

Gudjundabu Marumba Gubiyiyanya

Tourism for a Glad Tomorrow

A FIVE-YEAR STRATEGY FOR SUSTAINABLE
TOURISM ON QUANDAMOOKA COUNTRY



GLAD TOMORROW

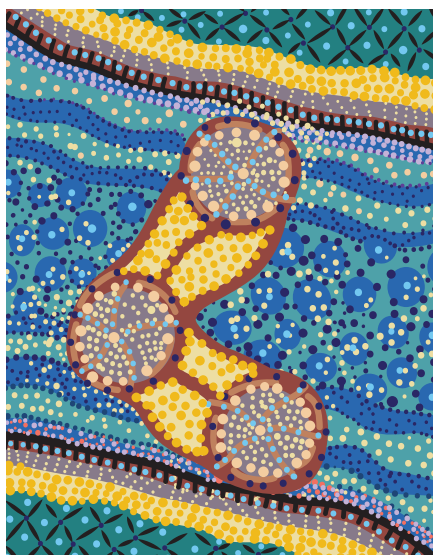
Gudjundabu Marumba Gubiyiyanya

Oodgeroo Noonuccal (1920 – 1993) was a descendant of the Nunagal¹ People of Minjerribah (North Stradbroke Island) and is recognised as one of Australia's leading literary figures.

Oodgeroo, meaning paper bark tree, was a finalist in the 1981 Queenslander of the Year awards and is most commonly praised as the first Aboriginal poet to publish a collection of verse.

'Glad Tomorrow' is an excerpt from Oodgeroo Noonuccal's ode a 'Song of Hope'.

To our fathers' father
The pain, the sorrow;
To our children's children
The glad tomorrow



Quandamooka Story by Shara Delaney

The three main circles within this painting represent the three Quandamooka clan groups; namely Nunagal, Ngugi and Goenbal clans.

The wavy lines in the background are the flowing waters of the coastal regions, from Minjerribah to the mainland to represent Quandamooka as a whole. Quandamooka Country is as far as Chandler down to the Logan River. It's important our people know the boundaries and acknowledge the overlapping with other boundaries of these areas. The coastal lines also depict "connection lines to country and animals". The motifs of fish, turtles and dolphins are totemic to the various clans and represent identity. The colour palette of the painting echoes the colours of the seas and coastal region of Quandamooka. The design on the land/coastal parts represents the weaving by both men and women. The men made dugong and fishing nets by the hands of our Elders. The women made *bunbi* as part of our cultural practices and represents our connection to *jara yarabinja* – both land and sea country.

Shara is an Aboriginal contemporary artist from Quandamooka Country, inspired by stories of her Elders, the generation from One Mile. A Quandamooka Woman and a descendant of Granny Mibu, Neli Nidgeri, born at Pulan Pulan (Amity Point) a strong Nunagal/Goenbal women. Shara's artwork is influenced by the colours and textures of Quandamooka Country.

¹ Aunty Sandra Delaney – Jandai language varies within word lists, families and clans. Spelling used is an interpretation of passed down cultural knowledge and linguistic interpretation.

Jandai language transcribed throughout by Aunty Sandra Delaney with the support of the Australian Government's Indigenous Languages and Arts Program. Language was transcribed in 2018 as part of the Quandamooka Yoolooburrabee Aboriginal Corporation's Indigenous Languages Preservation and Revival Project.

FOREWORD



Queensland tourism is undergoing a cultural and spiritual awakening with the realisation that Aboriginal country, culture and people are critical to the future success of the tourism industry. Against this background, the Quandamooka People are reimagining and reshaping the tourism landscape on Quandamooka Country.

Our ideas are bold and vibrant – a cultural centre showcasing contemporary First Nations arts on Minjerribah (North Stradbroke Island); the iconic Quandamooka Festival; national parks planned, managed and cared for by Quandamooka Rangers; a global whale conservation, research and education hub; a Mulgumpin (Moreton Island) Great Walk; and Quandamooka World Heritage Listing.

This strategy reflects a partnership that will see the Quandamooka People determine the pace and the future of sustainable, cultural and ecological tourism on their traditional lands and waters of Quandamooka Country. This is not a government document for Traditional Owners, it is a Traditional Owner document supported by government and industry.

Join us on this exciting journey towards *Gudjundabu Marumba Gubiyiyanya* – Tourism for a Glad Tomorrow.

A handwritten signature in black ink, which appears to read 'Cameron Costello'.

Cameron Costello
Chief Executive Officer
Quandamooka Yoolooburrabee Aboriginal Corporation



MINISTER'S MESSAGE

Gudjundabu Marumba Gubiyiyanya is a five-year strategy to capitalise on tourism opportunities within Quandamooka Country.

Tourism is Queensland's number one sustainable and renewable industry and Minjerribah on Quandamooka Country is uniquely positioned to capitalise on the growth in the sector. All while showcasing diverse landscapes, unique natural wonders and significant cultural heritage to visitors from all over the world.

Through *Gudjundabu Marumba Gubiyiyanya* we can capitalise on tourism of Quandamooka Country. Creating the sustainable jobs and training now and into the future will allow for the Quandamooka People to preserve Minjerribah's unique local values.

On behalf of the Queensland Government, I look forward to continuing to work in partnership with the Quandamooka People that ensures we all work together to build a strong future.

Kate Jones MP

Minister for Innovation and Tourism
Industry Development and
Minister for the Commonwealth Games



MAYOR'S MESSAGE

The Quandamooka ethos of "walking lightly" on the naturally wonderful country that we share is a spirit which has been infused into Redlands Coast's economic and sustainability vision. It is at the forefront as we work with our Traditional Owners and the Queensland Government to develop what we see as a key to our future ... a vibrant eco and cultural tourism industry based around our remarkable traditional heritage, stunning Minjerribah and the awesome lands and waters of Quandamooka Country.

We are indeed in the midst of a cultural awakening. And a sustainable cultural tourism industry done well, sensitively and collaboratively has enormous potential - not only in economic terms for our city, the region and state but in its capacity to foster greater understanding of the world's oldest culture.

Gudjundabu Marumba Gubiyiyanya – Tourism for a Glad Tomorrow, developed by the Quandamooka Yoolooburrabee Aboriginal Corporation in consultation with the Queensland Government, will help us to ensure that Quandamooka Country is well placed to become a leading international-standard Aboriginal tourism destination and a source of great opportunity and pride.

Karen Williams
Mayor of Redland City



QUEENSLAND TOURISM INDUSTRY COUNCIL'S MESSAGE

For too long we have neglected the potential that Queensland's Indigenous culture holds for tourism. It is time to embrace and nurture genuine Indigenous experiences for our visitors and – importantly – also for all Queenslanders.

We have exceptional and unique cultural assets right here, within easy reach of a major population centre but they remain largely untapped. Domestic and international tourists are increasingly seeking real, engaged Indigenous tourism products and encounters. This provides opportunities to share stories, culture and heritage. As we see communities transition from mining, tourism not only provides new pathways for economies to thrive and jobs but also provides drivers for place-making, community development and community engagement.

Gudjundabu Marumba Gubiyiyanya – Tourism for a Glad Tomorrow provides clear direction for the transition of the region. The Queensland Tourism Industry Council fully supports the plan for transition and looks forward to working with the community to develop a strong and sustainable tourism destination.

Daniel Gschwind
Chief Executive
Queensland Tourism Industry Council

VISION

A global ecocultural tourism
destination built on a
foundation of Quandamooka
culture and sustainability.

THE QUANDAMOOKA PERSPECTIVE

Yura! (Welcome)

Quandamooka Country is the Quandamooka People's sanctuary that we have carefully managed for thousands of generations.

We acknowledge that our physical, spiritual and emotional wellbeing and connection to country has been handed to us by our ancestors. Through our continued cultural practices we maintain, protect and nurture our cultural and natural values across all of Quandamooka Country for our children's children.

Quandamooka People have always shared our sanctuary with others who respect our values. We must ensure that there is always sufficient space and time for Quandamooka People to access and enjoy country and resources and to undertake cultural activities.

While the Quandamooka People will continue to control how our sanctuary is shared, our sincerest wish is for visitors to feel welcome and be enriched through engagement with Quandamooka People, Country and Culture.

OBJECTIVES

- Providing self-determination opportunities for the Quandamooka People through economic development, including employment, procurement and gaining an equitable share of the income generated from tourism activities.
- Enabling the Quandamooka People to provide fulfilling and authentic immersion experience for visitors in the environment and culture of their country.
- Supporting the Quandamooka People to have sufficient space and time to access and enjoy country and resources, and to undertake cultural activities while welcoming visitors.
- Placing ecological and cultural sustainability as the primary requirement for tourism on Quandamooka Country.

WHAT IS IN THE STRATEGY

Gudjundabu Marumba Gubiyiyanya – Tourism for a Glad Tomorrow recognises the rights, self-determination and the resilience of the Quandamooka People as the original custodians of the lands and waters within the Moreton Bay Region.

Developed by the Quandamooka Yoolooburrabee Aboriginal Corporation² in consultation with the Queensland Government, the foundation of this strategy is that sustainable tourism should be in harmony with the rights and values of Traditional Owners. This underpins the commitment to ecocultural tourism as a pro-active approach to the protection, preservation and promotion of the natural and cultural resources which constitute the attractions of Quandamooka Country.

In line with the Shaping SEQ, South East Queensland Regional Plan 2017 and other foundational policies that have been developed for Quandamooka Country, this strategy recognises that Quandamooka People are central to decision making around tourism activities occurring on Quandamooka Country. It is also about adopting positive measures to respect the culture and country of the Quandamooka People.

This strategy seeks to ensure appropriate planning for tourism for the future, including:

- assessing the tourist carrying capacity of Quandamooka Country
- developing accreditation programs
- setting criteria, standards and indicators against which impacts can be measured
- programming regular and routine assessment against the criteria
- establishing protective and remedial responses.

Gudjundabu Marumba Gubiyiyanya will take a place based approach of Quandamooka Country where the first five years will primarily focus on Mulgumpin and Minjerribah, underpinned by a set of six key enablers developed by the Quandamooka Yoolooburrabee Aboriginal Corporation.

ENABLERS:

1. Ensuring cultural respect, security and acceptable ecological and environmental footprints and impacts.
2. Investing in infrastructure, planning and regulation.
3. Education, training and skills development.
4. Developing and enhancing quality products, events and experiences.
5. Building strategic partnerships.
6. Positioning and marketing Quandamooka Country as an iconic ecotourism destination in tourism markets.

OUTCOMES:

1. Increase recognition of and respect shown to the Quandamooka People and their culture as Traditional Custodians of Quandamooka Country.
2. Support the Quandamooka People, through the Quandamooka Yoolooburrabee Aboriginal Corporation as their representative body, to better manage tourism and related activities on Quandamooka Country working in partnership with government, industry and communities.
3. Ensure tourism on Quandamooka Country is not having an adverse ecological impact through a sustainable, environmental and ecological tourism model.
4. Increase employment, procurement, capacity building and participation for Quandamooka People.
5. Improve and develop new unique appropriate sustainable tourism product offerings across Quandamooka Country that provide higher net revenues earnings from both day-trippers and from people staying overnight.
6. Increase in Quandamooka owned and operated businesses.
7. Increase in the average per visitor spending on on-Island activities including by increasing the proportion of high value travellers.
8. Progress the nomination for World Heritage listing of Quandamooka Country.

² *The Quandamooka Yoolooburrabee Aboriginal Corporation is the Prescribed Body Corporate to manage the native title rights on behalf of all native title holders.*

GUIDING PRINCIPLES

Caring for Country is at the heart of the identity of the Quandamooka People.

The intent of the guidelines is to assist with the future of sustainable tourism development across Quandamooka Country by:

- encouraging a consistent approach to planning for tourism
- ensuring tourism planning and development is considered at the strategic planning stage, as part of the wider planning context
- supporting the Larrakia Declaration³, which provides the foundation for advancement of global Indigenous tourism.

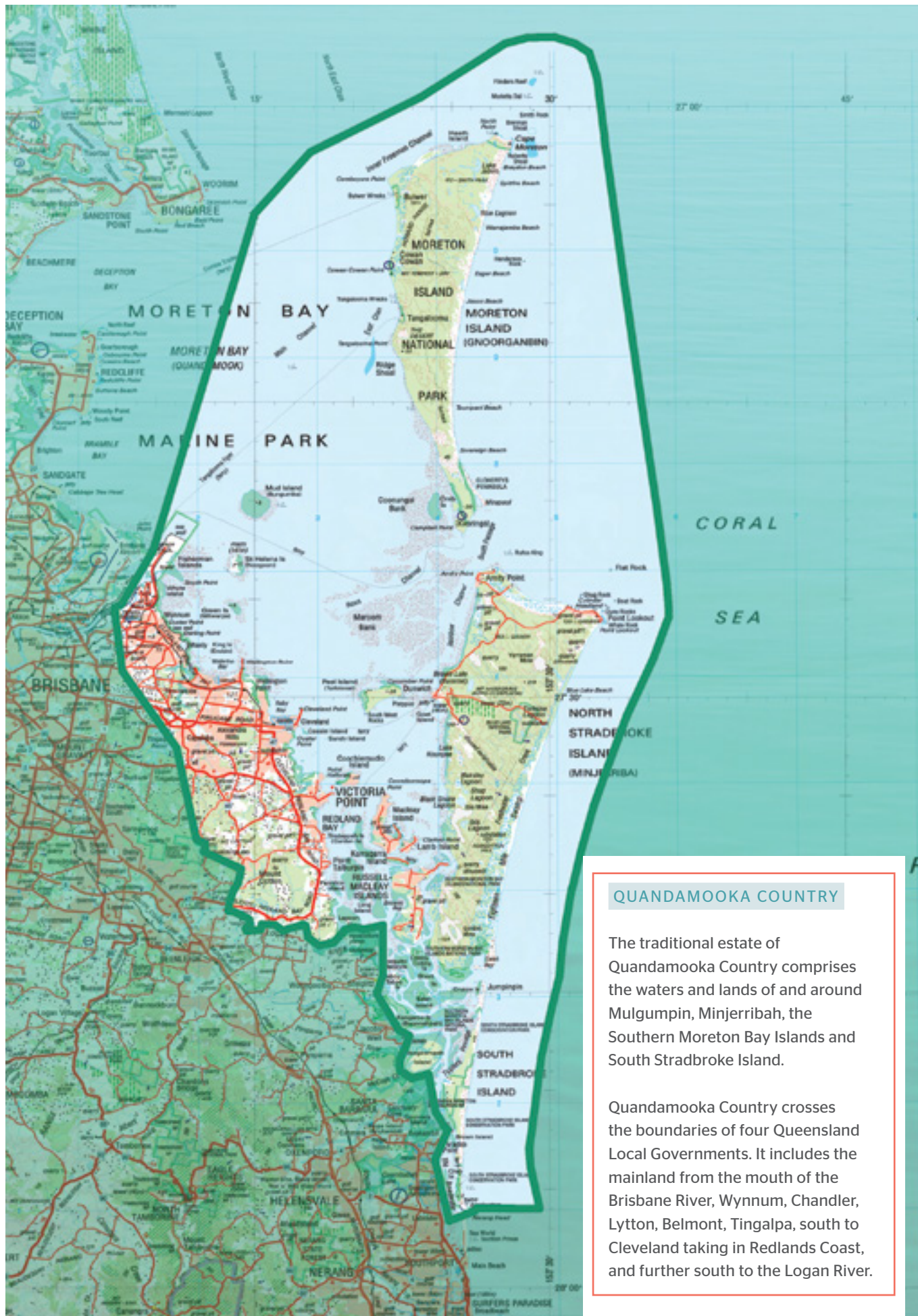


Photo: Redland City Council

The 10 guiding principles are developed and endorsed by the Quandamooka Yoolooburrabee Aboriginal Corporation.

1. Maximise ecological and cultural sustainability before economic benefit.
2. Maximise the material, cultural and environmental benefits for Quandamooka People.
3. Support the Quandamooka People to play the lead role in management and governance through the Quandamooka Yoolooburrabee Aboriginal Corporation.
4. Provide sufficient space and time so that Quandamooka People always have access to enjoy country and cultural resources, and to undertake cultural activities.
5. Promote understanding, recognition and respect for Quandamooka culture and values.
6. Maximise employment, procurement, capacity building and participation for Quandamooka People.
7. Promote innovative approaches to raising awareness of Quandamooka Country and its cultural and wildlife significance.
8. Require that tourism and businesses operate on Quandamooka Country practice ethical behaviour and support reconciliation, are culturally respectful and recognise and protect intellectual property and traditional knowledge of Quandamooka People.
9. Promote caring practices and behaviours to eliminate waste and emissions on Quandamooka Country.
10. Meet the costs of shared (common good) tourist infrastructure and facilities by equitable contributions from all tourist operators and community beneficiaries.

³ <http://www.winta.org/wp-content/uploads/2012/08/The-Larrakia-Declaration.pdf>



QUANDAMOOKA COUNTRY

The traditional estate of Quandamooka Country comprises the waters and lands of and around Mulgumpin, Minjerribah, the Southern Moreton Bay Islands and South Stradbroke Island.

Quandamooka Country crosses the boundaries of four Queensland Local Governments. It includes the mainland from the mouth of the Brisbane River, Wynnnum, Chandler, Lytton, Belmont, Tingalpa, south to Cleveland taking in Redlands Coast, and further south to the Logan River.

QUANDAMOOKA PEOPLE

Quandamooka People have
cared for these lands and
surrounding islands for
thousands of years.

Expressed through their art,
stories, dance, language and
songs, Quandamooka culture
remains strong today.

Their cultural protocol,
traditions and responsibilities
to always protect and care
for their ancestral lands,
wildlife, and waters have
never been ceded.

They are the people
of the sand and sea.

The Quandamooka People are a First Nation of over 2,000 Traditional Owners from Moreton Bay in South East Queensland.

The clans of the Quandamooka include the Nunagal, Ngugi and Goenbal.

The Quandamooka People are the biological descendants of the following 12 family groups who identify as, and are accepted by other Quandamooka People according to Quandamooka traditional law and custom.

1. Nellie / Lilly Kidgeree
2. Mary Indoole Compignie
3. Elizabeth Ruska
4. Charlie Moreton (Dandruba)
5. Sidney Rollands (Kingal / Winyeeaba)
6. Lillian Lyons (Dungoo)
7. King Billy Toompani
8. Juno (Gonzales)
9. Liza Jungerboi (mother of Rose Martin nee Bain)
10. Tommy Nuggin (Gendarieba)
11. Tilly (mother of Tommy Dalton, Richard Dalton and Henry Lea);
12. Kindarra

On 4 July 2011, the Quandamooka People were recognised within the Australian legal system under its Native Title Laws. This landmark determination recognised the Quandamooka People's enduring connection to their claim area comprising of waters, islands and land on and around Minjerribah.

Today the Quandamooka People continue to operate under their own distinct system of laws and customs, and their interests are expressed through the 12 family groups which form part of the Quandamooka Yoolooburrabee Aboriginal Corporation's organisational structure.

QUANDAMOOKA YOOLOOBURRABEE ABORIGINAL CORPORATION

The Quandamooka Yoolooburabee Aboriginal Corporation was established in 2011 under the *Native Title Act 1993* as the Prescribed Body Corporate to manage the rights on behalf of all native title holders. As the representative native title body, the Quandamooka Yoolooburabee Aboriginal Corporation manages the following on behalf of the Quandamooka People:

- Implementation of the Indigenous Management Agreement
- Joint management of the *Naree Budjong Djara* (Our Mother Earth) National Park
- Ownership and management of Minjerribah Camping
- Issuing of 4WD permits on Minjerribah

Cultural heritage management across the Quandamooka Estate is also managed by the Quandamooka Yoolooburabee Aboriginal Corporation as the registered Cultural Heritage Body under the *Aboriginal Cultural Heritage Act 2003 (QLD)*.

On Minjerribah, sand mining will come to an end by 2019. The North Stradbroke Island Economic Transition Strategy is part of the Queensland Government's broader plan to bring more opportunities to the region. Within the North Stradbroke Island Economic Transition Strategy, 11 of the 23 initiatives are led by the Quandamooka Yoolooburabee Aboriginal Corporation, and almost half of the 23 initiatives support growing tourism on the island.

The role of the Quandamooka Yoolooburabee Aboriginal Corporation in leading *Gudjundabu Marumba Gubiyiyanya* will ensure the future of Minjerribah and the broader estate of Quandamooka Country will be managed in a culturally, environmentally and economically sustainable way.



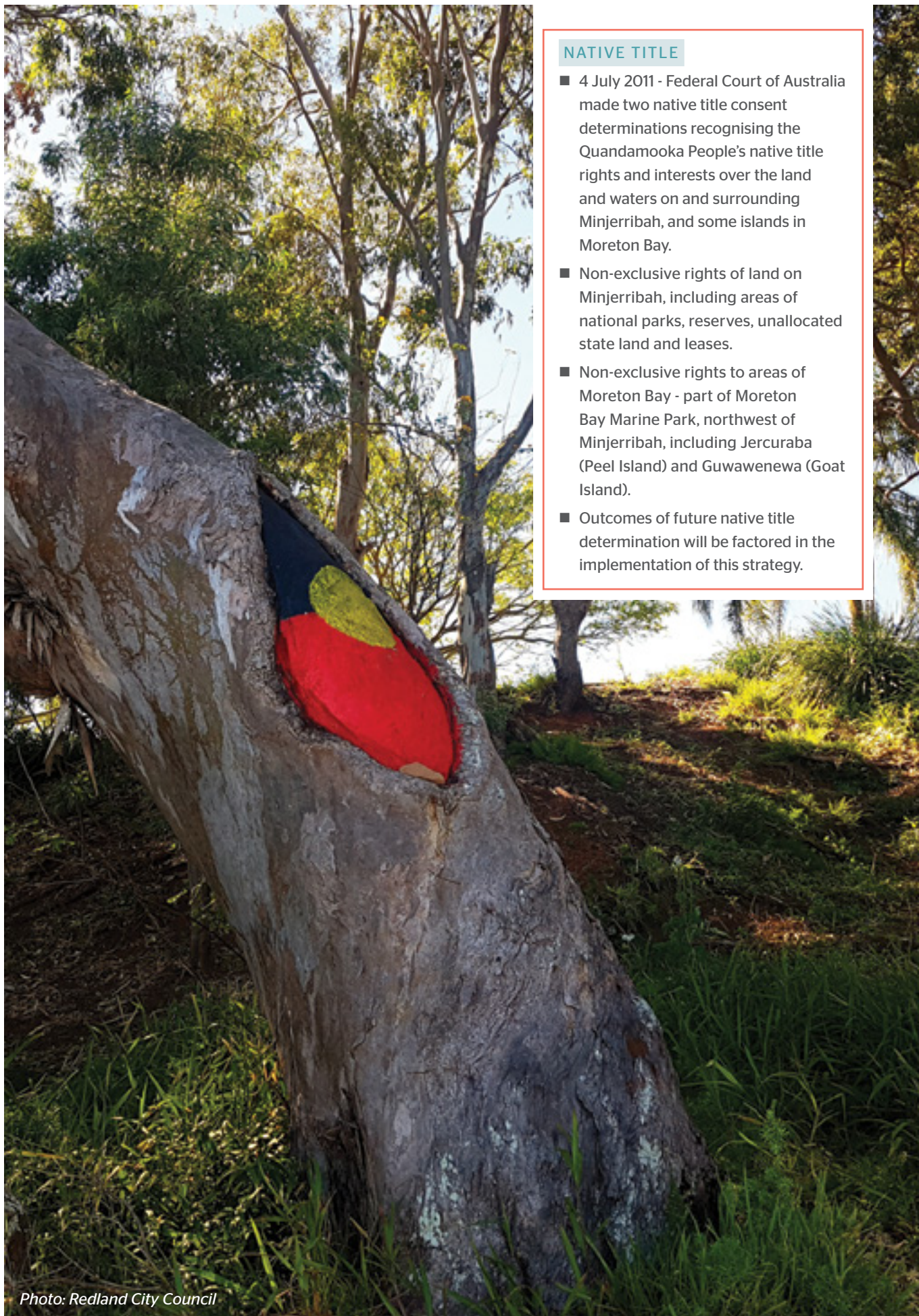


Photo: Redland City Council

NATIVE TITLE

- 4 July 2011 - Federal Court of Australia made two native title consent determinations recognising the Quandamooka People's native title rights and interests over the land and waters on and surrounding Minjerribah, and some islands in Moreton Bay.
- Non-exclusive rights of land on Minjerribah, including areas of national parks, reserves, unallocated state land and leases.
- Non-exclusive rights to areas of Moreton Bay - part of Moreton Bay Marine Park, northwest of Minjerribah, including Jercuraba (Peel Island) and Guwawenewa (Goat Island).
- Outcomes of future native title determination will be factored in the implementation of this strategy.

FOUNDATIONAL PLANS AND CONSULTATION

For over 20 years, the Quandamooka People have expressed their interests, aspirations and their challenges in managing the growth of tourism across Quandamooka Country. Emanating throughout the years of engagement and consultation with Traditional Owners, the shared aims of a sustainable tourism framework that considers the cultural, and environmental benefits continues to arise. Secondly, Traditional Owners have expressed their interests in Quandamooka People managing and driving sustainable business ventures across Quandamooka Country. More recently the Quandamooka Yoolooburrabee Aboriginal Corporation sought feedback from Traditional Owners on the aspirations and themes of this *Gudjundabu Marumba Gubiyiyanya* which are reflected through this strategy.

As planning progresses and projects develop over the five-years of this strategy, engagement and consultation with Traditional Owners will continue through the Quandamooka Yoolooburrabee Aboriginal Corporation.

Gudjundabu Marumba Gubiyiyanya has been developed in consideration of the following foundational plans as the building blocks for this strategy.

- Tourism Strategy for Quandamooka: A report for the Quandamooka Land Council 1996
- Quandamooka Aboriginal Community Profile and Action Plan 2007
- North Stradbroke Island Indigenous Business Development Plan 2011
- Quandamooka Yoolooburrabee Aboriginal Corporation Strategic Plan 2014-2016
- North Stradbroke Island Economic Transition Strategy 2016
- Shaping SEQ, South East Queensland Regional Plan 2017
- Advancing Tourism 2016-2020
- Queensland Ecotourism Plan 2013-2020



OUR PLACE IN THE REGION

Quandamooka Country has strong potential to be the leading authentic Indigenous tourism experience on the east coast of Australia. Positioned in close proximity to a capital city and two international airports, Minjerribah is South East Queensland's wildlife wonderland where visitors are almost guaranteed to encounter *guruman* (kangaroos), *dumbiripi* (koalas), *tabobila* (dolphins) and *yalingbila* (whales)⁴ in their natural habitat.

Across to Mulgumpin, meaning 'Place of Sandhills', the island is a significant cultural landscape, rich in cultural heritage and history. The island is also a popular spot for watching the *yalingbila* as they migrate past in the surrounding waters between May to November.

The rich culture of the Quandamooka People, combined with the abundant wildlife, picturesque landscapes and historical landmarks, are representative of the competitive advantages of Quandamooka Country.

While these are great building blocks, attracting the right visitor market and ensuring appropriate dispersal across attractions will require improvements to be made, including the need to develop and build new quality products that can leverage the growing visitor numbers to Brisbane, the Gold Coast and the Redlands Coast.



⁴ Aunty Sandra Delaney - Jandai language varies within word lists, families and clans. Spelling used is an interpretation of passed down cultural knowledge and linguistic interpretation.



BRISBANE

Brisbane is the most visited tourism region in Queensland, with tourism directly contributing 2.7% of the region's gross regional product in 2016-17. It continues to outpace the state's average with visitation increasing to 8.5M visitors in the year ending June 2018.

In the year ending June 2018, the Brisbane Region welcomed a record 7.1M domestic overnight visitors, spending a record \$4.4B in the region. International visitation to the Brisbane Region was made up from 1.4M visitors. China, New Zealand and the United Kingdom remained Brisbane's top three source markets by visitation.

The Queen's Wharf Project, a \$3.6B integrated resort development, is on the horizon and will put Brisbane on the map as a global tourism, leisure and entertainment destination.



REDLANDS COAST

The local government area known as Redland City in 2018 adopted a new city brand "Redlands Coast – Naturally Wonderful".

In the year ending June 2018 there were 377,000 domestic overnight visitors to the Redlands Coast, up 23.6% year on year. Domestic visitors spent 1.37 million nights in the region, up 16.4% year on year.

In the year ending June 2018 there were 26,000 international overnight visitors, up 12.8% year on year. International visitors spent 375,000 nights in the region, down 3.6% year on year.



GOLD COAST

The Gold Coast is recognised as Queensland's number one international holiday destination where four out of five overseas visitors to the region were on holiday.

In the year ending June 2018, the Gold Coast welcomed 3.5M domestic overnight visitors, who spent \$3.1B in the region. International visitation to the region is made up of 1.0M visitors. China remains the Gold Coast's largest source market, with New Zealand and the United Kingdom as the second and third largest source markets.

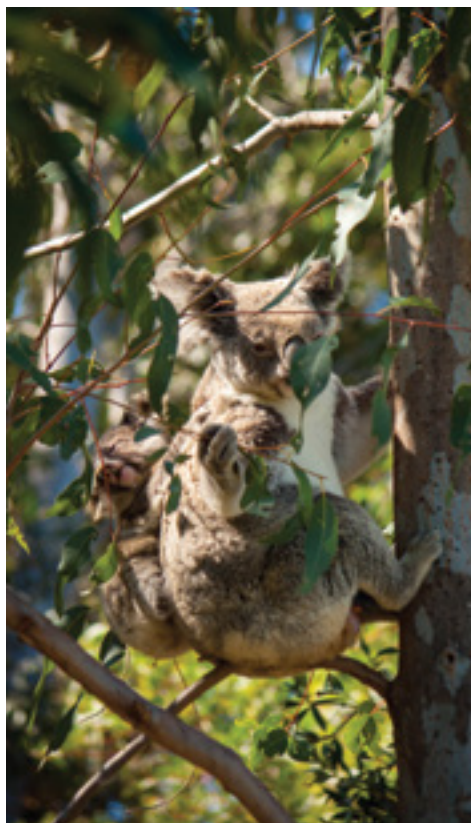
Source: Tourism Research Australia, National and International Visitor Surveys

OUR COMPETITIVE ADVANTAGES. QUANDAMOOKA COUNTRY IS:



1: A TIMELESS CULTURAL LANDSCAPE

- Quandamooka People have over 20,000 years of continuous occupation of the land and sea.
- Over 1,000 known cultural heritage sites across Quandamooka Country that tell the story and history of the Quandamooka People.
- The Quandamooka Festival, held annually over three months, features events and activities for all ages including cultural tours, whale watching, dance and music, art exhibitions, and unforgettable dining experiences.
- Authentic products and art can be purchased from Quandamooka artists through two established art galleries located on Minjerribah.
- The lands and waters of Quandamooka Country, especially the islands, include some of the most significant places of colonialisation. Sites listed on the Queensland Heritage Register include the convict causeway, remaining parts of the Benevolent Asylum and the Cemetery at Goompi (Dunwich); the prison at Nogun (St Helena Island), the Lazerette on Jercuraba and Queensland's oldest lighthouse, the Cape Moreton Lighthouse on Mulgumpin.



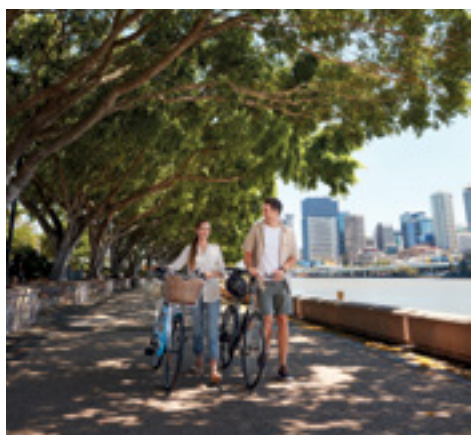
2: A WILDLIFE SANCTUARY

- Parts of the Moreton Bay are listed as a Ramsar Site.
- Some of Australia's most significant wetlands are found in the Moreton Bay Marine Park.
- Moreton Bay is one of Australia's top 12 shorebird habitats and ranked among the top 10 dugong habitats in Queensland.
- The area is a paradise for watching migratory shorebirds from September to March, and the majestic *yalingbila* as they journey through the waters of the Bay from June to November.
- In season, the waters surrounding the islands are home to a wide variety of marine animals including *yangan* (dugongs), *yalingbila* and *banggu gurumba* (rays).
- On Minjerribah, visitors can see *guruman*, *dumbiripi* and marine life such as *tabobila* and *bubariyan* (turtles).
- Minjerribah is Queensland's third-largest shorebird habitat.



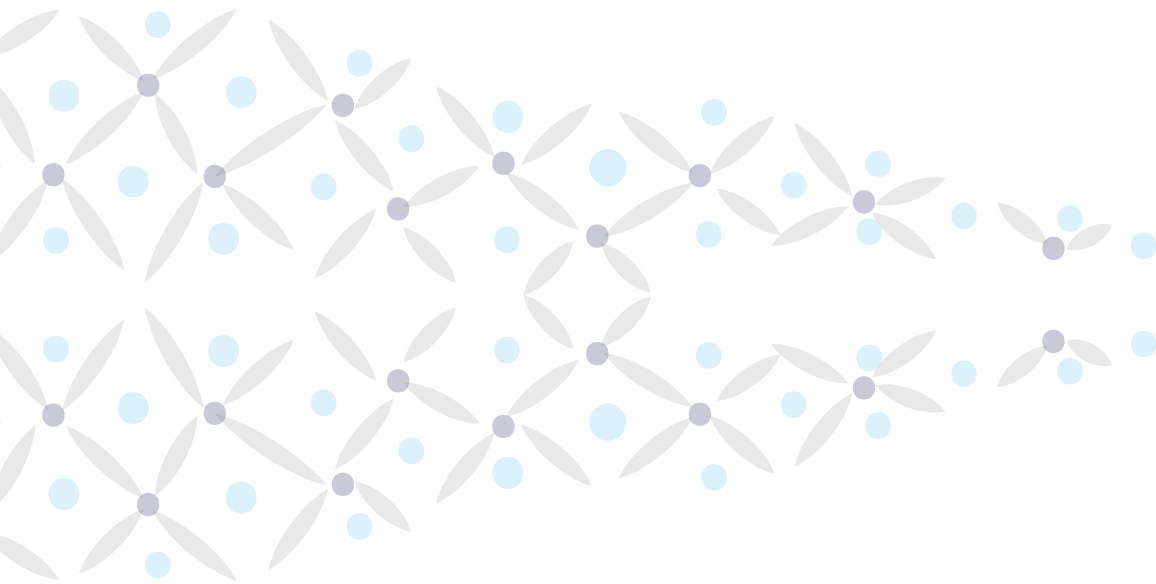
3: A NATURAL PLAYGROUND

- Pristine beaches suitable for swimming, surfing, and snorkelling.
- Crystal clear creeks and lagoons, tall sand dunes and kilometres of sandy beaches.
- Diving experiences including natural and artificial reef sites.
- Minjerribah and Mulgumpin are the world's second and third largest sand islands.
- Mulgumpin is reputedly the highest coastal sand dune in the world at 285m.
- Existing walking trails on Mulgumpin.
- A range of nature based experiences can be offered on Minjerribah and Mulgumpin.



4: A STONE'S THROW FROM BRISBANE AND THE GOLD COAST

- Located 30km from Brisbane and 50km from the Gold Coast.
- Access to two international airports.
- Opportunity for overnight and day trips.
- Close proximity to key water transport hubs including the Brisbane Cruise Terminal, Manly Harbour and Toondah Harbour.



PRESSURES AND CHALLENGES

Gudjundabu Marumba Gubiyiyanya recognises the opportunities that can be harnessed across Quandamooka Country, through a shared vision that fosters ecological and culturally responsible sustainable tourism on Quandamooka Country.

In doing so, it also recognises the challenges as identified by the Quandamooka Yoolooburrabee Aboriginal Corporation, and areas for improvements, identified by the North Stradbroke Island Visitor Research Program.

The Quandamooka People face the challenges of undertaking their traditional role as caretakers of the land and sea in a modern world that has considerably changed with the introductions of laws and practices since the first European settlement almost 200 years ago.

Identifying and acknowledging these challenges will enable the partnership to investigate and examine them in more detail and identify actions to work collaboratively across all levels of government.

- Increased recreational use and development of coastal areas may lead to habitat loss including by degradation of Ramsar Sites and disturbance of shorebirds and marine life.
- Increased demand for recreational use of sacred lakes like Bummiera (Brown Lake) and Kaboora (Blue Lake).
- Current tourism is highly seasonal with major peaks at New Year, Easter, spring and summer school holiday periods.
- Increased activity during peak periods places immense stress on the wildlife.
- Census data shows the employment rate is around five percentage points lower than for the rest of Redland Coast and the proportion of full-time employment is 12-15 percentage points lower.
- Transport constraints inhibit direct access from Brisbane and the Gold Coast, coupled with limited public transport options on Minjerribah.
- Inconsistent quality of tourism products on Minjerribah.
- Over half of the tourist accommodation is individually owned holiday rental houses, many of which also serve as second/holiday homes.
- Limited Indigenous experiences and awareness from visitors.
- Limited product offerings to attract the high value traveller.

MINJERRIBAH TODAY

Minjerribah has an estimated resident population of 2,151 persons as at 30 June 2016⁵. It is also home to a large Indigenous population, where approximately a fifth of the island's residents identified as Aboriginal and/or Torres Strait Islander.

There are three main populated areas – Goompi, Pulan Pulan and Mooloomba (Point Lookout) – which support residential, recreational and tourist activities. Much of the island is covered by national parks, recreation and water reserves, and state land.

Tourism is the island's largest employer, with 20 per cent of the island's workforce employed in accommodation and food services⁶.

A range of tourism products and experiences are offered through island operators and small businesses, as well as tour providers on the mainland. Visitor accommodation ranges from private holiday rentals through to hotels, camping and glamping options.

Transport to and from Minjerribah is managed through two passenger vehicle transport services that operate from Toondah Harbour to Minjerribah. Once on the Island, visitors have the option of travelling via bus and taxi.

VISITOR RESEARCH

The North Stradbroke Island Visitor Research Program, funded through the North Stradbroke Island Economic Transition Strategy, provides data on the steady rise of visitors to the island along with insights on where and when visitors prefer to stay, play and eat and spend while on the island.

This three-year research program will assist the Queensland Government and the Quandamooka Yoolooburrabee Aboriginal Corporation to better understand the visitor market and its needs.



⁵ 2016 Census Australian Bureau of Statistics

⁶ North Stradbroke Island Visitor Research Program

INSIGHTS AND KEY FINDINGS



TOTAL VISITATION, 2017

was conservatively estimated to be between **320,000 to 380,000 visitors** based on ferry patronage, occupancy data and responses to the Visitor Survey.

VISITOR NUMBERS HAVE GROWN STEADILY SINCE 2009

64.9%

A MAJORITY OF VISITORS

indicated that a holiday was the primary reason for visiting the island.

THE RESULTS INDICATE A VERY HIGH RATE OF REPEAT VISITATION AT 73.5%



THE ISLAND IS A POPULAR DESTINATION FOR FAMILIES

43% of visitors indicated that they were travelling with children or extended family



VISITOR SPENDING

The median spend per day was:

\$100 DAYTRIPPERS
\$156 OVERNIGHTERS

However, potential visitors indicated that they would be willing to spend:

\$195 DAYTRIPPERS
\$234 OVERNIGHTERS



THE MEAN LENGTH OF STAY FOR OVERNIGHT VISITORS

was **4.7 nights**, with a median of three nights.

1-3 NIGHTS

Younger Couples
Young Families (Full Nest I)
Older Singles

4+ NIGHTS

Older Families
(Full Nest II and Full Nest III)



THE MAJORITY OF VISITORS WERE FREE INDEPENDENT TRAVELLERS

Organised group tour markets:

CRUISE PASSENGERS

EDUCATION

GROUPS

RETIREES

are conspicuously absent in the data



ACCOMMODATION

accounted for the highest expenditure category for overnight visitors. Families spend considerably more than other visitors on accommodation and food.

SPENDING WAS HIGHEST FOR VISITORS STAYING IN HOTELS, RESORTS AND HOLIDAY RENTALS



LEARNING ABOUT ABORIGINAL CULTURE

learning about the island, and experiencing new things are moderately important but are under-performing.

THE ISLAND EXCELS AT PROVIDING EXPERIENCES THAT APPEAL TO ESCAPE AND RELAXATION NEEDS



DAY TRIPPERS MADE UP 37.3% OF VISITORS TO THE ISLAND

Source: North Stradbroke Island Visitor
Research Program

MARKET ORIGIN

The research confirms previous findings indicating that the majority of visitors (93.2%) were domestic. The proportion of international visitors (6.8%) was slightly higher than reported in previous studies. Key findings include:

- 66.2% of all current visitors came from Queensland.
- A considerable proportion (76.9%) of domestic visitors come from within a 50km radius of Goompi and the top postcodes were concentrated in Brisbane and Redland City.
- Potential visitors were more dispersed, indicating that there may be untapped demand outside the immediate catchment for current visitors. The geographic analysis highlights significant opportunities to attract domestic visitors from slightly further afield. 3.7M Australians live within 200km of the island.
- The most common international source markets were Western Europe (1.7%), USA (1.2%), New Zealand (1.1%), the United Kingdom (0.8%) and Canada (0.8%).



SEASONALITY

Key findings include:

- Overall seasonality pattern is consistent across all seasonality indicators.
- Average occupancy rates in 2017 ranged from 25% in May to 61% in December. The average occupancy for campsites (32%) was consistently lower than other types of accommodation (56%).
- The current market is highly sensitive to Easter, spring and summer school holiday periods. Peak periods occur in March or April (depending on the timing of Easter), late September/early October and late December/early January.
- Google Trends data shows that the seasonal patterns identified for Minjerribah are also evident in search activity for other South Queensland island destinations. Trend analysis over four years indicates a steady increase in search activity for Mulgumpin, Fraser and Bribie Islands, while search activity for Minjerribah has remained steady.

AREAS FOR IMPROVEMENT

The Visitor Research Program highlights several areas for improvement, including:

- Wi-Fi access/mobile phone coverage
- perceived value for money
- variety of places to eat
- transport access.

Minjerribah rated less well for restaurants and accommodation and the focus groups revealed the island's unique selling proposition was unclear.

The study also reinforced that economic benefits can be enhanced by increasing visitation in off-peak periods, particularly in February, May to August and November.

MULGUMPIN TODAY

Mulgumpin is one of the least polluted and least disturbed coastal environments along the Queensland to New South Wales coast, with an estimated resident population of 294 people as at 30 June 2008.

The island is a popular recreation area for people who live in the Brisbane region, receiving more than 170,000 visitors a year.

Most of the island is national park and recreation, surrounded by the Moreton Bay Marine Park which was declared in 1993 in recognition of its important natural, cultural, recreational and economic values to Queensland. As many as 330 cultural sites have been recorded and include shell and bone scatters, large shell middens and stone quarries.

Queensland's only whaling station operated at Tangalooma from 1952 to 1962. Remains of the whaling station are now part of the Tangalooma Resort facilities. The island also has the remains of the World War II, where a variety of other relics are still present today. A range of commercial operators offer tourism services on Mulgumpin.

Vehicle access to the island is provided by barge operators running from Scarborough to Bulwer, from the Brisbane Port to the Tangalooma Wrecks, and from Victoria Point to Koorringal.

The resort offers guests transport to Mulgumpin via passenger ferries. Several additional commercial operators and charter operators also provide passenger transport to the island. There is no direct access from Minjerribah to Mulgumpin and 4WD is the main mode of transport on the island, subject to permits.

Mulgumpin is unique in its offering of self-reliant and nature-based recreational opportunities, which serves as the primary attraction to the island where visitors are drawn to its isolation.



Photo: Paul Giggle

NEXT STEPS

This strategy will aim to address three key consumer nodes through targeted actions that consider ecological and culturally responsible sustainable tourism, while generating an economic return to the Quandamooka People.

This will be achieved by:

- attracting high value travellers
- inspiring the local market, and
- better managing all visitors.

Acknowledging the challenges identified in this strategy is one part of the journey towards a sustainable tourism model. Building cultural competency within the entire tourism industry that operates on Quandamooka Country is critical to the success of this strategy in ensuring authenticity of the regions Indigenous tourism experiences.

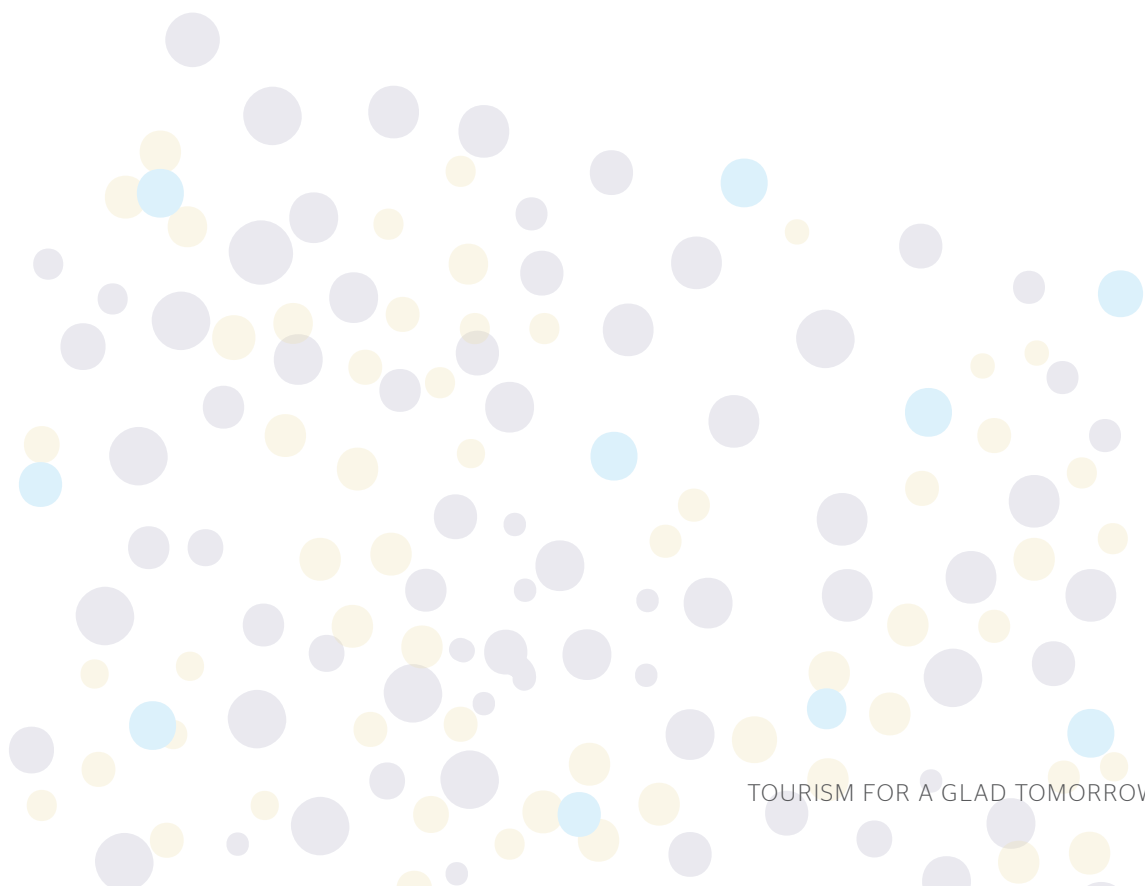
The opportunities for Quandamooka Country to showcase its story and experiences, whilst at the same time positioning itself as the value-add experience targeting high value travellers and educational groups alike can be achieved through a concerted effort across industry and partners.

The research shows that Indigenous Tourism experiences succeed when they are well connected to opportunities as a value-add and linked to nature-based experiences. It is essential that new product development is guided by these principles and desired outcomes of this strategy.

The North Stradbroke Island Visitor Research Program confirms that Minjerribah excels with very positive ratings for activities, outperforming similar off-shore Australian island destinations.

Through a partnership approach with the tourism industry and the wider community, authentic and complementary products and experiences can be developed and enhanced across Quandamooka Country.

Finally, the new city brand, “Redlands Coast - Naturally Wonderful” complements the future direction of this strategy. Developed in consultation with Quandamooka Elders, it places a new revitalised focus on tourism, with Quandamooka culture a key part of the city’s tourism attractions. Within the city brand logo, Quandamooka culture is reflected, while dual European-Quandamooka naming is a central theme of the new Redlands Coast website and tourism collateral. This strategy and the Redlands Coast branding will work together to strengthen tourism on Redlands Coast and Quandamooka Country.



ACTION PLAN 2018-2023

The Quandamooka Yoolooburrabee Aboriginal Corporation, in collaboration with the Department of Innovation, Tourism Industry Development and the Commonwealth Games, will continue to develop strong partnerships with the wider community, including all levels of government, environmental and community organisations and the tourism industry.

A range of projects are already underway through various government leads, many of which are also led by the Quandamooka Yoolooburrabee Aboriginal Corporation and are funded through the North Stradbroke Island Economic Transition Strategy.

Over the next five years, key actions will be identified and led by the Quandamooka Yoolooburrabee Aboriginal Corporation and will form part of a detailed action plan that will underpin this strategy. As planning progresses, new actions will be identified and prioritised as required.

1

ENSURING CULTURAL RESPECT, SECURITY, ACCEPTABLE ECOLOGICAL AND ENVIRONMENTAL FOOTPRINTS AND IMPACTS

Immerse Quandamooka Culture (language, art, dance, food, and cultural protocol) throughout the tourism products operating on Quandamooka Country.

- Jandai language revitalised through language programs and strategies led by the Quandamooka Yoolooburrabee Aboriginal Corporation.
- Jandai language incorporated in infrastructure, marketing, education and training, and product development.
- Invest in the Quandamooka Festival to ensure traditional practices like song, dance, weaving, and carving continues.
- Integrate and invest in traditional practices within the Minjerribah Ganaba (Centre for Island Learning) and Cultural Centre projects.
- Invest in caring for country projects like cultural heritage management and joint management of national parks ensures that the landscape is being managed by Traditional Owners through traditional and contemporary means to protect cultural values.
- Environmental and biodiversity protection of country through waste minimisation, energy efficiency, local produce, water conservation, carbon neutrality, biosecurity, threatened species and ecosystem management.
- Progress World Heritage listing.

2A

INFRASTRUCTURE

Priority projects under the North Stradbroke Island Economic Transition Strategy include the:

- Minjerribah Cultural Centre
- Whale Interpretive Facility
- Minjerribah Ganaba
- Minjerribah Signage
- Minjerribah Recreational Trail Master Plan
- Minjerribah Camping Upgrades

Additional projects include:

- Keyhole Recreation Upgrade
- Mulgumpin Great Walk
- Kaboorra (Blue Lake) Circuit

2B

PLANNING & REGULATION

- Deliver a capacity audit for tourism in Quandamooka Country.
- Develop the Goompi Master Plan.
- Develop a Minjerribah Transport Plan.
- Mainland to islands and inter-island connectivity.
- Continue to be engaged within other key tourism planning and projects in the region including Toondah Harbour, Brisbane Cruise Ship Terminal, and the Queen's Wharf development.
- Provide cross compliance training and authorisation.

3

EDUCATION, TRAINING, EMPLOYMENT AND ECONOMIC DEVELOPMENT

- Identify supply chain opportunities to supply to tourism operators.
- Support business development for tourism businesses.
- Develop a Quandamooka Country Tourism Employment, Education and Training Plan.
- Education Exchange to include tourism and hospitality training courses and accreditation.

4

PRODUCT DEVELOPMENT, EVENTS AND EXPERIENCES

Progress product development for the following:

- Recreational Trails
- Koala Tours
- Bush foods/cuisine
- Cultural Tours
- Develop and progress cultural competency and heritage training.
- Develop product offerings that will showcase Quandamooka arts and First Nations contemporary arts programming to complement the Minjerribah Cultural Centre.
- Continue to develop the Quandamooka Festival as an iconic Queensland event.

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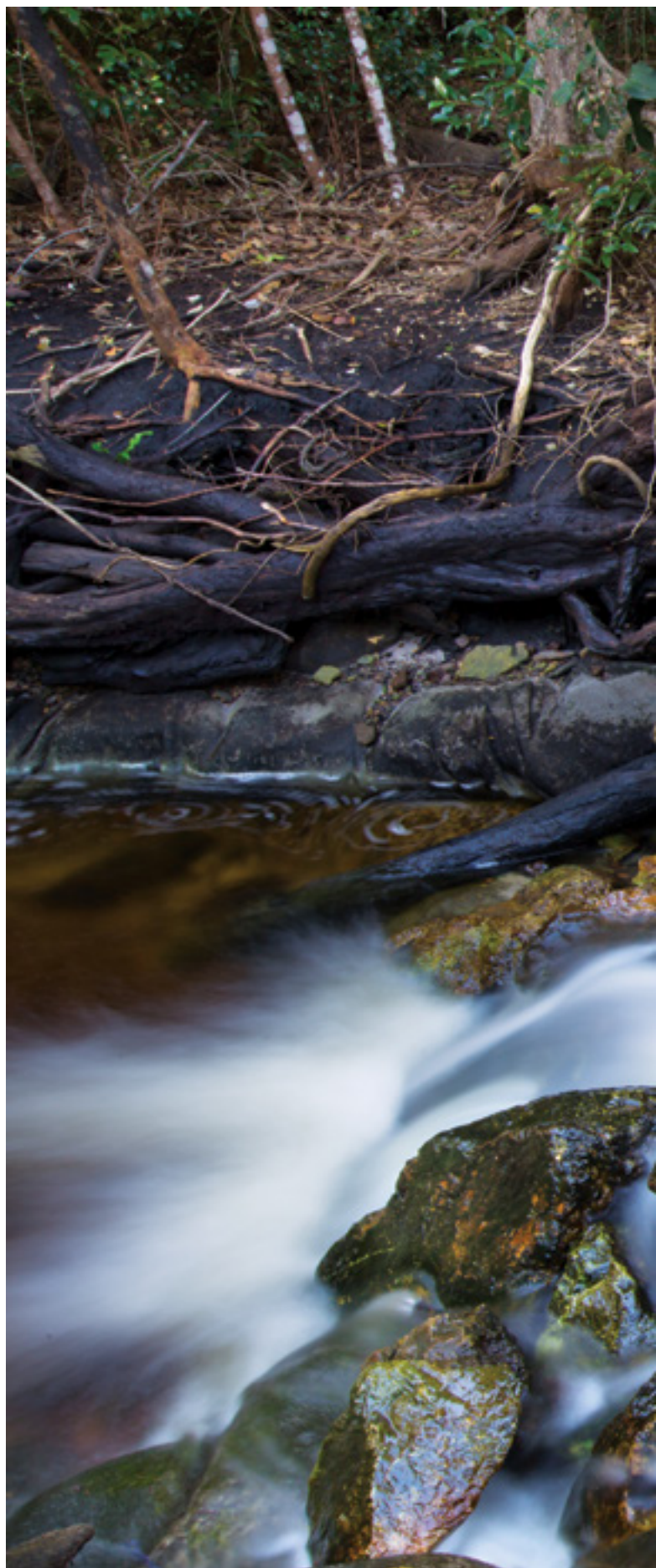
MARKETING

- Develop a five-year Quandamooka Sustainable Tourism Marketing Plan in partnership with the Department of Innovation, Tourism Industry Development and the Commonwealth Games, Tourism and Events Queensland, Brisbane Marketing and Redland City Council.
- Establish and position the Minjerribah Cultural Centre as a centre for contemporary Indigenous Arts.

6

STRATEGIC PARTNERSHIPS

- Establish investment partners for tourism infrastructure and products that understand and align with the Quandamooka People's vision for tourism on country.





MORE INFORMATION:

This strategy is managed by the Quandamooka Yoolooburrabee Aboriginal Corporation and supported by the Queensland Government through the Department of Innovation, Tourism Industry Development and the Commonwealth Games.

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