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<td>28</td>
</tr>
</tbody>
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Executive Summary

With the start of Springtime and the seasonal weather a focus of the department has been on outdoor activities for the enjoyment of the community, including the Animating Spaces Mackay Up events and the Northern Beaches Fun Day which have been popular and received good public participation.

The first 5-week block of Get Out, Get Active physical activities targeting inactive women and girls is complete, with over 500 women participating in the classes, across 5 locations – Calen, Ooralea, Northern Beaches, Sarina and Pioneer Valley. Physical activities included group fitness, pilates, yoga, walking, cycling, boxing and Zumba. Plenty of positive feedback has been received from both providers and participants.

Highlights

- The Mackay Entertainment and Convention Centre (MECC) was awarded the 2015 Australian Performing Arts Centre’s Association’s (APACA) Drover’s Award for Performing Arts Centre of the year.

- Mayor Cr Deirdre Comerford officially opened Animating Spaces Mackay at the Upon the Levee Wall community mural unveiling and night market event at Paxton’s on 28 August. Approximately 2,500 people attended the event. This event was well supported by local businesses with in-kind contributions from Porters, Traditional Signs and Coates Hire.

- The 2015 Northern Beaches Community Day was held on 6 September at Seaview Park, Bucasia. The initiative, now in its 7th year, is an opportunity for residents to enjoy Father’s Day and to come together and celebrate the importance of family and community. The event was attended by approximately 800 community members. And raised over $800 towards next year’s event.

- The Mackay Seniors Expo was very successful with more than 70 exhibitors and approximately 1000 attendees at the Senior Citizens Centre on 21 August. A comment heard from community members throughout the day was “I didn’t know there was so much on offer in Mackay!”

- The Regional Reconciliation Qld Forum was held at Mackay Regional Council on 4 September and hosted by Reconciliation Queensland Incorporated. Participants discussed regional strategic reconciliation priorities for Queensland and the formation of a coalition/alliance to support processes for achieving constitutional recognition for first Australians.

Tony de Brincat

Acting Director Community and Client Services
Community Lifestyle

Community Programs

The Community Programs Team (except Museums) has responded to a combined total of 758 community enquiries (including phone calls, emails, personal interaction, social media, etc.) during this reporting period.

Community Development

Community Development, as a member of the Mackay Child Friendly Community Action Group (MCFCAG), participated in the running of the Superhero Fun Morning held during Child Protection Week 2015. The event was well attended with Mayor Cr. Deirdre Comerford and Member for Mackay Julieanne Gilbert attending to open and speak at the event. MCFCAG were announced as one of two QLD recipients for the National Association for Prevention of Child Abuse and Neglect ‘Play Your Part Award’ for 2015.

Community Development participated in the Planning Workshop for the Reform of Mental Health Services in Mackay on 26 August. The objective of the workshop was to inform the redesign of mental health services in the region, ensure that all members of the community with a mental illness can access effective and appropriate treatment and community support to enable them to participate fully in the community.

Community Development assisted Culturally and Linguistically Diverse (CALD) community groups with applications for Multicultural Affairs Qld (MAQ) Celebrating Multicultural Queensland Grants to host a variety of multicultural events including Songkran Thai New Year Water Festival, Fiji Day, Pasifika and Global Grooves.

“On for Young and Old” Morning Tea was held at the Sarina Cultural Hall on 20 August. Cr Theresa Morgan welcomed everyone to the Morning Tea and spoke on the value of our seniors to the community. Donations of prizes for the lucky door were received from the Sarina RSL, Queensland Rail and Sarina Tourist Information Arts & Crafts Centre. The event was completely booked out with great feedback collected through feedback sheets, emails and general conversations with community members.

The Sarina Interagency Network meeting was held on 8 September. The meeting was attended by 10 representatives of services within the Mackay/Sarina Region, including the Sarina Neighbourhood Centre Officer. The Officer also provided support to the Sarina Festival Committee to organise the Sarina Festival on 12 September at the Sarina Rugby League Grounds. The event was a huge success with over 70 stalls, entertainment and presentations by local schools.

Food voucher enquiries through the Sarina Neighbourhood Centre totalled 26 with 15 being allocated.

Youth Development

Mackay Youth Connection Network Inc. (MYCN) held a general meeting on 1 September with high attendance from the youth sector. Participants received information from presenters as well as from the world café style workshop. Conversations focussed on aligning funding programs to the needs of young people, financial sustainability, unmet needs and areas for collaboration (including validation of identity for young people not in the school system; reducing duplication around case management for individual young people; development of sector-specific outcome measures).
Youth Development Officer, as part of our support to headspace Mackay, assisted with the delivery of the Healthy Minds, Healthy Relations Day at Dysart High School on 27 August. 76 young people from year 10, 11 and 12 participated in the event. The day comprised of two seventy minutes sessions, focusing on healthy minds and healthy relationships. 95% of participants indicated that they learnt something new about wellbeing and healthy relationships.

Ongoing support, counselling, information, referral and mentoring is provided to young people in need in the Pioneer Valley - including young individuals "at risk" as per the State Government funded role service agreement. Approximately 20 young people are receiving individual support for a wide range of issues including coping with abuse, mental health, job hunting, coping at school, relationship/family matters, anti-bullying, social isolation, grief, suicide prevention, etc.

**Arts Development**

Round One of the RADF Program 2015/16 closed on Wednesday 19 August. 9 applications were received and assessed by the RADF Committee.

The renewed RADF Guidelines and Application Forms have been released to the wider community with an official launch held on 24 August at Mackay City Library. Twenty-five people attended the launch; guest speakers included Cr Chris Bonanno, Karrie Haywood and Marissa Moore. Karrie and Marissa recently received RADF funding and spoke of the benefits of the program.

Bunting Community Arts sessions have been held at the Women's Centre, George Street Neighbourhood Centre and Gordon White Library. The initiative has involved 25 participants from a cross section of the community. There have been discussions around addressing an identified interest in the community for a series of life skills workshops/lessons including creative activities such as sewing.

Creative Mackay e-bulletin distributed to 900 subscribers. 1500 Art Is In calendars (Issue 65 September, October and November) have been distributed.

**Animating Spaces Mackay UP!**

The culminating Animating Spaces Mackay UP! events were held over two nights, Friday 28 August and Saturday 29 August.

The UP River twilight lantern parade and Look UP events featured as part of the city centre Twilight City: Beyond your imagination street party on 29 August.

The UP River lantern parade saw participation by six local schools with approximately 618 students, families and general community participating in the parade.

Look UP events included the Dear Mackay dance performance in front of the old post office building, River Street, the digital projection Rise by Donna Robinson on the Pioneer Shire building and the rainbow lorikeet art installation in 7th Lane, Wood Street. All three arts events were extremely well attended, with approximately 1,000 audience members at each of these events.

**Indigenous**

Community Development Officer - Indigenous Issues facilitated two meetings with Yuwibara representatives and Central Queensland University to discuss a funding submission to develop Indigenous gardens in the CQU campuses at Ooralea and Sydney Street.
Community Action for a Multicultural Society (CAMS) Program

CAMS Officer has assisted two ASSI groups to submit applications to the Celebrating Multicultural QLD grants program to hold events in 2016 to acknowledge Australian South Sea Islander Recognition.

Sister City

The final meeting of the Youth Ambassador Program 2015 was held on Wednesday 9 August. The group will fly out to Japan on 19 September 2015.

Community Grants

Round 1 closed on 7 August. A total of 39 applications have been submitted, requesting a total of $136,545.84. The Committee Assessment Meeting was held on 25 August. The Committee recommended funding 19 applications to a value of $62,069.20.

Junior Sporting Grants – 2 applications have been received and approved.
Community Arts and Culture Grants – 1 application has been approved.

Sport and Recreation

Mackay Regional Council was successful in receiving funding from the State Government’s Get Out, Get Active initiative. The grant is being used to deliver initiatives to encourage women and girls to get started in active recreation or sporting activities in the Calen, Northern Beaches, Ooralea, Pioneer Valley and Sarina areas of the Mackay region.

The 1st block of physical activities targeting physically inactive women & girls in socio-economically disadvantaged areas (5 weeks commencing 3rd August) is complete, with over 540 women participating in the classes, across the 5 locations. Physical activities included group fitness, pilates, yoga, walking, cycling, boxing and Zumba. Plenty of positive feedback has been received from both providers and participants.

During the September school holidays, two Healthy Eating workshops were held across the 5 targeted locations. What is Healthy eating & Understanding Nutrition Labels on Packaged foods were presented.

Funding application for Get Out, Get Active Round 2 was submitted on 20 August. Target audience for Round 2 is ‘at risk’ and disadvantaged women and girls. This group is typically vulnerable to becoming physically inactive due to a variety of circumstances including domestic violence, social isolation, cultural practices and mental ill-health.

The 2nd block of physical activities will commence on Monday 12th October for a period of 5 weeks with the potential of an extension depending on the budget. Again, exercise sessions are scheduled across the 5 locations with the schedule to be distributed throughout the Community Lifestyle contacts and displayed on Council’s website. The range of activities is wider in the second block with the addition of aqua aerobics and aqua Zumba, just in time for the warmer weather.

The recruitment process for a Sport & Recreation Co-ordinator position has been completed. Karen Young is the successful applicant and she started in her new role on 24 August.

Sports e-Newsletter August publication distributed to Sport & Recreation contacts on last week of August.

Museums
Greenmount Homestead hosted the Whitsunday Hinterlands and Mackay (WHAM) meeting on 29 August at Wests Leagues Club to celebrate the 21st Anniversary of the group, with representatives from regional museums in attendance.

**Pioneer Valley Museum at Mirani**
- Visitor numbers: 104 (6 concessions, 28 adults, 70 children)
- Volunteers manned a Museums information stall at the Seniors Lifestyle Expo on 21 August

**Mackay Historical Society and Museum Inc.**
- Visitor numbers: 29 (7 concessions, 20 adults, 2 children)

**Sarina District Historical Centre Inc.**
- Visitor Numbers: 101 (72 adults, 29 children)
- Volunteers busy doing cataloguing and spring cleaning the storage shed

**Greenmount Homestead**
- Visitor Numbers: 223
- Weddings: 1

**Inkind Assistance**

<table>
<thead>
<tr>
<th>Applicant</th>
<th>Request</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mackay Recreational Fishers Alliance Inc</td>
<td>Waiver of park hire fee adjacent to River St boat ramp in support of a free fishing event for children.</td>
<td>$79.00</td>
</tr>
<tr>
<td>Community Connections – Family Day</td>
<td>Provision of 2 general waste bins, 2 recycle bins and waiver of park hire fees at Apex Park Sarina in support of an Information Stall with information on access for services to connect families to participate in relevant programs.</td>
<td>$137.80</td>
</tr>
<tr>
<td>Alligator Creek State School P&amp;C</td>
<td>Provision of 20 general waste bins and 10 recycle bins in support of the School Community Fair.</td>
<td>$296.94</td>
</tr>
<tr>
<td>Mackay and District Hack and Pony Club</td>
<td>Provision of 4 general waste bins and 2 recycle bins in support of August’s Annual Competition.</td>
<td>$142.10</td>
</tr>
<tr>
<td>Elaroo 4x4 Enduro</td>
<td>Provision of 20 general waste bins in support of the Elaroo 4x4 Enduro Weekend.</td>
<td>$157.78</td>
</tr>
<tr>
<td>Sugar City Con Inc</td>
<td>Provision of 20 recycle bins + 1 tonne of waste disposal fees (from customer supplied skip) in support of the Sugar City Con.</td>
<td>$382.16</td>
</tr>
<tr>
<td>Northern Beaches Community Network</td>
<td>Provision of 6 general waste bins and 6 recycle bins, 40 witches hats, waiver of park booking fee and mowing of grounds prior to event in support of Northern Beaches Community Day.</td>
<td>$450.50</td>
</tr>
<tr>
<td>Sarina Festival</td>
<td>Provision of 15 general waste bins and 15 recycle bins in support of the Sarina Festival.</td>
<td>$157.78</td>
</tr>
<tr>
<td>Walk for William</td>
<td>Waiver of park hire fees at Blue Water Quay in support of Walk for William Day.</td>
<td>$79.00</td>
</tr>
<tr>
<td>Julianne Gilbert, State Member for Mackay</td>
<td>Waiver of park hire fee at Blue Water Quay, 2 general waste bins and 2 recycle bins in support of 4740 Livin Local Charity Day.</td>
<td>$367.60</td>
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<tr>
<td>Disability Action Week Planning Committee</td>
<td>Provision of 2 general waste bins in support of Disability Action Week Interactive Morning Tea.</td>
<td>$49.00</td>
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<tr>
<td>George Street Neighbourhood Assoc Inc</td>
<td>Provision of 2 general waste bins, 2 recycle bins and waiver of park hire fees at Iluka Park in support of Child Protection Week Fun Day.</td>
<td>$196.60</td>
</tr>
<tr>
<td>Mackay Prostate Cancer Support Group</td>
<td>Colour the Civic Precinct Fountain blue from 21 to 28 October 2015 in support of Mens Health Month &amp; the Mens Health Seminar.</td>
<td>$560.00</td>
</tr>
<tr>
<td>Organization</td>
<td>Description</td>
<td>Cost</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>------------------------------------------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>Reef Catchments</td>
<td>Provision of 5 general waste bins and 5 recycle bins in support of the Family Fishing Fun Day.</td>
<td>$171.50</td>
</tr>
<tr>
<td>Wanderers Junior Rugby League</td>
<td>Provision of 5 general waste bins and 2 recycle bins in support of their Junior Break-up &amp; Presentation.</td>
<td>$142.10</td>
</tr>
<tr>
<td>Banskia Scout Group</td>
<td>Provision of 2x600mm concrete pipes delivered in support of widening the dam crossing at Rowallen Park.</td>
<td>$1,205.50</td>
</tr>
<tr>
<td>Sexual Health &amp; Sexual Assault Services</td>
<td>Colouring the Civic Precinct Fountain red in support of World Aids Day.</td>
<td>$560.00</td>
</tr>
<tr>
<td>Pioneer Valley Classic Car Club</td>
<td>Provision of 20 general waste bins and 2 recycle bins in support of Dad's Day in the Valley.</td>
<td>$226.38</td>
</tr>
<tr>
<td>Pioneer Valley Relay for Life</td>
<td>Provision of 20 general waste bins, 5 recycle bins, 200m barrier mesh, 30 witches hats, 40 star pickets in support of the 12 Hour Walk.</td>
<td>$255.78</td>
</tr>
<tr>
<td>Pink Ribbon Charity Fair</td>
<td>Provision of 15 general waste bins and 5 recycle bins in support of the Pink Ribbon Charity Fair.</td>
<td>$226.38</td>
</tr>
<tr>
<td>North Eton State School P&amp;C</td>
<td>Provision of 2 general waste bins and 2 recycle bins in support of Cocktails in the Canefields.</td>
<td>$117.60</td>
</tr>
<tr>
<td>Mackay &amp; District Hack &amp; Pony Club</td>
<td>Provision of 2 general waste bins and 2 recycle bins in support of September's Annual Competition.</td>
<td>$117.60</td>
</tr>
<tr>
<td>Mirani Sugar Valley Lions Gargett Branch</td>
<td>Provision of 5 general waste bins and 5 recycle bins in support of their Family Fun Day.</td>
<td>$171.50</td>
</tr>
</tbody>
</table>
2015 Seniors Expo at Seniors Citizens Centre

“On for Young and Old” Morning Tea at the Sarina Cultural Hall

2015 Northern Beaches Community Day

UP River Lantern Parade

Regional Reconciliation Qld Forum
Libraries

Young People’s Services

- Programs designed to encourage early literacy in children and their families had a total of 2485 in attendance compared to 1994 from 2014.
- Programs designed to encourage library membership and to promote the library as an entertaining and informative place for children and their families totalled 177 in attendance compared to 28 from 2014.
- **The Corner** - “Where the Wild Things Play” at Gordon White Library attracted 847 under 8's, 159 children aged 8 years and over and 666 adults (parents/carers) – a total of 1672 during August.
- “P is for Play” at Mackay City Library attracted 531 under 8’s, 205 children aged 8 years and over and 591 adults (parents/carers) – a total of 1327 during August
- The 70th annual Australian **Children’s Book Week** “Books Light up Our World” ran from 22-28 August and was celebrated with a Wine and Cheese Evening launch, Teddy Bear’s Picnic’s and Baby Bounce sessions at each branch, a Picnic in the Park in the Civic Precinct and the Walkerston Street Parade. Over 2600 people participated in our Book Week programs and events across the region.

- Mackay Regional Council Libraries, together with the Friends of Mackay Libraries Inc, hosted Stig Live @ the Library at Mackay City Library on Wednesday 19 August. Stig Wemyss is an author and narrator of audio books. Stig educated and entertained over 230 students in 2 school performances.

View the YouTube clip of Stig’s visit to Mackay Regional Council Libraries and the promotion of Borrow Box.
[https://youtu.be/-9vVYu1fK0](https://youtu.be/-9vVYu1fK0)
Community Services

- Meetings of Cityside Book Club, Between the Lines Book Club, Valley Page Turners, the Social Sewing Saturday and Mirani Board Games Night continue to be held with small but enthusiastic attendance levels.

Heritage Collection

- 55 researchers visited the Carmel Daveson Research Room compared to 53 in 2014.
- 20 research inquiries actioned compared to 17 in 2014.

Heritage Collection staff hosted representatives from Museum & Gallery Services Queensland (M&GSQ) on 26th August as part of the 2015 M&GSQ Standards Review Program. The M&GSQ Standards Review Program aims to:
  - Recognise, celebrate and promote standards already achieved; assist community museums, groups, historical collections and galleries to identify areas to improve; strengthen community support and networks; raise the profile of collections; assist in developing a plan to achieve their identified outcomes.

Digital Literacy

- Convict Connections – Roadshow


Statistics

- Public computers totalled 2682 bookings and 2371 hours of use, and a total of 868 hours Wi-Fi accessed.
- Assistive Technology equipment was used for a total of 46 hours.
- 26 DiscoverIT classes held with 94 attendees.
- 9 requests received for ask the library enquiries.
- Top 3 library website visits for the month of December:
  - WebOPAC
  - Library Home
  - Contact Us
- Database hits including Transparent Language Online, Atomic Training, Newsbank, Who Next? and Road to IELTS totalled 733.

![Library Visitors Chart]

![New Library Members Chart]

The continuing increase of members and visitors may be attributed to outreach services and The Corner installations.
Top 5 Reserved Titles in August

That Sugar Film [DVD]/
To kill a mockingbird / Harper Lee.
Harry Potter and the goblet of fire / J. K. Rowling.
Code of conduct / Brad Thor.
Feels like home / Lisa Ireland
Artspace Mackay

Overview

- Three new exhibitions were installed and are on show until 18 October at Artspace Mackay.
- Artspace Mackay now has two billboards on the Bruce Highway, encouraging drivers to stop at the gallery and ‘revive their senses’. Billboards are located just south of Sarina and at Lethebrook, Proserpine.
- Artspace Mackay’s annual visitation passed 30,000 for the first time in years (if ever), with 31,392 people passing through the gallery’s doors. This well and truly exceeded our target of 25,000 for the year to 30 June 2015. The lift in numbers is largely due to the success of the gallery’s Rock Paper Scissors Art & Design Market.

Visitor numbers from August 2014 - August 2015

![Visitor numbers chart]

Website visits:

![Website visits chart]
New Exhibition(s)

**The New Black: Contemporary Indigenous Works from the Collection: 28 August - current**

This exhibition has been curated from a cross section of the small but important collection of contemporary indigenous artworks from the Mackay Regional Council collection. It features artworks by key artists working across a variety of mediums within the contemporary indigenous field. This is an area earmarked for future expansion and the gallery is excited to begin acquiring more artists books by indigenous artists – growing this niche field fits well with the gallery’s primary focus on collecting artists books and will serve to expand and diversify this unique and important collection.  

**Location:** Orientation Gallery, Artspace Mackay
**Creative Generation: Excellence Awards in Visual Art: 4 September - current**

This exhibition celebrates the work of senior arts students from high schools across the region. The pieces on display have been hand selected by a panel of teachers for demonstrating sophisticated concepts, technical skill and innovative aesthetic choices. Come and enjoy the collective visions of the region’s brightest young artists in this expansive and engaging exhibition.

**Location: Foyer Gallery, Artspace Mackay**

**Cream: Four Decades of Australian Art: 4 September - current**

A showcase of significant artworks by Australian artists which have rarely been seen outside Rockhampton, this exhibition chronicles the development of modernism in Australia from 1940 to 1980, and includes paintings, drawings and prints by artists such as John Percival, Arthur Boyd, Charles Blackman, Sidney Nolan, Russell Drysdale, John Brack, Clifton Pugh, Sam Fullbrook, Margaret Olley and Fred Williams.

**Location: McAleese Gallery, Artspace Mackay**

### Public Programs & Education

<table>
<thead>
<tr>
<th>Date</th>
<th>Program</th>
<th>Location</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 Aug</td>
<td>BMA Kidspace – toddler program</td>
<td>Seminar room &amp; galleries</td>
<td>90</td>
</tr>
<tr>
<td>19 Aug</td>
<td>School tours – Mercy College Yr 10 Photography students</td>
<td>McAleese Gallery</td>
<td>28</td>
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<tr>
<td>27 Aug</td>
<td>School tours – C&amp;K Slade Point Kindy</td>
<td>McAleese Gallery &amp; seminar room</td>
<td>26</td>
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<tr>
<td>30 Aug</td>
<td>Filmspace – Mao’s last dancer</td>
<td>Seminar room</td>
<td>16</td>
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<tr>
<td>4 Sep</td>
<td>Exhibition opening event – Cream and Creative Generation</td>
<td>All galleries</td>
<td>182</td>
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<tr>
<td>5 Sep</td>
<td>Exhibition floor talk – Cream</td>
<td>McAleese Gallery</td>
<td>32</td>
</tr>
<tr>
<td>12 &amp; 13 Sep</td>
<td>Workshop: Indigo + Shibori</td>
<td>Old Town Hall</td>
<td>24</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>= 398 PARTICIPANTS</strong></td>
<td></td>
<td></td>
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</table>
Mackay Entertainment & Convention Centre and Events

Management

- Continued engagement with the artist delivering the city heart public art
- Continued to work with Mackay Tourism and the Economic Development team to attract events and conferences.
- Attended the 2015 APACA conference in Sydney and the MECC has taken away the 2015 Australian Performing Arts Centre’s Association’s (APACA) Drover’s Award for Performing Arts Centre of the year. The Award recognises achievements across a broad spectrum of services, including technical, marketing and management services. In addition, the award is presented to the facility that has achieved exceptional success in audience development and community engagement.

Mackay Entertainment and Convention Centre

Overview

- There were 28 performances last August, as opposed to only 10 this August. The additional attendance could be explained through a Wiggles performance that occurred in August last year otherwise, all other attendances are actually on par with last year, considering we had fewer performances in total.
- To date, this fiscal year we are 20% down on event bookings from last year. This is indicative of the slowdown in the small meetings market. We are currently at 34% lower attendances than for July and August last year but we believe this will start to correct itself in September.

Capital Program

- The MECC capital program is on track.

Development/Other Issues

- The MECC entrepreneurial show Stripey; included foyer engagement, a colouring competition which was well participated in + the addition of an emu chick to our precinct public art.
- Bell Shakespeare conducted 2 x workshops for 40 local high school students, prior to their performance of Hamlet next month, which is showing solid school bookings.
- A series of 4 “Crafternoons” was held in August. MECC team continues engaging the community via the “Crafternoons”. To date over 40 local women from Dog Walker’s club, United women’s Cultural Group, Binbi Tok Olgeta, and representatives from arts and crafts groups, have participated. 110 Beanies were ‘manufactured in total’, with 50 Beanies sold raising $719.80 for donation to Kidney Support Network.

Given the amount of effort that ensued over such a long period of time, we feel that this project has been one of the most successful engagement projects our Marketing team has been involved with for some time. Although only 100 attended the show (held 1 September), we feel certain that all 100 or so who attended the performance on Tuesday
night got more ‘value’ out of the experience, either because they were involved with the project, or because they donated through Beanie purchase.

Entrepreneurial

- Stripey: full cost recovered with 1533 in attendance. (1271 school attendances)
- Merry Melodies, Lucky Starr: 50% cost recovered.
- Dance North: not cost recovered contemporary dance is an audience development area of the program that is very difficult to get cost recovery from.

Performance

<table>
<thead>
<tr>
<th>Type</th>
<th># of Events</th>
<th># of Attendances</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awards Evening</td>
<td>2</td>
<td>477</td>
</tr>
<tr>
<td>Concert</td>
<td>4</td>
<td>2,421</td>
</tr>
<tr>
<td>Conference</td>
<td>1</td>
<td>23</td>
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<tr>
<td>Dinner Dance</td>
<td>2</td>
<td>125</td>
</tr>
<tr>
<td>Entrepreneurial</td>
<td>5</td>
<td>1,958</td>
</tr>
<tr>
<td>Event</td>
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<td>234</td>
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<tr>
<td>Formal</td>
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<td>757</td>
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<tr>
<td>Function</td>
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<tr>
<td>Gala Supper</td>
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<td>247</td>
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<tr>
<td>Performing Arts</td>
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<td>227</td>
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<tr>
<td>Seminar</td>
<td>1</td>
<td>50</td>
</tr>
<tr>
<td>Trade Fair / Expo</td>
<td>3</td>
<td>4,000</td>
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<tr>
<td>Workshop</td>
<td>2</td>
<td>170</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>25</strong></td>
<td><strong>10,829</strong></td>
</tr>
<tr>
<td>Non-Financial Indicators</td>
<td>KPI</td>
<td>Year to date</td>
</tr>
<tr>
<td>----------------------------------------------------------------------------------------</td>
<td>---------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Number of Performances fully cost recovered</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Minimum number of catered functions (excluding performances)</td>
<td>140</td>
<td>21</td>
</tr>
<tr>
<td>Average attendance at events</td>
<td></td>
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<tr>
<td>Auditorium 550</td>
<td>Auditorium 467</td>
<td></td>
</tr>
<tr>
<td>Foyer/space 100</td>
<td>Foyer/space 98</td>
<td></td>
</tr>
<tr>
<td>Halls 600</td>
<td>Halls 393</td>
<td></td>
</tr>
<tr>
<td>One Hall only 200</td>
<td>One Hall only 196</td>
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### 3 Year Comparisons

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#NOTE: October is Elisteddfod Month + December 2013-Jan 2014 - Ice City II
Figures shown are for the reporting period
Attendances (26 Months) 349,368

Figures represent calendar month attendances
Festivals and Events

Mackay Festival of Arts

- Sponsor reports were delivered to all festival sponsors along with surveys. All sponsors highlighted that they thought their partnership with the festival was beneficial and are excited to be involved again in 2016.
- Programming is well underway for the 2016 festival with sponsorship proposal and proposed program set to be released in October.

Emirates Melbourne Cup Tour

- Plans with the Victorian Racing Club and Melbourne Cup visit to Mackay have been finalised with the event due to be held on 15 September.

Global Grooves

- Final touches are being made to Global Grooves plans with the team set to deliver on October 24.

New Year’s Eve

- Programming for the New Year’s Eve River Party is complete with secured headline act being Jon English and Band.
- Planning for the event is in progress with the addition of market stalls and the use of the Brisbane Street Carpark this year to allow for more space for anticipated crowds based on last year’s numbers.
Corporate Communications and Marketing

Management

A successful event held for the renaming of Marilyn Wallman Park in September. It was quite a moving event attended by family, police officers and Bruce and Denise Morcombe.

A draft independent Audit report on council’s social media sites has been completed and is being reviewed for presentation to the Audit and Risk Advisory Committee.

Much of the period was focussed on finalising sponsors for upcoming Australia Day and Sports Expo events. Work is also underway on developing a significant #MackayPride local campaign to continue its positive message in the lead up to Christmas.

In preparation for Mayor’s trade delegation visit to China, the #MackayPride video has been re-produced with Mandarin text. It has also been re-produced in Japanese for the November tour of Matsuura.

Website

Visit’s to Council’s Websites – August 2015

![Website Visit's Graph](image-url)
Website visits for August

Facebook
9172 fans visited 3159 pages

Twitter
Followers: 1474

YouTube
742 videos watched for an estimated 791 minutes

Top five viewed videos
1. Mackay Pride - Share Your Pride > 316 (38%)
2. Marilyn Wallman Park reopening > 110 (13%)
3. Heritage-listed former Pioneer Shire Council building reopen > 53 (6.4%)
4. Penguins invade council meeting > 39 (4.7%)
5. Council Connect - August 25, 2015 > 27 (3.3%)
Almost 200 mentions of council during the month of August.

**eNewsletter Subscribers**

We continue to see steady growth in all eNewsletter subscriptions.

Council Connect is closing in on the 1,000 mark. Our top three subscriptions are:

Library (2098)

Artspace (1399)

Mackay Region Planning Scheme: 1128

**General**

> facilitated the Mayor’s visits to shopping centres to promote the Budget and explain details

> arranged official re-opening of Marilyn Wallman park

> arranged advertising for Great Northern Clean-up activities

> finalised advertising-marketing campaign for Global Grooves

> finalised advertising for Melbourne Cup tour breakfast and display at MECC
> work progressing on redesign for Artspace Mackay website

> Discussions with potential sponsors and preparations underway to begin promotion of Australia Day awards and Australia Day grants

> prepared new branding guidelines for use of NAS logo for future external use

> updated over 30 council Fact Sheets in new design and latest information

> continued to develop collateral for #MackayPride, including pull up banners, print advertisements etc

> finalised new billboard sign for Mirani Caravan Park

> Design and re-write of Regional Sustainability Strategy brochure completed

> Another successful Baby Welcoming Ceremony in September, attracting 44 babies
Community Engagement

Latest News

- Public consultation on the detailed design of the next stage of the Botanic Gardens development was launched in mid-August. Feedback was invited online and Community Engagement staff held a number of public displays where members of the community could view the designs, ask questions and have their say.

  A Community Feedback Day was held at the gardens on Saturday, August 29 with over 70 people in attendance.

- 23 staff from across council completed the iap² Engagement Essentials training on August 25, developing their community engagement skills and providing them with a better understanding of public participation.

- Consultation and notification of the Shakespeare Street drainage upgrade commenced in late August.

- City Centre Revitalisation project works are in the final stages, with ‘practical completion’ of the main streetscape contract due by the end of October. Consultation with businesses continues with works in stage four progressing very well with all concrete footpaths and bump-outs installed. Pavers have been laid in Wood Street and the crews are progressing along Victoria Street.

  Roundabout construction is about to commence which will include the foundations for the Cane Fire artwork.

Number of Projects involving community engagement

Officers worked on 33 separate projects between August 17 and September 13.

Which council programs worked with the Community Engagement team?

![Bar chart showing number of projects by department](chart.png)

- Projects
Levels of Engagement
Officers worked on 6 projects requiring notification and 27 projects requiring consultation:

Consultation vs Notification

- Notification
- Consultation

Members of the community are engaged at the Botanic Gardens.
Northern Australia Services

Management

- Launched the first wave of 10 Transformation initiatives. Outputs from Unleashing Potential, Transition and Understanding Our Customer Workshops used to evaluate the first wave of opportunities on which to focus.
- The PMO has created a Transformation Initiative Tracker on the NAS Collaboration Site in order to track the progress of current initiatives. This will track opportunities that have been selected to be progressed and other projects/pieces of work that have been identified to be delivered as part of Transformation.
- Status reporting commenced on the progress of initiatives recorded in the Transformation Initiative Tracker.
- Completed the “Understanding our Customer” Workshops. Workshops covered all services. This is a continuation of the cultural journey for our staff to understand the importance of the customer and consider what the customer expects from their team. Utilised a LEAN process to categorise service outputs into “Must Have’s, More is Better, Delighters and Unrealistic Expectations”.
- Updated Vacancy Assessment Process with improved communication to SLPT and staff.

Service Successes

- Grade of Service has remained a highlight in August with the team achieving 82%. This means that 82% of our calls with the community are answered in less than 20 seconds.
- Information Services assisted to deliver the objective to actively measure and manage the Waste Contractor’s performance against the agreed service levels, as well as to maintain an accurate record of the number of bins serviced per property and audit these against the number of Waste Collection services charged per property.
- Recruitment of Client Services and HR/Finance Leads progressed.
- H&R electronic signatures implemented.
- ECI – centralised payroll processing function in the Integrated Service Centre.
- ECI – improved real time queue management and reporting with abandoned calls down from 19% (July) to 8.35% in August.
- Channel Migration Reporting – shifting from phone to online IS Service Request lodgement - tracking reports built to monitor progress
- Information Services Business Continuity simulation exercise and review workshop.
- Outage notifications – implementation of new templates and process to alert and update MRC staff.
- Review of Solidus call flow system to define process and functions - implemented tiered phone queue for Information Services Help Desk.
Client Services

Total Calls Received

Top 10 Calls - August 2015
IS Requests completed by category August 2015

Analysis of the Number of Requests Broken Down by Team
Progress on IT Projects

![Bar chart showing project status]

Completed Projects Breakdown by IS Team

![Pie chart showing project categories]

- Compliance: 16
- Upgrade: 2
- Enhancement: 6
- New: 1
- Remove: 6
Completed Projects Breakdown by MRC Department

Legend:
- CCS – Community & Client Services
- DS – Development Services
- ECI – Engineering & Commercial Infrastructure
- OS – Organisational Services

- CCS: 5 projects
- DS: 2 projects
- ECI: 4 projects
- OS: 19 projects

Total: 29 projects