

Moreton Bay Taskforce Directions Statement

This report is based on contributions by members of the Moreton Bay Task Force as it existed in mid 2001.

The report is intended for consideration by the Mayors and Lord Mayor of:

*Caboolture Shire
Redcliffe City
Redland Shire and
Brisbane City*

It provides a snapshot of available information but does not constitute policy of the above Councils.



CONTENTS

1.0 INTRODUCTION	1
2.0 BACKGROUND	2
3.0 MORETON BAY AND ISLANDS	3
3.1 Description	3
3.2 Land Use and Development.....	5
3.3 Current strategic views of the Bay.....	6
4.0 TOURISM AND RECREATION.....	9
4.1 Overview	9
4.2 Brisbane's Moreton Bay and Islands Brand	9
4.3 Recreation.....	10
5.0 TRANSPORT INFRASTRUCTURE FOR VISITORS AND RESIDENTS	11
5.1 Waterborne	11
5.2 Road	13
5.3 Rail.....	14
5.4 Airport and Airfields.....	15
5.5 Challenges for Transport Infrastructure & Services	16
6.0 INFORMATION ABOUT BAY VISITORS	17
7.0 A VISION FOR TOURISM / RECREATION FOR THE BAY	18
7.1 Moreton Bay Task Force Workshop 29 June 2001	18
7.2 Key Elements of Vision	19
8.0 KEY DIRECTIONS AND ACTIONS FOR TOURISM AND RECREATION	20
8.1 Improved Connectivity.....	20
8.2 Better visitor information and regional marketing	20
8.3 Clearer direction for Bayside and Bayside communities	20
8.4 Improve inventory of visitor and recreation experiences	20
9.0 KEY ACTIONS FOR TOURISM AND RECREATION.....	21
9.1 Obtain Broad Agreement from Key Stakeholders	21
9.2 Phase 1 - Initial Phase: Joint Marketing and Establishing the Framework	21
9.3 Phase 2 - Infrastructure Planning Phase.....	22
9.4 Phase 3 - Infrastructure Implementation Phase	22
9.5 Actions That Can Be Done Immediately	23

MAP 1 - SEQ LOCATION

MAP 2 - ACCESS

MAP 3 - KEY NATURAL / CULTURAL ATTRACTIONS

MORETON BAY

1.0 INTRODUCTION

The purpose of this paper is to begin communication of a joint vision for tourism and recreation in the Moreton Bay Region from a local Council, tourism authorities and local business perspective.

It is intended as a tool for consulting with key stakeholders in tourism in the bay region and as a basis for setting a broad direction for tourism in the region which will bring together decision makers in this area to enable greater coordination in services and infrastructure provision.

The paper builds on existing regional marketing initiatives such as Brisbane's Moreton Bay and Islands and is intended to support these with a broader strategic framework.

MORETON BAY REGION

2.0 BACKGROUND

Moreton Bay has been the focus of a strong regional cooperative effort since the mid 1990's aimed at managing the water quality in the Bay. This process involved all 3 levels of government, science, business and community representatives and resulted in a commitment to manage the impacts of pollution on the Bay and the establishment of the Moreton Bay Catchments and Waterways Partnership. This partnership is charged by government with overseeing the implementation of the regional water quality strategy.

Another key regional decision was declaration of Moreton Bay as a Marine National Park in 1993.

One area of regional economic activity which benefits from improved management of Moreton Bay waters is tourism and recreation on bay foreshores, islands and the waterway itself.

There has been a perception that these activities are currently fragmented and lack a cohesive framework for coordination of information, services and infrastructure.

In March 2001 the Mayors of Redland Shire and Redcliffe City and the Lord Mayor of Brisbane set up a "Moreton Bay Task Force" with a brief to sketch up a direction statement for tourism in the Bay Region by 31 August 2001. Membership was expanded to include Caboolture Shire in June 2001.

Details of the task force structure and membership are shown in Appendix 1.

MORETON BAY REGIONAL COUNCIL

3.0 MORETON BAY AND ISLANDS

3.1 Description

3.1.1 Location

Moreton Bay is at the centre of South-East Queensland's coastline, between the major national / international tourist destinations of the Gold Coast to the south and Sunshine Coast to the north (See Map 1). The Bay is the coastal destination closest to the Brisbane metropolitan area.

3.1.2 Administration

The Bay foreshores and islands are administered by 5 local authorities:

- Caboolture Shire
- Pine Rivers Shire
- Redcliffe City
- Brisbane City
- Redland Shire

The Bay waterways and certain islands are administered by a multitude of state agencies including:

- Environment Protection Agency (EPA)
- Queensland Transport (QT)
- (NPWS)
- Department of Primary Industries (DPI)
- Department of Natural Resources (DNR)

The State Department of Development, Port of Brisbane Corporation and the Brisbane Airport Corporation have major interests in Moreton Bay.

3.1.3 Indigenous Involvement.

Partnerships with indigenous people in the Moreton Bay region will be the key to the success of future tourism and recreation strategies.

Redland Shire has entered into a formal relationship with local indigenous people through the Quandamooka Accord. The Native Title Claim of the Turrbal people includes Moreton Bay and adjacent land. The process has not been finalised. Brisbane City Council studies in the NE Wetlands (adjoining the Bay) recommended partnerships on cultural heritage, employment and land management.

3.1.4 Access

- *International, national:*
The Brisbane International Airport and Port are located north and south of the Brisbane River mouth, at the centre of Moreton Bay island foreshores, about 14 - 15 km northeast of Brisbane's CBD.
- *Regional:*
The Bay foreshores are within 20 km from National Highway No. 1. Closest 1 -2 km at Boondall / Sandgate.

They are connected to the regional metropolitan area through an arterial road system. Bribie Island is an island connected to the mainland by bridge (with no toll).

The Queensland Rail system currently services the following bayside suburbs:

North of Brisbane River:

- Sandgate
- Shorncliffe
- Deagon
- Boondall
- Nudgee

South of Brisbane River:

- Wynnum
- Manly
- Lota
- Thorneside
- Birkdale
- Wellington Point
- Cleveland

Major Boating Facilities:

- Scarborough
- Manly
- Raby Bay
- Redland Bay
- Sandstone Point

Major Ferry Services:

- Scarborough to Moreton Island
- Pinkenba to Moreton Island
- Cleveland to North Stradbroke and Bay Islands
- Redland Bay to North Stradbroke and Bay Islands
- Victoria Point to Coochiemudlo Island

Map 2 shows the key access system to Moreton Bay.

3.1.5 Moreton Bay Landscapes / Seascapes

Moreton Bay is about 100km long in its north south expanse and about 40km wide at its widest dimension (Point Lookout to Fisherman Island) (See Map 3). It is a shallow body of water fringed by large sand islands: Moreton and North Stradbroke Islands at the South Pacific edge, and touched on by Bribie Island at its northern passage to the ocean. The bay includes a large number of smaller islands located between the mainland and the large sand islands, generally south of the Brisbane River.

Moreton Bay is impacted by 4 major river systems which enter the Bay south of Bribie Island:

- Caboolture River
- Pine River
- Brisbane River
- Logan River

Numerous creek systems enter the Bay also.

North Stradbroke Island and majority of small bay islands are included in the Redland Shire. Brisbane City includes Moreton Island and several smaller islands, whereas Redcliffe City and Caboolture Shire administer significant mainland foreshores of the Bay. Bribie Island which touches the northern edge of the Bay is in Caboolture Shire.

The mainland coastline at Moreton Bay is structured into smaller embayments:

- Deception Bay
- Bramble Bay
- Waterloo Bay
- Raby Bay
- Redland Bay

The diversity of landscapes in the bay region ranges from ocean beaches, coastal sand dunes and rocky headland settings to coastal low land / wetland / mangrove fringed foreshore areas.

The Bay waterways are characterised by the wide, ocean influenced northern passage where blue water expanses are evident, to the setting of the southern bay where a more intricate pattern of waterways is interspersed with islands.

Appendix 6 shows some of the key natural characteristics and values of the Bay.

3.2 Land Use and Development

Land use along the Moreton Bay foreshores and on the islands is characterised by a predominance of public land including park and road reserves under local government control and state lands at the waterfront.

Appendix 3 provides information on planning land use in Brisbane, Redland, Redcliffe and Caboolture Planning Schemes.

Land ward from the foreshores is a predominance of low density residential land.

All four planning schemes have a low key approach to tourism development with certain centres identified for higher visitor activity in the context of existing seaside village centres such as:

- Scarborough Seaside Village and Harbour
- Redcliffe Seaside Village
- Margate Beach and Shopping Village
- Sandgate District (including Shorncliffe)
- Moreton Island Settlements
- Wynnum / Manly
- Cleveland
- Victoria Point
- Redland Bay
- North Stradbroke Island townships
- Southern Moreton Bay Islands
- Bongaree
- Bellara
- Woorim
- Sandstone Point
- Deception Bay.

Both Redcliffe and Redland Planning schemes provide broad direction for tourism / visitor facility locations. The planning schemes in the region are subject to review under the provisions of the Integrated Planning Act (IPA). The IPA planning scheme for Brisbane came into effect on 30 October 2000. It includes local plans for Moreton Bay settlements, and Sandgate. Caboolture Shire Council is currently preparing a planning scheme in accordance with IPA. As part of this process Caboolture Shire Council is currently preparing background studies to inform local planning for Beachmere/Ningi and Deception Bay.

Future commercial development opportunities on private land are constrained by existing planning scheme provisions for the following reasons:

- Limited private land with water frontage
- Small private land holdings and fragmented ownership
- Predominance of low density residential with attendant "no change" expectations by residents
- Coastal Management Act

Partnerships between private and public sectors would therefore be essential to facilitate development.

3.3 Current strategic views of the Bay

The Moreton Bay Waterways and Catchments Partnership which is a cooperative alliance of Federal, State and Local government, community and industry representatives was formed to manage waterway health of Moreton Bay and contributing river catchments. The vision which this group seeks to achieve is as follows:

"Moreton Bay and its Waterways will, by 2020 be a healthy ecosystem supporting the livelihoods and lifestyles of residents and visitors"

The partnership was formally established on 1 July 2001 and uses the Healthy Waterways Management Plan and South-East Queensland Regional Water Quality Management Strategy as its guiding documents.

No equivalent economic or transport infrastructure strategy exists for the Bay region at present. In 1993, State Government published the Moreton Bay Strategic Plan which had the following goal:

"To provide for ecologically sustainable use of Moreton Bay and to protect its natural, recreational cultural heritage and amenity values."

The strategy provides for recreation and tourism as follows:

Aim:

Establish and promote the natural environment and amenity of Moreton Bay as a major, accessible and diverse recreation and tourism resource.

Objectives:

- Promote the natural features and environment of the Bay as primary regional tourist attractions.
- Develop a variety of interpretive recreational opportunities to complement and highlight the Bay's natural features and communities.
- Encourage recreation opportunities that differ from those elsewhere in the region.
- Facilitate community access to and use and enjoyment of adjacent marine and terrestrial areas.
- Provide for the integrated use of adjacent foreshore marine and terrestrial areas for varying activities such as recreation, tourism and fishing.
- Provide adequate visitor support services such as parking, amenities, anchorages, and access points for Bay users.
- Develop users management strategies to prevent damage to the Bay's natural features due to overuse.
- Avoid or minimise conflict between incompatible recreational pursuits.
- Control access points to the islands where necessary to minimise indiscriminate landings and resultant foreshore disturbance, and control anchorage methods at sites where damage to the substrate is unacceptable.
- Encourage opportunities for low key family-based tourist accommodation, activities and attractions at locations in keeping with the Plan's aims and objectives.

The 1993 Moreton Bay Strategic Plan sets out a broad planning framework, which was subsequently strengthened through the creation of the Moreton Bay Marine National Park and declaration of Ramsar sites throughout the Bay, islands and certain coastal wetlands.

The Moreton Bay Marine Park is managed by the Environmental Protection Agency, which includes implementing education programs, monitoring, surveillance enforcement, coastal planning and assessment.

The implementation of the strategy cannot be clearly followed due to a lack of a comprehensive reporting mechanism at the regional level in respect of Moreton Bay.

MORETON BAY REGIONAL COUNCIL

4.0 TOURISM AND RECREATION

4.1 Overview

Tourism Queensland (TQ) and its predecessors has undertaken a number of desktop studies into tourism at Moreton Bay. In summary, the following view was presented to the Task force by a staff member of TQ after a Tourism Product Audit and Development Audit was carried out:

Issues for Tourism at Moreton Bay:

- No coordinated strategic approach to management of development in Bay area - remains adhoc.
- Multi agency / multi tenure issues affecting administrative, economic social and cultural sectors.
- No assessment or measurements of carrying capacity and performance indicators.
- No significant demand research into tourism development and growth.
- No framework for progressive development of infrastructure and industry.
- Access issues relating to infrastructure and permitting of sensitive and protected sites.
- Poor tourism market identification and association with Moreton Bay.
- High residential and recreational impacts - growing pressures of population growth - relatively disjointed approach to managing resource.

From an audit of Moreton Bay Marine Tourism Product, TQ summarised the following key findings and issues:

- Poor research and assessment of recreational and tourism impacts in Bay.
- Tourism generally underdeveloped in Moreton Bay.
- Moreton Bay well placed in relation to a large domestic and visitor market from SEQ/Brisbane.
- No holistic or comprehensive planning process - much planning though tourism representation (in particular) is somewhat fragmented.
- No management coordination - no singular authority to address strategic development.
- Many stakeholders and interests - often conflicting.

4.2 Brisbane's Moreton Bay and Islands Brand

In 1999 the Shires of Caboolture, Redcliffe, Redlands and Brisbane (representing Wynnum / Manly and Sandgate) developed the branding of "Brisbane's Moreton Bay & Islands" in conjunction with Tourism Queensland and Brisbane Tourism.

The purpose of bringing these regions under this banner was to develop a coordinated approach to promoting and marketing the bay and islands of Brisbane.

Since then there have been two publications produced. The first in late 1999 was a four page generic publication that was distributed throughout Brisbane and consumer shows. A marketing campaign was developed and funded by all the tourism bodies of each local government area.

In January 2001 the 16 page Brisbane's Moreton Bay & Island brochure which included product, was produced as an insert into "The Guide" publication of which 200,000 copies are produced. In addition to this a further 20,000 stand alone copies were produced and distributed again throughout Brisbane and consumer shows.

Tourism has the potential to remain a vital industry for South-East Queensland. At present the destinations within the BMB&I regions differ substantially with regards to the infrastructure and target market. For example both North Stradbroke Island and Tangalooma Resort are mature enough destinations to attract the international traveller. Whereas the other islands of Moreton Bay have very little infrastructure and are mainly day tripper focused.

Redlands Tourism is currently collating a product audit for the BMB&I region.

4.3 Recreation

There is no comprehensive information base for recreation facilities and activities at and on Moreton Bay at this stage.

MORETON BAY REGION

5.0 TRANSPORT INFRASTRUCTURE FOR VISITORS AND RESIDENTS

Map 2 shows key access facilities in the Bay area.

5.1 Waterborne

5.1.1 Regular Passenger Services

Combie Trader Scarborough - Moreton Island daily services. Also provide day tours. Financial year to end June 2001 5,900 vehicles, 34,200 passengers

Stradbroke Ferries Cleveland to North Stradbroke Island daily services (figures pending)

Stradbroke Flyer Cleveland to North Stradbroke Island 0

Islands Transport Redland Bay to Dunwich daily services

Tangalooma Flyer from Brisbane to Tangalooma (www.tangalooma.com)

Moreton Venture Brisbane to Moreton Island (6 days not Tuesday)

Koorringal Trader Amity Point to Moreton Island Thurs, Fri, Sat, Sun, Mon

5.1.2 Port

The Port of Brisbane is Australia's third largest capital city port and is experiencing significant growth as export / import operators take advantage Brisbane's location as a gateway between Australian and Asian markets.

The Port is situated on 716ha of predominantly reclaimed land and incorporates 28 deep water berths (8 on Fisherman Islands) and 6.5km of quay line. Approval was recently granted to reclaim an additional 230ha of Moreton Bay to will enable the Fisherman Island quay line to be extended a further 1.8km into the Bay. This expansion is to be completed by 2020.

The Port has traditionally catered for bulk cargo such as oil, coal, clinker, grain and woodchips however recently there has been significant growth (20% p.a.) in container trade. The Port also ships over 50% of Australia's beef and cotton exports and 25% of east coast vehicle exports. The Port of Brisbane recorded over 2300 ship movements in 1999/2000.

There are no purpose built cruise terminal facilities at the Port. Cruise liners currently use general cargo berths at Hamilton, Murarrie or Fisherman Islands depending on vessel type and berth availability.

The Port undertake extensive environment monitoring activities as part of a comprehensive environmental management plan to minimise impacts on the Moreton Bay ecosystem. It is also currently developing a \$3.2M Visitor Centre containing a theatre, auditorium, display areas, restaurant and cafe to promote public awareness of Port activities and local environmental issues.

5.1.3 Boat Ramps

Public boat ramps exist at the following locations:

- Esplanade South, Donnybrook
- The Esplanade, Toorbul
- Moffatt Esplanade, Toorbul
- Solander Esplanade, Banksia Beach
- Kal-ma-kuta Drive, Sandstone Point
- Marine Parade, Bellara
- Welsby Parade, Bongaree
- Biggs Avenue, Beachmere
- Captain Cook Parade, Deception Bay
- Esplanade, Deception Bay
- Reef Point Esplanade, Scarborough
- Flinders Parade, Scarborough
- Margate Parade, Margate
- Hornibrook Esplanade, Woody Point
- Hornibrook Esplanade, Clontarf
- Dohles Rocks Road, Griffin
- Allpass Parade, Shorncliffe
- Port Drive, Lytton
- Wynnum North Esplanade, Wynnum
- Esplanade, Manly
- Fairlead Crescent, Manly
- Royal Esplanade, Manly
- Esplanade, Lota
- Queens Esplanade, Thorneside
- Main Road, Wellington Point
- Shore Street North, Cleveland Point
- Middle Street, Cleveland
- Colburn Avenue, Victoria Point
- Esplanade, Redland Bay
- Banana Street, Redland Bay
- Masters Avenue, Victoria Point
- Russell Terrace, Macleay Island
- Lucas Drive, Lamb Island
- The Esplanade, Karragarra Island
- High Street, Russell Island
- Pandanus Drive, Russell Island
- Claytons (Point Lookout Road) Road, Amity
- Harbour Road, Dunwich
- Junner Street, Dunwich

5.1.4 Harbours and Marinas

Raby Bay

Scarborough

Newport

Shorncliffe

Manly

Sandstone Point

Beachmere

5.2 Road

5.2.1 Major Road System

Moreton Bay is accessible by road from many points along National Highway No.1 from Bribie Island in the north to Redland Bay in the south.

To the north, Bribie Island is accessed from the Bruce Highway at Bribie Island Road (State Route 85). Communities of Donnybrook and Toorbul are accessed from Highway No.1. Communities/villages of Beachmere, Ningi, Sandstone Point, and Godwin Beach are accessed from the Bribie Island Road. At Deception Bay Road (26) access to Deception Bay and Redcliffe from the north is provided as well as at the intersection with Anzac Avenue (71). Deception Bay, Redcliffe and Sandgate can be accessed from the south via the Deagon Deviation and Houghton Highway (to Redcliffe) (26) from the Gateway Motorway which merges with the Bruce Highway at Bald Hills. Sandgate is also accessible travelling north on the Gateway Motorway at Depot Road (40). Continuing south on the Gateway Motorway, Nudgee is accessed via Nudgee Road. Between Nudgee Road and the Gateway Bridge access to the Bay is limited as these routes are specifically for airport and City access. Immediately South of the bridge Lytton Road (24) provides access to Wynnum and Manly as does Wynnum Road (23). Old Cleveland Road (22) gives access to Cleveland and Wellington Point via Birkdale Road (54). Mt Gravatt - Capalaba Road (21) is probably the most southern access point to the Bay and links to Victoria Point and Redland Bay.

5.2.2 Signage

Signage to the Bay exists for the following intersections of the Bruce Highway and Gateway Motorway:

- Bribie Island Road (north and southbound)
- Deception Bay Road (north and southbound)
- Anzac Avenue (north and southbound)
- Old Cleveland Road (north and southbound)

5.2.3 Existing tourist drives

At present there are two designated tourist drives in the region. In the north Tourist Drive 4 runs from Rothwell through Kippa-Ring, Scarborough, Redcliffe, Margate, Woody Point, Clontarf, Brighton, Sandgate and Shorncliffe to Deagon. To the south Tourist Drive 2 runs from Wynnum through Manly and links to a proposed route through Birkdale, Cleveland, Thornlands, Victoria Point, Redland Bay, Mount Cotton to Loganholme. There is further a historic tourist drive that runs from Wellington Point, through Ormiston and to Cleveland Point.

5.2.4 Access from Brisbane CBD

The most direct motor route from the CBD is via Kingsford Smith Drive, and the Gateway Arterial motorway.

Major Routes from the CBD to the northern Brisbane Foreshore during peak hour vary from 30 to 45 mins, outside these hours a vehicular trip would take approximately 30 minutes.

Access to the southern Brisbane Foreshore areas takes similar travel time. The most direct motor route is along Wynnum Road, which provides access to Wynnum and Manly foreshore areas.

The foreshore motor route continues along the coastline to Lota. Access to Redlands is via Manly Road, Rickett Road and Birkdale Road.

5.3 Rail

Access to the northern Brisbane Foreshore is via the Shorncliffe railway line. There are stations both at Sandgate and Shorncliffe, within walking distance of the foreshore areas (400 metres), although somewhat poorly signed for visitors.

Services are approximately every 30 mins, travel time to Shorncliffe is 32 minutes. There is an interconnecting bus service to Redcliffe Peninsula, operated by Hornibrook Buses (Blue Route 20/21).

Access to the southern foreshore areas is via the Cleveland railway line, with stations at Wynnum, Wynnum Central and Manly, within walking distance of the foreshore areas (600 metres), although somewhat poorly signed for visitors.

Services are approximately every 30 mins, travel. Rail services continue to Cleveland, where there is a connecting bus which links the Stradbroke Flyer passenger ferries to North Stradbroke Island.

Public transport Access to Bribie Island is via Caboolture Railway Station, where there is a connecting bus service operated by Bribie Island Coaches. This bus service connects most trains arriving/departing Caboolture Station up to 6 pm during the week. Services are provided on the weekends, however are less frequent.

5.4 Airport and Airfields

5.4.1 The Brisbane International Airport

Brisbane Airport is located at the head of the Brisbane River. Direct vehicular access is via the Gateway Arterial Motorway, and more recently the **Airtrain** services which link with the suburban railway system.

Domestic Passenger Arrivals

For the Year end June 1999, 7,188,000 passengers travelled through the Brisbane Airport (BAC, p 3.4, 2001) and 7,415,000 in 2000.

Number of Tourists

Queensland Tourism reported that for the year ended December 1999, there were 4,427,000 domestic visitors to Brisbane, of which 30% came for purpose of a vacation/holiday.

Method of Travel

58% travelled to Brisbane by private vehicle and, 30% (1,328,100) travelled by air (Queensland Tourism Fact Sheet, 2000).

Forecasts indicate that domestic and regional passenger movements are expected to grow at approximately 5.1% over the next 20 years. (BAC, p 3.4, 2001).

International Passenger Movements

For the year ended June 1999, 2,537,000 international passengers moved through the Brisbane Airport, and 2,645,000 in 2000. Forecasts indicate that annual international passenger movements will continue to grow over the next 20 years at approximately 6.5% per annum.

Number of Tourists

Queensland Tourism reports that for year ended December 1999, there were 704,428 international visitors to Brisbane, of which 61% came for holiday/leisure purposes.

5.4.2 Other Airfields

Redcliffe Aerodrome - owned by Redcliffe City Council. A range of services are available on site including maintenance, hanger hire etc. No landing fees, parking fees exist \$340 per day.

Caboolture Airfield - leased to Caboolture Aero Club. No landing or parking fee. Long term use negotiated as necessary.

North Stradbroke Island Air Strip - privately leased by Stradbroke Air. Open to most private light twin aircraft. Landing fee of \$20 applicable.

Archerfield - privately owned corporation. Landing fee \$5.34 per 1000kg of maximum take off weight.

5.5 Challenges for Transport Infrastructure & Services

As can be seen the Moreton Bay Region is potentially well supplied with a transport infrastructure network.

Challenges lie in the dispersed nature and poor coordination of as well as poor marketing of available services.

Initial consideration of introducing a fast passenger service to the bay region shows initially a very low base for patronage versus very high cost of providing craft, terminals and running the service (see Appendix 5 - Water Transport).

Considerably more investigations need to be undertaken by Queensland Transport and others to plan for improved public transport services in the region.

MORETON BAY REGION

6.0 INFORMATION ABOUT BAY VISITORS

At this stage little is known about the characteristics of the visitor to the Moreton Bay regions and their motivations for visiting.

Therefore it is important to research the visitor market and motivations of tourists and identify the appropriate level of tourism development.

A survey was completed in 1999 by Nick Parfitt of Research Works, however this document is now 2 years old and further surveys would explore the nature and extent of the visitors market. The original survey was a snap shot of tourism activity throughout the regions at the time of the year it was undertaken, and may not be a true picture of the overall visitor profile.

Appendix 4 presents a summary of the 1999 survey which found the following key visitor characteristics:

- Most visitors to the Bay come from the SEQ Region.
- 85% travel to the region by car and 4WD (9%)
- Most use no particular sources of information to guide their visit to the Bay
- The great majority of visitors are day trippers.

MORETON BAY REGION

7.0 A VISION FOR TOURISM / RECREATION FOR THE BAY

7.1 Moreton Bay Task Force Workshop 29 June 2001

A workshop of key stakeholders currently included in the task force was held on 29 June 2001 at Redland Shire Council offices to determine a vision for tourism / recreation at the Bay from that stakeholder perspective. The workshop was facilitated by an independent consultant and the report on the workshop is attached in Appendix 2.

The purpose was to capture information, knowledge and experience from those participating and to explore common perceptions as well as understanding the gaps in information, and representation on the task force.

The workshop provided information on strengths, weaknesses, opportunities and threats to tourism / recreational development of the Bay, as well as the likely visitor experiences of potential market segments for tourism in Moreton Bay. These segments were:

- Local residents
- Half or one day visitors
- One to two night visitors
- More than two night visitors.

Although the workshop participants did not rank their contributions, the following key issues emerged from the workshop that would influence the strategic view of tourism / recreation on the Bay:

Strengths:

- Proximity to large population and major domestic and international gateways;
- Diversity of products: cultural and environmental;
- Marine and National Park status of major areas;
- Unspoilt, scenic, relaxed image; and
- Potential accessibility of the Bay and its attractions to the population base of SE Qld.

Weakness:

- Lack of strong identity;
- Lack of public transport support;
- Lack of strong integrated planning / marketing framework;
- Potential resistance to change (residents, some businesses); and
- Lack of services to support increased visitation ie appropriate accommodation, etc.

Opportunities:

- Development of environmental tourism (balance with environment);
- Waylaying domestic / international visitors to South-East Queensland;
- Regional coordination building up in other areas (RFGM, MBWCP) of local / state government / industry;
- Councils have control over several essential inputs to visitation development - local assets, planning and communication networks;

- Increased use of electronic communication.

Threats:

- Bureaucracy / legislation hampering outcome achievement;
- Poorly managed human impacts on sensitive areas;
- Parochialism driving resistance to regional cooperation and change
- Demands from alternative users and industries (resource depletion).

7.2 Key Elements of Vision

- There is a need to understand what makes Moreton Bay **distinct** from other visitor destinations: the high environmental, scenic, cultural and recreational values close to a large and growing metropolitan area.
- The Bay needs to be seen as an alternative to the Sunshine and Gold Coast destinations: *relaxed, affordable, recreation and education focus*. When more facilities are developed potentially also the interplay of *food and entertainment* attractions with existing environmental and cultural values.
- The vision needs to be supported by an *integrated marketing and infrastructure provision Strategy* which is strongly supported by industry, government and the community sectors.
- *Both visitors and residents* need to be included in the increased opportunities to enjoy the Bay and its attributes and their respective needs have to be balanced with the ecological sustainability of the Bay.

Draft Vision and Values Statement

Moreton Bay is special because of its diverse scenery, ecology and cultural heritage. The relaxed character of the seaside villages which line the Bay foreshores and the multiplicity of boating, fishing and other recreational opportunities the Bay offers are also highly valued.

Based on these values, by 2010 Moreton Bay will have a strong identity as an alternative visitor destination to the Gold and Sunshine Coasts and cater responsibly for increased interest in and recreational usage of the Bay, its islands and foreshore communities.

Work to protect Moreton Bay, to enhance its visitor and recreational infrastructure and to improve visitor information and marketing will focus initially on the needs of the South-East Queensland market. This work will be progressed via cooperation between Councils in the region, in partnership with other government agencies, a wide range of stakeholders and the broader community.

8.0 KEY DIRECTIONS AND ACTIONS FOR TOURISM AND RECREATION

Some concrete actions leading to a realisation of the vision could include.

8.1 Improved Connectivity

- Development of continuous walking / cycling tracks along Bay foreshores “Baywalk”
- Development of driving, boating, walking itineraries
- Improved transport links, in particular with improved waterborne transport including possible fast ferry services / charter boat services

8.2 Better visitor information and regional marketing

- Development of an integrated joint marketing and information strategy for Brisbane’s Moreton Bay and Islands
- Improved transport signage based on regionally agreed themes as a key element of this joint marketing strategy

8.3 Clearer direction for Bayside and Bayside communities

- Formally acknowledge role of Bayside villages as recreational and Bay transport nodes
- Recapture public access to bayfront during port and airport redevelopments, for example as part of Airport City vision

8.4 Improve inventory of visitor and recreation experiences

- Encourage development of nature and cultural interpretative materials and centres at appropriate points – wetlands, St Helena, marine locations;
- Explore coordination of Bayside events (like existing regional events such as Blue Water Festival)
- Explore opportunities for appropriate accommodation and other recreational infrastructure

9.0 KEY ACTIONS FOR TOURISM AND RECREATION

9.1 Obtain Broad Agreement from Key Stakeholders

- Agree to progress jointly on a regional cooperative basis and to agreed timeframes and broadly shared objectives.
- Ensure that all key stakeholders in marketing and infrastructure provision, from public and private sectors are involved and a future Moreton Bay Task force is linked to existing regional cooperative frameworks (RCC / SEQROC).

9.2 Phase 1 - Initial Phase: Joint Marketing and Establishing the Framework

Consider the initial phase of regional cooperation to be the "discovery" phase of what is already available at Moreton Bay.

9.2.1 Regional Marketing Strategy

Initiate support a joint and integrated Marketing Strategy aimed at local and regional residents and visitors with the broad theme of visiting the natural and cultural treasures of Brisbane's Moreton Bay and Islands. The Marketing Strategy to investigate specific / niche opportunities to expand marketing.

Strategy Focus:

- Closer to Brisbane / no highway hassles
- Affordable
- Relaxed
- Seafood
- Scenic
- Boating / fishing / camping / walking / driving
- Island access.

9.2.2 Length of Visitors stay

Aim to expand the length of stay of visitors from less than half a day to a full day and some overnight stays through:

- Joint itinerary development for the whole of the Moreton Bay region - geographic based, or theme based or both.
- Joint event development, building on existing fishing / sailing events (one per year) to involve cultural awareness, environmental education, seafood and music / markets.
- Collaboration / development of increased recreational services: driving, cycling etc.

9.2.3

Develop a key positioning statement to identify the attractions of coastal and island villages under the overarching framework of the Bay Region.

9.3 Phase 2 - Infrastructure Planning Phase

9.3.1 Expanded Moreton Bay Task force

Building on the cooperative framework established in phase 1, establish a system of joint infrastructure planning for key marketing and transport and recreation infrastructure for the region:

- Inclusive of all key stakeholders (Councils, State Government, Indigenous Community, Businesses)
- Needs to be resourced to carry out research into carrying capacity of bay and islands before commitments on infrastructure are made.
- Needs to be resourced to carry out credible feasibility studies
- Needs to be able to raise significant funding for planning and implementation
- Needs to be able to establish a program of works and priorities
- Needs sound and sustainable management arrangements.

9.3.2

Encourage councils to consider removing any planning constraints to small scale accommodation businesses (Bed and Breakfast) and small scale infrastructure items supporting recreational businesses.

9.4 Phase 3 - Infrastructure Implementation Phase

9.4.1

Focus on key mainland villages to emphasise their roles as visitor destinations and take off points for Bay exploration under a common theme of Moreton Bay. Focus on key major locations will facilitate implementation through private and public sectors.

9.4.2

Seek funding for design and construction of priority projects established through the above marketing and planning phases.

9.4.3

Consider a joint Moreton Bay investment entity capable of funding and raising funds for infrastructure (public and private sector based).

9.5 Actions That Can Be Done Immediately

The following actions can be undertaken immediately based on existing organisations:

9.5.1

Briefing and resourcing of Brisbane Marketing and Brisbane's Moreton Bay and Islands Group to develop integrated marketing strategies for the local market based on a common theme which highlights the nature based and cultural values of the Bay region.

9.5.2

A joint drive by Councils and Tourism groups to include marketing partners such as media, RACQ, petrol companies, boating and fishing groups to assist in promoting the Bay as a whole.

9.5.3

Design of attractive regional signage to direct residents and visitors to the Bay and progressive implementation through Councils' annual works programs.

9.5.4

Development of visitor itineraries and appropriate brochures as well as effective distribution through local government, tourism and public transport networks as well as marketing partners networks. Consider website for itineraries (funding?)

9.5.5

Linking existing facilities and attractions.

9.5.6

Initial steps to formalise the task force by resourcing it to a level so that it can commence the business of joint infrastructure planning.

This would involve:

- Identification of roles in key stakeholder organisations that deal with Moreton Bay
- Formalising responsibilities for Moreton Bay within each Council and agency
- Establishing of a meeting and reporting system
- Preparing a program
- Raising funds.

MORETON BAY REGION