

Redlands Coast Tourism Subcommittee Minutes

Meeting 9 – Wednesday 21 June 2023 – 2.00pm – 4.00pm

Theatrette – IndigiScapes, 17 Runnymede Road, Capalaba

Attendees:

- Deputy Chair – Lisa Barry, A/Service Manager – Communication, Engagement and Tourism, Redland City Council
- Belinda Hayes – Redlands Coast Chamber of Commerce (attended from 3pm)
- 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
- Sandra Jacob – Blue Bus Tours

Others in attendance:

- Secretariat – Lucy Dyball, Tourism Development Officer – Communication, Engagement and Tourism, Redland City Council
- Suzie Tafolo - Redlands Coast Chamber of Commerce (attended as proxy until 3pm)

Apologies:

- Chair – Morgana Prior, Group Manager – Communication, Engagement and Tourism, Redland City Council
- Sarah Le Bherz – SeaLink South East Queensland

Welcome and Introductions – Lisa Barry, Deputy Chair

- Welcome, introduction and apologies.
- Previous Chair Tracey Walker has resigned from Redland City Council.

Review previous Meeting Minutes – Lisa Barry, Deputy Chair

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

Resignations and memberships – Lisa Barry, Deputy Chair

- Ann Keep, Belinda O’Sullivan, Lesa Hippisley and Carmel Beattie have resigned from the Redlands Coast Tourism Subcommittee.
- Subcommittee members discussed the Redlands Coast Tourism Subcommittee Terms of Reference.
- The current tourism subcommittee two-year term concludes in September 2023.
- Council will commence expressions of interest for positions for the next two-year term.

Product Development and Experience Delivery – Lisa Barry, Deputy Chair

- Best of Queensland Experiences Program results 2023
 - Congratulations to the Redlands Coast tourism operators who have been identified and recognised as a Best of Queensland Experience including the Grand View Hotel, Redland Museum and SeaLink South East Queensland.
 - Queensland operators who had a live listing on the Australian Tourism Data Warehouse (ATDW) by the cut-off date of 31 December 2022 were automatically assessed.
 - This year the results and insights reports have been released on TEQ’s new online Industry Portal.
- Best of Brisbane Region Experiences Support Program 2023

- Amity Point Community Club, Straddie Brewing Co., The Islander, Wellington Point Farmhouse and the Old SchoolHouse Gallery all completed the Best of Brisbane Region Experiences Support Program (BoBRESP) 2023.
- The mentoring program is designed to assist local tourism businesses with business planning, marketing, reviews and to work towards becoming identified as a Best of Queensland Experience.
- The program was delivered in partnership between Redland City Council, Brisbane Economic Development Agency (BEDA), with support of Tourism and Events Queensland (TEQ) through a contestable funding program.
- Transformational Experiences Mentoring Program 2023
 - Sirromet Wines, Bay Island Water Sports, Redland Museum and Redlands IndigiScapes Centre are participating in the Transformational Experiences Mentoring Program 2023.
 - The mentoring program is being delivered in partnership between Redland City Council, BEDA and TEQ.
 - The program is the next step for operators identified as a Best of Queensland Experience.
 - The program provides operators with the tools to transform visitor experiences to meet and exceed the needs of travellers in line with the with the Queensland brand and 'Travel for Good' ethos.
- Redlands Coast Event Coaching Program 2023
 - Council sent out an expression of interest to Redlands Coast community event organisers to participate in the Redlands Coast Event Coaching Program 2023.
 - Council is in the process of finalising applicants and is soon to announce four participating event organisers.
 - The event mentoring program will be guided by Linda Tillman and is designed to assist event organisers to develop a toolkit and action plan.
- Redlands Coast Tourism and Events Forum
 - Council will deliver a Redlands Coast Tourism and Events Forum next financial year.
 - Deputy Chair asked for suggestions from subcommittee members regarding presentations, speakers and topics for inclusion.
 - Subcommittee members discussed accessibility as a topic to be presented.
- Eco-Adventure Trails Project
 - Content developed. Marketing launch next financial year.

Destination Marketing – Lisa Barry, Deputy Chair

- Tourism subcommittee members discussed Redlands Coast destination marketing and social media.

Visitor Services and Business Readiness – Lisa Barry, Deputy Chair

- Boosting Accessible Tourism Experiences Grant
 - Boosting \$1M Boosting Accessible Tourism Experiences grant closes for applications on Friday 30 June 2023. This was promoted in the recent Redlands Coast Tourism and Events E-News.
 - Grants of up to \$20,000 are available to provide funding support for small tourism and events businesses to develop and/or enhance accessibility.
 - More information is available on the [Department of Tourism, Innovation and Sport website](#).
- Council sent out an expression of interest for tourism operators to participate in Brisbane Economic Development Agency's new ambassador host training program – *Brisbane Welcomes You*. A representative from Council's Tourism Team and three Redlands Coast tour operators will participate in the program launch and pilot phase.

Enabling Infrastructure – Lisa Barry, Deputy Chair

- The new Russell Island ferry terminal is open and car park upgraded.
- Work is nearing completion for the Minjerribah Panorama Coastal Walk at Point Lookout and is on track to open in time for the June school holidays.
- Deputy Chair provided an overview of successful applicants for Redland City Council's 2022/23 Sponsorship Program (Round 2), 2022/23 Community Grants Program (Round 2 Organisation Support) and 2022/23 Village Events and Activation Grant Program. The Straddie Chamber of Commerce was successful in receiving Council funding for an ATDW Support Program.

Destination Stewardship – Lisa Barry, Deputy Chair

- The Department of Tourism, Innovation and Sport are developing an online Tourism Resilience Platform for Queensland. Representatives from Council's Tourism Team and Disaster Management participated in a Tourism Resilience Platform workshop on Monday 29 May 2023.

Upcoming Events – Lisa Barry, Deputy Chair

- Deputy Chair provided an overview of upcoming community events.

Tourism subcommittee Member Update

- A tourism subcommittee member provided an update on behalf of the Redlands Coast Chamber of Commerce. Tourism is identified by the chamber as a priority flagship area including short stay accommodation. On Friday 21 July 2023 the chamber will hold a Tourism Champion's Boardroom at Sirromet Wines. On Wednesday 9 August 2023 the chamber will hold a Connected Business Breakfast *Tourism in the 'Low' Season* at Sirromet Wines.
- A tourism subcommittee member provided an update on visitation to Minjerribah (North Stradbroke Island) for the June/July school holiday period.
- The Straddie Chamber of Commerce was successful in receiving funding through the Department of Tourism, Innovation and Sport Tourism Resilience Grant to deliver a series of workshops for local tourism businesses to build a business continuity plan.
- A tourism subcommittee member provided an update regarding a trial of a bus circuit to Cleveland Point.
- A tourism subcommittee member provided an update on events and school holiday activities at the Redland Museum.
- A tourism subcommittee member provided an update regarding coach tours including driver shortages and challenges with packaging in relation to booking confirmation timeframes and accessibility features of their coaches.

Tourism Subcommittee Member General Business

- Tourism subcommittee members discussed a number of television series recently filmed on Redlands Coast.
- Tourism subcommittee members discussed shortened booking lead times being experienced across accommodation, tours, hospitality and events post Covid.

Next Meeting

- Wednesday 30 August 2023, location to be confirmed.

Actions

| | |
|---|--|
| 1 | Council to prepare draft meeting minutes and circulate for review. |
| 2 | Council to arrange next meeting. |