City Plan – tourism and destination planning

Nearly one million people already visit the Redlands each year.

They are drawn here by our natural assets, flora and fauna and easy road and ferry access from the growing catchment of south-east Queensland and increasingly, the wider Asia Pacific region.

The Redland City Economic Development Framework 2014–2041 identified tourism as one of the eight key growth sectors for the city.

It is estimated that by 2041 tourism’s contribution to the City’s Gross Regional Product will more than double from 1.4 per cent to more than 3 per cent.

Attracting more visitors to the Redlands, tempting them to stay longer and spend more cannot be done without planning and collaboration.
Council does not look to do this alone. Rather, Council sees its role as facilitating the environment for sustainable growth, one in which the industry itself takes the lead. Tourism-oriented development, facilities, infrastructure and marketing, improved connectivity through transport, communication technology, industry collaboration and education are all important elements of success.

A vital contributor to creating a positive climate for sustainable development is through the role of strategic planning that enables the creation of new precincts or destinations that meet the needs of locals and visitors.

In July 2014, Council agreed to establish a Tourism Accommodation Incentive Package to promote and facilitate tourism development in Redland City. Set to run until 30 June 2016, the package now also includes the Cleveland CBD incentive area. The package provides incentives for the establishment of tourist accommodation, tourist parks and ‘Bed and Breakfast’ establishments.

Council is actively encouraging investment in tourism accommodation. Investors in Redlands tourism can now take advantage of:

- 100% concession on infrastructure charges and development application fees for material change of use development (involving building works) for Bed and Breakfast, Tourist Accommodation or a Tourist Park
- 20-business day assessment timeframe
- rating and utility charge concession during construction.

The new Redland City Tourism Strategy and Action Plan 2015–2020 aims to support sustainable tourism growth that will build on the City’s many natural attractions. Planning for economic growth is one of the five key values identified by the State Government for City planning.

How can you get involved?

Our proposed planning scheme, Draft Redland City Plan 2015, has been submitted to the State and we are awaiting approval for public display and consultation.

The community will be able to review the draft plan and to provide feedback on it through a formal submission process. Public consultation will be widely advertised and all residents are encouraged to have their say on this important document when they get the chance.

In an effort to ensure the maximum opportunity for residents to be involved during the public consultation phase, there will be community forums, interactive online engagement tools, information displays, mail outs, website and social media information, and meet-the-planner sessions.

To learn more about Council planning, simply scan the QR code or search www.redland.qld.gov.au/cityplan
You can also register your interest to receive updates on consultation program news and events as they occur.