

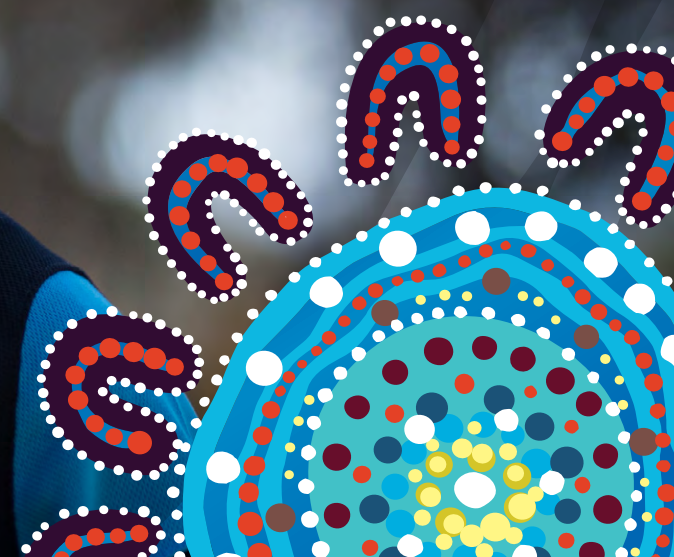


Minjerribah Futures

*Supporting the economic transition
of Minjerribah (North Stradbroke Island)*



Queensland
Government



Acknowledgment of Country

We acknowledge the Quandamooka people as the Traditional Custodians of Minjerribah and surrounding Quandamooka Country. We acknowledge Quandamooka Elders past, present and emerging and recognise the Quandamooka people's unique, unbroken and ongoing spiritual and cultural connection with the lands and waters of Moreton Bay.

*Yura ngiyara
Nunagal, Goenbal, Ngugi Quandamookajen jara yari balga
Minjerribah dada dimanggalijara.
Berren nginda gagum jarala
Ngali yari nginda ngundu numbai marumba.*

*Greetings to you all,
The Nunagal, Goenbal, Ngugi people of Quandamooka Country
Say welcome to Quandamooka Country.
Minjerribah is a strong sacred Country.
Now you are here on Country
We ask you to show only good.*

Aunty Sandra Delaney
Quandamooka Elder, artist and Jandai language consultant

Cover image: Yulu Burri Ba dancer Yulludarra Walker.

Back cover and artwork throughout by: **Shara Delaney**, Noonuccal, Goenpul and Ngugi peoples, *Minjerribah Futures* 2018. Acrylic on canvas. Commissioned by Department of Innovation and Tourism Industry Development.

Design: Goldi Design. Photography: David Kelly.

Aboriginal and Torres Strait Islander Peoples should be aware that this document may contain the image and/or name of deceased persons.

Caring for Country, culture and people

Minjerribah Futures is inspired by the Quandamooka people's commitment to caring for Country, culture and people. This initiative strives to support the aspirations of Quandamooka people on Quandamooka Country, and be guided by Quandamooka principles of sustainability and respect. Many of the projects support the Traditional Custodians to maximise the benefits from improved self determination, economic opportunities and the strengthening of culture that are the legacy of native title. The Quandamooka People have native title rights over 90 per cent of Minjerribah (North Stradbroke Island).

"I have not come here today to give anything to the Quandamooka people. These orders give them nothing. Rather, I come on behalf of all Australian people to recognise their existing rights and interests."

Judge Dowsett
Minjerribah native title determination 4 July 2011



Strategy and success

Minjerribah Futures extends the work of the former *North Stradbroke Island Economic Transition Strategy*. It is a significant investment by the Queensland Government to support the transition of beautiful Minjerribah from its past reliance on sand mining to a new future as a leading destination for cultural and eco-tourism, built on a foundation of Quandamooka culture and sustainability. Minjerribah will be environmentally pristine, with a thriving economy.



Environmentally pristine, with a thriving economy

Minjerribah Futures will also deliver new infrastructure projects that will dramatically improve island lifestyle. There will be better walking and recreational tracks, a landmark contemporary cultural facility, a redeveloped education and training centre, public art place markers in Gumpi (Dunwich), Pulan (Amity Point) and Mulumba (Point Lookout), and the Gumpi master plan will provide a blueprint to improve the town's liveability and enhance its role as the tourism gateway to the island.

All projects will be complete by 2021, marking a significant milestone in the island's long-term transformation to a cultural and eco-tourism hub.

In partnership

Minjerribah Futures is being delivered in collaboration with key partners in tourism, education and training, research, local government, the business sector and the community.

The Minjerribah Futures team is committed to actively engaging with the island community and visitors to ensure an open exchange of ideas and updates on all projects. As of December 2019, more than 4700 submissions had been received and conversations had as part of the ongoing public consultation on Minjerribah's economic transition since 2011.

The transformation of the island to a leading tourism destination for high value travelers will be the work of many over many years. In recognition of this, the program is supported by the Minjerribah Futures Reference Group. The role of the Reference Group is to advance the tourism industry on Minjerribah in a sustainable way, progressing the vision of the island as a globally recognised cultural and eco-tourism destination built on a foundation of Quandamooka culture and sustainability.

The group comprises representatives from the Department of State Development, Tourism and Innovation, Straddie Chamber of Commerce, Stradbroke Ferries, Made in Minjerribah, Redlands Coast Chamber of Commerce, Redland City Council, Brisbane Marketing, Tourism and Events Queensland, The University of Queensland, Regional Development Australia, the Department of Small Business, Employment and Training and Quandamooka Yoolooburrabee Aboriginal Corporation (QYAC).

Minjerribah Futures continues to deliver certainty and opportunities for investment and that means Minjerribah's time in the sun will be bright.

"I fill my work days building tracks for all the community and tourists, bringing in more people to the island and bringing them to do more things on the island."

Will Mewett
Quandamooka Land and Sea Ranger

Year of Indigenous Tourism

Queensland's potential to position itself as the nation's leader in Indigenous tourism is unmatched. More tourists than ever before want a cultural experience when they travel and Queensland is perfectly placed to capitalise on that demand.

Nowhere is this potential more evident than on Minjerribah, where the timeless attractions of a stunning landscape and relaxed lifestyle, as well as easy access to two international airports, are supported by the unique culture and ancient traditions of the Quandamooka people.

In recognition of the impacts of the COVID-19 pandemic, the 2020 Queensland Year of Indigenous Tourism has been extended to include 2021. Over the two years, the Queensland Government, working closely with First Nations people and businesses and the wider tourism sector, will drive visitation to Indigenous experiences across the state, as well as support capacity building and product development.

The development of Indigenous tourism experiences on Minjerribah in 2020 and 2021 is a key platform of the Year of Indigenous Tourism.

Situated in stunning Moreton Bay, just 30 kilometres from Brisbane, Minjerribah as it is known by its Traditional Custodians, the Quandamooka people, is the second largest sand island in the world, and among the most beautiful. This unique destination is the perfect balance of nature, Indigenous culture and modern lifestyle with a vibrant, passionate community.

As decades of sand mining concluded on 31 December 2019, a pathway has been collectively mapped to transition Minjerribah and its residents and workers towards a thriving, more sustainable economy, within a pristine natural environment.

Minjerribah Futures represents the Queensland Government's significant investment in the transition of the island to a leading cultural and eco-tourism destination, built on a foundation of Quandamooka culture and sustainability. This initiative's approach is guided by the values and aspirations of our key partner, the Quandamooka people. These values are articulated in *Gudjundabu Marumba Gubiyiyanya (Tourism for a Glad Tomorrow)*, a five-year strategy to diversify and expand the current tourism industry by providing opportunities for self-determination and economic advancement for the Quandamooka people.

Sixteen projects across Country, culture and people make up the current program. Collectively these projects are:

- delivering bold and exciting initiatives to create new cultural and eco-tourism experiences, enliven existing business and attract new international and domestic visitation and investment;
- delivering increased capability to educate and train a growing and energetic workforce; and
- improving the lifestyle, economic and educational opportunities for the island's community today and tomorrow.

“It's great to see young people on the island with jobs now and with such a new outlook on life. If native title does little else than that it will have been a wonderful thing.”

Elder Aunty Evelyn Parkin

Yulu Burri Ba dancers at Mulumba (Point Lookout) headland

Around 145 new jobs have been supported on the island since the economic transition began and many more are on the horizon as new opportunities arise in tourism, education and training, construction and land management.

Among some of the early success stories are the expansions in eco-tourism experiences through Quandamooka Coast, the new Jarlo Beetle recreational trail designed and constructed by Quandamooka Land and Sea Rangers, the launch of Australia's first Aboriginal owned and operated ocean-based whale watching venture, Yalingbila Tours, and the 5000 hectare extension to the Naree Budjong Djara National Park.

Minjerribah's transition is unfolding and picking up speed. By 2021 its transformation will be a true Queensland success story to be shared by all.



QUAMPI

The Quandamooka Art Museum and Performance Institute (QUAMPI) will be a cultural tourism experience for Queensland bringing together ancient Quandamooka artefacts with contemporary art, music, dance and performance.

QUAMPI will enable the Quandamooka People to practise and share their culture, heritage and art with visitors from all over the world. It will also become the home of the Quandamooka Festival and International First Nation artists will be invited to be part of exhibitions and events.

Yalingbila Bibula (Whale on the Hill)

Yalingbila Bibula, a whale exhibit and research pod, is a landmark tourism attraction for Minjerribah. Yalingbila Bibula will be located on the North Gorge Walk, Mulumba (Point Lookout). Mulumba is one of the best places for land-based whale watching in the world. Humpback whales pass closer to the coast here than any other easily accessible point in Australia. On a good day, lucky whale watchers can see 200 whales pass the headland between dawn and dusk. In a collaboration with The University of Queensland the shelter also includes a research pod and hydrophone (ocean tethered microphone that transmits back to the research pod). Visitors will be able to enjoy the unique experience of watching a whale pass, hearing its song, viewing a complete skeleton and talking to a researcher in one place.

Artist impression only, June 2020





Projects across Country, Culture, and People

Country

Transforming Gumpi

The Gumpi master plan will reveal how the sleepy township can transform into a bustling gateway for the island. The master plan will identify improved ferry and parking facilities, parks, paths and entertainment areas, arts precincts and more.

(Complete 2020)

Upgrading campgrounds

Improving the Adams, Cylinder, Home and Bradburys beach campgrounds including the installation of popular glamping and eco-cabins, landscaping and enhanced facilities.

(Complete 2021)

Caring for Country

No one knows how to care for Minjerribah better than the Quandamooka custodians who have been doing so for centuries. The Land and Sea Rangers project supports the employment of five Quandamooka people as full-time Land and Sea Rangers on Minjerribah for five years from 2017.

(Ends 2021)

Connecting with nature

Creating new recreational trails and improving old ones across the island, as well as identifying a strategic network of trails, boardwalks and footpaths for future development.

(Ends 2021)

Preserving the Quandamooka sanctuary

Expanding the island's National Parks and other protected areas.

(Ends 2021)

A must-see destination

Working closely with Tourism and Events Queensland, regional tourism organisation Brisbane Marketing, Redlands Coast, local business and community, Minjerribah Futures will collaborate to deliver enhanced destination experiences and awareness.

(Ends 2021)

Culture

An iconic cultural destination

The Quandamooka Art Museum and Performance Institute, QUAMPI, will be a signature cultural tourism experience for Queensland, bringing together ancient Quandamooka artefacts with contemporary art, music, dance and performance, as well as inviting international First Nation artists to be part of exhibitions and events.

(Complete 2021)

Embracing Yalingbila

Yalingbila Tours, Australia's only Aboriginal-owned and operated ocean-based whale watching tour, launched in 2019. When the whales return, Yalingbila Tours will once again be on the waters.

(Ongoing, exclusive whale watching permit granted to QYAC in 2017)

A sense of place

Quandamooka artists Delvene Cockatoo-Collins and Belinda Close have developed public art place markers for Mulumba and Pulan. A third place marker by Quandamooka Songman and artist Joshua Walker will be installed in Gumpi in 2020.

(Complete 2020)

Grow Quandamooka Festival

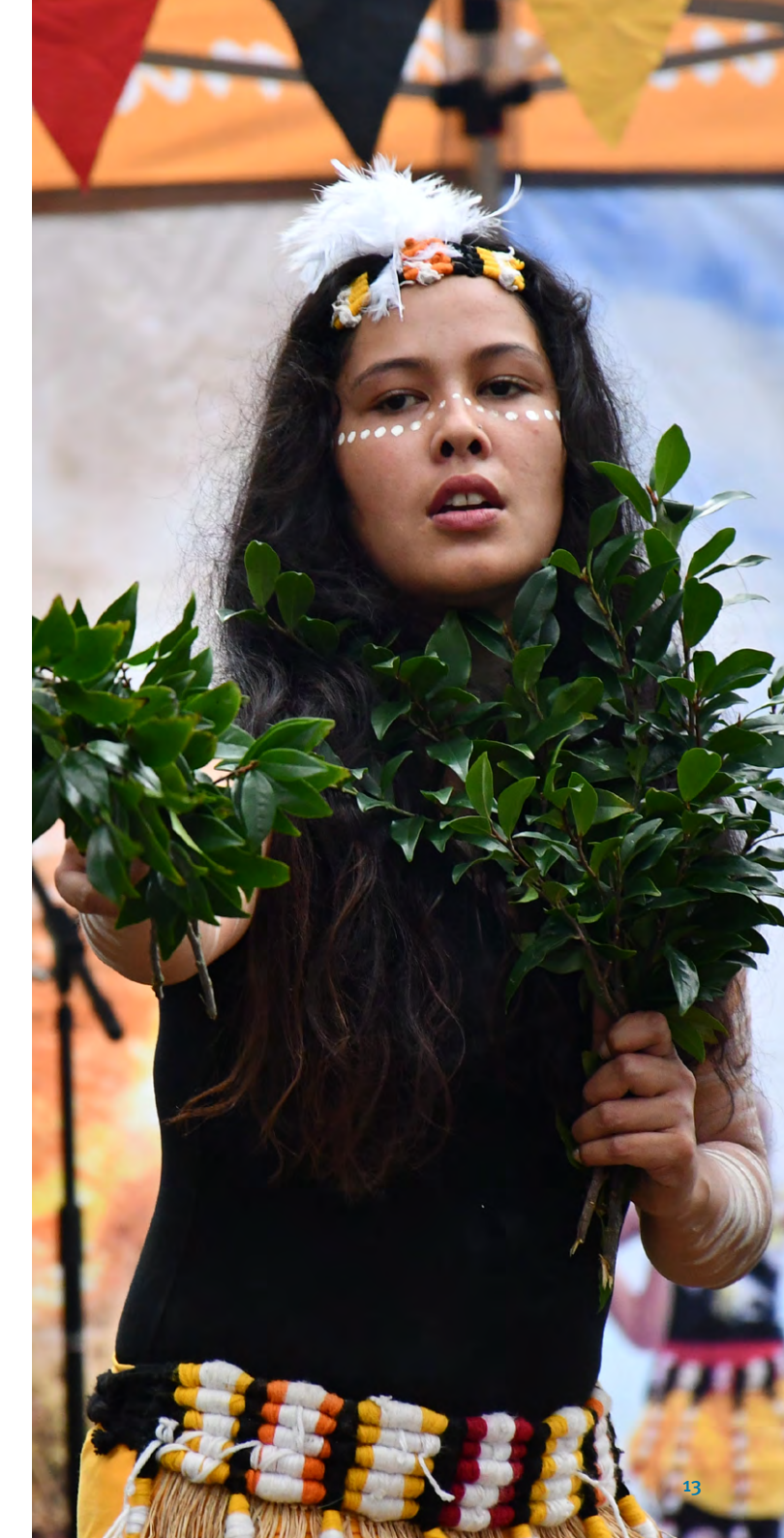
Quandamooka Festival showcases the art, music, dance, history and stories of the Quandamooka People with visitors from across the world. This project aims to increase the festival's profile, improve the quality of the event and attract new visitors.

(The festival returns in August 2021)

Yalingbila Bibula (Whale on the Hill)

A landmark tourism attraction, Yalingbila Bibula will house the 15-metre skeleton of a yalingbila (whale), feature information on Eastern Australian Humpback whales and share the traditional stories and connection of the Quandamooka people to whales. The shelter will also contain a hydrophone and research pod for The University of Queensland, so visitors can enjoy the unique experience of simultaneously watching a whale pass, hearing its song, looking at its complete skeleton and talking to a researcher.

(Complete 2021)



Dancer Kahleenah Edwards at Quandamooka Festival

Projects across Country, Culture, and People

People

No Business is an Island

Working closely with small business and the community, Minjerribah Futures will facilitate improved networking and collaboration within each of the three townships with a goal to increase cooperative competition and improve the visitor experience.

(Ends 2021)

Helping Elders stay on Country

Upgrades to Nareeba Moopi Moopi Pa Aged Care Hostel will ensure more Elders can stay on the island and create employment opportunities in the health care sector and the supply chain.

(Construction complete 2021)

A place for learning

The old secondary school campus in Gumpi will be transformed into Minjerribah Ganaba (Place to Hear, Think and Understand), a leading centre delivering training in tourism, hospitality, event management, business and digital engagement, marine and land management and rehabilitation among other courses.

(Construction complete 2020)

Business capacity training

Working closely with Straddie Chamber of Commerce and the wider business sector, the Queensland Government is delivering training and mentoring to local businesses in areas they identify.

(Ends 2020)

Understanding our visitors

Visitor research undertaken by The University of Queensland allows the island's tourism sector to better understand the needs and desires of our growing number of tourists and visitors, as well as identify areas of strength and those that need improvement.

(Ends 2021)

“If the Indigenous people can share their culture and we can learn from them, then we all gain.”

Danohra Silva
Tourist visiting Mulumba (Point Lookout)
from New York City, New York, USA

Find out more at:
www.qld.gov.au/minjerribahfutures
Facebook: /minjerribahfutures

No business is an Island: COVID-19 Economic Recovery

Minjerribah, like all communities where tourism is the largest industry, faced, and continues to face, economic challenges due to the COVID-19 pandemic.

Minjerribah Futures is committed to supporting local businesses during recovery. Our recent business engagement has once again revealed the resilience and optimism of local traders, as well as a desire to work more collaboratively and cooperatively with colleagues across the island.

Throughout 2020 and 2021, Minjerribah Futures will facilitate a series of business networking and collaborative events bringing businesses together to share ideas, information and learnings; develop cooperative experience and marketing opportunities; and foster a shared sense of place.

Minjerribah Futures will continue to work closely with Tourism and Events Queensland, Brisbane Economic Development Agency (formerly Brisbane Marketing) and Redlands Coast on destination development and awareness to better leverage intra and interstate, as well as international, marketing campaigns and channels to raise the island's profile.

Minjerribah is well placed for recovery. Drive tourism is expected to be the first market to rebound, and with more than 90% of the island's existing visitors coming from Queensland, 72% hailing from within 50km of Gumpi, Minjerribah is predicted to see an early return of visitors.

Importantly, there will soon be more reasons to return or visit the island for the first time with all Minjerribah Futures projects scheduled for delivery prior to the end of 2021.

Quandamooka artist Delvene Cockatoo-Collins

Shara Delaney

Noonuccal, Goenpul and Ngugi peoples

Minjerribah Futures 2018

Acrylic on canvas

Artist statement:

This artwork is inspired by Minjerribah, also known as North Stradbroke Island. The 'U' shapes around the main circle represent everyone in the community. It is important to have a strong community and support one another. This means uniting to support friends, family and neighbours, as well as the current and new industries on the island as the economy transitions from sand mining. The focus of the pattern in the middle is the Queensland Government's commitment to supporting the community through the economic transition strategy and how we have to unite around it. The colours represent Quandamooka waters. Our totems the dolphin (Buangan) and carpet snake (Kabul) are our identity. Yalingbila, the whale, is a frequent visitor to our island and symbolises welcoming those who visit Country.



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