



# Community and Client Services

Monthly Review

16 March - 12 April 2015

# Table of Contents

|  |           |
|--|-----------|
| <b>Executive Summary</b>                                     | <b>3</b>  |
| <b>Review of Operations</b>                                  | <b>5</b>  |
| <b>Community Lifestyle</b>                                   | <b>5</b>  |
| <b>Mackay Convention and Entertainment Centre and Events</b> | <b>18</b> |
| <b>Property Services</b>                                     | <b>24</b> |
| <b>Corporate Communications</b>                              | <b>29</b> |

# Executive Summary

## Acting Director Community and Client Services

Community and Client Services have delivered a large number of community events and initiatives during the month. The highlights in this report show the great participation from the community across our programs, in particular Libraries and Artspace who have seen a great response from initiatives.

The partnership between Mackay Regional Council and Sister Cities Mackay has kicked off this month with the Youth Ambassadors workshop being facilitated by representatives of Sister Cities Mackay.

The Corporate Communications team have delivered a number of events and promotions including the Testimonial Dinner for Tim Mulherin and Ted Malone, Community Attitudes Survey and preparation of the 100 years commemoration of Anzac Day events.

Our MECC team continues to deliver outstanding events and the extended service of Food and Beverage continues to receive positive feedback.

The management team have been working with their programs to develop the 2015/16 budgets for Client and Community Services, in line the current economic climate and the increased focus to providing efficient service.

This will be the last time that Property Services are including in the Client and Community Services Program report as this will be transitioning to Organisational Services from the end of April.

### Highlights

- Council has received renewed funding for a further three years, from the Queensland Government – Department of Communities. This supports the continuation of the Youth Development Program that delivers the services in Sarina and Mirani. The funding supports two officers who work with young people aged 12-18 who are at risk of disconnection through Access to services (information, advice and referral) and support ( case management).
- Mackay's Got talent was a success with 14 acts involving 15 young people selected to participate in the event to be held on Sunday 19 April 2015 at the MECC. Half of the Mackay's Got Talent finalists have been involved in on-street performances in the Mackay City Centre over the Easter School Holidays.
- The annual North Queensland Sportstar Awards ceremony held on 28 March in Hughenden. Cr Paul Steindl and the Sport and Recreation program represented Mackay Regional Council at the event with local nominees for Outstanding Junior, Senior, Disabled and Service to Sport were in attendance. Bette Wyer (Netball) was awarded joint runner up in the Service to Sport category.
- The Gordon White Library initiative; The Corner "P is for Play" attracted 1038 under 8's, 313 children aged 8 years and over and 820 adults (parents/carers) – a total of 2171 during March.
- 'Have You Seen the Old Mackay' Exhibition at Artspace has become one of the most popular collection ever viewed. This exhibition pays tribute to the Facebook social media site of the same name that was initiated by Glen Hall, Research Officer with Mackay Historical Society and Museum Inc. Launching in 2013, the page has become one of the most popular social media sites

in the region with over 12000 likes to date. It has proven to be a very effective way for the Society to share, promote and even expand its rich historical collection.

- Sponsorship has been secured for 16 of our 19 events in the 2015 Mackay Festival of Arts program, totalling approximately \$92,000 cash and in-kind contributions. The Festive program will be released soon.



**Amanda Camm**  
***Acting Director Community and Client Services***

# Community Lifestyle

## Community Programs

The Community Programs Team (except Museums) has responded to **641 community enquiries** (including phone calls, emails, personal interaction, social media, etc.) during this reporting period.

The Community Programs Team participated in a strategic planning workshop, with Mayor and Portfolio Councillors attending, on 2 April. This begins the Team's "journey of transformation". The shared vision is to provide community health and wellbeing services and support through the engagement and development of partnerships with communities and internal stakeholders centred on community capacity building and inclusiveness.

### Community Development

Neighbourhood Day was held on Tuesday 31 March at the Sarina Neighbourhood Centre. Mike Fry from Relationships Australia, the lead organisation for Neighbourhood Day, attended to give insight into the objective of Neighbourhood Day. 10 members of the public joined in for morning tea and shared stories of their neighbourhoods and how Sarina district became their home.

Emergency Relief food vouchers are available at the Sarina Neighbourhood Centre on Mondays only. Food voucher enquiries totalled 29 with 9 being allocated. Miller House and George Street Neighbourhood Centre (GSNC) have lost their Federal Government funded Emergency Relief Funding which will place increased demand on the Neighbourhood Centre.

Community Development assisted Water Services with the development of a strategy to facilitate the establishment of a Water Services Client and Community Reference Group that is both inclusive and community oriented.

A 'Navigating the Office of Fair Trading' workshop in conjunction with the Office of fair Trading was held on 24 March with 12 people in attendance. All feedback from those who attended was positive and appreciative of the information provided.

The Northern Beaches Community Network are reviewing its Guiding Principles and the level of administration support provided by Community Development, with the aim of ensuring the long term sustainability of the Network.

Planning for the 2015 Seniors Lifestyle Expo commenced with a steering committee formed in early February. The Expo is scheduled for Friday 21 August 2015, 9.00am to 2.00pm at Senior Citizens Centre in Macalister Street. So far 39 exhibitors have registered to attend the event, including 30 community groups and 9 businesses.

Seniors Interagency was held on 17 March. A special guest attended to speak to the group about a program called 'Hypodrive'. This national educational awareness program and road safety initiative aims to provide road safety education for individuals diagnosed with diabetes, in order to assist in reducing motor vehicle accidents and fatalities on Australian roads, while simultaneously promoting healthy lifestyles and creating awareness among all drivers.

### Youth Development

A revised Service Agreement between Department of Communities and Mackay Regional Council has been signed that will see the continuation of funding for youth programs for a further 3 years. The commencement date of the Agreement is 1 April 2015. The agreement affects the Youth Development Officers in Sarina and Mirani and their work with young people aged 12-18 who are at risk of disconnection. Under the Service Agreement, team members will provide Access Services (information, advice and referral) and Support Services (support and case management).

Pioneer Valley District Youth Council commenced development of concepts and ideas for the delivery of major theatrical production in 2015 at Pinnacle Playhouse. Performance dates are 24 & 25 July and 31 July & 1 August.

Ongoing support, counselling, information, referral and mentoring for young people in need in the Pioneer Valley - including young individuals "at risk" as per the State Government funded role of Youth at Risk Initiatives. 34 young people are receiving individual support for a wide range of issues including coping with abuse, mental health, job hunting, managing school, relationship/family matters, anti-bullying, social isolation, and grief.

Yearly Sarina Youth Centre programs continue to be popular and include Drumbeats, Rock and Water, Girls with a Purpose, and Stand Up. Ongoing support, providing information and referral is part of the new Service Agreement.

Collaboration between the Youth Development and Young Adult Library resulted in two Mecha Mecha Workshops (7-8 April) for young musicians and a community event showcasing Mecha Mecha and other local musicians at PCYC (9 April). Approximately 100 people attended the event, with 6 participating in the workshops.

As part of the "No Way to Bullying" Week (16 to 20 March), a number of community sessions and workshops facilitated by Paul Stanley from the Matthew Stanley Foundation. Unfortunately all sessions had low level of participation. Paul's workshops always go well in schools and most of the schools in the Mackay-Whitsunday education district participate, this however is not reflected when the same event is marketed at parents.

Preparations are underway for the final of Mackay's Got Talent with 14 acts involving 15 young people selected to participate in the event. The final will be held on Sunday 19 April 2015 at the MECC. Half of the Mackay's Got Talent finalists have been involved in on-street performances in the Mackay City Centre over the Easter School Holidays.

### **Arts Development**

Round 4 of the RADF Program has opened, with closing date of 20 May for projects commencing after 22 June 2015.

Creative Mackay e-bulletin distributed to 900 subscribers. Over 1500 Art Is In calendars (Issue 63 March, April and May) printed and distributed.

The Mackay Creatives Website Project was launched on 26 March with an exhibition called *Our Community: Mackay Creatives* at Artspace Mackay. The exhibition will continue until the end of July 2015 in the Orientation Gallery.

### **Indigenous**

Mackay Regional Council Reconciliation Action Plan (RAP) was officially launched on Thursday 19 March. The launch was supported and attended by Mayor and Councillors, Senior Staff, Yuwibara representatives, Aboriginal and Torres Strait Islander community members and organisation representatives, RAP Artist Ed Rigby, and Reconciliation Australia project officer Phil Jerrard. The RAP is now available on Council website, and provides the direction for further reconciliation actions to be carried out across the region.

Indigenous Officer provided information and support to the new Mackay NAIDOC Inc. committee in preparation for NAIDOC 2015 Community Family Day.

### **Local Area Multicultural Partnership (LAMP) Program**

Support provided to the Thai community with the organisation of the Songkran Thai New Year Water Festival. This will be held on Sunday 19 April at Victoria Park State School Hall.

LAMP organised and hosted a Harmony Day morning tea on 18 March inviting culturally and linguistically diverse (CALD) community members and staff, Mayor and Councillors. The event was successful with 8 multicultural community groups in attendance including Australian South Sea Islander (Frangipani Arts and Mackay and District Australia South Sea Islander Association), Aboriginal and Torres Strait Islander, Maltese, Italian, Fijian, Philippines, Indian, and World Café representatives.

Employment Workshops for Migrant Job Seekers were successful with 6 held, averaging 10 participants per workshop. LAMP worker completed resume reviews for 10 migrants. Final session with Zonta women as mentors was a great success. The Zonta women conducted mock interviews and resume reviews with migrants, and many of the participants were offered work experience and opportunities by mentors.

LAMP Officer Organised meeting between Police Citizens Youth Club, Mackay Regional Council and George Street Neighbourhood Centre which confirmed that migrants can participate in their Braking the Cycle Learner Driver Mentor Program. This means migrants will be able to have unlimited free practice hours with volunteer mentors if they are accepted into the program.

A 'Skilled migration & other pathways to Permanent Residency in Australia' was presented on 19 March at George Street Neighbourhood Centre focusing on Pacific Islander and New Zealand migrants. This information session was facilitated by migration agent De-Anne Kelly and was attended by President of Mackay Host Lions Pacific Islander Community, Secretary of Fijian Association, CAMS State-wide Pacific Island Advocacy Coordinator, and George Street Neighbourhood Centre CAMS worker.

### **Community Action for a Multicultural Society (CAMS) Program**

Multicultural Affairs Queensland advised that the CAMS Program will continue to be funded after June 2015. Currently awaiting details on the future funding arrangement and service agreement.

CAMS assisted Frangipani Arts with their Australian South Sea Islander family history e-book project, *'Islands Apart: the Australian South Sea Islander Journey'*. E-book launch was held on Thursday 19 March. Approximately 60 people attended the event at the Metropolitan Hotel function room. This resource is now accessible online at [www.frangipaniarts.com.au](http://www.frangipaniarts.com.au).

CAMS assisted the Mackay Australian South Sea Islander Community response to Cyclone Pam in Vanuatu. To date items have been collected from Mackay to go in a shipping container to Vanuatu. Mackay and District Australian South Sea Islander Association held a market morning with some proceeds going to the cyclone appeal and a cent sale was held afterwards with over \$2000 raised. Funds are being deposited into a Rotary Australia World Community Service account to be managed by committees in both Australia and Vanuatu.

### **Sister City**

Members from Sister Cities Mackay facilitated the first meeting of the Youth Ambassador Program (YAP) 2015 which was held on Wednesday 18 March 2015. Parent information sessions will be held at the same time as the YAP Meetings to keep parents informed and up to date. Students have been encouraged to contact Sister Cities Mackay, to become friends on facebook and keep in contact via email. They are being strongly encouraged to participate and help out at the Japanese Children's Day event at Caneland Central on Sunday 3 May.

### **Sport and Recreation**

As part of the Open Space, Sport and Recreation Strategy 2010-2016, Sport and Recreation are reviewing three sporting group leases (Lions Soccer, Mackay Netball Association, Mackay District Rugby Union Club) in conjunction with Property Services. Additionally a lease has been renewed and signed by Mackay Touch Football.

Cr Paul Steindl, represented Mackay Regional Council at the annual North Queensland Sportstar Awards ceremony held on 28 March in Hughenden. Local nominees for Outstanding Junior, Senior,

Disabled and Service to Sport were in attendance. Bette Wyer (Netball) was awarded joint runner up in the Service to Sport category.

## Museums

### Pioneer Valley Museum at Mirani

- Visitor numbers: 18
- Launched the second in the series of Great War stories with morning tea for the families and RSL members
- Volunteers continue to work on the tasks for the Standards Review Program (Museums and Gallery Services)

### Mackay Museum

- Visitor numbers: 49
- Volunteers continue to prepare for the installation, into their new shed, of the parts of their collection still held at Greenmount
- The Mackay Museum facebook page is regularly maintained by one volunteer. Extractions from the "Have you seen the old Mackay" facebook page now feature in the namesake exhibition at Artspace

### Sarina Historical Society and Museum Inc.

- Officially reopened on 31 March
- Visitor Numbers: 34
- Volunteers continue to change the displays within the museum, cleaning and other display maintenance

### Greenmount Homestead

- Visitor Numbers: 100 (incl. 1 school visits and 1 group visit from Good Shepherd Lodge)
- Weddings: 1
- Friends of Greenmount continue to work on the tasks for the Standards Review Program (Museums and Gallery Services)

### Whitsunday Hinterland and Mackay (WHAM) Participation.

The first Whitsunday Hinterland and Mackay (WHAM) museum meeting was hosted by the Pioneer Valley Museum on 11 April with 21 volunteers from across the Mackay Region Museum's attending.

## Inkind Assistance

| Applicant                        | Request   | Cost     |
|----------------------------------|---|----------|
| Mirani SV Lions-Gargett Branch   | Provision of 10 general waste bins and 10 recycle bins in support of the Gargett Rodeo.   | \$238.14 |
| Sarina Tourist Art & Craft       | Provision of 5 general waste bins and 5 recycle bins in support of their 100 Years of ANZAC Family Day.   | \$171.50 |
| RSL of Australia-Kuttabul Branch | Provision of 2 general waste bins, 6 recycle bins and waiver of hall hire fees at the Leap Community Hall in support of the One in One Hundred Year Dinner. | \$438.16 |
| Home For Good Planning Group     | Provision of 2 general waste bins, 2 recycle bins and waiver of park hire fees at Blue Water Quay in support of the BBQ Breakfast for Homeless.             | \$196.60 |





MRC Reconciliation Action Plan launch



Mackay Region nominees at NQ Sportstar Awards 2015, Hughenden



Harmony Day 2015 morning tea

## Libraries

### Young People's Services

- Programs designed to encourage early literacy in children and their families had a total of 2480 in attendance compared to 2498 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 185 in attendance compared to 80 from 2014.

### The Corner

- The Corner "P is for Play" at Gordon White Library attracted 1038 under 8's, 313 children aged 8 years and over and 820 adults (parents/carers) – a total of 2171 during March.
- "Land, Sea and Sky" at Mackay City Library attracted 785 under 8's, 153 children aged 8 years and over and 742 adults (parents/carers) – a total of 1680 during March.

### Dad's Read at the Football

- Read for Life Team handed out 1480 postcards and 500 books for Dad's Read at the Cutters game on Saturday, March 28. The Cutters were enthusiastic about working with Read4Life and supporting their objectives, and will have representation on the steering group from now on.

### Young Adult Services

- Book Spines - 6 enthusiastic young people came together this month to discuss their favourite stories.
- Zines and other Scenes had three creative writers join the group this month.
- Maker spaces went to Sarina and a group of young people had fun with design tasks.

### Rotarians enjoy visit to Sarina Library

- 20 Sarina Rotarians visited the Sarina Library hosted by Branch Coordinator Sarina Library and Executive Coordinator of Programs. Branch Coordinator spoke about the changes in the services and collections we now offer our community owing to the influx of new technology, where the library services have had to adapt and shift our focus from building based collections to more cyber collections referred to as eLibrary (eAudio, eBooks, eMagazines, eMovies, eMusic and databases)
- Information was provided on how the resources can be downloaded to your home PC, laptop, tablet, iPad or Smart phone. How do the community learn how to use all this new technology? Attend one of the 19 classes held per month across 5 branches on subjects like Basics, Email, Internet, Tablet & iPads, Smart Phone Q & A, Facebook, Apple Macintosh and Digital Photos. If you need time on the internet, have to update your software or scan important documents use the free 90mins computer or Wifi time that comes with your library membership.
- Also discussed:
  - The importance of libraries helping families with literacy by developing good reading habits whilst participating in our Baby Bounce, Storytime, Bedtime and Multicultural Storytimes.
  - New initiatives were highlighted such as the introduction of Maker Spaces for all age groups to follow library trends nationally and internationally.
  - The importance of developing partnerships with Community groups, State Library of Queensland, Read4Life group, BMC and BHP to bring special projects like Dad's Read to the Mackay Region to reach non library and library users.
  - Working in partnership with ABC Open to deliver DiscoverIt classes for the Mackay community and to deliver other projects with a common interest.
  - A very energetic question time followed and the Rotarians left with their Information Packs and a better understanding of how the Sarina Library serves the local community.



Rotary visit at Sarina Library.

### Community Outreach

- Five readers enthusiastically discussed Anthony Doerr’s ‘All the Lights We Cannot See’ at Cityside Book Club.
- Five members of the Mirani book club met to discuss “Closer to Stone”
- Nine Between the Lines Book Clubbers participated in animated discussion about ‘A Colder War’ by Charles Cumming.
- 8 Social Sewing Saturday stitchers socialised and sewed their projects.
- 150 Home Library Service Clients had 1,008 items delivered by 14 volunteers who travelled 124 kilometres.
- International Women’s Day Morning Tea brought 48 people to the library to hear Kathleen O’Dea speak about her book ‘Marshmallow Fishes’, to watch Mohan dance and to hear the Indonesian choir sing a medley of traditional songs. This event was the result of a partnership between Community Development, George Street Neighbourhood Centre and Mackay Regional Council Libraries (including assistance from Friends Of Mackay Libraries). (Photos courtesy of Alison McRae Fearnley, Community Development.)



Kathleen O’Dea Author Marshmallow Fishes.



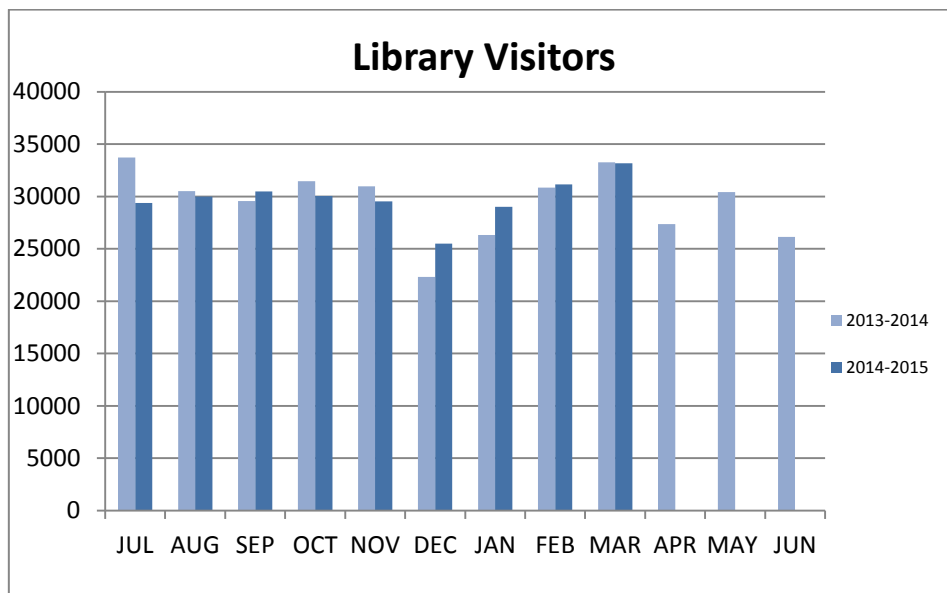
Kathleen O’Dea Author Marshmallow Fishes.

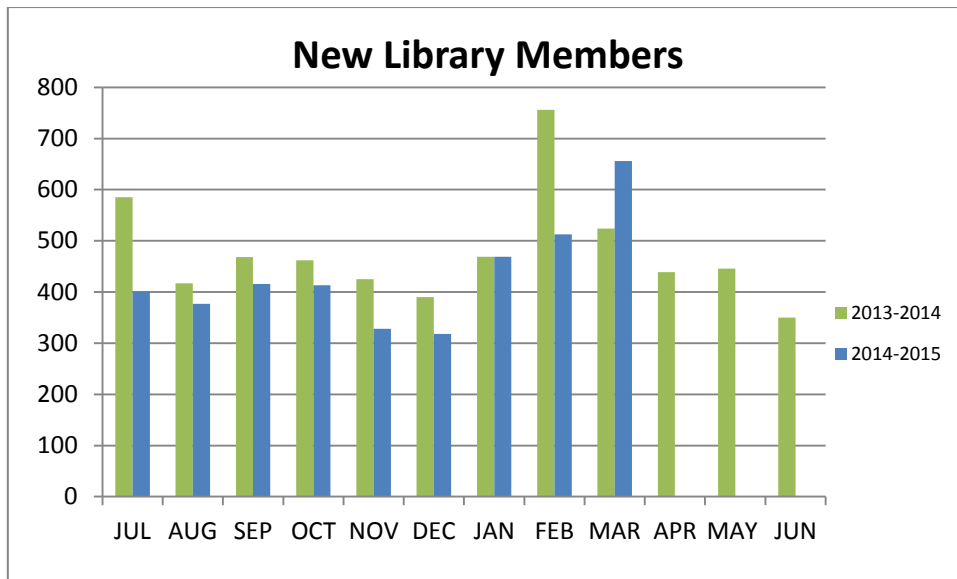
**Heritage Collection**

- 47 researchers visited the Carmel Daveson Research Room compared to 64 in 2014. 11 research inquiries actioned compared to 12 in 2014.
- The month of March saw the Heritage Collection staff work collaboratively with Artspace staff to install an exhibition of WW1 memorabilia from the Heritage Collection at Artspace.
- Additional WW1 exhibitions have been hung at Gordon White and Mackay City Libraries.

**Statistics**

- Public computers totalled 3092 bookings and 2716 hours of use, and a total of 1395 hours Wi-Fi accessed.
- Assistive Technology equipment was used for a total of 25 hours.
- 20 DiscoverIT classes held with 87 attendees.
- 10 requests received for ask the library enquiries.
- Top 3 library website visits for the month of March:
  - WebOPAC
  - Library Home
  - Opening Hours
- Database hits including The Computer School, Who Else Writes Like, Who Next, Transparent Language Online and Literacy Planet totalled 3552.

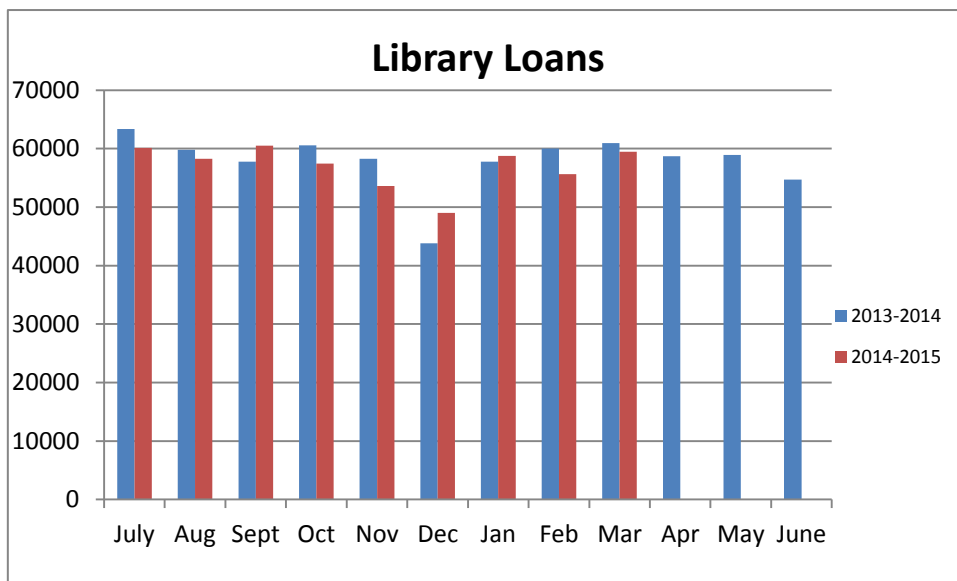




\*Note: Membership figures during February 2014 were the highest monthly total for new memberships service-wide in the past five years.

Libraries delivered 141 programs attended by almost 4,000 people during February 2015. In total, 31,152 people visited a local library in the month.

The increase in programs in February led to a further increase in Library Memberships in March 2015.



**Top 5 Reserved Titles in March**

- Going paleo / Pete Evans with Nora Gedgaudas.
- Safe at Last : A Slow Burn Novel / Maya Banks.
- Leap of faith / Fiona McCallum.
- The kill order/ James Dashner
- Second life / S. J. Watson.



## Artspace Mackay

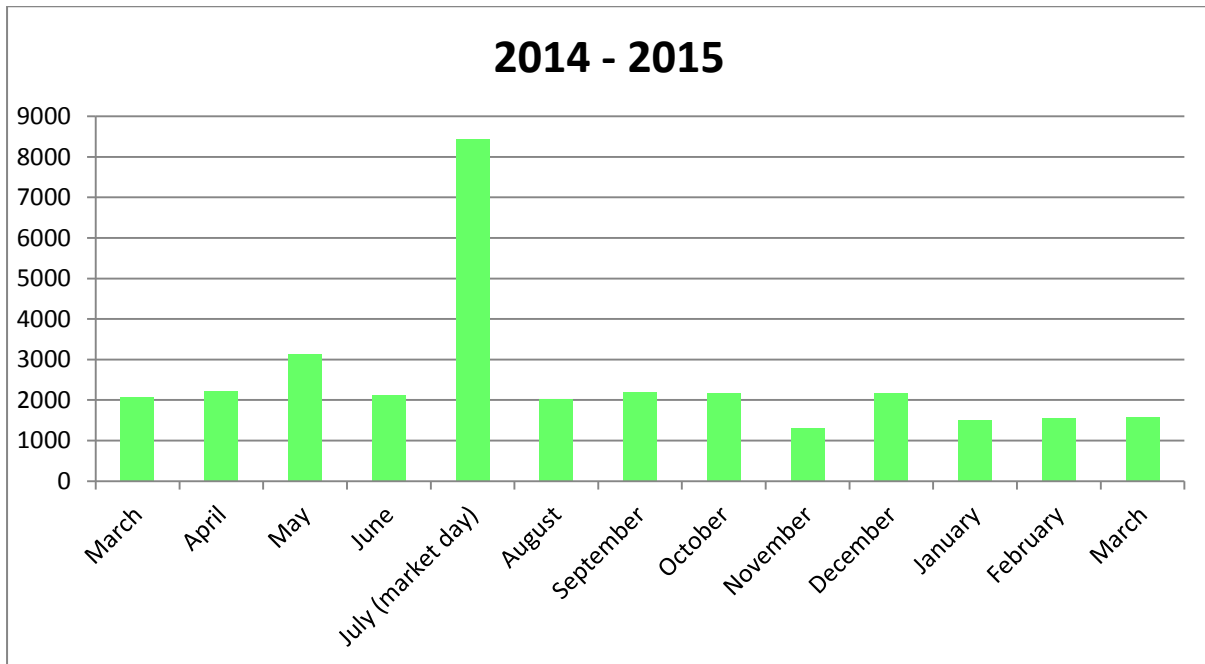
### Overview

- The gallery launched four new exhibitions this month, three of which were curated by the Exhibitions Curator, and two of which were the result of cross-Council collaborations.
- *Mackay Creatives: Our Community* opened on Thursday 26 March. This exhibition developed from the idea of launching the Mackay Creatives website – a ‘one stop shop’ of Mackay artists who each have their own website branching off from the main webpage users see. It’s a great initiative to support local artists to review or purchase artwork. Cr Chris Bonanno officially opened the exhibition which was well attended by local artists and their friends and families.
- *ANZAC 100: Memories & Mementos* is a mini exhibition resulting from collaboration between Artspace and the City Library’s Heritage Collection. It is a very moving display using letters, telegrams, photographs and other interesting objects to highlight what life was like for those young and brave men from Mackay, and their families back home.
- The exhibition, *Have You Seen The Old Mackay*, based on the Facebook page of the same name has received an overwhelming response. The gallery’s director believes this is the first time a Facebook page has been turned into an art exhibition, at least in Australia. Linking social media and creating an art exhibition will be further explored due to the success of this initiative.
- Public Programs staff have been very busy, planning and preparing for *Jemima Wyman: Pattern Bandits on Tour*, a huge range of art activities developed by art education professionals at Qld Art Gallery / Gallery of Modern Art. For the first time, Artspace Mackay will hold these family friendly art activities at the gallery and at our pop-up Children’s Art Centre inside Caneland Central, in the second week of school holidays. We are expecting a huge response, and dramatic jump in the numbers of participants in our activities.
- Public Programs devised an outing for Kids Art Club children to Freckle Farm where they all got down to business drawing the beautiful farm animals, and the house animals. A great time was had by all.
- Sunday Cinema continues, and preparations are now well under way for *Rock Paper Scissors Art & Design Market*. The gallery had a large response to a call for stallholders, so the market will be bigger and better than ever, with more artists participating than before. Promotion of Christmas shopping in July with special handmade gifts from a wide range of local artisans and makers – from soap to jewellery, and preserves to textiles and fashion.
- The gallery has exceeded its yearly target for income from its small giftshop due to the interesting and quirky ranges of cards, jewellery, books and accessories, all at affordable prices.

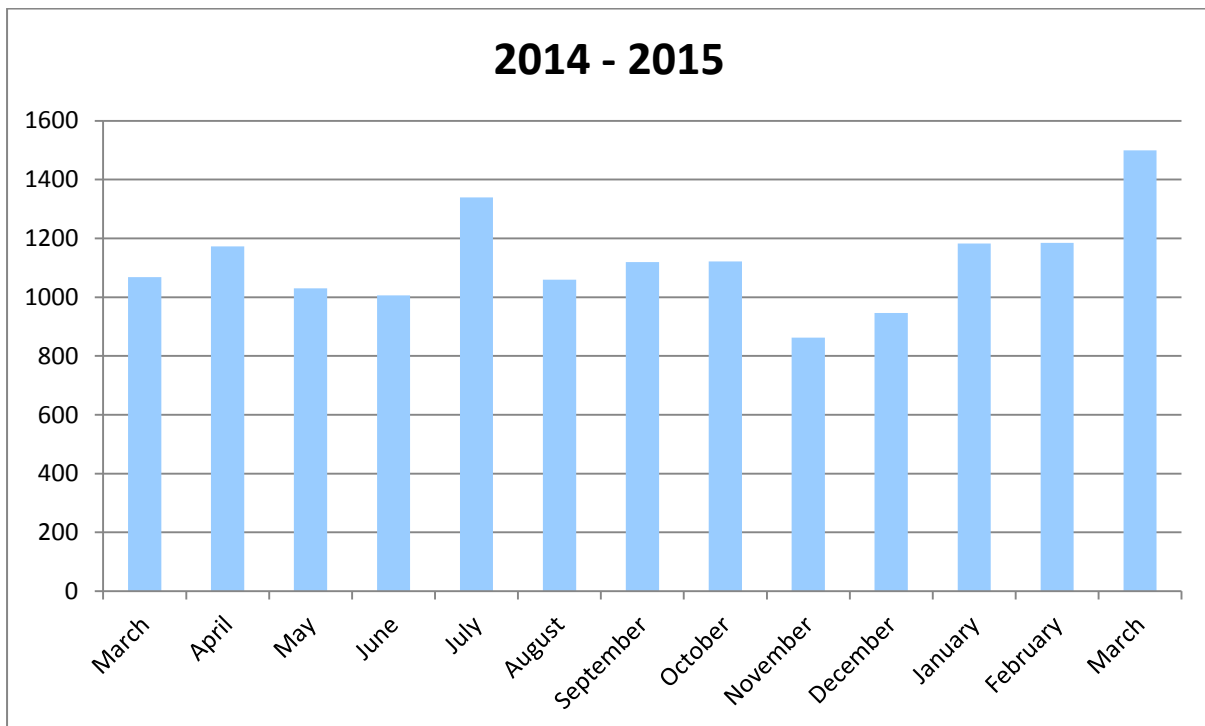
### Visitors

- 1,587 people visited Artspace Mackay during March 2015 (including Town Hall)
- 2,072 people visited Artspace Mackay during March 2014 (including Town Hall)

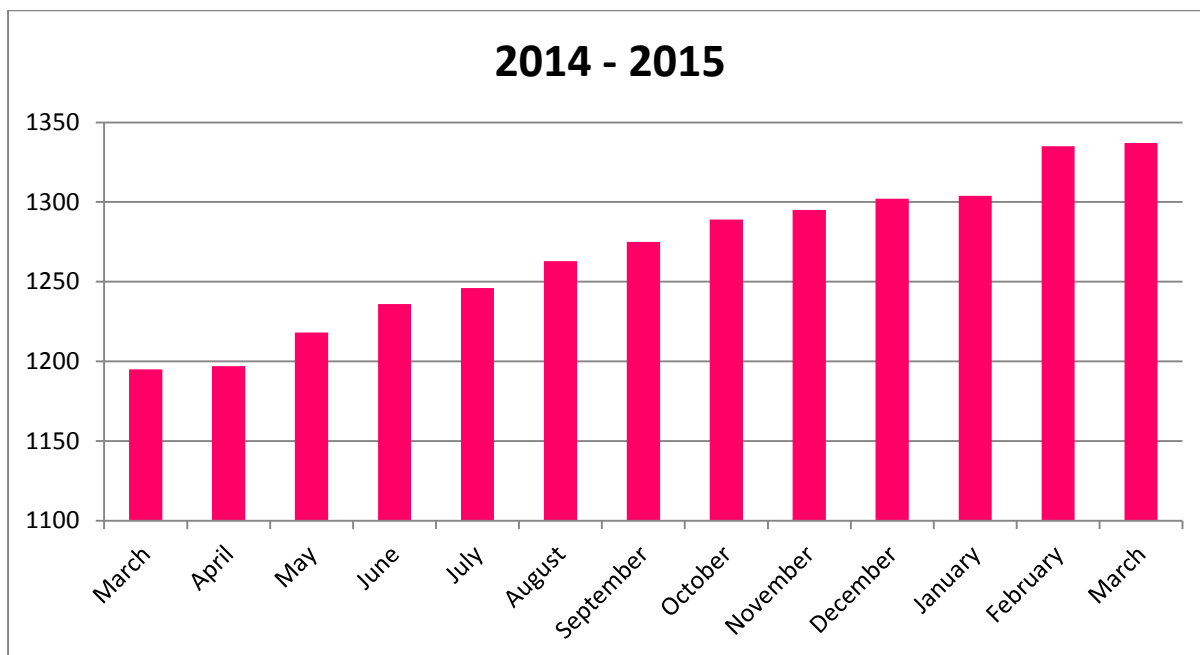
Graph Overview from March 2014 – March 2015



Website Visits



**e-Newsletter Subscribers**



**New Exhibition(s)**

|                     |                                  |   |
|---------------------|----------------------------------|---|
| Orientation Gallery | 20 <sup>th</sup> March - current | <i>Our Community: Mackay Creatives</i>                  |
| Foyer Gallery       | 2 <sup>nd</sup> April - current  | <i>Anzac 100: Memories &amp; Mementos</i>               |
| Foyer Gallery       | 10 <sup>th</sup> April - current | <i>Have You Seen the Old Mackay</i>                     |
| McAleese Gallery    | 10 <sup>th</sup> April - current | <i>Transparent: Watercolour in Queensland 1850-1980</i> |

***Our Community: Mackay Creatives***

(Orientation Gallery)

*Mackay Creatives* is an online community of creative people who like to share what they do with others. This new website is the result of an eighteen month long, council-led project and is designed to improve the online presence and internet marketing skills of local artists and arts organisations. It aims to bring people together, to share what's happening in the local arts scene and promotes creativity, tourism and cultural activity in the Mackay region. This exhibition celebrates the website 'going live' and viewers are able to peruse the site on a computer set up within the exhibition.

***Anzac 100: Memories & Mementos***

(Foyer Gallery – DBCT Display Cabinet)

This exhibition showcases a selection of World War I objects, letters, photos and papers and provides a glimpse into the life of soldiers away from home as they represent Australia at war. Many of the objects and items are sourced from a range of generously donated collections including the McGinn collection, Carriline collection and the Denman Family collection.

***Have You Seen the Old Mackay***

(Foyer Gallery)

This exhibition pays tribute to the Facebook social media site of the same name that was initiated by Glen Hall, Research Officer with Mackay Historical Society and Museum Inc. Launching in 2013, the



page has become one of the most popular social media sites in the region with over 12000 likes to date. It has proven to be a very effective way for the Society to share, promote and even expand its rich historical collection. Drop into Artspace to see a selection of fantastic photographs from the site, peruse the extensive collection on an ipad and 'like' your favourite.



Artspace is experiencing very high visitor numbers this week with the opening of *Have you seen the old Mackay*

**Transparent: Watercolour in Queensland 1850-1980**

(MacAleese Gallery)

For more than 150 years, watercolour painting has enlivened artistic life in Queensland. This exhibition reveals the considerable achievements of Queensland’s watercolour artists, who occupy a significant place in Australian art history. This exhibition has travelled to Artspace Mackay from the Queensland Art Gallery/ Gallery of Modern Art as a part of the longstanding commitment to make art accessible for all Queenslanders.

**Public Programs & Education**

|  |  |                          |            |
|--|--|--------------------------|------------|
| 21 Mar   | Kids Art Club – Saturday art classes with Rosemary Payne (Term 1)  | Seminar Room             | 13         |
| 22 Mar   | Kids Art Club – Saturday art classes with Rosemary Payne – special field trip to Freckle Farm to draw farm animals | Freckle Farm, North Eton | 18         |
| 24 Mar   | First BMA Kidspace for the year  | Seminar room             | 204        |
| 26 Mar   | Opening night for Mackay Creatives: Our Community  | Orientation Gallery      | 79         |
| 29 Mar   | Sunday Cinema – the second in our Australian Drama series  | Seminar Room             | 23         |
| 10 Apr   | Opening night for three exhibitions – ‘Transparent’ from QAGOMA; ‘Have You Seen The Old Mackay?’; and ‘ANZAC 100’  | Foyer and galleries      | 144        |
| <b>Total attendees at public programs from 16 Feb to 15 Mar:</b> |  |                          | <b>481</b> |

# Mackay Entertainment & Convention Centre and Events

## Management

- Hosted a trilogy of arts events that had been strategically secured to align. These events were the QLD Touring Showcase held at the MECC, the first time this event has been held outside Brisbane, the NARPACA (Northern Australia's Regional Performing Arts Centres Association) Managers Conference, and the Anywhere Festival. Aligning these events saw over 300 artists and arts workers converge in Mackay, boosting the local economy and providing a great range of artistic product. Excellent feedback was received.
- Manager MECC & Events Mark Fawcett, was elected by industry colleagues to the position of President NARPACA (Northern Australia's Regional Performing Arts Centres Association). Mark will now represent Association members, i.e. theatres in QLD and NT in relation to industry matters and advocate for the industry too. This honorary position will see Mark work directly with the Arts Minister (Premier), and ensures Mackay stays abreast of industry trends and new funding.
- Finalised 2015/6 budget for endorsement
- Attended Mackay Tourism's Regional Events Strategy meeting
- Interviewed for vacant line chef position
- Presided over Friends of Theatre Annual General Meeting
- Continued with coordination of Stage 1, Public Art for Mackay City Centre
- Finalised arrangements for Nitro Circus which will be held at Stadium Mackay in April. Ticket sales indicate that a capacity crowd of 10,000 will be received.
- Secured the rights to partner with the Sydney Opera House to simulcast the Opera House's International Women's Day presentation which featured exceptionally noteworthy women such as Germaine Greer, Roxanne Gay and Tara Moss. This partnership meant that the Mackay audience was the only audience in QLD to access this presentation at the same time as Sydney audiences. Over 300 women attended this simulcast, which was followed by a luncheon held by the Zonta Club of Mackay. Excellent feedback was received, and there have been many requests to secure the presentation rights for 2016.

## Mackay Entertainment and Convention Centre

### Overview

- The Centre has been busy with events and multiple events held on most days. The Centre's in house catering continues to receive extremely favourable feedback and an increasing level of catered functions is now being recorded. Students from Mackay North State High School have now been inducted into the Centre and are receiving hospitality training and attending events which supplements their hospitality work undertaken at school. The Centre now boasts a team of paid staff, volunteers (Friends of the Theatre), and hospitality students. The diversity of service attendants delights hirers and users of the Centre and demonstrates that the MECC is a true blend of both a community and corporate facility. Operating in this manner allows labour costs to be defrayed and allows for local skills development, in essence training local workers for a hospitality career.
- Corporate / Private hirers this month included, Carnage in the Cage (Cage Fighting Event), Jehovah's Witnesses, a Senate inquiry, Dalrymple Bay Coal Terminal, Zonta Club Mackay, Resource Industry Network, Mocktails, Channel 7 with their Local Sporting Heroes Awards,

Council with Citizenship Ceremony and Testimonial Dinner for ex MPs, Tim Mulherin and Ted Malone, a fashion show featuring designer Jason Chetcutti's latest collection, and a Paleo event featuring celebrity chef Pete Evans which was received extremely well by those attending.

- Performing Arts hirers this month included John Butler Trio, KMEIA, Melinda Schneider & Beccy Cole and a Gospel Concert by Zion.
- As previously mentioned the MECC also hosted the QLD Touring Showcase, and the NARPACA Managers Conference
- The entrepreneurial program will be featured later in this report
- The MECC was delighted to receive such a positive result in the Annual Survey to residents. It is noted that not only was a high satisfaction rating recorded, but the MECC's services are highly valued by residents.

### **Capital Program**

- The 2014/15 Capital Program is for the most complete, some asset purchases are still to be received.

### **Development/Other Issues**

- Several vacancies for skilled positions continue to challenge the Centre.

### **Entrepreneurial**

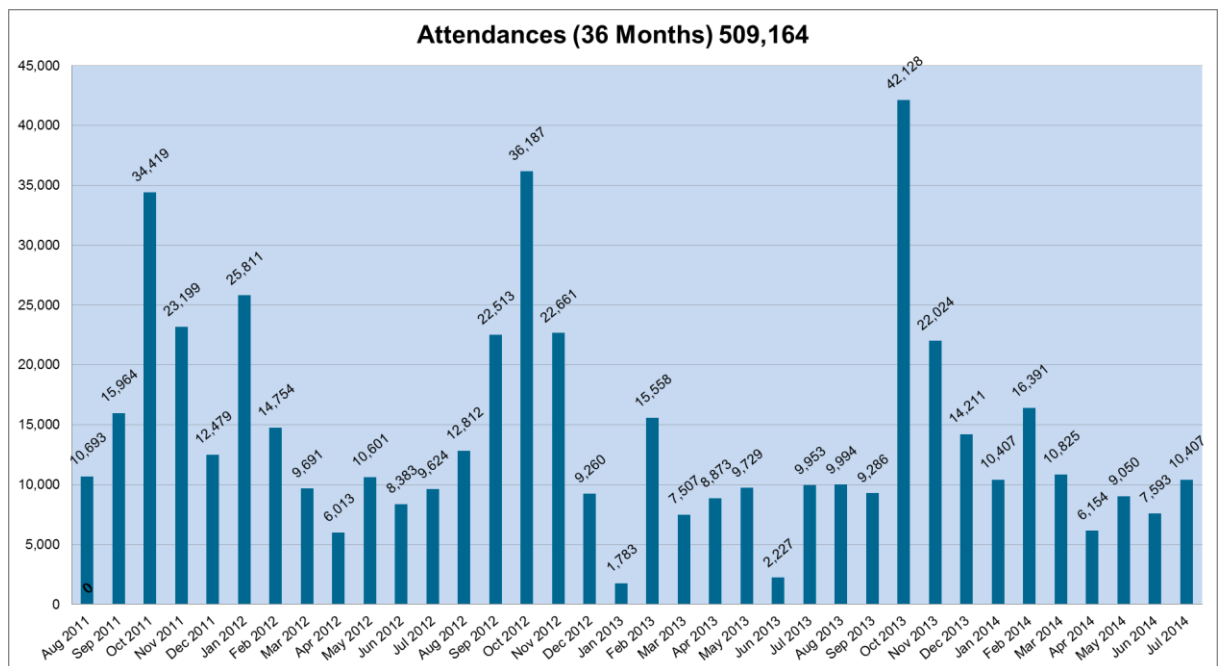
- Commercial touring in Central and North QLD is not doing well, with a number of regional Centres in these areas reporting a decline in attendances and a subsequent drop in commercial tours and hires. This therefore requires a strategic approach, and additional entrepreneurial product has been secured using risk sharing frameworks. Eight entertainments were entrepreneured this month to supplement the three professional performing arts hires.
- QLD Theatre Company's Boston Marriage starring Amanda Muggleton enchanted audiences.
- 360 Allstars, a show featuring extreme sports designed for a Youth Audience has sold out in many venues around Australia but struggled somewhat in Mackay. While excellent feedback was received, particularly in relation to the workshop program, audience numbers were lower than expected.
- The Naked Magicians production was popular, as was the double bill of 1927 & Wendy Matthews.
- The Sibelius Trio, the Centre's foray into classical music delighted a small but perfectly formed audience and numbers were down for this month's Morning Melodies.
- The International Women's Day simulcast was popular.

**Performance**

| Type                   | # of events | Actual Attendance |
|------------------------|-------------|-------------------|
| <b>Awards Evening</b>  | 2           | 456               |
| <b>Church Activity</b> | 1           | 786               |
| <b>Concert</b>         | 5           | 2,764             |
| <b>Conference</b>      | 5           | 499               |
| <b>Entrepreneurial</b> | 6           | 868               |
| <b>Event</b>           | 5           | 1,717             |
| <b>Function</b>        | 1           | 1,000             |
| <b>Gala Supper</b>     | 1           | 145               |
| <b>Meeting</b>         | 6           | 325               |
| <b>Performing Arts</b> | 2           | 468               |
| <b>Workshop</b>        | 3           | 100               |
|                        | <b>35</b>   | <b>9,128</b>      |

| Non-Financial Indicators  | Target                   | as at MAR 2015           |
|---|--------------------------|--------------------------|
|   |                          | Year to date             |
| Number of Performances fully cost recovered                     | <b>50%</b>               | <b>50%</b>               |
| Minimum number of catered functions<br>(excluding performances) | <b>140</b>               | <b>103</b>               |
| Average attendance at shows                                     | <b>Auditorium 550</b>    | <b>Auditorium 357</b>    |
|   | <b>Foyer/space 100</b>   | <b>Foyer/space 110</b>   |
|   | <b>Halls 600</b>         | <b>Halls 445</b>         |
|   | <b>One Hall only 200</b> | <b>One Hall only 222</b> |
| Number of non-utilised days                                     | <b>90</b>                | <b>49</b>                |
| Number of Performances at the MECC                              | <b>200</b>               | <b>216</b>               |
| Yearly occupancy of facility                                    | <b>175,000</b>           | <b>136,229</b>           |
| Customer Hire Satisfaction                                      | <b>80%</b>               | <b>93%</b>               |

|              | 3 Year Comparisons |            |                |                       |              |            |                |                       |              |            |                |                       |
|--------------|--------------------|------------|----------------|-----------------------|--------------|------------|----------------|-----------------------|--------------|------------|----------------|-----------------------|
|              | 2014-15            |            |                |                       | 2013-2014    |            |                |                       | 2012-2013    |            |                |                       |
|              | Performances       | Events     | Attendance     | External Ticket Sales | Performances | Events     | Attendance     | External Ticket Sales | Performances | Events     | Attendance     | External Ticket Sales |
| <b>JUL</b>   | 17                 | 17         | 10,996         | 305                   | 28           | 15         | 9,953          | 9,229                 | 24           | 23         | 9,624          | 1,772                 |
| <b>AUG</b>   | 28                 | 17         | 13,525         | 843                   | 13           | 17         | 9,994          | 3,225                 | 12           | 27         | 12,812         | 4,390                 |
| <b>SEP</b>   | 18                 | 42         | 14,403         | 1,784                 | 15           | 26         | 9,286          | 902                   | 20           | 27         | 22,513         | 4,262                 |
| <b>OCT</b>   | 114                | 14         | 36,761         | 4,575                 | 116          | 23         | 42,128         | 1,202                 | 118          | 31         | 36,187         | 247                   |
| <b>NOV</b>   | 16                 | 33         | 20,333         | 754                   | 19           | 23         | 22,024         | 1,700                 | 18           | 38         | 22,661         | 1,163                 |
| <b>DEC</b>   | 7                  | 17         | 8,124          | 0                     | 10           | 43         | 14,211         | 760                   | 6            | 20         | 9,260          | 352                   |
| <b>JAN</b>   | 0                  | 5          | 3,286          | 1,500                 | 0            | 121        | 13,162         | 0                     | 1            | 4          | 1,783          | 0                     |
| <b>FEB</b>   | 5                  | 14         | 19,673         | 7,142                 | 4            | 19         | 16,391         | 0                     | 4            | 13         | 15,558         | 5,437                 |
| <b>MAR</b>   | 11                 | 24         | 9,128          | 38                    | 17           | 26         | 10,825         | 1,408                 | 7            | 19         | 7,507          | 2,350                 |
| <b>APR</b>   |                    |            |                |                       | 12           | 8          | 6,154          | 0                     | 14           | 18         | 8,873          | 4,038                 |
| <b>MAY</b>   |                    |            |                |                       | 11           | 27         | 9,050          | 0                     | 15           | 16         | 9,729          | 3,094                 |
| <b>JUN</b>   |                    |            |                |                       | 17           | 12         | 7,593          | 256                   | 5            | 11         | 2,227          | 4,902                 |
| <b>TOTAL</b> | <b>216</b>         | <b>183</b> | <b>136,229</b> | <b>16,941</b>         | <b>262</b>   | <b>360</b> | <b>170,771</b> | <b>18,682</b>         | <b>244</b>   | <b>247</b> | <b>158,734</b> | <b>32,007</b>         |



## Stadium

- Two QRL matches were held at the Stadium this month. Cutters v Seagulls and Cutters v Tigers.
- All aspects of Nitro Circus have been organised and this event is expected to sell out.

## Festivals and Events

- The Lanes Easter Carnival 2015 was a success with 3 events held throughout the day with attendances of over 4,000 people.
- Very positive feedback from stakeholders and members of the public in regards to the event.
- Bluewater Quay served as a great venue for the event this year with the current City Centre project works underway, we look forward to utilising the space in the City Centre for the event next year and working in conjunction with the traders to increase foot traffic in the city centre over the Easter long weekend.
- Mackay Festival of Arts programming is now complete and the team is preparing to launch the program on Saturday 23 May with a public launch. In the past the launch has been a private, corporate affair, however a decision has been made to trial a public launch this year which will provide greater exposure of the festival to the community. A VIP function will still take place at the launch prior to the public opening.
- Sponsorship has been secured for 16 of our 19 events in the 2015 Mackay Festival of Arts program, totalling approximately \$92,000 cash and in-kind contributions. The program is to be released soon.
- 16 sponsors have signed to be part of the 2015 festival, 12 of whom are return sponsors and 4 new sponsors have also locked in this year.
- Planning and programming is well underway for the 2015 Global Grooves which will be hosted on Saturday 24 October this year, the community committee is set to meet again in May.
- A debrief is yet to occur with Anywhere Festival stakeholders and full details of the Anywhere Festival will be included in next month's report



Easter Carnival





**Welcome to Country for QLD Touring Showcase**

# Property Services

## Property Co-ordinations

- Building Asset Data review and continue preparation of Asset Management Plan (Operational Activity 5.2.3)
- Pioneer Pool Masterplan workshop and discussions
- Project Management Decision Framework discussion with Mackay Water
- Facilitating the Animating Spaces project with the City Centre

## Leases

- NBN lease at Campwin Beach is now fully registered with DNR

The program is currently dealing with approximately 30 leases.

## Land & Building

Council tenure inspections are nearing completion in respect to shipping containers. To date 79 tenures have been viewed with 21 leases identified with shipping containers located upon the premises for further investigation.

Tenants with shipping containers will be requested to provide:-

1. Confirmation if the shipping containers are sited for a temporary period and what period that shall be; or
2. Evidence of compliance.

If compliance has not been obtained Council shall provide direction, where the containers are in a fit state, with obtaining the necessary compliance information and certification.

The Land & Building Officer continues to deal with six road realignments and two easements.

## Sarina Sugar Shed

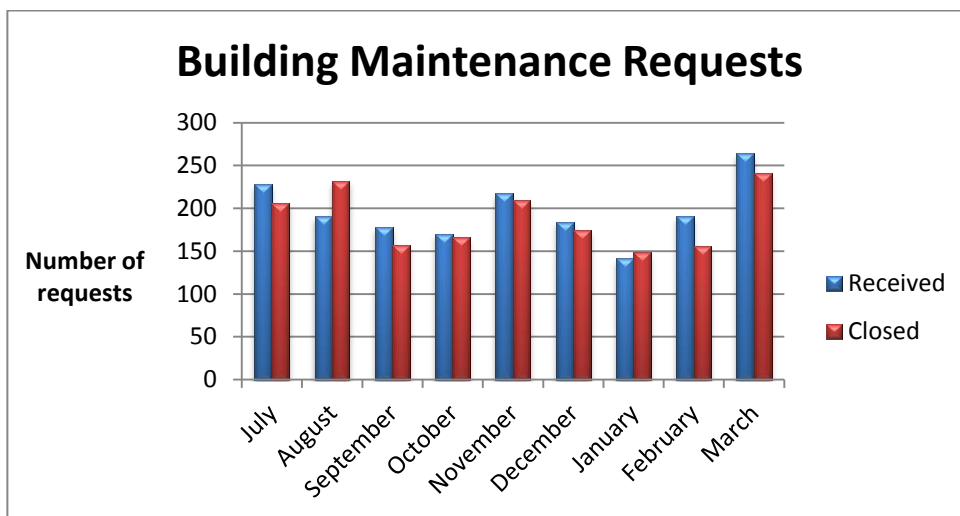
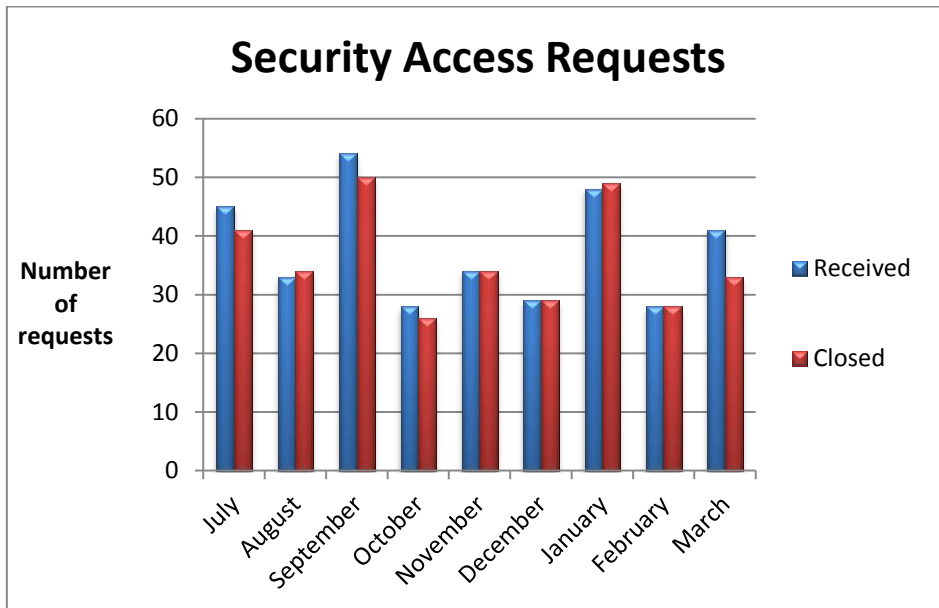
Sarina Sugar Shed has released Batch No. 4 in time for Anzac Day. A special label has been produced to mark 100<sup>th</sup> Anniversary of the Anzacs. 150 bottles have already been sold to the Sarina RSL and the balance will be sold through Sarina Sugar Shed Gift Shop.

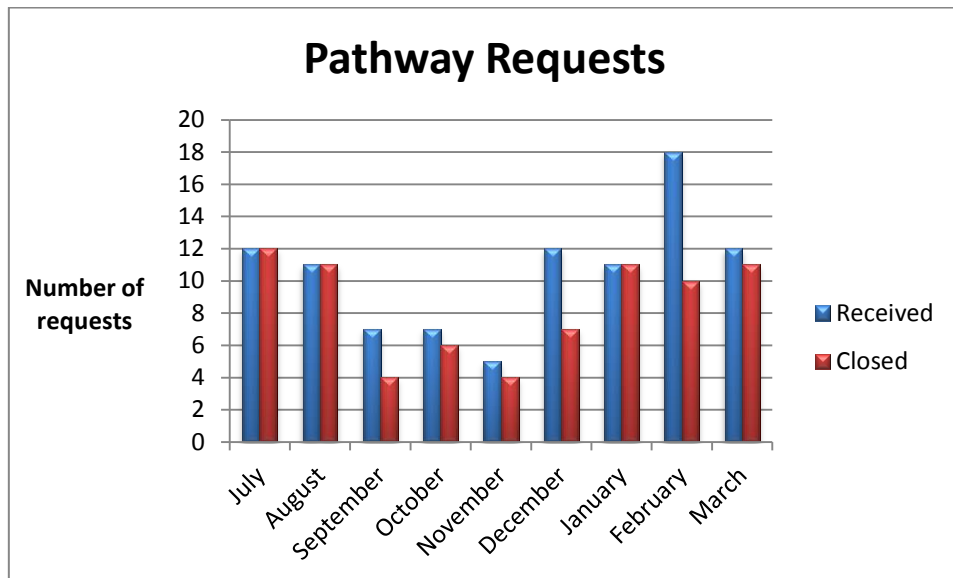
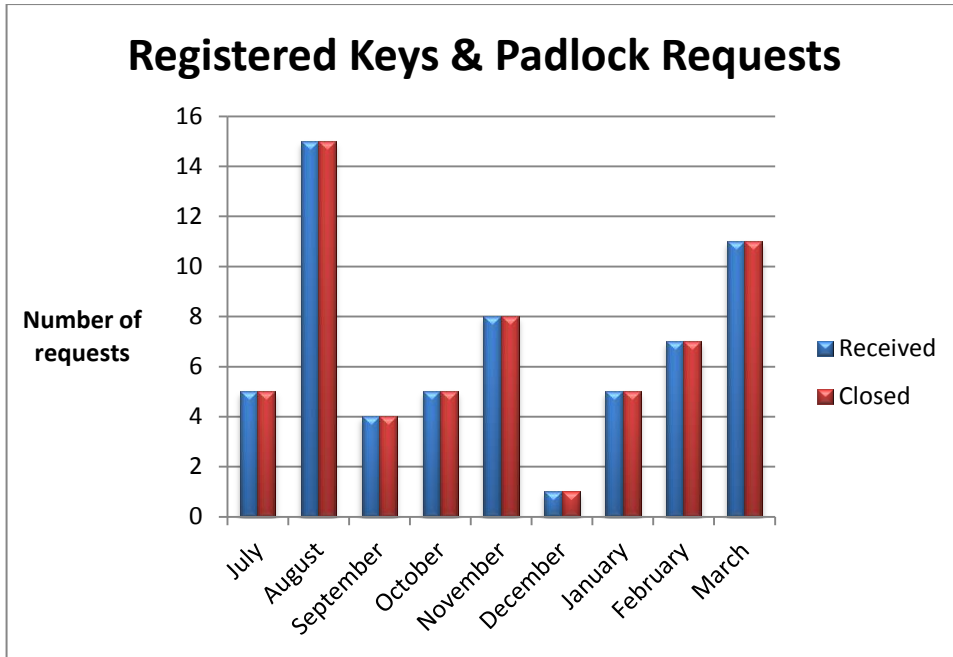
Sarina Sugar Shed has entered three categories in the upcoming Mackay Isaac Tourism Awards.

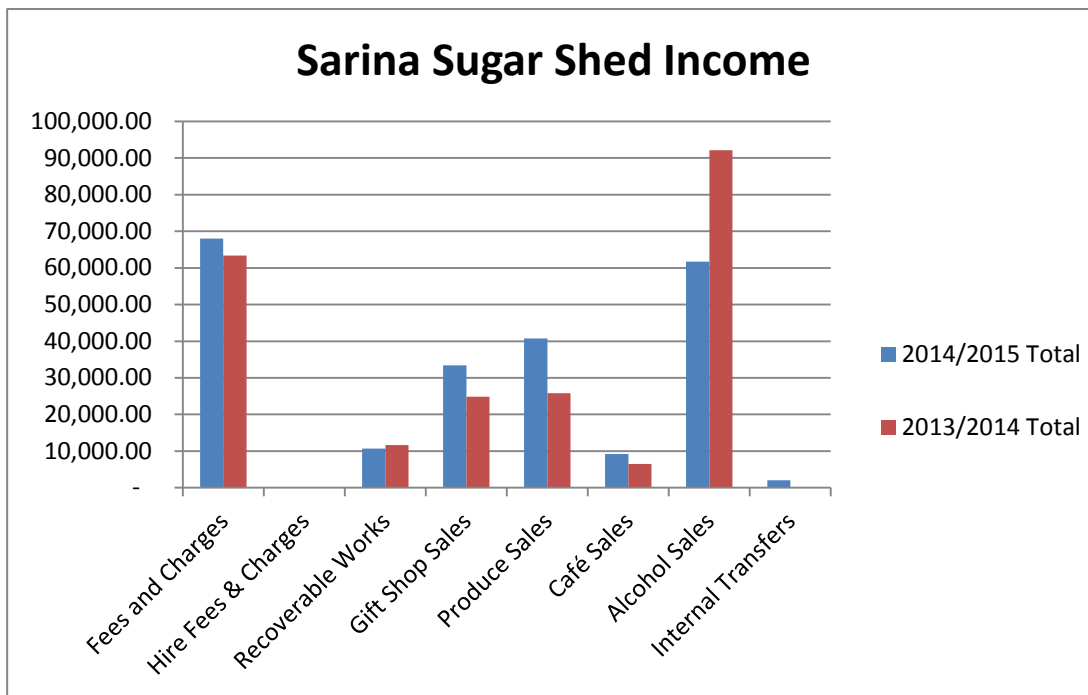
Plumbing to our copper pot still has now been completed and we are now awaiting the electrician to complete the installation ready for the 2015 crushing season.



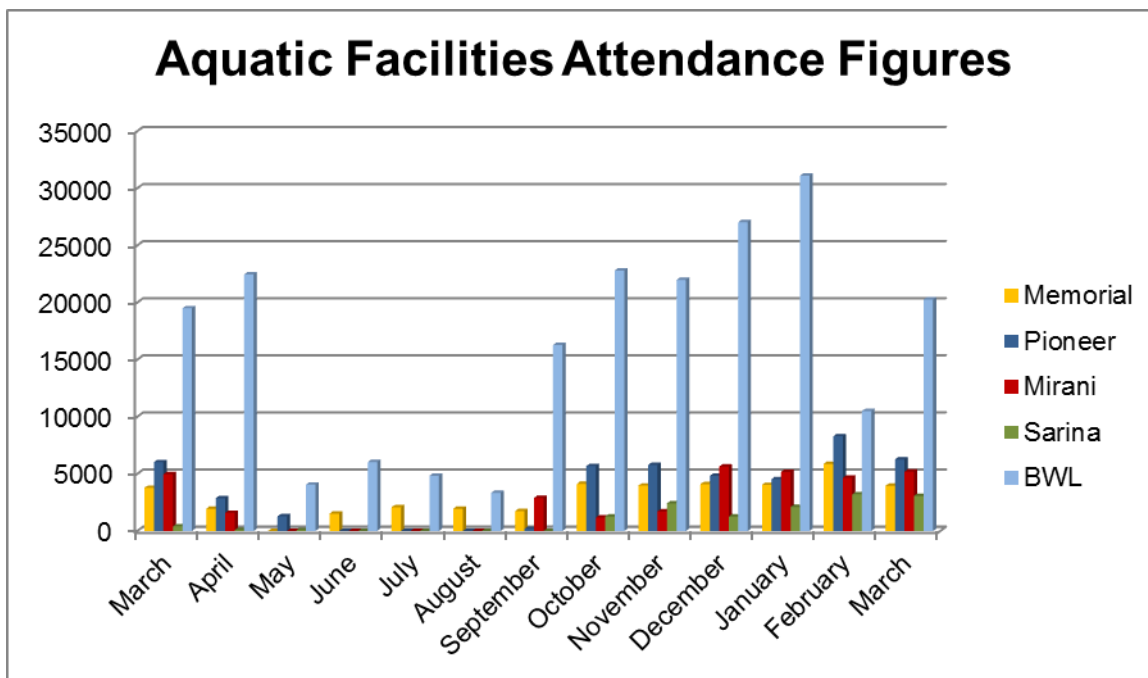
## Project Technical Officer







## Aquatic Facilities



Note on attendances:

### Bluewater Lagoon

Closed late July and August (attendance in August reflect contractor attendance)

**Memorial Pool**

Closed May

**Pioneer Pool**

Closed June, July August

**Mirani Pool**

Closed May, June, July and August

**Sarina Pool**

Closed June, July and August, September 2014, December 13 – 26 inclusive (Qld Education requirement)

# Corporate Communications and Marketing

## Management

Work progressed on Corporate Plan 2015-2020 by attending a Councillor-SLPT workshop on March 23. The draft copy will soon be ready to be released to the public for comment.

Assistance provided with the organisation of the Tim Mulherin-Ted Malone Testimonial dinner which hosted almost 150 guests.

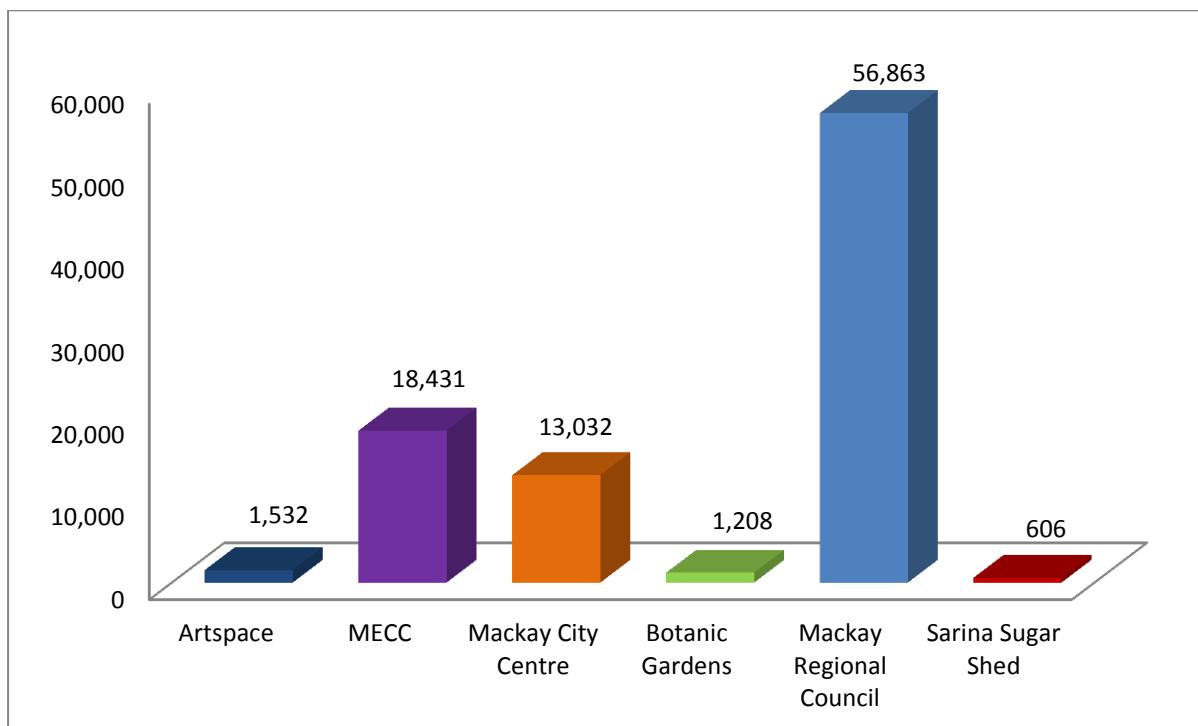
Results of the Community Attitude Survey were promoted to the community through a television and Facebook advertising campaign, utilising the slogan "Together we make our region work"

#MackayPride continues to gain traction in the marketplace with council supporting the inaugural Netball Challenge between the Mackay Meteors and Whitsunday Sharks on April 15. SEAFM has agreed to telecast the TV commercial and newly produced radio commercials free of charge.

The team continued to liaise with RSL for Anzac commemorations and facilitated the official opening of the refurbished Quota Park and has been working to support the RSL throughout the many commemorative events for Anzac Day.

## Website

### Website visits for March 2015



Record another strong monthly visitation for March with over 4,000 more compared to March 2014.

## Facebook

Fans: 8151 from April 14.

## Twitter

Followers: 1301

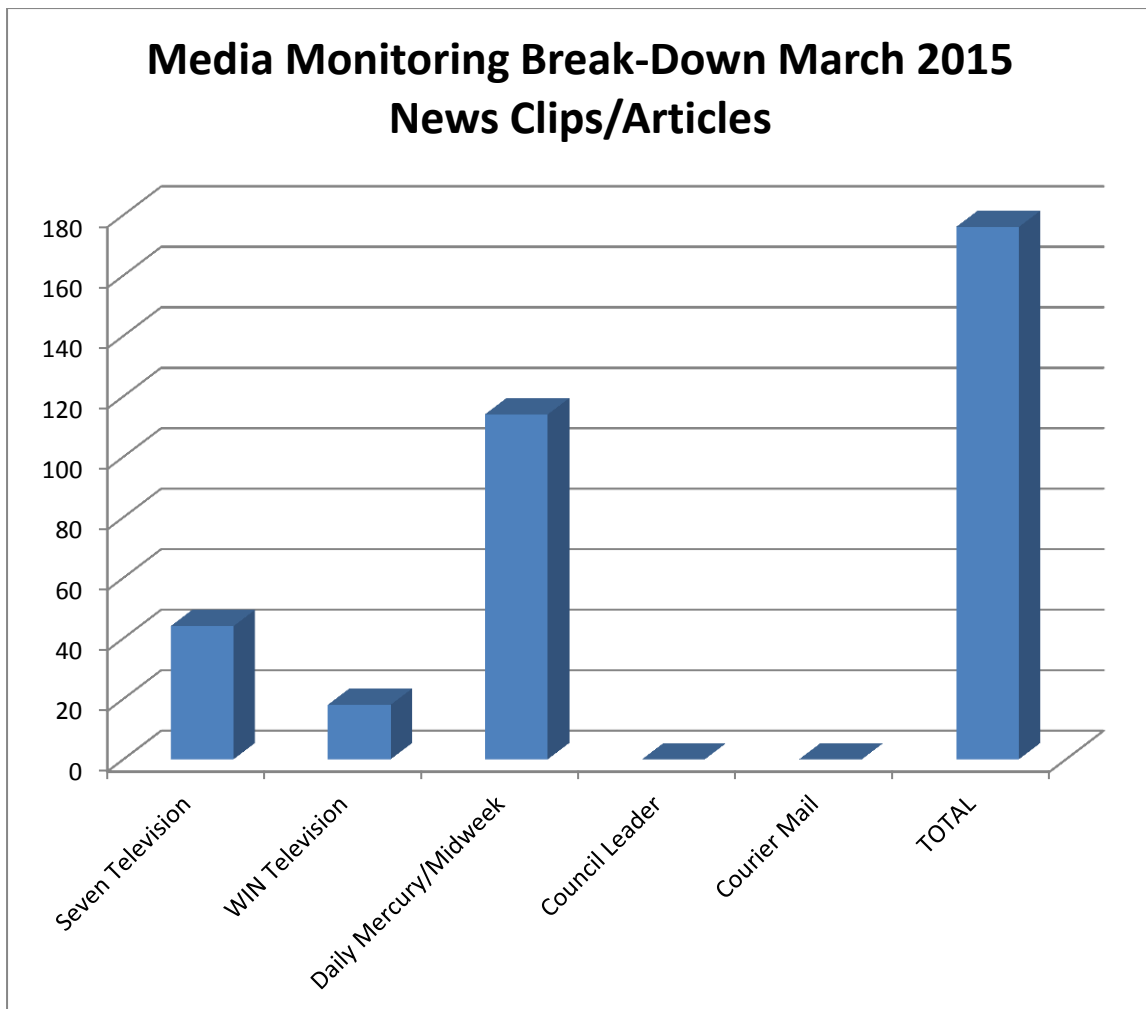
## YouTube

Video views: 1005

Estimated minutes watched: 1476

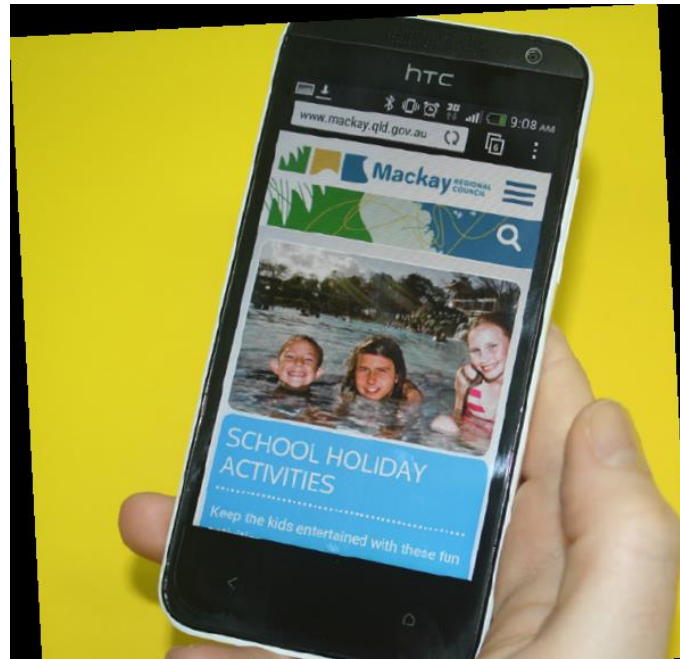
### Top videos

1. Mackay Pride - Share Your Pride > 298  
Total view for the video is now 4,800 since its launch in December 2014.
2. Council Connect - New trucks drive community pride > 142 views
3. Registering a property as an owner - myh20.qld.gov.au > 93 views



## Program Overview

- Facilitated marketing collateral for Bike Week promotion
- Initial design work commenced on Festival of Arts program and event marketing campaign
- Liaison with RSL to assist in the delivery of Anzac Day services, including relocating the Dawn Service to Town Beach foreshore
- Delivered TV campaign to promote the results from the Community Attitude Survey
- Delivered advertising and promotional collateral for the Easter Lanes Festival
- Engaged SEAFM and ZINC Radio stations to conduct on-air auctions for two corporate boxes to Nitro Circus. Funds raised were donated to Vanuatu cyclone victims
- Liaison with Daily Mercury to provide special coverage of rates notices and myh20 website
- Assisted Water Services with the launch and advertising campaign for Myh20 website
- Brochure produced and designed to market Mirani Caravan Park
- Wayfinding signs installed for the new Gooseponds Walk section off Willets Road
- Replaced damaged signs along sections of the Bluewater Trail
- Council's Corporate website is now mobile improving its accessibility for mobile users



Council website now easily accessible on smartphones and mobile platforms



Mayor and Cr Jones join Quota members at Park opening.





**Mayor referees Tim Mulherin and Ted Malone at their  
Testimonial dinner**