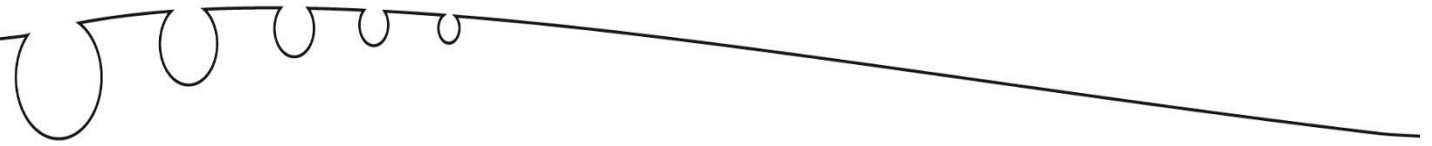


Redlands Tourism Subcommittee

MEETING MINUTES



Date: Wednesday 25 October 2017
Time: 2.00pm – 4.00pm
Venue: Cassim Rooms, Level 2, Redland City Council Admin Building

Subcommittee Members

- Chair – Tracey Walker, Group Manager – Communication, Engagement and Tourism, Redland City Council (RCC)
- Deputy Chair – Kristen Banks, Principal Program Manager – Economic Sustainability and Major Projects
- Luke Kinman, Service Manager – Communication, Engagement and Tourism, Redland City Council
- Secretariat – Lucy Dyball, A/Tourism Development Officer, RCC
- Alex Sey – Sirromet Winery
- Cameron Costello – CEO, Quandamooka Yoolooburrabee Aboriginal Corporation
- Colin McInnes – Lamb Island Bed & Breakfast and President, Southern Moreton Bay Chamber of Commerce
- Jeannie Sheppard – Two Little Rows
- Lynne Sturgess – President, Redland City Chamber of Commerce
- Nikki Cornwall – Coochie Boat Hire
- Phil Robinson – Redland Museum and Old Schoolhouse Gallery

Apologies

- Colin Battersby – Fishes at the Point, Discover Stradbroke Real Estate and Chair, Straddie Chamber of Commerce
- Damian Stewart – Anchorage on Straddie
- Sue Panuccio – Mt Cotton Retreat
- Trevor Hulbert – Yarrandabbi Dreaming Resort

Others in attendance

- Lisa Barry, Principal Adviser Community Events – Communication, Engagement and Tourism, Redland City Council
- Michelle Felton, Visitor Information Services Administration Coordinator – Communication, Engagement and Tourism, Redland City Council
- Krista Hauritz – Krista Hauritz Tourism + Marketing + Events
- Michael Schwartz – Must Do Brisbane

Strategic Plan for Redfest

- Krista Hauritz is developing a strategic plan for Redfest, the annual Redlands spring festival.
- Krista workshopped with tourism subcommittee members for feedback on the current model and what the festival could look like in ten years' time.
- Potentially the festival could grow to become a destination event for the region with tourism impact.
- The Quandamooka Festival partnered with Redfest this year and would be happy to continue to grow and enhance cultural presence at the event.

City Branding

- Chair workshopped with tourism subcommittee members potential brand identities for the new city branding.

Must Do Brisbane

- Michael Schwartz from Must Do Brisbane presented on the popular lifestyle website.
- Must Do Brisbane has worked closely with Ipswich City Council and are now also working with Southern Queensland Country.
- Various advertising and promotional opportunities are available for activities, attractions, events, competitions and more.
- Content can be repackaged for the destination website.

Review of meeting 11 minutes and meeting 12 minutes

- Minutes adopted with no changes.

Best of Queensland Experiences Program

- Tourism and Events Queensland (TEQ), in consultation with Brisbane Marketing has recently launched the Best of Queensland Experiences Program to identify tourism businesses that consistently deliver outstanding experiences and demonstrate great business practices.
- TEQ will assess products against a range of criteria based on information supplied through the Australian Tourism Data Warehouse (ATDW). Those operators without an ATDW listing will not be eligible to be part of the program.
- Subcommittee members were encouraged to either create an ATDW listing or login before Monday 13 November 2017 to ensure all product information is accurate and linked through to Facebook, TripAdvisor, Instagram and online booking.
- Tourism subcommittee members were encouraged to attend the Redlands Tourism and Event Forum on Thursday 2 November to learn more about the program and hear from representatives at TEQ, Brisbane Marketing and Redland City Council.

General Business

- Discussion around Toondah Harbour development, the project is currently going through an environmental impact assessment with the Federal Government.
- The 7 Day Makeover Cleveland group is going to operate under the Redland City Chamber of Commerce and become volunteers of Redland City Council to continue with projects.
- The Quandamooka Festival features in the 2018 It's Live Guide.
- The Quandamooka Festival was discussed. The Redland Museum very much enjoyed being involved.
- Tourism subcommittee members discussed Redland City Council's food licencing charges for Bed and Breakfasts. Airbnb was also discussed.

Local Tourism Organisation

- Some tourism subcommittee members suggested the local tourism organisation (LTO) model could attract members from across all industries to help fund functions of the LTO including marketing.

Next meeting

Wednesday 29 November 2017, 2.00pm – 4.00pm, Cassim Rooms, Level 2, Redland City Council Admin Building

Actions

1	Council to prepare draft meeting minutes and circulate for review
2	Council to organise next meeting and prepare a draft agenda for the group