

- Council sponsorship is currently open on SmartyGrants, applications close on Sunday 5 March 2023.

Destination Marketing – Luke Kinman, Deputy Chair

- Council is undertaking a minor review and update of the current Redlands Coast Holiday Guide. As part of the update, a small number of advertising spaces are available for tourism operators and accommodation providers.
- The Redlands Coast destination website is being refreshed. The Content Division has been engaged by Council to review and refresh the website content.
- An Expedia campaign co-funded by Redland City Council, Brisbane Economic Development Agency (BEDA) and Tourism and Events Queensland (TEQ) will be launching soon. Buy-in opportunities will be available for operators.
- Council is commencing work on the next Redland Coast winter campaign with the aim for it to be in market from May through until August 2023.
- Channel Seven's *Weekender* television program will be filming on Minjerribah/North Stradbroke Island on Thursday 2 March 2023. The story will showcase Amity Point as a great destination for a getaway, focusing on fresh seafood and local produce. Operators to be showcased include Straddie Sales and Rentals, Rufus King Seafoods, Bo Beans Coffee and Straddie Brewing Co.

Visitor Services and Business Readiness – Tracey Walker, Chair

- 2023 Year of Accessible Tourism in Queensland Program
 - The Queensland Government has declared 2023 is The Year of Accessible Tourism in Queensland.
 - \$12 million in funding to create opportunities for Queensland tourism operators has been announced to support small to medium size tourism and events businesses to develop or enhance accessibility for people of all abilities.
- The Queensland Tourism Industry Council (QTIC) is hosting a Tourism Industry Networking Breakfast on Thursday 23 March 2023 at the Gold Coast.

Enabling Infrastructure – Tracey Walker, Chair

- Village Events and Activation Grant – closes 5 March
- Russell Island Ferry Terminal Upgrade and recreational mooring point
- Weinam Creek – PDA works commencing

Destination Stewardship – Tracey Walker, Chair

- Workforce and skills support – QTIC workforce advisor program
 - QTIC's Industry Workforce Advisor works directly with local tourism businesses to create workforce plans that identify and address workforce challenges, funded HR support/solutions for local tourism businesses, diversify workforce growth, assist in developing recruitment strategies and much more.
 - Nominations to participate in the QTIC Industry Workforce Advisor program are open now and places are limited.

Upcoming Events – Luke Kinman, Deputy Chair

- Secretariat provided an overview of upcoming community events through until the end of the year including YMCA Food Fiesta, Queensland Triathlon Series – Raby Bay, The Redlands Coast Wedding Trail, A Day on the Green concerts, Heritage and Harmony Fiesta and the Straddie Salute Triathlon Festival.
- Further upcoming events can be viewed on the What's on Calendar on visitredlandscoast.com.au.

Tourism subcommittee Member Update

- A subcommittee member provided an overview of the Redlands Coast Chamber of Commerce *Champion Redlands Coast* initiative.
- A subcommittee member provided an update on accommodation occupancy including increases in the corporate market and major events.
- A subcommittee member provided an update for the Redland Museum including marketing promotion and upcoming events.

Tourism Subcommittee Member General Business

- Subcommittee members discussed major event transport issues across Redlands Coast.
- The Redlands Coast Chamber of Commerce is going to put together a transport and connectivity working group.
- A subcommittee member suggested Redlands Coast explore backpackers as an accommodation option, as a solution in terms of the workforce.
- Subcommittee members discussed the Redlands Coast Ekka long weekend public holiday on Monday 14 August 2023.
- Deputy Chair provided an overview of the Roy Morgan data that is available to Council and how it is captured.

Next Meeting

- Wednesday 26 April 2023, location to be confirmed.

Actions

1	Council to prepare draft meeting minutes and circulate for review.
2	Council to email members invitation to upcoming QTIC Tourism Industry Networking Breakfast.
3	Council to arrange next meeting.