

Minjerribah Multipurpose Beach Sports Club

A Proposal for the Amity Point Sport and Recreation Reserve Southern End.

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Project Vision & Objectives

Statement of Purpose

We're planning the Amity Point Sports Reserve a long-overdue revamp—no shiny high-rises, just salt, sweat, and sunsets. The plan? Build a laid-back but action-packed precinct for **beach sports, outdoor cinema, cultural gatherings, and community events**. Think less “urban development” and more “Straddie-style mini-Olympic village with thongs.”

- **Beach Volleyball** – Olympic-level gear, local-level fun.
- **Beach Cricket** – Barefoot test matches under the sun.
- **Beach Ultimate Frisbee** – For the hippy athletes among us.
- **Beach Soccer, Footy & Touch Rugby** – Sand, sweat, and sideline banter.
- **Yarning Circles & Cultural Ceremonies** – Grounded in Country and led by mob.
- **Outdoor Cinema** – Got an inflatable screen and speakers to start, then grow bigger.
- **Markets, Music, Festivals & BBQ Comps** – A rolling calendar of good times.

It's a flexible space that scales up or down depending on who's coming and what's happening. Start small, grow big, stay rooted. Maybe we'll even bring back the mullet toss and thong throw?

Community Need & Opportunity

Amity isn't short on charm—it's short on **group-scale activities**. Whether it's a school charter, a birthday crew on a minibus, or a family reunion trying to entertain three generations, there's not much between a rod, a cold one, or a game of darts.

Currently, the local options are:

-  Fishing (brilliant, but not everyone's bag of bait)
-  Cricket (great if you've got a team and gear)
-  Skate Park (a bit of fun but not if you didn't bring a bike or board)
-  Tennis at old school park if you brought your own gear
-  Pub-style pastimes like 8-ball, darts, and a bit of run-down putt-putt

We've got to work with and the Amity Sports and Recreation Reserve:

- **A large, underused cricket oval, practice net and shed**
- **The existing Amity Point Community Club building**
- **A ready-to-roll outdoor cinema setup**

What we're missing is **active, scalable group options**—the kind that charter buses, minibuses, and tour operators *can* book, *want* to book, and *talk about* later. Once-upon a time there was 2 beach volleyball courts but who know what happened to them.

This hub fills that gap. By offering flexible, sand-based sports, chill zones, cultural add-ons, and the occasional film night or market day, it becomes:

- **A destination activity** for groups staying anywhere on the island
- **A drop-in highlight** for event organisers, tour companies, and island schools
- **A venue** for birthdays, camps, small festivals, and workshops

In short: we're turning Amity into a place where groups can get moving, hang out, and soak up the best of Straddie—without needing to go elsewhere or wait for the next ferry.

Alignment with Redlands Council & Queensland Government Strategies

Redland City Council

- **Destination Management Plan 2023-2028** – calls out leveraging “once-in-a-lifetime” opportunities from the Brisbane 2032 Games to grow eco-cultural tourism on Minjerribah and across the coast. redland.qld.gov.au
- **Events Strategy 2024-2029** – positions Redlands Coast to attract, fund and host signature events in the run-up to 2032, boosting the visitor economy and local jobs. redland.qld.gov.au
- **Regional Sport & Recreation Precinct Master Plan 2023** – commits Council to facilities “designed to a regional standard” that can stage large-scale sport before, during and well after 2032. redland.qld.gov.au
- **Linked documents** like the Open Space Strategy 2026 and Stronger Communities Strategy 2024-27 back flexible, multi-use recreation spaces and healthy-lifestyle programs—exactly what a beach-sports hub delivers. redland.qld.gov.au

Queensland Government

- **Queensland Sport Strategy 2025 (draft)** – the new government is crowd-sourcing ideas to:
 - get “more people in community sport”
 - activate under-used places and spaces
 - maximise a “Games-ready” legacy statewide. sport.qld.gov.au
- **2032 Delivery Plan (100-Day Review)** – confirms funding and focus on grassroots sport, tourism and transport links that connect regional hubs like Straddie to Olympic action. delivering2032.com.au
- **Minjerribah Futures** – ongoing post-mining program aimed at building a world-class, culture-led eco-tourism economy on the island; a beach-sports-cum-cultural precinct is textbook alignment. detsi.qld.gov.au

Why it matters for the Amity Hub

1. **Policy Tailwind** – Every listed plan pushes active lifestyles, tourism activation and 2032 legacy outcomes; we’re ticking their KPI boxes without reinventing anything.
2. **Funding Windows** – New government means new grant rounds (Sport Strategy rollout later 2025) and refreshed capital works budgets tied to the Delivery Plan.
3. **Credibility with Council** – Our proposal advances Redland’s own strategies, giving officers and councillors an “easy yes” when permits and support letters hit their desk.

Bottom line: the project isn't swimming against bureaucratic tides—it's surfing the current policy swell, from city hall all the way up to George Street.

Connection to Brisbane 2032 Olympic Legacy

Brisbane 2032 isn't just a three-week circus; it's a nine-year funding hose and a decade-long after-party. Here's how the current (mid-2025) landscape lines up for our Amity Beach Sports, Culture & Cinema Hub:

Legacy lever	2025 reality	Why it helps Amity
\$7.1 billion 2032 Delivery Plan	Confirmed in the March “100-Day Review” and now being rolled out by the new Games Independent Infrastructure & Coordination Authority (GIICA). 65 k-seat CBD stadium, a 25 k aquatic centre, plus >\$1 billion earmarked for “smaller venues across QLD.” theaustralian.com.austatements.qld.gov.au	We tick the “smaller venue” box: a shovel-ready, multi-use precinct that spreads the Games footprint beyond the big smoke.
Games On! grassroots fund – \$250 m (and growing)	The new QLD Government added this stream to the Delivery Plan in April; it targets upgrades to community clubs, fields, courts, lighting and clubhouses in every region before 2032. statements.qld.gov.audelivering2032.com.au	Perfect grant fit: sand courts, LED-lit night use, changerooms, inclusive access ramps – all upgradeable under this pot.
Redlands on the venue map	State has green-lit the Redland Whitewater Centre for Canoe Slalom, keeping the shire branded as an “event city.” yoursay.redland.qld.gov.au	Council is already under pressure to deliver local legacy projects – our hub gives them an easy win on their own turf.
2032 Pre-Games Training Camp (PGTC) Register	Sport Qld’s new “Queensland Sport Strategy 2025” discussion paper calls for regional facilities to nominate as PGTC sites for visiting nations. sport.qld.gov.au	Sand sports teams (volley, soccer-beach, ultimate) and paraport athletes need acclimatisation spots; Amity’s mild winter & coastal climate = gold.
Visitor tsunami	IOC brief projects ~9.8 m Olympic tickets + 3.4 m Paralympic ; Queensland Treasury estimates an \$8 b+ visitor-economy boost for SEQ. thebrisbaneolympics.com.aubrisbane.qld.gov.au	Even snagging 0.1 % of that crowd means thousands of extra day-trippers or over-nighters looking for group-friendly experiences.
Trade & Tourism Showcase	Trade & Investment Qld’s global “Green-and-Gold Runway” program is bundling regional tourism and	Outdoor cinema + Quandamooka culture +

	cultural offerings for corporate hospitality and fan festivals. tiq.qld.gov.au	beach sport demos = tidy package for Olympic-linked family tours and sponsor side events.
Knowledge-sharing pipeline	QAS “IGNITE 2032” high-performance conference series now includes regional satellite labs and sport-science clinics. qasport.qld.gov.au	We can pitch the hub as the sand-sport testing ground (surface tech, beach-para adaptations, heat-mitigation trials).

Key takeaway:

All the shiny new policies are screaming “*spread the legacy statewide and upgrade community venues.*” Our project isn’t tagging along—it’s the poster child: low-cost, high-impact, ready to showcase sand sports and island culture while plugging straight into the Games funding firehose.

Put bluntly: if we don’t grab a slice of this Olympic pie, someone else will. Let’s sharpen the grant applications and plant the Amity flag now.

Site Overview: Amity Point Sports & Recreation Reserve

Historical Use & Community Relevance

Amity’s sports reserve might be the island’s unofficial coliseum of chaos and community. This patch has hosted some of the most gloriously low-budget, high-laugh events Minjerribah’s ever seen.

1940s–1970s – The Island’s Welcome Mat

Back when Hayles Cruises ruled the bay, Amity Point was *the* entry point to Straddie. Tourists, tradies, and footy teams alike stepped off the ferry straight into the open arms of this reserve.

→ *That “gateway to good times” energy is baked into the soil.*

1990s–Mid-2000s – Plugger Toss & Punk Rock

September Fest was an absolute classic: cricket by day, band jams by night, and legendary contests like the **Plugger Chuck** and the **Frozen Mullet Toss**. Then came **Amitystock 2000**, where punk band **Frenzal Rhomb** cranked up the volume and the oval bounced with mohawks and mullets. → *You haven’t lived until you’ve seen a thong soar like a boomerang over mid-wicket to the sound of punk rock.*

2000s–Now – Tutu Cricket & Backyard Glory

Tutu Carnival: a weekend of pink frills, backyard rules, and banter so good it needed a mic. Followed by a night of thumpin’ tunes Visiting Punk Rockers and the long-time local lads Pippy Lips. **New Year’s Eve**

still sees locals and campers crowd the surrounds for music, food, and fireworks with their feet in the sand. → *If it's quirky, fun, and vaguely athletic, chances are it's happened here before.*

Bottom Line?

This is a place with characters to *remember*. We're building on a legacy of laughs, leg spin, and larrikin brilliance. The stage is set, the crowd's warmed up, and now it's time for Amity 2.5 to take the field.

Existing Assets (Club, Field, Cinema Gear)

To be reviewed.

Zoning & Land Management Considerations

*Think of it as Amity's new sand-sport multiplex plus hang-out garden, stitched neatly into the footprint the Master Plan already earmarked for "Large Multi-Purpose Courts." The **Amity Sports & Rec Reserve** is classified as "**Recreation**" land under the Land Act, with **Redland City Council as the trustee** (Lot 2 SP251715, approx. 13.7 ha). That gives us a wide runway to work with, as long as we keep the activities aligned with public, non-exclusive community use.*

What's Already Allowed Under Council Policy (OSM-002)

- **Outdoor cinema** – up to 2x per week
- **Markets** – once a month
- **Food vans**
- **Sports coaching & gear hire**
- **Temporary pop-up structures like Marquees and Shade Sails** ($\leq 30 \text{ m}^2$)
- **Minor new buildings** ($\leq 100 \text{ m}^2$ with trustee consent & building cert – no DA)

Previously sand-mined and now naturally regrown with low coastal scrub, the **southern end of the reserve** is the perfect zone for a new precinct:

- **No turf to protect**
- **Sandy base for sports courts**
- **Natural scrub buffer acts as a windbreak**
- **Well-separated from the cricket pitch for multi-use harmony**

We'll convert this scrubland into a flexible, modular sports & cultural zone without triggering any major planning red tape.

What We Think Will Make Good Use of The Space

Hot-spot	Master-Plan Tag	Our Twist	Key Specs / To-Dos
Sand-Sport Arena (x 4 modular courts)	#11 “Large Multi-Purpose Courts (eg. Tennis/Volleyball)”	Lay 40 m × 35 m of removable washed sand → 4 beach-volley or 2 volley + 1 beach-soccer mini-pitch. Perimeter timber edge so sand stays put & grass can re-grow if ever removed.	<ul style="list-style-type: none"> • 300 mm sand depth on geo-fabric • Screw-in post sockets • Line-socket sleeves for quick code swap (volley ↔ soccer)
Southern Kit Shed	(new, not labelled)	12 m × 6 m Colorbond “locker barn” on south fence. Stores nets, posts, marquees, PA, first-aid kit and a cold-room bay for sausos & drinks.	<ul style="list-style-type: none"> • Roller doors north & south • Solar roof → 5 kW + battery for fridge, lights, phone charging • Rain tank for foot-wash & dust suppression
Chill & Spectator Mound	#14 “Festival & Event Infrastructure”	Raise a gentle turf berm ~1 m high along the eastern edge. Doubles as picnic seating with beanbags during cinema nights.	<ul style="list-style-type: none"> • Filled with on-site spoil to keep costs down • Two 6 m × 6 m shade sails anchored at crest
Yarning Circle	#15 “Community Club Landscaping”	Circular sandy pad under the big gums, seating, fire-pit ring for smoking ceremonies & pre-match yarns.	<ul style="list-style-type: none"> • 8 m diameter • Dual-language (Jandai/English) welcome sign
Cinema & Stage Pad	Uses the same flat lawn in front of mound	Flip-up 7 m screen (your inflatable) or purchase LED wall; mound acts as natural auditorium.	<ul style="list-style-type: none"> • Pop-up truss for screen <30 m²—complies with temp-structure rules
Amenities Pod	#12 “Toilet Facilities / Change Rooms”	Portable combo unit or permit for permanent (male/female/all-abilities + two change cubicles)	<ul style="list-style-type: none"> • Hire or purchase, counts as “minor building” under Rec reserve rules
Path & Power Loop	#19 “Integrated Pedestrian / Cycle Network”	Crushed-granite or low impact eco path linking carpark → Amity club → cricket pitch → new shed → sand arena → yarning circle.	<ul style="list-style-type: none"> • Solar bollard lights, turtle-friendly • 32 A GPO stubs at shed & court edge

Environmental & Cultural Context

The southern pocket of the reserve is already a human-shaped landscape—old mining spoil that has regrown into decades-old scrub. Our plan leans into that reality: clear only what's needed, lay washed

sand for the courts, pour two or three modest slabs for sheds and amenities, then re-green the edges with coastal natives. The existing vegetation will still frame the precinct, softening wind and keeping the bush-meets-beach feel that makes Amity special.

Throughout the works we'll stay in conversation with locals, island elders and cultural custodians, ensuring new paths, gathering spaces and a yarning circle respect Country and storylines. Low-glare solar lighting, rain-water capture and wildlife-friendly planting round out a build that transforms a scrubby patch into a people-place without losing the spirit—or the critters—that already call it home.

Proposed Precinct Components

Bottom line: We start simple—sand, screen, shade, solar—then layer on the bells and whistles as funding lands and momentum builds. But we can prepare quotes for available grants as the drop.

Beach Sports Arena (Volleyball, Cricket, Touch)

- **Entry-Level** – Clear scrub, drop 40 × 35 m of washed sand, screw in post sleeves, string four volley courts (or two volley + one mini-soccer/ultimate). Store nets in the new southern shed.
- **Forever-Level** – Laser-level sand basin with drainage coil, LED-lit run-off zones, shaded player benches, courtside webcam for live-streaming, permanent scoreboard pole.

Outdoor Cinema & Cultural Events Space

- **Entry-Level** – Your 7 m inflatable screen, PA on tripod stands, lawn chairs on the spectator berm. Fire-pit/yarning circle behind for pre-show stories or acoustic sets.
- **Forever-Level** – LED wall on a hinged steel frame, terraced seating on recycled-plastic sleepers, discreet in-ground power for markets and concerts, integrated acoustic shell for cultural performances.

Flexible Festival Grounds & Market Spaces

- **Entry-Level** – Mark out a flat 40 m strip beside the sand courts; hire marquees for stalls, park food vans along the access road.
- **Forever-Level** – Gravel hard-stand with storm-water pits, pop-up power bollards every ten metres, anchor-point grid for quick marquee rigging, native shade trees lining the perimeter.

Tech-Enabled Infrastructure (EVs, Capsules)

- **Entry-Level** – 5 kW solar array on each shed roof, battery rack for lights, fridge and phone-charging bar. Two 7 kW EV chargers on a bollard by the carpark.

- **Forever-Level** – Expand to 25 kW rooftop solar feeding a “sand-battery” heat-store for hot-water showers, fast-charge EV hub for shuttles, IoT sensors tracking sand temp, foot-traffic and wildlife movement—data on a public dashboard.

Micro-Accommodation Pods (Optional Future Phase)

Demountable Hostel Style Bunk Rooms for Sports Teams or Festivals

Governance & Incorporation

Club Structure & Constitution

We'll register as a Queensland Incorporated Association, using the 2024 model rules as the spine and adding local flavour—e.g. a purpose clause that names beach sport, cultural exchange and environmental stewardship. That gives us legal personality, the ability to hold a lease, and access to state sport grants. Members vote; the club, not individuals, owns the kit.

Management Committee Plan

Five elected roles: President, Secretary, Treasurer, Facilities Co-ordinator and Community & Culture Liaison. Two-year staggered terms to keep continuity, skill-matrix check each AGM (finance, events, Indigenous engagement, risk). Sub-committees spin up as needed—e.g. “Formal Competitions” or “Concerts and Festivals”—then wind down when the season's done.

Volunteer & Membership Framework

One simple membership tier at launch: \$20/year? covers insurance and a vote. Add-ons (player rego, event passes) handled in an online portal (SportsTG or Straddie Everything App) so the treasurer's not buried in spreadsheets. Volunteers on-boarded with a one-pager duty statement, quick safety brief, and a club shirt as currency of appreciation—not promises of eternal gratitude.

Risk & Safety Management

Public-liability insurance via state sporting body like Volleyball Queensland (\$475/pa), plus the usual event checklists: site map, first-aid, weather call, electrical tag. The club follows the WHS Act “PCBU” obligations once the first paid worker or contractor steps on site; until then we still run every working-bee with commonsense PPE and a sign-on sheet. Annual risk review at the pre-season committee meeting—tick the box, update if anything's changed.

Result: lean, lawful, and ready to grow without drowning in admin

Strategic Partnerships

Volleyball QLD Affiliation

Fastest way to instant credibility, insurance, and a calendar of comps. Affiliation costs about \$500 a year and gives us coach-education, referee courses and a ready-made player-base that loves a ferry adventure. Next step: lodge the “new affiliate” form the moment the club is incorporated.

Indigenous Community & Cultural Leaders

Everything on Country starts here. Regular cuppa’s with local elders keep the yarning-circle design, signage text and event protocols true to Minjerribah traditions. Their blessing also unlocks most government grants that now require a cultural inclusion box ticked.

Tourism & Event Organisations

Island-based operators

- **Straddie Chamber of Commerce** – network reach, local sponsor links, and business backing for events that bring trade to Amity.
- **Straddie Adventures, Manta Lodge, Straddie Kingfisher Tours** – ready-made channels for sand-sport packages, sunset-cinema add-ons and “clean-up & culture” voluntourism days.
- **Stradbroke Ferries & SeaLink** – group-fare deals and late-return sailings tied to night events.
- **Minjerribah Camping** – school camp and tour group funnels; bundled sand-sport and cinema activities without needing extra travel.
- **Amity Community Club & Point Lookout Surf Club** – bar/catering partnerships; cross-promotion of fixtures and film nights.
- **Dunwich Sharks & All Sports** – inter-township rivalries, shared junior-sport growth, and community sport crossovers.
- **Point Lookout Boardriders** – crossover events like surf-to-sand relays, beach cricket throwdowns, and post-comp film nights.

Mainland partners

- **Brisbane Economic Development Agency (BEDA)** – pitches Straddie add-ons to conference organisers.
- **Redlands Coast Tourism Collective** – local industry network; access to monthly visitor-stats and joint marketing funds.
- **Gold Coast and Bay-Islands tour brokers** – bundle day-trips with sand-sport “taster sessions” and outdoor movies.

Three levels of government

- **Local (Redland City Council)** – Events & Tourism team offers micro-grants (up to \$15 k) for new signature events; Bushcare & Waste crews support clean-ups.
- **State (Tourism & Events Queensland)** – “Queensland Destination Events” funding (up to \$100 k) plus marketing leverage if we schedule a marquee sand-sport festival in the shoulder season.
- **Federal (Austrade / Reviving Regional Tourism Fund)** – matched dollars for infrastructure that drives overnight stays; our LED-cinema wall or multi-court lighting could qualify.

Schools, Uni's, and Research Bodies

Queensland

- **Griffith University** – Beach Ecology & Coastal Management program; student field camps, turtle-friendly lighting trials.
- **UQ & QUT Sport Science** – sand-surface biomechanics studies, athlete-monitoring camps ahead of Brisbane 2032.
- **TAFE Queensland (Sports & Tourism streams)** – hands-on event-management placements during festivals and carnivals.
- **Department of Education Outdoor & Environmental Education Centres** – mid-week school camps filling court and cinema downtime.

New South Wales

- **Southern Cross University (Coffs & Gold Coast)** – Marine Science & Sustainable Tourism faculties keen on cross-border projects; easy bus run up the Pacific.
- **University of Newcastle & UTS** – coastal engineering research; potential partners for sand-battery pilot or wave-energy demos cited in our tech backbone.
- **NSW Sports High Schools (e.g., Southport, Kirrawee exchanges)** – pre-season beach-fitness intensives and inter-school tournaments.

National research bodies

- **CSIRO Oceans & Atmosphere** – citizen-science nodes for Wallum Creek water-quality and seagrass restoration.
- **Australian Sports Commission Clearinghouse** – data-sharing partnership once we start logging participation and wellbeing metrics.

How we bring them in

1. **MOU-lite:** one-page agreement offering court/venue access in exchange for research, student labour, or shared data.

2. **Off-peak incentives:** mid-week and low-season discounts for schools and labs to keep the precinct buzzing outside weekend peaks.
3. **Co-branded grant bids:** universities add academic weight; we provide the living lab. Everyone wins funds.

Events & Activation Strategy

We run the precinct like a seasonal lunar cycle tide chart—fixed rhythms that everyone can predict, plus pop-ups that slide neatly between them. Dates are set by three rules:

1. **Anchor first, layer later** – lock one signature slot each season, then invite partners to tag their niche events around it.
2. **Never clash, always stack** – check the island-wide calendar; if a big festival sits nearby, we offer an add-on, not a rival.
3. **Mid-week belongs to schools and labs; weekends to the public; shoulder days to volunteers.**

Seasonal Calendar of Events

- **Summer** — we lead with a sand-sport carnival; fishing clubs or surf clubs can bolt on twilight weigh-ins or board-rider demos.
- **Autumn** — we host eco-cinema nights; Council’s tourism unit layers a market; state agencies drop in sustainability pop-ups.
- **Winter** — elders headline fire-circle yarns; we simply supply the pit, seats and respectful promotion.
- **Spring** — a multi-code “Allsports” weekend fronts the roster, leaving room for a Chamber Music matinee or a triathlon recovery hub.

Pilot Programs

Every new idea gets a **two-event trial**: run it once, tweak, run again. If both sessions hit minimum numbers (set in advance), it graduates to the seasonal roster. Works equally for sand soccer, LED-wall indie premiers, or volunteer rubbish-bingo walks.

Cultural Ceremonies & Collaborations

- **Opening & closing moments** – a smoking or welcome sets the tone for any anchor event, no exceptions.
- **Stand-alone gatherings** – when elders request a dedicated space (language workshop, dance rehearsal, lore talk) we clear the deck and hand them the keys.

All cultural timings are agreed in a quiet meeting first, then dropped into the shared calendar so sport and culture harmonise, not compete.

School Holiday & Youth Programs

- **Mid-week blocks** – Tuesday to Thursday stay clear for camps and research crews; they book months ahead against academic calendars.
- **Holiday intensives** – each break offers a three-day bootcamp template (sport AM, eco-science PM, film-making overlaps) that schools can pre-fill.
- **Youth drop-ins** – free court time and maker sessions every late afternoon; if a spontaneous crowd forms, a duty volunteer opens the shed and rolls out balls.

The rule of thumb: steady anchors, flexible fillers, and constant respect for cultural timings keep the precinct lively without burnout or double-booking.

Marketing & Community Engagement

We drive attention like we schedule events: one predictable backbone, then fast-moving add-ons.

Three standing rules

1. **Start local, ripple outward** — win the 4183 postcode first, then the rest of Redlands, then the broader day-trip and overnight market.
2. **Show, don't sell** — every short film, song, video, post or flyer tells a mini-story (a laugh, a win, a clean-up photo), not a hard pitch.
3. **Feedback = fuel** — every comment, booth chat or survey line feeds the next campaign tweak.

Local Campaigns & Island-Wide Promotion

- **Leaflet nests, not letterboxes**
 - A6 postcard stacks in high-traffic spots: Amity, Point Lookout & Dunwich post-offices, shop counters, pub foyers, dive-shop desk, and the Minjerribah Camping check-in hut.
 - Restock fortnightly; QR code jumps straight to the live events calendar.
- **Club-swap shout-outs**
 - Partner newsletters/noticeboards: cricket, rugby league, lawn bowls, fishing clubs, boardriders, surf club, etc.
 - Each club gets a 50-word “What’s on at Amity” blurb; we run their fixture tile in the Straddie Everything App—fair trade, zero cash once that’s up and running.
- **Ferry & flyer power-pair**
 - **SeaLink & Stradbroke Ferries:** 45-sec loop video on cabin screens + posters/leaflets.

- **Gold Cats Flyer:** core flutes + posters and leaflets. Maybe captain's PA "What's on."
 - Offer both companies naming-rights to one annual event heat—cheap goodwill buy-in.
- **On-island transit screens**
 - Straddie buses carry 15-sec community slots; rotate teasers/updates with upbeat VO.
 - Bus-stop shelter poster at Dunwich terminal becomes the "What's on This Week" chalk-marker board—updated Monday morning.
- **Pub & bottle-shop partners**
 - Point Lookout Hotel, Amity Tavern, Straddie Brewery, etc. run co-branded coasters or coffee-cup sleeves: event QR + sponsor logo.
 - End-of-season carnivals name a "Cold One Cup" or "Big Brekky Dash" after the sponsor—easy headline for their socials.
- **Earned media**
 - One good pic + three-line story to Redland City Bulletin, BayFM, and ABC Radio Brisbane whenever an elder blesses a new court or a school wins the sand-soccer final.
 - Tag @visitredlandscoast and @queensland on Insta for the bigger re-share reach.

Everything funnels to **one digital home base:** Straddie Everything App + matching web link.

No spam, no double-handling—just targeted bursts where islanders actually look: ferry cabins, post-office pigeon-holes, bus screens and pub counters.

Storytelling & Social Media

@SandyStraddy

Short, cheeky, instantly local. Reads like an invite: "Come play in the sand on Straddie."

Channel stack

- **Instagram & Facebook** — parents, island businesses, event partners
- **TikTok & YouTube Shorts** — quick-fire reels for teens, tourists and the algorithm gods
- **Straddie Everything App feed** — mirrors every post so ferry-free folks don't miss out

(Age-restriction law kicks in Dec 2025; we'll keep content family-friendly and let the platforms handle ID checks.)

Weekly rhythm

- **Mon** "Volunteer of the Week" photo + two-line quote
- **Wed** "Court-Cam 30" – fastest rally, craziest catch, or slow-mo frozen-mullet toss
- **Fri** "Weekender" animated tile auto-pulled from the live events calendar
- **Event days** 15-sec TikTok/Shorts recap while the sand's still warm

UGC (User-Generated Content)

Court edges get « #SandyStraddy » stenciled; selfie frame by the shed. Best tag each week wins a coffee or ice-cream voucher from a Chamber member—locals hype it, we repost.

Voice & vibe (Minjerribah Mozzie Mascot)

Real island faces, barefoot laughs, mozzie-bite humour. Show, don't hard-sell—that's the secret sauce.

Stakeholder Meetings & Community Buy-In

- **Quarterly “Island Huddle”** – 45-min Zoom with elders, clubs, ferry rep, Chamber, Council events officer. Agenda auto-generated from calendar clashes + new grant leads.
- **Drop-in Shed Night** – First Tuesday each month; open shed, free snag, sticky-note wall for ideas & gripes. Notes transcribed into the running action log.
- **Grant-stats loop** – Every event auto-logs head-count, volunteer hours, rubbish collected, social reach. Quarterly one-pager goes to Council and sponsors—shows ROI without waffle.

Result: Marketing runs on a heartbeat (flyer, socials, huddles), but the stories stay fresh and hyper-local; engagement feels two-way, and every stakeholder sees their fingerprints on the precinct’s success.

Funding & Financial Sustainability

Grants Roadmap (State, Fed, Philanthropic)

Window	Program & Max \$	Our 2025-27 targets
Q3 2025	Redland City “Community Events & Activation” – \$1 k Redlands	Marquees, PA & volunteer shirts for pilot carnivals
Q4 2025	Gambling Community Benefit Fund – Super Round – \$100 k Justice	Southern gear-shed build + sand-court edging + solar kit
Q1 2026	Stronger Communities (Fed) – Round 9 – \$20 k Business	Mobility-friendly yarning-circle paths & bench seating
Q2 2026	Sport Qld “Games On! Grassroots” – est. \$150 k GameOn	LED wall, low-glare lights, para-sport change pod
Each Autumn & Spring	TEQ – Destination Event Funding – \$25 k/yr TEQ	Marketing + temp infrastructure for Sand Series & Allsports Carnival
Rolling	Redland Capital Infrastructure – \$50 k Redlands	Granite path & solar bollards loop
Rolling	Landcare / Coastcare Small Grants – \$15 k	Wallum Creek clean-up gear & native planting
FY 2027	Philanthropic (AMP Tomorrow, Sporting Chance) – \$30–50 k	Youth equipment trailer + mobile citizen-science lab

How we work it

1. **Layer the asks** – start at local, prove delivery, then leverage wins for bigger State/Fed rounds.
2. **Stack in-kind** – volunteer hours + donated machinery logged as match where required.
3. **One lead writer, rotating proof team** – speeds submission without burnout.
4. **Post-grant comms** – every acquittal doubles as sponsor pitch material.

Sponsorship & Naming Rights Options

- **Tier 1 “Court Sponsor” — \$5 k/yr** Logo on net-wrap & sideline A-frames
- **Tier 2 “Event Partner” — \$10 k/yr** Name rights: Seasonal anchor (e.g. [Pub Name] Sand Series)
- **Tier 3 “Foundation Sponsor” — \$25 k+ (one-off)** Name on the shed or LED wall for five years

Perks: social-media shout-outs, free venue hire credits, staff team-building days on the sand.

Local targets: ferry operators, pubs/taverns, dive shops, supermarkets, Corporates with ESG budgets.

Mainland stretch goals: sports retailers, solar companies, breweries.

Potential Revenue Streams (Events, Hire, Membership)

Stream	How it works in Year 1	Year 3 ambition (realistic)
Event gate + bar	\$10 entry after 6 pm + 30 % margin on pop-up bar (piggy-back Amity Club licence)	\$60 k p.a. (bigger carnivals + two niche festivals)
BBQ & coffee cart split	20 % of takings from rostered community BBQ & mobile barista	\$15 k p.a. (more event days + weekday surf-school breakfasts)
Market & stall fees	\$30 flat per stall at Sand Series weekends	\$10 k p.a. (extend to quarterly makers market)
Court & shed hire	\$40/hr off-peak schools; \$70/hr twilight corporate	\$25 k p.a. (mid-week camps + after-work leagues)
Outdoor cinema	Gold-coin nights move to \$8 ticket + \$5 bean-bag hire	\$20 k p.a. (sponsored premieres and festival tie-ins)
Merch 2.0 (AI-on-demand)	Shopify + Printful: tees, rashies, stubby coolers; AI drops tied to events	\$30 k p.a. incl. limited “Artist-in-Residence” collab prints & digital collectibles
Raffles & prize draws	Online + in-person (QLD games permit) at big weekends	\$8 k p.a. (surfboard & kayak raffles)
Training camps / school programs	3-day bootcamps, \$120 per student incl. gear, coaching & campfire film night	\$40 k p.a. (6 camps + two uni field intensives)

Digital sponsorship add-ons	Branded AR filters, TikTok challenges, LED-wall ads	Extra \$10-15 k on top of naming-rights tiers
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Key tools to hit the numbers

- **Print-on-demand store** goes live Day 1 → no stock risk, infinite design refresh via AI co-pilot.
- **Square + Stripe** everywhere: QR code stall fees, tap-to-donate at BBQ, online raffle tickets.
- **Everything App analytics** auto-pushes attendance + sales data into grant acquittals and sponsor reports.

Break-even target: cover insurance, power, sand top-ups (~\$20 k/yr) by end of Year 1. Everything above that bankrolls upgrades and paid coordinator hours.

Mantra: hustle grants for the big-ticket kit, court sponsors for ongoing polish, and let regular event footfall keep the lights (and the solar batteries) humming.

Stage Plans & Milestones

Agile Rollout Strategy (Sprints)

Sprint	Core goal	Key tasks	Success signal
0 – Kick-off	Vision locked, entity born	Steering-group meeting, adopt model rules, lodge incorporation	Club number issued
1 – Footprint	Claim the space	Scrub survey, mark red-zone boundaries, order sand & shed kit	Stakes in the ground, sand delivery booked
2 – MVP Courts	Playable patch	Clear scrub, drop first 2 sand courts, install temp nets	First rally played & posted #SandyStraddy
3 – Gear Hub	Open the southern shed	Slab pour, Colorbond up, solar on roof, QR asset log	Nets, balls, marquees stored & tracked
4 – Pilot Weekend	Test the model	Run Come-&-Try + Night Flick, collect feedback & numbers	>100 attendees, zero safety issues
5 – Grant Shot	Fuel the future	Submit two grant apps (local + GCBF) with pilot data	Grant portal receipts + sponsor follow-ups

(Sprints repeat—Each win: IE add a facility or event; we recycle data into the next funding round.)

Quick Wins vs Long-Term Visions

Quick wins (≤ 6 months)	Long-term visions (2–5 years)
Two sand courts playable	Full six-court LED-lit arena

Pop-up inflatable cinema	Hinged LED wall & terraced seating
Shed #1 stocked & solar-powered	Dual sheds + cold-room + kiosk
Monthly Come-&-Try + Night Flick	Four-season festival slate + national beach-sport titles
Court-edge #SandyStraddy UGC	In-app AR history tour & live-match stats
Local grant + BBQ/raffle revenue	\$150 k "Games On!" grant + corporate naming rights
Scrub clean-up & yarning circle staked	Wallum Creek Eco-Cultural corridor & research hub

Playbook: land the quick wins fast, show evidence, recycle into funding and sponsor pitches, then stack the bigger pieces. Each success funds the next sprint—no stall-outs, no white-elephants.

Attachments & Appendices

Maps, Site Photos, Draft Designs

We're talking about the RED ZONE as the Minjerribah Multipurpose Beach Sports Club.

Potentially growing the BLUE ZONE into an ecosystem research and regeneration zone that gives visiting students and universities a way to contribute to ecosystem research and regeneration.

FOLD-OUT VERSION OF THE MASTER PLAN



This second map is potentially an expansion plan. P1 and P2 are private land that haven't been sold in decades. Little data is available and i haven't yet paid for a property search. These would make ideal sites for integration with the sports and recreation zone, possibly adding low-cost housing for visitors and island staff which has been a problem from a lot of years. Additionally, this spot could be a gateway project for Subterranean Tunnelling underground services for the island. The removed sand could be a local resource for erosion control, and local production of Silica Based Products (Artisan & Tech).

The PURPLE AREA and two YELLOW CIRCLES are zones that would make excellent locations for Cultural Ceremonial Yarning Circles in amongst the gum trees and better management of the local ecosystem. Last time I was up there, there was still old car wrecks, and it could really do with a clean-up. Also when it comes to flood mitigation, we really need to sort out the drainage issues and help rehabilitate Wallum creek. We can solve a lot of things at once if we really put our minds towards it.



Equipment Inventory (Cinema etc.)

I own an inflatable 7m outdoor cinema screen and some speakers and an old large venue projector.

Letters of Support & Communications

A strong pile of support letters is pure gold for grant rounds, council approvals, and sponsors. Here's everything locals, clubs, businesses and researchers need to know—laid out like a mini-roadmap.

Why the letters matter

- **Trustee-consent request** – read by Redland City Council's Property & Sport team; shows the project has broad community backing, not just a lone-wolf idea.
- **Small local-grant applications** – read by the Council's community-grants panel; proves the activation benefits residents first.
- **Major state or federal grants** – reviewed by Sport Queensland, Tourism & Events Qld, and federal assessment committees; demonstrates island-wide impact and genuine cross-sector partnerships.
- **Sponsorship pitches** – seen by ferry operators, pubs, solar companies and other potential sponsors; visible goodwill gives their brand a positive halo.

P.S. If you'd like to put your hand up for the steering committee or inaugural management committee, please say so in your letter—new hands and fresh ideas are welcome.

Who we're asking

1. **Local residents & families** – “We want more for our kids / grandkids.”
2. **Island clubs** – fishing, bowls, footy, boardriders, surf, cricket.
3. **Businesses** – cafés, tradies, dive shops, ferry companies.
4. **Cultural custodians & elders** – Cultural confidence and oversight.
5. **Schools, unis & research bodies** – Learning, data, eco-outcomes.
6. **Tourism & event partners** – More reasons to visit, stay, and spend.

What to write (use these talking points, adjust to your voice)

1. **Connection** – “I/we have lived/worked on Minjerribah since ...”
2. **Need** – “Amity lacks XYZ; this precinct fills that gap.”
3. **Benefit** – Pick one: youth sport, eco-tourism, cultural revival, local trade, scientific research.
4. **Personal pledge** – Volunteer hours, marquee loan, in-kind gear, school excursions, sponsorship interest.

5. **Closing support line** – “I fully support the Amity Beach Sports, Culture & Cinema Hub and urge ... to approve/fund.”

(One A4 page max. PDF or scanned/photographed JPG image is perfect.)

Bottom line: every voice counts. A one-page letter today could be the difference between bare sand tomorrow or a buzzing hub for decades. Let's get those pens (or keyboards) moving.

A Closing Word from Mozzie

Thanks for having a crack and reading this whole plan. Whether you're a local legend, sandy-footed visitor, curious councillor, or future partner—we reckon you're now part of something pretty special.

It's a call to action to grow something special in Amity.

To play, to gather, to heal country, to build the kind of island future that's fair dinkum, fun, and built from the ground up (with a bit of sand, sweat, smoke and elbow grease).

We're all about action over perfection. So, if this idea sparks something in you—come lend a hand, write a letter, pull on the mozzie socks, or spin a yarn under the casuarinas.

From all of us (the Mozzie flying squad), cheers!

See ya in the sandpit.

– Mozzie, your barefoot mascot @SandyStraddy the Minjerribah Multipurpose Beach Sports Club.

