

# COMMUNITY SERVICES HIGHLIGHTS AND SIGNIFICANT ISSUES REPORT – DECEMBER 2010 - JANUARY 2011

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## **Purpose**

To review Community Services Department highlights and significant issues for the months of December 2010 and January 2011.

## **Background and Discussion**

Highlights and Significant Issues for December 2010 - January 2011 are as follows: -

### **COMMUNITY SERVICES MANAGEMENT**

- Site tour of the Old Town Hall building with Community Development and Convention Precinct staff to discuss better utilisation of the facility.
- Attended the unveiling of the Pioneer Swim Centre Mural.
- Attended the Rural Affairs, Corporate Projects and DDA Strategic Implementation Team committee meetings.
- Joined CQU Regional Engagement Committee and appointed as Chair of a sub-committee looking at enhancing Mackay's reputation as a university city.
- Attended Strategic Paget meeting to discuss potential public transport options for the Paget area.
- Participated in Safeplan updates and training.
- Discussion held with consultants regarding community plan development.
- Chaired inaugural meetings of the Service Enhancement Working Group.
- Attended meeting with Cr Meng and Cr May with the Education Minister at Proserpine Community Cabinet to discuss potential joint venture community facilities in the Northern Beaches of Mackay.
- Discussions held regarding redrafting the Foodspace and Botanic Gardens Cafe leases.
- Service Level Review projects further developed.

### **COMMUNITY DEVELOPMENT AND LIBRARIES**

#### ***Management***

- Attended graduation of participants of council's first mentoring program
- Presented Draft Community Engagement Plan to council for adoption
- Attended SafePlan training
- Attended Youth at Risk consultation at Department of Communities
- Commenced mentoring Management Challenge Team for state-wide challenge to be held in March
- Distributed Expression of Interest documents for the undertaking of a full review of library services

- Facilitated “FISH” workshops for IT and Information Management, Strategic Planning and all library staff. Have bookings for Customer Service session and Corporate Communications.
- Met with consultants undertaking development of Community Plan to discuss community engagement
- Met with Member for Whitsunday, Jan Jarrett, Director Community Services and Manager Sport and Recreation to discuss possibility of support for joint-use of the proposed Northern Beaches High School
- Attended meeting with Director Community Services, Cr. May and Cr. Meng and Minister for Education at the Community Cabinet in Proserpine to discuss possible joint-use facility at Northern Beaches

### ***Community Development***

- Art Is In Calendar Issue 46 completed and distributed.
- A New Media Community Art Project has commenced following a successful application to the Regional Arts Development fund. Project facilitators Tim Humphrey, Madeleine Flynn & Jesse Stevens have spent some time in Mackay scoping the project.
- Three new RADF committee members will attend an orientation in February in preparation for Round three assessment meeting.
- Mad Artists’ High Tea – RADF Showcase Event planned be held on 6 March.
- Mirani Christmas Tree Lighting and carols and Santa had to be relocated to Mirani School Hall due to weather conditions. Approximately 150 people attended.
- Youth Council workshops continue with planning for Australia Day and other projects
- Australia Day in the Pioneer Valley held at Finch Hatton Showgrounds – approx. 350 in attendance – extremely positive day, excellent ceremony and high level of community participation in events, recreational activities and competitions.
- Council supported English Lessons for Council employees who would like to improve their English are now being held onsite in order to improve employee access to the classes.
- Educational talk on Emergency Management was completed in December to students from the Adult Migrant English Program at TAFE
- Cultural Competency Audit was released via Misite to all Managers – 13 responses received so far and results are being compiled.
- Acquittal report completed for multicultural swimming program 2010
- Multicultural Swimming classes have commenced with 40 people from Culturally Diverse backgrounds attending the first session.
- The recently established Buddy Project continues to grow and develop with an increase in the number of people volunteering to help new employees from overseas. taking the total number of volunteers to seven. A guide document has been produced which gives volunteers a clear understanding of the roles and expectations as volunteer buddies.
- Lucy Thuesen commenced in the role of Locality Development Officer, job share, covering Walkerston and Andergrove.
- Quota International of Mackay’s Rural North was launched on December 12, with a charter membership of 20, at Bloomsbury’s Soldiers Hall. The launch was attended by guests from Sydney, Brisbane, Moranbah, Mackay and the Whitsunday’s, and Townsville. Cr Wendy Cameron represented Mackay Regional Council. Also present were Ms Jan Jarratt, Member for Whitsunday, and Mr George Christensen, Member for Dawson.
- The following dates have been booked for meet and greets in 2011.

Seaforth	February 11 April 8 June 10 August 12 October 14 December 9	9.00am – 11.00am	Seaforth Community Centre
Midge Point	February 11 April 8 June 10 August 12 October 14 December 9	1.00pm – 3.00pm	CAA Community Hall

### **Libraries**

- Young People’s Services

Libraries were full of Christmas cheer in December. Over 500 children and their families attended our annual Christmas parties. Due to water inundation at Mackay City Library Mark Fawcett kindly offered the use of the MECC foyer for our Mackay City library party.

Over 100 children attended the Chinese New Year themed January school holiday activities.



**Santa at Walkerston library**

Current year



**Harvard Tan, 6, making his Chinese door hanger**

Event	Previous year	Current year
Storytime	138	136
Baby Bounce	33	40

- Statistics

Computer Use and Classes	Previous year	Current year
Discover IT Classes (participants)	No classes	No classes
Public Computers - Users	4064	3499
Public Computers – Bookings	6761	5123
Public Computers – Express Computers	1880	1715
Public Computers – Wireless (hrs)	410.5	442

Information Requests	Previous year	Current year
Ask a Librarian Queries	34	22
ILL Requests from Customers	208	304
ILL Requests from Libraries	158	149

Top Website Visits	Previous year	Current year
Total Website Visits	21169	35041
Website Visits - Home	16643	18565
Website Visits - Catalogue	3921	5645
Website Visits - Locations & Hours	1319	1486
Website Visit - Online Resources	380	1861
Website Visits – Ask the Library	383	737
Website Visits – Services for Children & Young People	180	537
Website Visits – Joining & Borrowing	359	584
Website Visits – Technology & Training	186	460
Website Visits – Heritage Collections	142	468
Website Visits – Services for Students	76	213
Website Visit - Children & Young People/Storytime	n/a	186
Website Visits – Kidzone	113	328
Website Visits – General Collections	n/a	321

Database Visits	Previous year	Current year
Databases - EBO	0	191
Databases - Newsbank	7	0
Databases - EBSCO Host	22	9
Databases - Thompson Gale	6	3
Databases - Your Tutor	2	15

- Membership and loan statistics

New members – Dec 2010

Library Branch	Previous Year	Current Year
Gordon White Library	105	95
Mackay City Library	115	119
Mirani Library	13	5
Mobile Library	20	8
Sarina Library	39	32
Walkerston Library	16	26

New members – Jan 2011

Library Branch	Previous Year	Current Year
Gordon White Library	166	137
Mackay City Library	250	230
Mirani Library	27	9
Mobile Library	3	13
Sarina Library	32	48
Walkerston Library	26	19

Loans – Dec 2010

Library Branch	Previous Year	Current Year
Gordon White Library	22389	22415
Mackay City Library	22891	23519
Mirani Library	2062	2609
Mobile Library	2673	2536
Sarina Library	3793	4072
Walkerston Library	1947	1980

Loans – Jan 2011

Library Branch	Previous Year	Current Year
Gordon White Library	29322	25190
Mackay City Library	29315	26870
Mirani Library	2672	2836
Mobile Library	Off road Jan 2010	3162
Sarina Library	4706	4573
Walkerston Library	2002	1811

Bolinda Digital eAudiobooks

Month	Users	Loans
November 2010	158	251
December 2010	47	346
January 2011	43	353
<b>TOTAL</b>	<b>248</b>	<b>950</b>

Visitors – December 2010

Library Branch	Previous Year	Current Year
Gordon White Library	9,855	9,891
Mackay City Library	10,054	N/A
Mirani Library	N/A	1477
Mobile Library	N/A	N/A
Sarina Library	3,030	2,978
Walkerston Library	N/A	N/A

Visitors – January 2011

Library Branch	Previous Year	Current Year
Gordon White Library	12,790	10,950
Mackay City Library	12,182	N/A
Mirani Library	N/A	1578
Mobile Library	N/A	N/A
Sarina Library	3,167	3,483
Walkerston Library	N/A	1813

\* No visitor statistics available at Mackay City Library due to the security gates/people counter being broken.

\* No door count available on the Mobile Library.

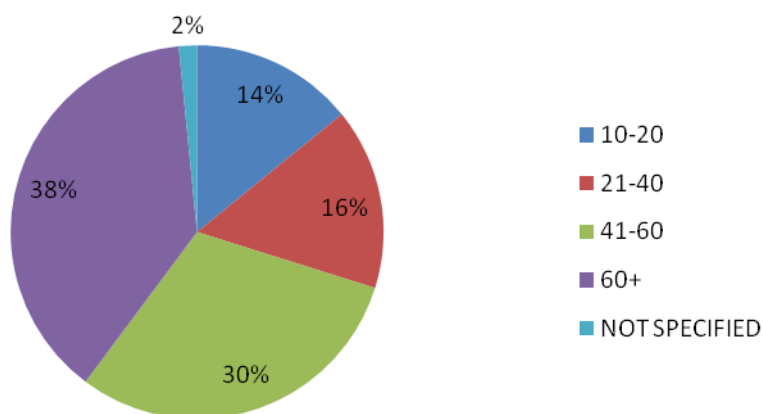
\* Comparative statistics at Walkerston and Mirani Library are not available as people counters have recently been installed at these branches.

Mackay Regional Council Libraries conducted an exit survey at all library branches. Results are below.

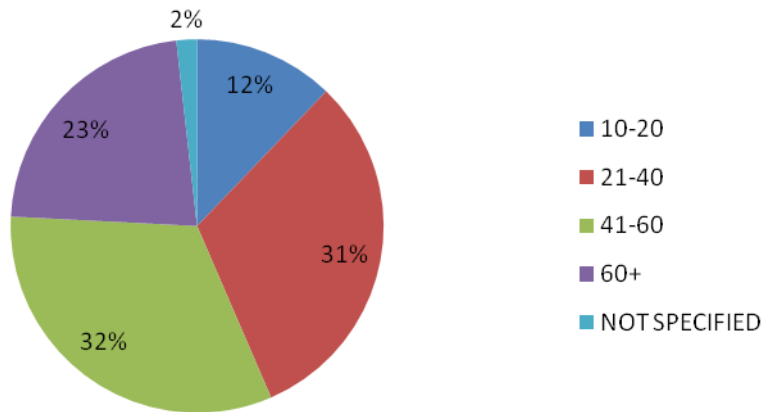
**Results of exit survey September 2010**

<b>RESPONDENTS</b>	807	
<b>MEMBERS</b>	774	96%
<b>NON-MEMBERS</b>	32	4%
<b>NOT SPECIFIED</b>	1	
<b>MALE</b>	191	24%
<b>FEMALE</b>	616	76%

**Male Respondents by age group**



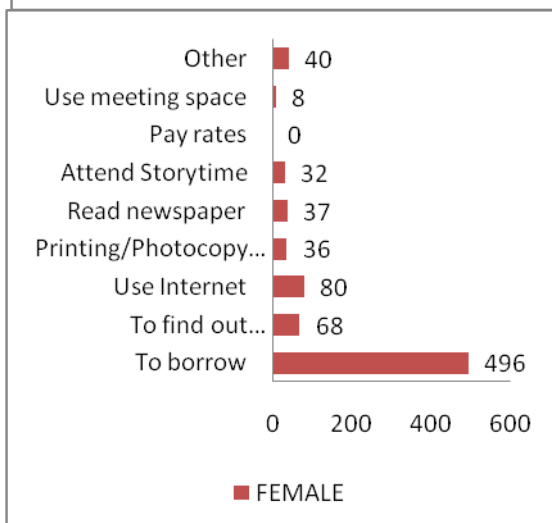
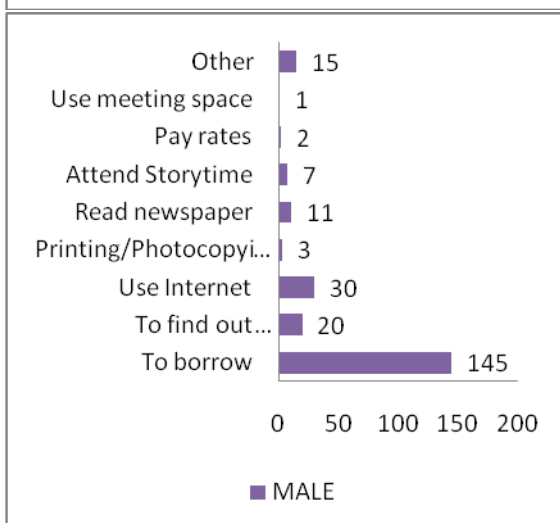
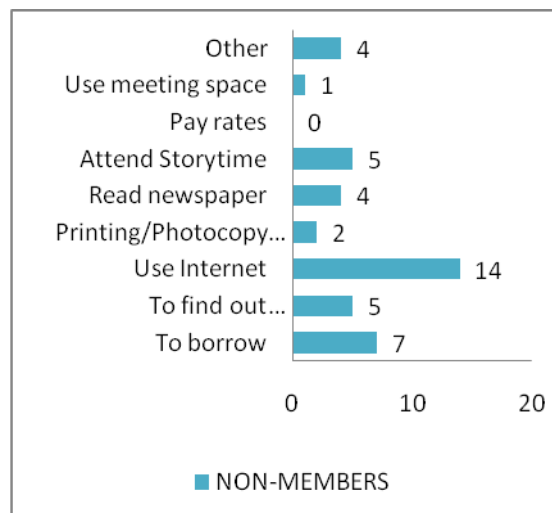
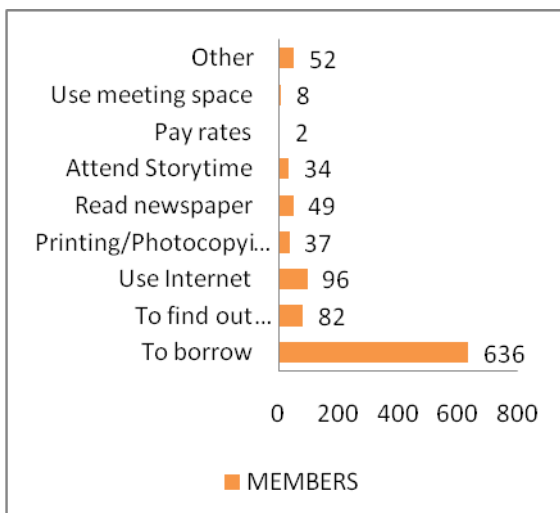
## Female Respondents by age group



### Points to note:

- Majority of males interviewed were in the 60+ age group (38%); majority of females were in the 41-60 age group (32%)
- Young women in 21-40 age group (31%) far outnumber young men in the same age group (16%)

## Reasons for visiting the library



### Points to note:

- **Members:** Predominant reason for attending the library is to borrow items (82%), followed by use of Internet (12%). Usually respondents had several reasons for visiting library.

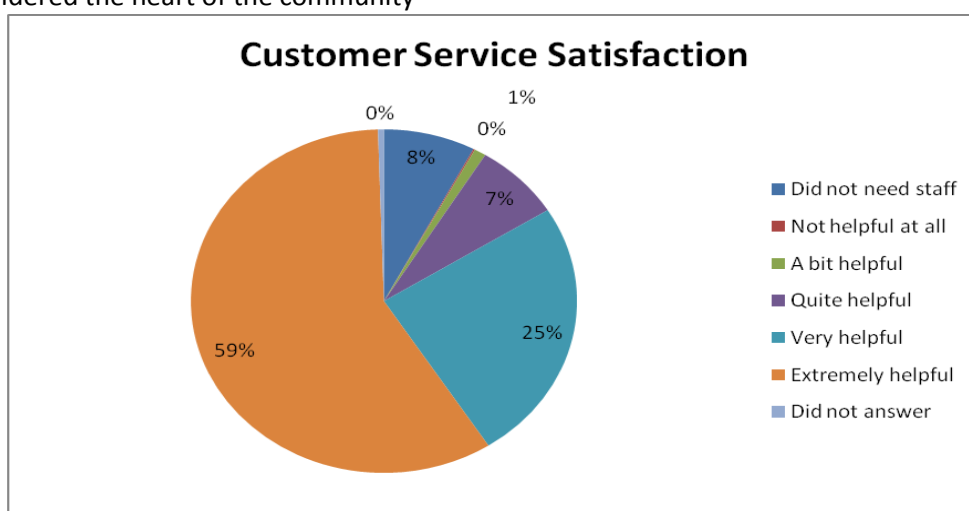
- **Non-Members:** Predominant reason for visiting library was to use the Internet (44%)
- Non-members visiting to borrow were accompanying spouses/partners who were members or were carers from members
- May indicate that a significant number of Storytime attendees are NOT library members
- **Gender analysis:** 76% males and 81% of females interviewed came to the library to borrow; 16% of males came to use the Internet, compared with 11% of females
- Some example of 'other reasons' to visit library:
  - To study
  - To volunteer
  - To use Centrelink (Sarina)
  - To say hello to John
  - To accompany client
  - For quiet, a place to hang out
  - To look at books for sale
  - To join the library

## Customer Service By Branch



### Points to note:

- Smaller branches had the highest levels of customer service satisfaction; the individual comments from customers reflect the personal relationships staff have with their clientele and the library being considered the heart of the community



- Mirani Library had 100% very helpful or extremely helpful
- Only Mirani and ML had no recorded instances of self-service – again reflecting the high level of interaction in these branches
- GWL had the highest level of self-service, followed by MCL and Sarina

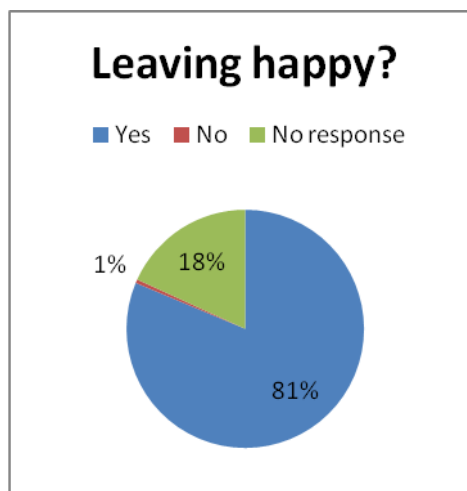
## Overall Satisfaction

### ACHIEVED PURPOSE

Yes	790	<b>98%</b>
No	14	<b>1.7%</b>
Did not answer	3	<b>0.3%</b>

### BY BRANCH

	YES	NO
<b>MCL</b>	203	<b>5</b>
<b>GWL</b>	188	<b>9</b>
<b>SAR</b>	122	<b>1</b>
<b>MIR</b>	106	<b>0</b>
<b>WL</b>	70	<b>0</b>
<b>MOB</b>	100	<b>0</b>



### Points to note:

Mirani, Walkerston and Mobile Libraries had a 100% satisfaction rate with the library visit at the time of the survey.

## Main reasons for not achieving purpose

- Item at other branch
- Item on loan
- Item not on shelf
- PC not available / working
- Poor selection
- Poor selection of CDs
- Wireless not available / working
- Didn't have card to use computers
- Didn't have full range in book series
- Distracted
- No information available
- Poor signage

## Selected customers service comments by branch

### Mackay City Library

- The customer service is great
- The staff are always helpful and co-operative
- Good system with fines(don't usually have any + d/l for people out of town)
- Library staff are really friendly & helpful
- He sang about Katrina
- Always helpful and friendly, my favourite comfortable place
- Ladies are always well mannered and helpful

- The staff are always obliging and on hand to help
- Just returned trolley is provided when not on floor, think that's a good service
- A great community service
- Always lovely to be here and kids adore Kate
- Kate, Nicole, Kath do an exceptional Storytime
- We love coming to the library warm friendly atmosphere
- Kate does a great job, friendly animated loud voice
- It's clean quiet, friendly and relaxing
- Awesome! Norell was helpful
- Good service at desk and locating book on shelf
- Best library I have used
- I really think the library offers a great range of services
- Emma is a hottie!
- Love the library, keep up the good work
- My favourite place to come and relax

### **Gordon White Library**

- I find the internet connection from home onto your network. Very good for searching and reserving books.
- Staff are always helpful and follow up requests.
- Staff always friendly/ I also often collect pamphlets for services outside.
- The best library service I've been to Adelaide, Mt Isa, Brisbane, Collinsville
- Really like Storytime.
- Computer staff very helpful
- Nothing else in Mackay
- Very good. Love the computer classes and easy to locate.
- Very entertaining for the kids
- Good range of books
- Used self checkout, other than survey didn't have approach staff
- No complaints staff helpful, computers (opac) easy to use and so are online services
- Use website before coming in.
- All points of service excellent face/phone
- Has issues with one staff member but thinks all other staffers are great.
- You (customer) are very self-sufficient in library use
- Always very good and hours are good
- Great library and staff. IT classes and group activities (kids) are great
- No, all great, especially mobile library
- Internet awesome and always clean
- A great service, thank you from all our family!
- Tim: extremely helpful: instructions re how to find/play/send on to friends

### **Sarina Library**

- Sarina library is great. I'm very happy with its services.
- It's good to have a system whereby other can select a book for another, drive home only to find that they have read it before.
- The service is always helpful - cheerful - happy - informative.
- Helpful to my young son as well - so he learns to value the library.
- Great place to visit

- Always helpful and friendly.
- It is always a pleasure to come to our library - staff are always friendly and very helpful.
- Customer service always great
- Staff are always cheerful and helpful. The library is always clean and tidy.
- The staff are always lovely and helpful. Sandy - Storytime volunteer - is amazing!
- Children's activity day is a wonderful program for many children.
- Pam is very friendly, approachable and always helpful.
- It's a joy to attend and the staff are fabulous.
- Very friendly, very helpful, eager to help
- Always try to answer any queries and are very helpful.

### **Mirani Library**

- Always helpful, suggesting titles to borrow, reservations
- Great school holiday activities
- Always goes the extra mile with an extra smile
- The staff and facilities at Mirani are wonderful - my mother sings their praises regularly. She would be lost without the library.
- Mirani library is the best
- Always excellent, go above and beyond to please customers
- Laurel and Bernie are a huge part of our community and know what types/genre of books/video/music CD that I like. They take the time to get to know their customers needs. They are always ready with a friendly smile and a hello. Laurel and Bernie are always helpful in locating books/information that is needed for reading pleasure or for research. It is always an anticipated adventure to the library at Mirani.
- The service provided by Laurel and Bernie are exceptional. These ladies are helpful when requesting for information whether by a magazine or via the internet. They are very polite and always serve me with a smile. The atmosphere in the library is relaxing.
- Pleasant cool temperature, great staff
- The service I have received at this library is the best I have received at any library
- Mirani library staff are continually friendly and helpful. I enjoy and prefer visiting this branch
- The staff at Mirani library are exceptionally helpful and always offer the best service with a lovely attitude. My kids ask to come here each week because of their wonderful friendly service.
- Mirani has always been very good
- Always a smiley face and friendly service here, great thankyou
- Child friendly, great local facility

### **Walkerston Library**

- Keep up regular class visits
- Always friendly
- I think the customer service is fantastic
- Always very good at Walkerston
- Bente is lovely
- Always helpful and friendly
- Excellent service as always
- Never any problems at Walkerston library, good customer service
- Very happy with the service every time I come in

- Very informative always patient and helpful
- Generally very friendly and helpful
- Very happy with library services

### **Mobile Library**

- We always look forward to the arrival of the library
- Airconditioning is amazing.
- Very friendly librarian, thank you! :)
- Mobile library fantastic. Whole family enjoy it.
- I enjoy my fortnightly visits
- Mobile library is very cool. Awesome.
- You're the bomb mobile library.
- Well set out. John was very helpful & informative
- I mostly use the mobile service and the staff have always been so friendly and knowledgeable
- This is the best service council provides.
- Always receive books that I order.
- Always great, friendly, helpful service.
- A great help the miner's roster in every way.
- Extremely convenient having mobile service.
- Please keep John working
- Always very friendly & helpful. Exceptional service.
- Customer service is always outstanding & friendly.
- Have always found the service "A1" and friendly and look forward to visiting library.
- The van is always clean & tidy. Staff friendly & very helpful.
- Nice to see John. Wasn't there last time.
- The library is invaluable to our area.

### **Suggestions for improvement**

#### **Mackay City Library**

- If there were babysitters to watch my kids while i looked for books - I wish!!
- Carpark
- Being able to park near the library would have been better. Am not at all impressed with the parking facilities
- Put up silence signs around the place
- No car parks due to MECC
- Great customer service, but would be good to open on Sundays. Plus more space need for public computers
- Be good if pc's were working
- Swap DVDs with GWL -ebooks needed. Selection of newspapers, contact with older people very interested.
- Unhappy about the lack of parking
- Lower or more pleasant alert tone for security gates
- Step By Step Instruction For Children's Computer
- New chairs in magazine area, not comfortable
- Some more children's board books would be great - more puzzles and DVDs
- Story time can be too busy sometimes
- Love, love the library, note a few new release DVDs children and CDs would make it better
- I would like to see some more collection of CDs

- Author series(trilogy etc) could be improved greatly
- Wanted to borrow some items for a month
- Coffee
- More CDs and magazines
- More recent releases
- More variety of movies and music to choose from
- They don't have the map I'm looking for
- Some good books have been deleted – adult non-fiction
- GW seems to have a better selection of novels

### **Gordon White Library**

- Media lounge too noisy.
- More DVDs for children
- Kids book club? Library club for kids?
- More Orchard books
- Music box updated more often
- Computer/ interactive games for 10-14 yrs
- Better range of DVDs
- No opening hours on message bank.
- More sharp pencils & Mirani has more toys
- Suggests we put a sign in the public toilets encouraging patrons to report any cleaning/ maintenance issues to library staff.
- Don't change layout
- Step at return chute for use by children!
- More modular toys & outside play gym
- IT room needs to be more closely monitored for disruptive behaviour ie kids talking HOWEVER she thinks we should allow drinks with lids in there.
- Too many uses of the library by peripheral interests
- Wanted to ask about a reservation but didn't want to queue up. Otherwise always very happy with the service the library gives.
- Needed service at the ref desk (which was unattended because Mandy was doing surveys!)
- I want more Latin Dance DVDs please
- Due to travel, having book and CD at same location would be good - so once at location after listening can read book. Larger audio range required.
- My documents are often not compatible with the printer
- Does have concerns about the culling of books
- Customer suggested we bring back 'customer service kiosk'. I explained that library staff take payments.
- Could SCOT advise overdue items/fees (ie print out)
- Turn beep noise down on exit/entry beeper

### **Sarina Library**

- Could have a booking service for computers in Mackay for people from out of town.
- Cup of tea
- More books be available in Sarina
- More magazines. Quilter's Companion?
- Able to renew book which was a late pick up

### **Mirani Library**

- I think there should be leeway for overdue books
- Not enough DVDs on animal
- More educational DVDs for toddlers
- Very happy today, eventually it would be great to have study areas and greater young adult resources

- Story time could be every week at Mirani

### **Walkerston Library**

- Bus service
- If Bente is here all the time!
- Quick reads not available
- Would like to borrow more Geronimo Stilton series 2 as we have read all the first series.

### **Mobile Library**

- Reference books made available for borrowing
- A working handicap buzzer would be good.
- Total series hard to find.
- News DVDs & mags taken before Midge Point
- More Star Wars books

### ***Museums***

December was a quiet time at the Museums due to the holidays and the Museums were closed for most of January.

## **RECREATION SERVICES**

### ***Management / Sport and Recreation***

#### December

- Progress continued regarding the planning of the Mackay Sport Expo and Sign-On Day to be held on 13 February 2011 at the MECC. The registrations from the sporting groups increased, and the planning for the contexts and layout of the MECC continued.
- Relevant Managers and staff continued discussions regarding the concept of a skate park for the Sarina area. Sports & Recreation Officer also attended a meeting with the Sarina based organising committee. The group met to update all attendees of the progress to date. Members of the local BMX Club and local Service Groups are involved and supportive of the idea.
- Relevant Managers and staff met to discuss the Healthy Communities Initiative funding. An initiative of the Australian Government, the COAG Healthy Communities Initiative will provide funding (\$703,607 per grant from April 2011 to June 2013) to local governments to deliver physical activity and healthy eating programs, and policies to support healthy lifestyle behaviours.

#### ***Key Sport and Recreation Communications:***

- Cr Steindl and Sports & Recreation Officer attended the bi-monthly meeting of the Mackay Physical Activity Reference Group. The group finalised the year with their normal information sharing on physical activity related happening in the region and welcomed several new members.
- Manager Recreation Services, Sports & Recreation Officer and a representative from Property Services met with a representative from the Department of Defence to discuss the surplus land at Mt Vince. Currently three sporting (shooting based) clubs are based at the site that has been used as an Army training area for a number of years.
- Sports & Recreation Officer met with a representative from Mackay Regional Football Zone to discuss the club's needs for upcoming tournaments in 2011.
- Sports & Recreation Officer met with a representative from Mackay Athletics to discuss the club's progression on their current site and their involvement in the 2012 North Queensland Games.

## January

- Manager Recreation Services and Sports & Recreation Officer met relevant Community Development staff to further discuss potential external funding opportunities. A meeting with representatives from the Mackay Public Health Unit (part of QLD Health) was held to discuss the best ways to possibly utilise the funding options available.
- A significant amount of planning activities took place regarding the Mackay Sports Expo and Sign-On Day.

### *Key Sport and Recreation Communications:*

- Over one-hundred emails were received from regional sporting organisations after Sports & Recreation Officer requested sporting organisations to provide current details. This information updates Council's sports/recreation contact distribution list. Information has also been forwarded to update Council's Community Directory.
- Cr Steindl and Sports & Recreation Officer met with representatives from the Gum Valley Veterans & Natural Terrain Motorcycle Club to discuss details of the national event to be held near Koumala. The 2011 Australian 4-Day Enduro (A4DE) event will be held from 20 – 23 April and is anticipated to attract approximately 350 riders, including international riders. This is the first time in 16 years that the event has been held in Queensland.
- Manager Recreation Services and Sports & Recreation Officer met with the local Sport and Recreation Adviser and Manager Sports & Recreation (North Queensland) from the Department of Communities, Sport and Recreation to discuss relevant developments, including upcoming funding opportunities.
- Sports & Recreation Officer and Sport and Recreation Adviser from the Department of Communities, Sport and Recreation met with the new Clubs Coordinator from Mackay AFL to discuss the help and information available from both bodies to the sport.
- Manager Recreation Services, Sports & Recreation Officer, Sport and Recreation Adviser from the Department of Communities, Sport and Recreation and a representative from Property Services met with representatives from Mackay 8-Ball Club to discuss their search for appropriate land to build new headquarters for the club.

### *North Queensland Sports Foundation:*

- The North Queensland Sports Foundation (NQSF) announced that funding has been approved under Round 19 of the Events Queensland, Regional Development Program, for both the 2011 Western Games and the 2012 North Queensland Games. The 2011 Western Games, which are scheduled for north western regional centres from Charters Towers to Mount Isa over the weekend of 30 /31 July has secured an amount of \$15,000 to assist in promoting the Games and to allow the people of the north west region to take part in a major organised sporting event of their very own. The 2012 North Queensland Games which are to be staged in the Mackay / Whitsunday Regions in June 2012 have benefitted to the amount of \$30,000 towards supporting the marketing campaign to assist, maintain and grow participation numbers of the iconic Games, and maintain the status of being regional Australia's largest multi-sporting event.

## ***Media / PR***

### December media coverage

- Solution regarding lifeguard tower at Lamberts Beach.
- Lifeguard services at regional beaches.
- Mission Inflatable obstacle course activity.
- New mural painting placed on the plant room wall at Pioneer Swim Centre, as part of competition.
- Adoption of Open Space, Sport and Recreation strategy.
- Government funding received towards 2<sup>nd</sup> Sports and Recreation Officer.
- Awarding of tender regarding management rights for Mirani Pool & Caravan Park and praise for aquatic staff in keeping the pool open for local residents during the search for a Lessee.

- Update of Mackay Visitor's Guide advertisement regarding the Bluewater Lagoon.
- Extensive coverage of Bluewater Lagoon - 'Things To Do On The Holidays'.
- Aquatic Facilities - holiday activities.
- 2011 Splash-a-Thon event.
- General swimming/safety tips during summer (developed by Manager Recreation Services).
- Sarina Pool and Mirani Pool updates.

#### January media coverage

- Temporary closure of Memorial Swim Centre (due to chemical supply issues - Rockhampton flood blocking the Bruce Highway).
- Aquatic activities - '10 Things To Do This Week'.
- Upcoming FREE (externally funded) multicultural swimming program starting on 30 January.
- Status (open/closed) of all aquatic facilities (chemical supply issues due to Rockhampton flooding).
- Media launch organised by Fitness Australia and their new accreditation system for fitness centres (including the nine accredited businesses in Mackay).
- Re-opening of the Memorial Swim Centre (following the chlorine delivery issues associated with the Queensland floods).
- 2011 Splash-a-Thon event.

#### ***Aquatic Facilities***

#### ***Bluewater Lagoon***

#### December

- Facility closes Christmas and Boxing Days due forecasted weather conditions. The facility was affected by a mini-tornado on Christmas Day causing extensive damage to shade structures, umbrellas and the main gate.



#### January

- Operational staff and contractors install motorised mixing unit to allow for the dissolving and dosing of granulated chlorine into the circulation system. The system proves successful allowing the facility to remain open despite liquid chlorine delivery issues (due to flooding in the south of the state) for several weeks.
- Electrical circuitry replaced in pump station wiring system allowing the automatic pumping out of sewage from the facility.
- The busy school holiday period successfully comes to end, without significant issues or injuries.

## ***Memorial Pool***

### December

- Pool Bookings            1 x Water Polo game nights  
                                  4 x community group booking  
                                  4 x school group bookings  
                                  8 x Water aerobics sessions
- Facility suffers damage caused by Christmas Day mini- tornado including the loss of a mature palm.

### January

- Pool Bookings            1 x Water Polo training session  
                                  1 x community group booking  
                                  8 x school group bookings  
                                  8 x Water aerobics sessions
- Facility closes due to chemical delivery issues relating to extensive flooding in the south of the state.
- The facility reopens using granulated chlorine to sanitise the pool water.

## ***Pioneer Pool***

### December

- Pool Bookings            6 x school group bookings  
                                  1 x club nights  
                                  4 x water aerobics sessions  
                                  2 x swimming carnival  
                                  5 x community group hire
- Heavy rains flood entrance to the facility despite all efforts of staff to prevent water accumulation.

### January

- Pool Bookings            5 x school group bookings  
                                  1 x club nights  
                                  4 x water aerobics sessions  
                                  1 x splash-a-thon  
                                  2 x community group hire
- Pioneer Swim Centre experienced an influx of patronage as a result of the temporary closure of Memorial Swim Centre.
- Operations staff provide medical assistance to unconscious free diver. Casualty spends the night in hospital before returning to the facility and offering his thanks to those that assisted him.

## **Programs & Activities**

### December

- Heavy rains continued to impact the Learn-to-Swim program in December, with the 1<sup>st</sup> week of the intensives being reduced to just two teachers.
- The unveiling of the mural design located on the plant room wall at Pioneer Swim Centre occurred in December. The winner of the competition and her fellow class students enjoying the prize of a free session on the Mission Inflatable obstacle course activity.
- Significant work was undertaken regarding the planning of the upcoming 'Big Splash' event at Pioneer Swim Centre.
- Council's Swim & Survive program - Term 4 successfully concluded, with all schools receiving their certificates before the Christmas break.

## Programs & Activities

### January

- The Orcas swimming program commenced with a very high attendance, including during the school holidays on both the morning and the afternoon sessions.
- The Adult swim for fitness program resumed, with attendance gradually increasing throughout the month of January.
- Finalisation of staffing, bookings and planning for the 'Big Splash' event continued. The event was successfully held at Pioneer Swim Centre on 29 January 2010.
- An Austswim TSW (Teacher of Swimming and Water safety) course was held on the weekend of 15 - 16 January. The course was delivered by Council's Program Coordinator.
- Discussions were held with Austswim regarding bringing the Teaching People with a Disability course to Mackay for the first time in over 10 years. The course is tentatively scheduled for May 2011.
- The second multi-cultural program commenced on 30 January.
- Council's Learn-to-Swim program - Term1, commenced on January 31.

### ***Mirani Pool***

#### December

- The tender process regarding the management of Mirani Pool & Caravan Park was successfully completed. The new Lessee of the combined facility commenced operations on 18 December 2010.
- The facility extended its opening hours under the new Lessee to the excitement of the local community.

#### January

- The facility commenced manual dosing of granulated chlorine due to chemical delivery issues with sodium hypochlorite.
- Several cubic meters of sand dispersed around the grounds to aid drainage after experiencing extensive rainfall.

### ***Sarina Pool***

#### December

- Education Queensland completes required work in the Chemical Storage room.
- Aquatic staff undertake extensive cleanup of facility after prolonged closure of the facility.
- Aquatic staff commenced operations prior to Christmas after receiving limited expressions of interest for the lease to manage the facility.

#### January

- Facility commences manual dosing of granulated chlorine due to chemical delivery issues with sodium hypochlorite.
- Patronage increases as weather remains stable and the local community is made aware of the facility's re-opening.

The following customers have attended the Aquatic Facilities for December 2010 and January 2011:

#### **Bluewater Lagoon\***

Type of Customer	Bluewater Lagoon December 2009	Bluewater Lagoon December 2010
Children's Lagoon	7,073	6,393
Middle Lagoon	15,913	16,115
Upper Lagoon	6,875	6,319
<b>TOTAL IN WATER CUSTOMERS</b>	<b>29,861</b>	<b>28,827</b>
<b>TOTAL PRECINCT (non-swimmers)</b>	<b>34,408</b>	<b>25,188</b>
<b>GRAND TOTAL</b>	<b>64,269</b>	<b>54,015</b>

\* Source: Lifeguard Statistics - Monthly Reports December 2010 - Visitations PDF by Surf Lifesaving Queensland (SLSQ)

Type of Customer	Bluewater Lagoon January 2010	Bluewater Lagoon January 2011
Children's Lagoon	6,561	8,426
Middle Lagoon	18,880	17,556
Upper Lagoon	7,085	9,796
<b>TOTAL IN WATER CUSTOMERS</b>	<b>29,526</b>	<b>35,778</b>
<b>TOTAL PRECINCT (non-swimmers)</b>	<b>40,140</b>	<b>38,485</b>
<b>GRAND TOTAL</b>	<b>69,666</b>	<b>74,263</b>

\* Source: Lifeguard Statistics - Monthly Reports January 2011 - Visitations PDF by Surf Lifesaving Queensland (SLSQ)

### Memorial Pool\*\*

Type of Customer	Memorial Pool December 2009	Memorial Pool December 2010
Persons 15 years or older	1,405	1,061
Children from 3 years to persons under 15 years	676	629
Pensioner	86	83
<b>TOTAL</b>	<b>2,167</b>	<b>1,773</b>
Multi Visit Pass (persons 15 years or older)	101	84
Total Kiosk Revenue	\$3,666.80	\$5,576.75

\*\* Source: Monthly Reconciliation Spreadsheet (Microsoft Excel)

Type of Customer	Memorial Pool January 2010	Memorial Pool January 2011
Persons 15 years or older	1,499	918
Children from 3 years to persons under 15 years	439	487
Pensioner	87	77
<b>TOTAL</b>	<b>2,025</b>	<b>1,482</b>
Multi Visit Pass (persons 15 years or older)	134	66
Total Kiosk Revenue	\$3,087.70	\$3,953.05

\*\* Source: Monthly Reconciliation Spreadsheet (Microsoft Excel)

### Pioneer Pool\*\*

Type of Customer	Pioneer Pool December 2009	Pioneer Pool December 2010
Persons 15 years or older	1,848	1,303
Children from 3 years to persons under 15 years	1,173	1,459
Pensioner	167	51
<b>TOTAL</b>	<b>3,188</b>	<b>2,813</b>
Multi Visit Pass (persons 15 years or older)	78	51
Total Kiosk Revenue	\$7,742.70	\$8,589.36

\*\* Source: Monthly Reconciliation Spreadsheet (Microsoft Excel)

Type of Customer	Pioneer Pool January 2010	Pioneer Pool January 2011
Persons 15 years or older	1,625	2,256
Children from 3 years to persons under 15 years	1,297	1,726
Pensioner	83	148
<b>TOTAL</b>	<b>3,005</b>	<b>4,130</b>
Multi Visit Pass (persons 15 years or older)	107	109
Total Kiosk Revenue	\$7,608.00	\$10,614.55

\*\* Source: Monthly Reconciliation Spreadsheet (Microsoft Excel)

### Mirani Pool\*\*\*

Type of Customer	Mirani Pool December 2009	Mirani Pool December 2010
Persons 15 years or older	310	310
Children from 3 years to persons under 15 years	348	661
Pensioner	25	29
<b>TOTAL</b>	<b>683</b>	<b>1,000</b>

\*\*\* Source: Information received from Lessee of Mirani Pool

Type of Customer	Mirani Pool January 2010	Mirani Pool January 2011
Persons 15 years or older	296	998
Children from 3 years to persons under 15 years	339	875
Pensioner	24	98
<b>TOTAL</b>	<b>659</b>	<b>1,971</b>

\*\*\* Source: Information received from Lessee of Mirani Pool

### Sarina Pool\*\*\*\*

Type of Customer	Sarina Pool December 2009	Sarina Pool December 2010
Persons 15 years or older	264	47
Children from 3 years to persons under 15 years	726	158
Pensioner	148	37
<b>TOTAL</b>	<b>1,138</b>	<b>242</b>

\*\*\*\* Source: Information received from Lessee of Sarina Pool

Type of Customer	Sarina Pool January 2010	Sarina Pool January 2011
Persons 15 years or older	307	203
Children from 3 years to persons under 15 years	391	1,037
Pensioner	116	33
<b>TOTAL</b>	<b>814</b>	<b>1,273</b>

\*\*\*\* Source: Information received from Lessee of Sarina Pool

**Revenue Received:\*\***

Type of Customer	Pioneer Pool		Memorial Pool	
	December 2009	December 2010	December 2009	December 2010
Actual Gate	\$14,262.00	\$11,714.50	\$11,114.80	\$9,030.00
Season Tickets	\$1,800.00	\$450.00	\$480.00	\$290.00
Miscellaneous	\$9,067.35	\$9,937.04	\$3,756.85	\$5,554.75
<b>TOTAL</b>	<b>\$25,129.35</b>	<b>\$22,101.54</b>	<b>\$15,351.65</b>	<b>\$14,874.75</b>
Multi-visit pass sales component of Actual Gate	\$2,340.00	\$1,530.00	\$3,030.00	\$2,520.00

\*\* Source: Monthly Reconciliation Spreadsheet (Microsoft Excel)

Type of Customer	Pioneer Pool		Memorial Pool	
	January 2010	January 2011	January 2010	January 2011
Actual Gate	\$14,344.65	\$18,423.50	\$11,841.50	\$7,411.50
Season Tickets	\$530.00	\$2,420.00	\$1,825.00	\$580.00
Miscellaneous	\$8,078.34	\$14,511.85	\$3,223.40	\$4,010.70
<b>TOTAL</b>	<b>\$22,952.99</b>	<b>\$35,355.35</b>	<b>\$16,889.90</b>	<b>\$12,002.20</b>
Multi-visit pass sales component of Actual Gate	\$3,210.00	\$3,270.00	\$4,020.00	\$1,980.00

\*\* Source: Monthly Reconciliation Spreadsheet (Microsoft Excel)

## PROPERTY SERVICES

### ***Management***

- Completion of work associated with appointing new lessee for the Mirani Swimming Pool and Caravan Park.
- Program workshop and team building exercise held in December.
- Attended office accommodation meetings.
- Facilitated Community Hall managers meeting.
- Attendance at Paget Depot and Sustainability meetings.
- Participated in the provision of tours for employees to view the Paget Depot.
- Meetings held with community housing tenants to provide information on the transfer of tenancy management from Council to the Mackay Regional Housing Company.
- Completion of work to appoint new cleaning contractors, resulting in considerable savings for Council in cleaning services.
- Continuation of work required to establish leases for the Blue Water Quay Cafe and Melba House.

## ***Property Services***

- Capital Projects

<b>PROJECT</b>	<b>COMMENTS</b>
<b>2009/2010 Program</b>	
Council Buildings – Security Upgrade & Consolidation	Finalising system profiles with system training schedule to follow.
<b>2010/2011 Program</b>	
<ul style="list-style-type: none"><li>▪ Mirani Library (#90132) - works still ongoing; and</li><li>▪ Mirani Railway Station (#90355) - works still ongoing; and</li><li>▪ Sarina Admin building (#90122) – works commenced on kitchen improvements; and</li><li>▪ Palmyra Depot – preliminary meeting with Supervisor from Civil Operations Program to schedule replacement of pump shed and upgrade existing storage; and</li><li>▪ Fire system upgrade requirements being investigated with Scope of Works being drafted; and</li><li>▪ Sourcing further quotations for remaining smaller scale projects; and</li><li>▪ Project Briefs commenced for larger scale projects.</li></ul>	

## ***Property Co-ordinations***

- Grasstree Beach Road, Grasstree Beach Realignment
- Cape Hillsborough Road, Ball Bay Realignment
- Elvins Road, Paget (Forming part of Connors Rd upgrade)
- Dalrymple Road, Eungella Realignment
- Program staff are currently dealing with 29 land dealings and 8 Easements

## ***Leases***

Lease enquiry from Eungella Progress Association

Land enquiry from Old Slade Point Girl Guides Hut – 21 Wren St

Program Staff are currently dealing with 20 leases

## ***Sarina Sugar Shed***

Sales for December continued on strongly at the Sugar Shed. Record sales of alcohol were achieved in the lead up to Christmas topping last year's record of \$7,344.00 with sales of \$8740.00 in alcohol. Gourmet sauce sales were also up \$2,000.00 on this time last year with sales for December 2010 in excess of \$6,000.00. This was mainly due to the added wholesaling of these products with retailers in the region. In the lead up to Christmas the gift shop was well supported by locals within the region shopping for Christmas gifts.

Ticket sales in early January were quite strong with many tourists stranded in our area looking for something to do. However this only lasted for 5 days and visitors numbers dropped right back for the rest of January.

## MACKAY CONVENTION PRECINCT AND EVENTS

### ***Management***

- Attended Artspace Foundation meeting
- Attended Corporate Projects Meeting
- Coordinated installation of City and regional Christmas decorations
- Attended Safety Training
- Conducted interviews for MECC Business / Admin Trainee
- Launched 2011 MECC Professional Theatre & Music Season and undertook associated media requests
- Activated wet weather contingency plan for Carols in The City moving the event indoors to the MECC at short notice
- Managed Council's New Year's Eve celebrations
- Coordinated Council's activities at the Flood Relief Concert (16 January) and voluntarily managed the event on the day
- Continued to work with multiple stakeholders regarding Regional Parliament Sittings in Mackay
- Completed several capital works items
- Ongoing defect management at Convention Centre
- Liaise and assist with revision of Grinder's licence agreements at Foodspace and Botanic Gardens
- Commenced acquitting Arts QLD funding (MECC)

### ***Mackay Entertainment and Convention Centre***

The Mackay Entertainment and Convention Centre is reported on in the MECC Performance Report.

### ***Festivals and Events***

#### **Christmas Tree Lighting Ceremonies in the Mackay Region 5-12 December 2010**

Due to the heavy rains many last minute changes to venue arrangements resulted in smaller numbers attending this year's planned events. The planned Mackay *Carols in the City* and tree lighting ceremony was transferred from the outdoor location of the Civic Precinct to the MECC. Very strong feedback from young families applauding the change in location was received and we were advised that young families felt safer as they didn't have to worry about their children running onto Gordon Street. Older revellers welcomed the air conditioned comfort and also provided excellent feedback. Zinc FM, major stakeholders, were also very supportive and complimentary of the change of venue. A capacity crowd and vibrant programme delivered success, with many claiming the event to be the best local Carols Celebration yet.

Based on feedback, Zinc FM and other stakeholders wish to hold the event at the MECC in future years.

Smaller attendances were recorded in Walkerston, Calen, Sarina and Mirani due to the weather.

### **New Year's Eve Friday 31 December 2010**

Once again Bluewater Quay proved to be the central focus of Mackay's New Year's Eve celebrations as the wet weather cleared in time for festivities to be held outdoors.

In the lead up to the event, challenging weather conditions, meant various contingency plans were required so that some form of celebration could occur. The MECC was on standby for use as a wet weather location, and approval had been granted for the fireworks to be launched from a CBD location. A barge on the Pioneer River was the alternative location for the fireworks launch should the weather be fine and the celebrations be held at the Quay as initially planned.

A drastic improvement in weather conditions meant that the Quay could be used, however what was not foreseen was that the Pioneer River would be declared in flood meaning approval to use the barge was rescinded. The 9pm fireworks were therefore launched from the CBD location, and to the disappointment of revellers at the Quay, only small bursts of fireworks could be seen. The prevailing westerly winds on the night also played havoc with the fireworks.

By this time, a Flood Relief Concert was already planned, with neighbouring communities in Emerald and Rockhampton being flood stricken. As such a decision was made to cancel the midnight fireworks as quite simply they could not be seen. Much dismay was expressed, although this decision was broadcast to revellers from 9.30pm.

Fortunately however the concert element proceeded as planned and went through until just after midnight.

Approximately 2,000 people attended the event and another 1,000 or so people lined the Forgan Bridge. Bluewater Quay is proving a highly popular event location for our community.

### **Flood Relief Concert**

On New Year's Eve, several civic minded community members led by Dale Kennedy from Kennedy Amplifier Hire Services met with Manager Convention Precinct & Events with aspirations of holding a Flood Relief Concert to raise funds for flood stricken communities. The outdoor location of Bluewater Quay was chosen, and a call for assistance to mount this concert followed in the local media who took a bi partisan approach and assisted with the event. Manager Convention Precinct & Events, and a team of staff from this program volunteered their time on the day, with community volunteers, businesses and other Council staff also assisting voluntarily.

The event came together beautifully, and a crowd of over 10,000 visited the Quay on the day with a peak attendance of 5,500 plus recorded at 7.30pm.

The fireworks from New Year's Eve were launched at this event at 8pm, providing a climax to the day.

This event raised over \$50,000 for the Premier's Flood Appeal, and went off without a hitch, with much favourable feedback received. The saying you are only as good as your last event springs to mind as this event salvaged any negativity shown towards the cancellation of the New Year's Eve midnight fireworks display.

## City Centre Markets

With the advent of derestricted Sunday trading, and the popularity of the Troppo and Sarina Markets the Mackay City Centre Markets have declined. The number of stall holders has fallen from an average of 50 traders to 30 traders and the crowds have averaged less than a thousand over a four hour period. Council staff have coordinated various activities including Easter Carnivals, Health and Fitness promotions, competitions, games of chance, free musical entertainment, Christmas promotions, and allowed many community groups to fundraise throughout the year which have at times improved numbers. A report to Council has been prepared seeking endorsement to seek a local not for profit community group to takeover these markets in the hope that volunteer numbers and passion may re-ignite these markets as a popular Sunday event.

## Artspace Mackay

- 1,213 people visited Artspace Mackay during December 2010 (1,517 during December 2009)
- 1,609 people visited Artspace Mackay during January 2011 (2,517 during January 2010)
- 441 people visited the Town Hall during December 2010 (551 during December 2009)
- 301 people visited the Town Hall during January 2011 (472 during January 2010)
- 10,867 hits on the Artspace Mackay website during December 2010 (10,708 during December 2009)
- 14,606 hits on the Artspace Mackay website during January 2011 (9,390 during January 2009)

## Exhibitions:

From 16 July	Cox Rayner Gallery	<i>Tate Adams</i> (prints from the MRC collection)
From 29 Oct	Cox Rayner Gallery	<i>c/o Poste Restante</i> : Artists books from the MRC collection. (Curated by Wanda Bennett)
5 Nov – 9 Jan	McAleese Gallery	<i>Simryn Gill: Gathering</i> (Museum of Contemporary Art touring exhibition)
21 Jan – current	McAleese Gallery	<i>Studio: Australian Painters</i> photographed by R.Ian Lloyd (Museum and Galleries NSW touring exhibition)
5 Nov – 9 Jan	ASM Foyer	<i>Print Awards 2010</i>
21 Jan – current	ASM Foyer	<i>The Artist's Studio: Ron McBurnie</i> prints

## Recycled Library: Altered Books touring exhibition

Port Pirrie Regional Art Gallery, South Australia (29 October – 12 December)

## MacAleese Gallery / Foyer / Cox Rayner Gallery

### Simryn Gill: Gathering

This survey exhibition of work by a major contemporary artist organised by the Museum of Contemporary Art, Sydney ran from November 5 – January 16. The exhibition has been well received with many positive comments in the visitors' book.

### **Studio: Australian Painters photographed by R. Ian Lloyd**

National Geographic photographer R. Ian Lloyd and acclaimed art critic and writer John McDonald have put together this exhibition which looks at the studios of 61 Australian artists. Their aim was to capture a broad cross-section of artists from all over the country, including traditional Aboriginal painters, working in a variety of styles.

### **Print Awards 2010**

Unique to our region and open to printmakers across the Mackay, Whitsunday and Isaac council areas, the Print Awards are an important avenue for local printmakers to express themselves. This year, the awards were judged by Basil Hall, a renowned Australian printmaker. The winner was local artist, Heather Walker. Runner up was Tony Drury, a local artist and high school art teacher, and another local, Tracey Heathwood received the Highly Commended award. The next Print Awards will be held in 2012.

### **The Artist's Studio: Ron McBurnie prints**

This series of etchings by Townsville printmaker Rom McBurnie explores the intimate and highly personal environments that are the studios of a number of well-known Australian artists. This project was a collaboration between McBurnie and the individual artists, where McBurnie worked directly onto the etching plate, in situ, and then invited each artist to etch their own work directly into his composition.

### **c/o Poste Restante: Artists books from the MRC collection**

This exhibition curated by local artist Wanda Bennett and facilitated by Artspace Exhibition staff continued in the Cox Rayner gallery through the months of December and January.

### **Public & Education Programs in December 2010**

4&5 Dec	Resin Jewellery workshop	<i>4 x 3 hour workshops with Melbourne resin jewellery artist –very popular, classes filled up almost a week after going on sale, and feedback was extremely positive. People wanting more like this.</i>	33 adults
7 Dec	BMA Kidspace	Christmas kidspace extremely well attended . Three artist tutors worked hard to do three Christmas art activities with toddlers and parents.	200 children and parents
4 Dec & 11 Dec	Kids art club	Final two weekends of term based kids art classes	12 children each day
16 Dec	Steve Pearce Book Sale	Pre-Christmas art book sale – well attended	60
22&23 Dec	Lunch box tours	Lunch box tours for volunteers and staff, held two lunch hours and co-ordinated with Foodspace for a lunch special	8 on Wed 12 on Thurs
7 January	Conversation with Simryn Gill and Russell Storer	Despite hail in Sarina and extremely heavy rain, we still got a turn-up of 38 people at the floor talk, and feedback was very good.	38 adults
15 January	21 <sup>st</sup> Century Kids on tour	Full program of Free children's art activities, co-ordinated by Queensland Art Gallery and hosted by Artspace. As popular as ever with lots of noise, happy families and exhausted staff.	288 visitors – families of all ages and backgrounds
21 January	STUDIO exhibition	Opened by photographer R. Ian Lloyd. A good turnout considering flood stopped	80 in attendance

	opening	the show, and media releases were published doubting that the opening would go ahead due to trucks not able to get through flood cuts.	
22 Jan	Meet the collection and Floor talk by R. Ian Lloyd	Very good floor talk by the artist. We recorded the talk and have made available on mp3 players for visitors to borrow and listen to at anytime.	35 attended
Throughout Dec and Jan	Kids Art Trails	Many, many children came into the gallery throughout the holidays and took the Kids Art Trail which was advertised mid December. Feedback from parents was excellent. Two kids trails were available through this period including Simryn Gill Kids Trail and STUDIO Kids Trail.	

### **Community Feedback**

In January, the Art teacher from Mirani High School, Melissa Larson, wrote to Council to express her appreciation of Artspace Mackay programmes:

*I've recently been discussing with another art teacher what we are able to do with our school programs here in Mackay, simply because we have such great resources at our Art Gallery.*

*...Through the Artists' Books Collection, I've been able to access contemporary, post-modern works with which to inspire my students. From bringing my students into Artspace, to visits with the book collection, my students have been able to reach amazing heights in all areas of the curriculum.... Our little High School at Mirani turned out 6 VHA students in 2009 and 3 in 2010, 5 of whom chose artists books as the major element of their folio work. They are now studying architecture, medicine, and etching and tell me that they frequent the Galleries in Brisbane and Townsville and continue to do their own art.*

*I know that through this great resource, I can really challenge my students culturally, politically, environmentally and socially through such a broad range of contexts.*

*...Thanks for supporting the arts so much, we have a lot to be proud of in Mackay.*

## ECONOMIC DEVELOPMENT

### ***Management***

- December and January Meetings with Australian Bureau of Census and Statistics regarding organisation for the upcoming 2011 Census and potential recruitment of personnel for Area Supervisors and Census Collectors
- Attendance at meeting for local business discussion and feedback with Westpac General Manager Jason Yetton and Regional Manager Judy Read , attended by City Centre Businesses
- The first of a regular series of onsite meetings between economic development and Customer Service team representatives, took place in December. Meetings were held at Sarina, Mackay and Mirani offices to have a look over the latest economic development publications and gain feedback from frontline customer staff.
- Attendance at initial regional economic development network meeting with Enterprise Whitsundays, Mackay Tourism; RDA CEO Rebecca Andrews; REDC CEO Narelle Pearse and new DEEDI Director Nikki Wright.
- Attendance at discussion updates with REDC CEO Narelle Pearse for REDC projects, including the upcoming REDC Invest Mackay Conference to be held 14 April 2011
- Attendance at discussion updates with Mackay Tourism CEO David Phillips
- Meeting with Assistant Regional Manager, Renee Chiltern of AusIndustry for their upcoming Innovation Event to be held in Mackay later this year
- Attendance at planning meetings for upcoming DERM QWESTNET Mackay seminar to showcase Green Industries in the region – The QWESTNET The Queensland Water and Energy Sustainable Technologies Network (QWESTNet) connects Queensland businesses with sustainable technology users and retailers.
- A seminar is planned in Mackay mid 2011.
- Meetings with consultants regarding economic input for inclusion with the Draft Community Plan

### ***City Focus Advisory Committee***

- Call for new committee members completed, with council to decide and announce the City Focus Advisory committee membership in February. A large number of nominations were received, following the successful City Focus Business forum.
- New City Centre website up and running successfully. The Website is used as a low-cost attractive platform for City Centre information, business network and marketing
- Public and patron toilet mapping produced and published on Mackay City Centre website
- November – December Celebrate in the City Christmas Competition achieves successful coverage and entries. Winning business receives \$3000 Daily Mercury sponsored prize and winning entrant scores a \$500 shopping spree to the City business of their choice.
- City Focus monthly features appear in the Daily Mercury “Celebrate Competition” in December and in January a lead up to “Summer Valentines” provides a full page colour advertorial
- New December TV campaign from consultants Out of the Blue, kicks off January sees Summer in the City TV campaign commence

- To complement the TV campaigns, marketing consultants have recommended placement of advertising in City Life – adverts appear each month

### ***Mackay City Centre Concept Plan***

In January, council's Strategic Planning program released the Background Report to the Mackay City Centre Local Area Plan. The Mackay City Centre Concept plan will take advantage of the LAP process including the enquiry by design (EBD) to be held in March 2011, to progress plans for urban enhancement.

### ***Business Networks***

- Business email networks continue to grow – recognition, particularly amongst City Business of the City Focus email network is high and economic development officers are receiving positive feedback on the initiative when interacting face to face with businesses in the City. , Anecdotal evidence is that many more people read the updates than are listed on the network – as many businesses, including large businesses such as Porter's , local valuation firms, local banks, solicitors and accountancy firms circulate the 'City Focus updates.
- The networks and particularly Sarina Focus have recently received information about the TQUAL Grants available now open for Tourism Businesses through AusIndustry, plus other information of local interest. A further recruitment drive is planned for Sarina Focus in February, concentrating on smaller centres such as Koumala.

### ***Funding Agreements - Mackay Tourism Limited and Mackay Whitsunday Regional Economic Development Corporation***

Under the terms of Mackay Regional Council's (MRC) funding agreements with Mackay Tourism (MTL) and Mackay Whitsunday Regional Economic Development Corporation (MWREDC) covering the years 2009-12 both organisations are required to provide MRC with 6 monthly progress reports detailing their compliance with the deliverables specified in the agreement. Both organisations have recently provided reports covering the June to December 2010 period which demonstrate that they are in compliance with their agreements and have satisfactorily met project deliverables. These reports, copies of which have been provided to Councillors and Directors, allow Council to release the second instalment of their 2010-11 funding.

In addition to detailing the status of projects underway the MWREDC report also details the 2 new projects which have been agreed between MRC and MWREDC which are an Online Welcome Project which will deliver a suite of online resources available to prospective new residents to the Mackay Region to assist them in a transition to our region as well as a project looking to coordinate and capitalise on the newly formed relationship between the Mackay, Whitsunday, Isaac region and the region of Yantai in China.

### ***Census 2011***

- MACKAY Regional Council values the preparation and operation of the next national Census of Population and Housing and economic development program is actively working with the Australian Bureau of Statistics (ABS) to assist and promote recruitment for 2011 Census personnel

An Area Supervisors Workshop at Council's Reception Room is planned for the 23<sup>rd</sup> February. Locally based ABS staff, as well as from Brisbane will be on hand for the workshop, which will give prospective applicants information about the Census positions. A little later in the year a call will be made for Census Collectors – in 2006 the ABS received less than one application per position - help the ABS perform an important task.

- Data collected by the Census supports planning, decision-making and funding at all levels of government. Our region had a significant 'undercount' in the 2006 Census (people were missed). As Census data directly informs State & Federal Government Funding (as well as many other important decisions) it is in local interests to capture our whole population!

### January and December City Focus Features

### Consultation

There has been consultation with Community Services Program Managers.

### Resource Implications

Nil.

### Conclusion

All programs are performing well for this stage of the year and meeting operational plan goals.

### Director's Recommendation

THAT this report be received.