

## Matt Woodforth

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**From:** DLO Tourism <DLO.Tourism@dtis.qld.gov.au>  
**Sent:** Friday, 28 May 2021 10:06 AM  
**To:** Office of the Honourable Stirling Hinchliffe MP  
**Cc:** O'DWYER Kerry; Amanda Ronan-Hearn; EFFENDY Vonny; DLO Tourism  
**Subject:** SeaLink brief: Trip Pack: Townsville and Magnetic island  
**Attachments:** SeaLink meeting brief.pdf

Hi Gen

Please see attached the Ministerial meeting brief to assist at the meeting with SeaLink on 29 May 2021.

Due to urgency, emailing through separately.

Kind Regards



Zoe Baker  
Senior Correspondence Officer  
**Executive Services Unit, Office of the Director-General  
Department of Tourism, Innovation and Sport**  
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I acknowledge the traditional custodians of the lands and waters of Queensland. I offer my respect to elders past, present and emerging as we work towards a just, equitable and reconciled Australia.



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**From:** DLO Tourism  
**Sent:** Friday, 28 May 2021 9:40 AM  
**To:** [tourism@ministerial.qld.gov.au](mailto:tourism@ministerial.qld.gov.au)  
**Cc:** O'DWYER Kerry; Amanda Ronan-Hearn; EFFENDY Vonny; DLO Tourism  
**Subject:** Trip Pack: Townsville and Magnetic island

Hi Gen,

Please find attached the Trip Pack to assist the Minister on his upcoming visit to the Townsville and Magnetic Island region.

Please note that the Sealink brief will be progressed as soon as possible.

Kind Regards,



Adam Denaro  
Cabinet Legislation and Liaison Support Officer  
**Cabinet and Parliamentary Services, Office of the Director-General**  
**Department of Tourism, Innovation and Sport**

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<b>Minister for Tourism Industry Development and Innovation and Minister for Sport</b> <b>BRIEF FOR MEETING</b>
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**DETAILS OF THE MEETING**

You are meeting with  General Manager, SeaLink North Queensland.

Details:

Date: 29 May 2021

Time: 9.30 am

Venue: Picnic Bay Foreshore

Departmental representatives:

Mr John Lee, Acting Director-General, Department of Tourism, Innovation and Sport (DTIS)

The primary purpose of the meeting is to discuss the challenges around tourism infrastructure on Magnetic Island.

**BACKGROUND:**

1. The publicly listed SeaLink Travel Group is one of Australia's largest transport and tourism companies and operates ferries, buses and light rail nationally and internationally.
2. A significant portion of SeaLink's business is based in Queensland, including:
  - passenger ferry services in Townsville, Whitsundays, Gladstone, Stradbroke and Southern Moreton Bay Islands, and Brisbane
  - vehicle barge services in Gladstone, Stradbroke and the Southern Moreton Islands
  - accommodation offerings including Kingfisher Resort and Eurong Village on Fraser Island.
3. SeaLink North Queensland is one of Townsville region's most prominent tourism companies and has a strong relationship with the regional tourism organisation, Townsville Enterprises Limited (TEL).
4. SeaLink hold the lease for the Breakwater ferry terminal site with property owner Port of Townsville Limited.
5. Sealink provides the main mode of transport for visitors and locals alike to Magnetic Island, and is understood to be seeking to provide insights regarding COVID recovery for Magnetic Island.

6. Access refused under section 47(3)(b) of the RTI Act. Disclosure would, on balance, be contrary to the public interest under section 4

**ISSUES AND SUGGESTED APPROACH:**

7. It is understood SeaLink wish to discuss future and potential infrastructure development opportunities of the island, particularly concerning the Picnic Bay Foreshore, which has significantly declined over the past decade.
8. All Magnetic Island public infrastructure is owned by Townsville City Council. TEL have advised there is no master plan for Magnetic Island despite continued lobbying for this to occur.
9. Private investment has more recently occurred in holiday homes and there are some future planned developments and interest in the retail area.
10. SeaLink have noted transport challenges on the island that impact visitor experience, specifically the lack of a dedicated visitor shuttle bus service. While TransLink commuter services operate on the island, they do not offer direct routes between tourism destinations.

Author: Anita Anderson Position: Program Manager Telephone: <span style="border: 1px solid black; display: inline-block; width: 50px; height: 15px;"></span> Date: 27/05/2021	Endorsed by: Peter Evans Position: Director Telephone: <span style="border: 1px solid black; display: inline-block; width: 50px; height: 15px;"></span> Date: 27/05/2021	Endorsed by: Kerry O'Dwyer obo John Lee Telephone: A/Director-General Date: <span style="border: 1px solid black; display: inline-block; width: 50px; height: 15px;"></span> 28/05/2021
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11. [Access refused under section 47(3)(b) of the RTI Act. Disclosure would, on balance, be contrary to the public interest under section 47(3)(b) of the RTI Act.]

12. \$3.5 million from the Attracting Tourism Fund has been committed to the precinct's developer Honeycombes Property Group.

**COMMERCIAL IN CONFIDENCE**

13. [Access refused in accordance with section 47(3)(b) of the RTI Act. Disclosure would, on balance, be contrary to the public interest under section 47(3)(b) of the RTI Act.]

14.

15.

16.

17.

**EXISTING FUNDING/CONTRACT ARRANGEMENTS**

18. DTIS does not have any current contract arrangements with SeaLink.

19. [Access refused under section 47(3)(b) of the RTI Act. Disclosure would, on balance, be contrary to the public interest under section 47(3)(b) of the RTI Act.] is currently on leave from his role as [Access refused under section 47(3)(b) of the RTI Act. Disclosure would, on balance, be contrary to the public interest under section 47(3)(b) of the RTI Act.] SeaLink.

**ELECTION COMMITMENT(S):**

20. N/A

**CONSULTATION WITH STAKEHOLDERS:**

21. Consultation was undertaken with [Access refused in accordance with section 47(3)(b) of the RTI Act. Disclosure would, on balance, be contrary to the public interest under section 47(3)(b) of the RTI Act.] and [Access refused in accordance with section 47(3)(b) of the RTI Act. Disclosure would, on balance, be contrary to the public interest under section 47(3)(b) of the RTI Act.] Director - Visitor Economy and Marketing, TEL.

**ATTACHMENTS:**

- Attachment 1 – Additional information.

SeaLink is one of the region’s most prominent tourism companies and is part of the publicly listed SeaLink Travel Group which is one of Australia’s largest transport and tourism companies operating ferries, buses and light rail nationally and internationally.

Sealink has a significant portion of its business based in Queensland operating passenger ferries in Townsville, passenger services in the Whitsundays, ferries and barges in Gladstone serving the LNG industry, operations on Fraser Island including Kingfisher Resort and Eurong Village, passenger ferries and barge services to Stradbroke and Southern Moreton Bay Islands, and operate the Brisbane River City Ferry service.

The Townsville business is a strong supporter of the regional tourism organisation, Tourism Enterprise Limited, and the community and has recently made some significant investments at a national and local level. Sealink provides the main mode of transport for visitors and locals to Magnetic Island, and is seeking to provide some insights and intel into what COVID recovery looks like for the business and Magnetic Island more broadly and opportunities for the future. [redacted] General Manager, SeaLink North Queensland would like to discuss:

- the future potential and infrastructure development opportunities of the island, in particular the Picnic Bay Foreshore. Picnic Bay was once the main entrance point to Magnetic Island and a thriving retail, dining and visitor precinct. The relocation of the ferry terminal has seen a dwindling of the area over the last decade. Private investment has however been more recently occurring in holiday homes and there are some future planned developments and interest in the retail area
- transport challenges on the island which are currently impacting on the visitor experience and specifically discuss an opportunity for a dedicated visitor transfer service
- the Townsville Marine Precinct development status and future plans for the Townsville Sealink terminal.

Other points to notes:

- SeaLink also services the Palm Island community
- [redacted] acknowledges the Queensland Government’s recent significant investment into walking trails and roads on Magnetic Island.

Author: <<insert name>>	Endorsed by: <<insert name>>	Endorsed by: <<insert name>>	Endorsed by: John Lee
Position: <<insert position>>	Position: <<insert position>>	DDG: <<insert group>>	A/Director-General
Telephone: <<xxxx xxxx>>	Telephone: <<xxxx xxxx>>	Telephone: <<xxxx xxxx>>	Telephone: [redacted] Access rd
Date: / /2021	Date: / /2021	Date: / /2021	Date: / /2021

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**Subject:** Trip Pack: Townsville and Magnetic island  
**Attachments:** Townsville and Magnetic Island Trip pack - 28-29 May 2021.pdf

Hi Gen,

Please find attached the Trip Pack to assist the Minister on his upcoming visit to the Townsville and Magnetic Island region.

Please note that the Sealink brief will be progressed as soon as possible.

Kind Regards,



Queensland  
Government

Adam Denaro  
Cabinet Legislation and Liaison Support Officer  
**Cabinet and Parliamentary Services, Office of the Director-General**  
**Department of Tourism, Innovation and Sport**

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Microsoft Teams – [meet now](#)  
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# Trip Pack

## Townsville/Magnetic Island

28 – 30 May 2021

Friday, 28 May 2021	Event/Meeting	Address
	Cowboys v Warriors	Queensland Country Bank Stadium
Saturday, 29 May 2021	Event/Meeting	Address
9.30am – 9.50am	Meeting with Sealink	Picnic Bay Foreshore
10am – 10.45am	Magnetic Island Active Recreation Camp	1 Birt St, Picnic Bay
11am – 11.35am	Aquascene Magnetic Island	Nourish, Horeshoe Bay
11.40am – 12.15pm	Bungalow Bay Koala Village	40 Horseshoe Bay Rd, Horseshoe Bay
12.30pm – 1pm	Peppers Blue on Blue	123 Sooning St, Nelly Bay
1pm – 2.45pm	Tourism Stakeholder meeting	
	Reds v Chiefs	Queensland Country Bank Stadium

Regional Overview Brief