

Redlands Coast Tourism Subcommittee Minutes

Meeting 9 – Wednesday 30 August 2023 – 2.00pm – 4.00pm

Kanara Malara Rooms, Redland City Council Administration Building
Crn Bloomfield and Middle Streets, Cleveland

Attendees:

- Chair – Morgana Prior, Group Manager – Communication, Engagement and Tourism, Redland City Council
- Deputy Chair – Lisa Barry, A/Service Manager – Communication, Engagement and Tourism, Redland City Council
- Belinda Hayes – Redlands Coast Chamber of Commerce
- Colin Battersby – Fishes at the Point, Discover Stradbroke Real Estate and Chair, Straddie Chamber of Commerce
- Doug Alexander – Redland Museum Inc.

Others in attendance:

- Secretariat – Lucy Dyball, Tourism Development Officer – Communication, Engagement and Tourism, Redland City Council
- Amber Jonas – Tourism Visitor Engagement Coordinator, Redlands Coast Visitor Information Centre
- Kate Faulks – SeaLink South East Queensland (proxy)

Apologies:

- Sandra Jacob – Blue Bus Tours
- Sarah Le Bherz – SeaLink South East Queensland

Welcome and Introductions – Morgana Prior, Chair

- Welcome, introduction and apologies.
- Nicole Neucom has resigned from the Redlands Coast Tourism Subcommittee.

Review previous Meeting Minutes – Morgana Prior, Chair

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

Membership – Morgana Prior, Chair

- This will be the last meeting for the current tourism subcommittee, the subcommittee has been appointed for the term of two years.
- Expressions of interest for a new Redlands Coast Tourism Subcommittee will open shortly.
- Council will review the Redlands Coast Tourism Subcommittee Terms of Reference.

Product Development and Experience Delivery – Lisa Barry, Deputy Chair

- Redlands Coast Tourism and Events Forum 2023
 - Forum scheduled for Wednesday 8 November 2023; invitations will be sent out shortly.
- Redlands Coast Event Coaching Program 2023
 - Deputy Chair provided an update for the event coaching program.
- Best of Brisbane Region Experiences Support Program 2024

- Council will continue to support the delivery of the Best of Brisbane Region Experiences Support Program with three spots available for business mentees on Redlands Coast.
- Redlands Coast Event Management Masterclass 2024
 - Council will hold an event management masterclass again next year.

Destination Marketing – Lisa Barry, Deputy Chair

- Redlands Coast Visitor Guide reprint and refresh
 - Council's tourism team sourced additional budget from the 2023-24 budget to develop a new guide rather than a light touch refresh of the previous edition.
 - Council is currently developing an advertising media kit and will send out shortly.
- Channel 7 Weekender – filming
 - Council will partner with Weekender to deliver six Redlands Coast segments.
- Redlands Coast social media organic content strategy
 - Council gave a presentation on the social media strategy for Redlands Coast and members discussed the strategy.

Actions

- *Council officers to circulate Redlands Coast social media hashtags to subcommittee members.*
- *Council officers to remove reference to 'little' from Redlands Coast social media strategy under Tone of Voice.*
- *Council officers to investigate use of other social media e.g. TikTok.*
- Expedia campaign
 - Council provided a presentation overview on an Expedia campaign co-funded by Redland City Council, Brisbane Economic Development Agency (BEDA) and Tourism and Events Queensland (TEQ).

Action

- *Council officers to investigate the Expedia search functionality for Redlands Coast.*
- Visit Redlands Coast website updates
 - Council is working to refresh the display of business and event listings on destination website VisitRedlandsCoast.com.au.
- Redlands Coast tourism destination stalls
 - Council delivered a Redlands Coast tourism destination stall at NAIDOC Cultural Celebration 2023 and will also be at RedFest Redlands Coast Festival 2023 and Cleveland Caravan, Camping, Boating & 4x4 Expo 2023
- North Stradbroke Island Visitor Guide 2023/24
 - Redlands Coast Tourism advert booked in North Stradbroke Island Visitor Guide 2023/24.

Visitor Services and Business Readiness – Morgana Prior, Chair

- Accessible Tourism Program 2024
 - Council contributed \$15,000 to BEDA, as the Regional Tourism Organisation, for 2023-24 contestable grant funding application to TEQ towards the delivery of the Year of Accessible Tourism Program of Leveraging Activity.
- Council Southern Moreton Bay Islands familiarisation day
 - Last month Council's Tourism Team conducted a familiarisation day to Macleay and Russell islands.

Enabling Infrastructure – Morgana Prior, Chair

- Minjerribah Panorama Coastal Walk
 - The Minjerribah Panorama Coastal Walk is open on North Stradbroke Island/Minjerribah.
 - The walk is featured in Our Redlands Coast Spring 2023 magazine.
- Weinam Creek, Redland Bay

- Preliminary works have commenced on a new recreational boat ramp on the southern side of Weinam Creek.

Destination Stewardship – Morgana Prior, Chair

- Council provided a presentation on the Redlands Coast Destination Management Plan 2023-2028 at the Redlands Coast Chamber of Commerce (RCCC) Tourism Champion's Boardroom on Friday 21 July 2023.
- Council provided a presentation on *Tourism in the Low Season* at RCCC Connected Business Breakfast on Wednesday 9 August 2023.
- TEQ marketing campaigns
 - Deputy Chair provided an overview of the next phase of TEQ's major destination marketing campaign *Queensland is Calling* and what operators can do to be involved.

Upcoming Events – Lisa Barry, Deputy Chair

- Deputy Chair provided an overview of upcoming community events including RedFest Redlands Coast Festival 2023, Coochiemudlo Island Pirate Day Markets, Electric Vehicle Experience, Cleveland Caravan, Camping, Boating and 4x4 Expo, Queensland Tri Series, Brisbane Tiny Homes Expo, Straddie Invitational and various Sirromet events.

LGAQ – One Big Idea \$10,000 IMATE prize – Morgana Prior, Chair

- The Local Government Association of Queensland (LGAQ) is partnering with TEQ for Queensland: it's time to shine competition with a \$10,000 marketing package for the winning Council.
- To enter, Council needs to submit one big tourism campaign idea that could be turned into a market-ready tourism campaign ready to roll out.
- The competition closes on Friday 29 September 2023.
- Chair encouraged subcommittee members to send through campaign ideas.

Tourism Subcommittee Member Update

- A tourism subcommittee member provided an update that operators are slower through shoulder season on North Stradbroke Island/Minjerribah. Booking lead time has dropped in half which has implications on staffing and marketing.
- An update on new displays and exhibitions at the Redland Museum was provided including the development of a First Nations education centre.
- A tourism subcommittee member provided an update on the Redlands Business Excellence Awards 2023 to be held at RPAC, submissions have closed. The RCCC is moving into mental health awareness in October. The RCCC Annual General Meeting is coming up in next month. An update on Champion Redlands Coast was provided for tourism and accommodation.
- An update on SeaLink SEQ services for North Stradbroke Island/Minjerribah and the Southern Moreton Bay Islands was provided. Next year will be SeaLink's 60th anniversary.

Tourism Subcommittee Member General Business

- Subcommittee members discussed the Straddie Arts Trail. It was noted that event is held across all three townships on North Stradbroke Island/Minjerribah and is sponsored by Council.
- Subcommittee members discussed mainland accommodation limitations across Redlands Coast in the lead up to the Brisbane 2032 Olympic and Paralympic Games.
- The importance of accessibility for Cylinder Beach on North Stradbroke Island/Minjerribah and other Redlands Coast beaches was discussed.

Action

- Council officers to investigate accessibility funding for public open spaces.

- Redlands Coast Visitor Information Centre recruitment was discussed. Subcommittee members were encouraged to direct businesses to Council who have high quality merchandise.
- Meeting closed.

Action

- Council officers to prepare draft meeting minutes.

Actions

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| 1 | Council officers to circulate Redlands Coast social media hashtags to subcommittee members. |
| 2 | Council officers to remove reference to 'little' from Redlands Coast social media strategy under Tone of Voice. <i>Note completed by a Council officer September 2023.</i> |
| 3 | Council officers to investigate use of other social media e.g. TikTok. |
| 4 | Council officers to investigate the Expedia search functionality for Redlands Coast. <i>Note completed by a Council officer September 2023. Redlands Coast is a searchable location.</i> |
| 5 | Council officers to investigate accessibility funding for public open spaces. |
| 6 | Council officers to prepare draft meeting minutes. |