

Minjerribah Futures Project Update

Winter 2022

Minjerribah Futures is the Queensland Government's investment to support the transition of Minjerribah (North Stradbroke Island) from its past reliance on sand mining to a new future as a leading destination for cultural and eco-tourism. The transition program rests on a foundation of Quandamooka culture and sustainability. It seeks to achieve a Minjerribah that is environmentally pristine with a thriving economy.



The strategy commenced in 2016 and as at mid-2022, all but three projects have been substantially completed. The completed projects include:

- Expanding National Parks
- Indigenous Business Development Fund
- Refurbishment of Minjerribah Ganaba
- Pilot Minjerribah Arts Trail
- North Stradbroke Island (NSI) Marketing and Events Program
- Campground upgrades of Bradburys and Cylinder Beaches
- Growing and promoting Quandamooka Festival
- Public transport study
- Peel Island (Teerk Roo Ra) access project
- School camps and tertiary research
- Yalingbila Tours whale watching
- Business capacity building
- Recreational trails
- Land and Sea Rangers
- Place Markers, Pulan (Amity Point), Mulumba (Point Lookout) and Gumpi (Dunwich)
- Nareeba Moopi Moopi Pa aged care upgrade, Gumpi (Dunwich)
- Visitor Research Survey

To learn more about these projects visit:
www.dtis.qld.gov.au/our-work/minjerribah-futures

Projects still underway:



QUAMPI (Quandamooka Art Museum and Performance Institute), Gumpi (Dunwich)

Following a detailed redesign, this signature cultural tourism experience will bring together ancient Quandamooka artefacts with contemporary art, music, dance and performance.

- Planning approval on 10 Jan 2020
- Detailed redesign underway
- Construction works expected to commence late 2022



Completion expected 2023



QYAC (lead)**
DTIS/DEPW



Gumpi (Dunwich) Master Plan

The plan will reveal how the township can be enhanced as a tourism destination and the gateway to Minjerribah. It will identify improved ferry and parking facilities, parks, paths, entertainment areas, arts precincts and more.

- Public consultation on the draft master plan conducted 28 July – 24 September 2021
- Considering feedback from community and key stakeholders to finalise plan



Completion expected 2022



DSDILGP (lead)**
QYAC
RCC



A must see destination

Marketing combined with improved experience and destination development to ensure that when interstate and international visitors return their expectations for a leading cultural and eco-tourism holiday are met on Minjerribah.

- New visual assets collected
- *Your Straddie Story Awaits* campaign implemented pre-September 2020 school holidays
- Winter campaign launched June 2021
- Visitor experience development program underway, including a range of packaged day experiences



Completion expected 2022



DTIS(Lead)**
Redlands Coast (RCC)
BEDA
TEQ

Project on hold:



Yalingbila Bibula (Whale on the Hill), Mulumba (Point Lookout)

A whale exhibit and research pod linked to a hydrophone that will be a landmark tourism attraction for Minjerribah supporting and intertwining environmental, conservation and cultural education.

- Construction was due to start 1 February 2021
- Project delayed, protesters on site
- Planning approval on 27 Mar 2020



Currently on hold



QYAC (lead)**
University of Queensland
DTIS/DEPW

**** Organisational acronyms:**

BEDA Brisbane Economic Development Agency (formerly Brisbane Marketing)
DEPW Department of Energy and Public Works
DSDILGP Department of State Development, Infrastructure, Local Government and Planning

DTIS
QYAC
RCC

Department of Tourism, Innovation and Sport
Quandamooka Yoolooburrabee Aboriginal Corporation
Redland City Council