



Community and Client Services

Monthly Review

13 July - 16 August 2015

Table of Contents

Executive Summary	3
Review of Operations	
Community Lifestyle	4
Mackay Convention and Entertainment Centre and Events	19
Corporate Communications	26
Community Engagement	31
Northern Australia Services	33

Executive Summary

Acting Director Community and Client Services

The Festival of Arts has been a major project for the department, the associated services and events were of a high standard and well received by the community.

It should be noted that the Festival relies on a joint commitment from staff and volunteers to be successful, with all concerned to be congratulated on their efforts.

The long standing relationship between Mackay and Matsuura continues through the period with students visiting the region and experiencing the Australian lifestyle and regional attractions.

Two of the main support programs provided by Council to groups, organisations and individuals have commenced for the new financial year, being confirmation of RADF funding (Regional Arts Development Fund) and holding the first round of the Community Grants Program.

Highlights

- The first 5-week block of the Get Out, Get Active Fitness Program commenced on 3 August with 130 participants signing on to a variety of activities including yoga, group fitness, Pilates, walking, cycling, thump boxing and Zumba. The program targets women and girls in the Calen, Northern Beaches, Ooralea, Pioneer Valley and Sarina areas of the Mackay region. Sport & Recreation Officer and Community Development Officer held sign-on days during July-August in each of these localities.
- The new installation “**Where the Wild Things Play**” at Gordon White Library attracted 987 under 8’s, 176 children aged 8 years and over and 762 adults (parents/carers) – a total of **1925** during July.
- The *Rock Paper Scissors Art & Design Market* was again a huge success. Approximately 7,500 people attended the four hour event.
- Substantial progress has been made on the *UPon the Levee Wall* community mural with artists completing 80% of the mural with no vandalism to date. Plans are well underway for the final, unveiling event to be held on 28 August.
- The MECC entrepreneured Roald Dahl’s Revolting Rhymes, was very successful, attracting 658 school attendances with similar family attendance numbers in the evening with wonderful reviews from our public.



Tony de Brincat
Acting Director Community and Client Services

Community Lifestyle

Community Programs

The Community Programs Team (except Museums) has responded to a combined total of **1037 community enquiries** (including phone calls, emails, personal interaction, social media, etc.) during this reporting period.

Community Development

Community Development, as part of the Homelessness Project Team, hosted a Homelessness Forum on 24 July to deliver the results of the Registry Week survey of the local homeless population. Themes identified included Demographics, Health, Violence, Access to Legal Services, and Financial Situation. Approximately 35 people attended the forum and discussed these themes, aiming to provide achievable actions which will be included into the new Homelessness Community Action Plan (HCAP) for Mackay.

Mackay Sleepout, now in its fifth year, the 2015 Mackay Sleepout was held on the night of 5 August at the Blue Water Quay. 40 people registered on the night. Approximately \$1000 was fundraised with the funds being contributed to the establishment of the Mackay Drop-In Centre.

Community Development chaired the Seniors Interagency meeting held on 21 July. One key issue of discussion was the changeover to My Aged Care. The consensus from service providers was that it will save duplication of assessments and other double ups. The group was also supportive of consumer directed care, even though at the moment the process of registering is negatively affecting clients' wellbeing.

Community Development chaired the Cultural Diversity Interagency Network meeting held on 21 July, discussions included the response to the Reclaim Australia rally in Mackay. The group offered support to the Islamic Society of Mackay for their future events and activities.

Three Grant Writing Workshops were delivered across the region. The Mackay workshop was attended by 52 people, the Sarina workshop by 28 people and the Marian workshop by 13 people. Feedback from the evenings was very positive and resulted in a high number of grant applications being received for this round of community grants.

Community Development Officers participated in the Community Leaders Roundtable to discuss the Special Taskforce Report on Domestic and Family Violence. Representatives from senior groups, community organisations and government met to discuss ways the Mackay community can help tackle domestic and family violence against older people. Minister for Disability Services, Minister for Seniors and Minister Assisting the Premier on North Queensland, Coralee O'Rourke co-chaired the meeting with General Director of Department of Communities and Disability Service. The State Government has allocated \$756,000 for domestic and family violence services in Mackay as part of the State Budget.

Emergency Relief food voucher enquiries totalled 22 for the period with 9 being allocated.

The Sarina Neighbourhood Centre Officer attended the Interagency Network meeting held on 14 July 2015 and the Sarina Festival Committee to support them with plans for the festival which is being held on 12 September, 3pm at the Sarina Rugby League Grounds.

Youth Development

Mackay Youth Connection Network Inc. (MYCN) Executive Committee, which includes two MRC Youth Development Officers, met on the third Thursday of the month and voted in favour of dissolving incorporation of the Network. The money held within the Mackay Youth Connection Network Inc. bank account, will be allocated to youth sector activities. Transition to the new Department of Communities, Child Safety and Disability Services funding agreement, has changed service delivery within the region. MYCN has asked its members to contribute towards the establishment of an information bank of services available to young people, including funding arrangements, referral processes, eligibility, changes to service delivery and/or organisational structure to gauge gaps in service delivery within the region.

\$5000 funding from the Mackay and District Education Centre (MADEC) is allowing the Youth Development team to facilitate the delivery of a regional youth event called "Chillax". This aims to provide a relaxing day for young people, to listen to music, get some information on/from youth services, do Tai Chi or learn other relaxation methods and just have fun with friends.

Ongoing support, counselling, information, referral and mentoring is provided to young people in need in the Pioneer Valley - including young individuals "at risk" as per the State Government funded role service agreement. Approximately 21 young people are receiving individual support for a wide range of issues including coping with abuse, mental health, job hunting, coping at school, relationship/family matters, anti-bullying, social isolation, grief and suicide prevention.

After School Activities at the Sarina Youth Centre are running well, especially with the reintroduction of the Tuesday and Thursday teenagers-only days. The Drumbeats program is being delivered to a new group for Term 3.

Arts Development

Arts Queensland has notified Council that the 2015/2016 RADF Program Proposal totalling \$100,000.00 has been approved in full. Renewed guidelines, application form and several fact sheets have been released for use by Round 1 applicants. They are now available on the website. Arts Development Officers have been meeting with prospective applicants to discuss how the program is changing and how they can apply for funding in the first round. The renewed RADF program will be launched on 24 August, 11am in the Mackay City Library Foyer.

Creative Mackay e-bulletin distributed to 900 subscribers. Art Is In calendars (Issue 65 September, October and November) is currently being produced.

Animating Spaces Mackay UP!

An adult lantern-making workshop was held on 16 August in the lead-up to the *UP River* lantern parade on 29 August. This was an opportunity for local artists and interested adults to create more intricate water-themed lanterns for the event.

'Dear Mackay' writing stations (part of *Look UP*) have been placed in selected locations throughout the city. Participants are encouraged to write a love letter to Mackay and selected letters will form part of a soundscape for the *Look UP* dance performance on 29 August.

The thousands of paper lorikeets created by the Mackay community will be installed in 7th Lane, Wood Street on 23 August in preparation for the culminating *Look UP* event on 29 August.

Indigenous

Community Development Officer - Indigenous Issues will provide secretariat/educator support to the new MRC Reconciliation Action Plan (RAP) Implementation Group. The group comprises the Community & Client Services Portfolio Councillor, CEO and Directors and will continue the work started by the RAP Working Group to provide strategic leadership and ensure that departments across the organisation are held accountable for responsibilities and specific actions identified within the RAP.

Community Development Officer - Indigenous Issues supported the engagement and consultation of Aboriginal and Torres Strait Islander Elders in the development of the *UPon the Levee Wall* community mural on River Street.

Community Action for a Multicultural Society (CAMS) Program

CAMS Officer co-facilitated Global Grooves planning meeting with Festivals and Events on 6 August. Applications for performances, workshop, food stalls and market stalls are all open to community online. A draft performance schedule was presented to the group.

CAMS Officer assisted, promoted and participated in the Printmaking Workshop for the Australian South Sea Islander community held at the Lagoons Meeting House on 26 July. The Workshop was facilitated by local artists as part of the City Centre Revitalisation's *Meeting Place* public art project. Artists were overwhelmed by the number of participants (15) who attended and the quality of the prints produced on the day.

CAMS Officer travelled to Rockhampton on August 11 to participate in the community consultation process regarding the Queensland Government's Multicultural Recognition legislation.

Sister City

15 students from Matsuura accompanied by two chaperones were in Mackay on 3-9 August for the annual Mackay Matsuura student exchange. The week included activities such as visits to local schools, Mackay Regional Botanic Gardens, Sarina Sugar Shed, a bush dance, a marine display, and fish and chips at the Mackay Harbour.

Community Grants

Round 1 closed on 7 August. A total of 39 applications have been submitted. The Committee Assessment Meeting will be held on 25 August.

Sport and Recreation

On 22 July Council granted a new 10 year lease to Mackay Netball Association to help facilitate the future expansion of Mackay Netball. The association has shown long term commitment to the site and this extended lease will allow the sport to expand.

Development of a Master Plan for the South Mackay Sporting Precinct, indicating the optimal use of land and management of the area to meet club and community needs, is progressing. The quote from Strategic Leisure Group has been accepted and work on the South Mackay Masterplan will begin in the coming months.

Museums

Volunteers from all Museums attended the Combined Museums meeting on 11 August

Pioneer Valley Museum at Mirani

- Visitor numbers: 36 (35 adults, 1 child)
- Plans are underway for another launch of Great War story panels

Mackay Historical Society and Museum Inc.

- Visitor numbers: 32 (13 concessions, 13 adults, 6 children)
- Members attended the reopening of the Pioneer Shire Building
- The society held their AGM on 1 August and elected a new President, Glen Hall

Sarina District Historical Centre Inc.

- Visitor Numbers: 342 (73 concession, 33 adults, 236 children)
- 303 volunteer hours
- 8 MRC Councillors attended morning tea and a visit through the Museum on 29 July
- AGM was held on 14 July, with one change, Assistant Secretary has changed to Mrs Pam Carey

Greenmount Homestead

- Visitor Numbers: 235 (including 117 students)
- Weddings: 4
- Museums Co-ordinator and Sarina volunteers attended the 2015 Museums & Galleries QLD Conference in Ipswich on 5-8 August

Inkind Assistance

Applicant	Request	Cost
Lions Club of Mackay Host Inc	Provision of 20 general and 10 recycle bins + 1 tonne of skip waste disposal in support of Rock Pop Mime Show.	\$337.12
Relationships Australia	Colouring the fountain green in support of Responsible Gambling Awareness Week.	\$560.00
Sarina Bowls Club Inc	Provision of 5 general and 5 recycle bins in support of Invitation Fours Carnival.	\$171.50
Cancer Council Queensland	Colouring the Fountain Yellow in support of Daffodil Day Promotion.	\$560.00
Fiji Association Mackay	Provision of 2 general and 2 recycle bins, waiver of park hire fees for Queens Park, 4 witches' hats and 20m bunting in support of Fiji Day Celebrations.	\$196.60
Leukaemia foundation of	Provision of 10 general and 5 recycle bins in support of Light the	\$238.14

Queensland	Night.	
Tri-ActiV8 Team	Provision of 2 general and 2 recycle bins in support of Smiling for Smiddy- 12 hour Challenge.	\$117.60
River2Reef Ride Pty Ltd	Provision of 5 general and 5 recycle bins in support of River2Reef Ride.	\$171.50
Lifestream Australia	Repairs to potholes on both sides of the entry gate of the bitumen driveway leading to the main building at the Vigoro fields on the corner of Bridge Road and Juliet Street, South Mackay.	\$439.00
The Salvation Army	Pothole repairs to Gregory Street carpark.	\$454.00
Seaforth Progress & Sports Association	Provision of 10 general and 10 recycle bins, 400m bunting, 40 star pickets and waiver of park hire fees at Seaforth Park in support of Classic Custom & Hot Rod Show.	\$488.14
MRC Animating Spaces	Provision of 5 general and 5 recycle bins in support of UPon the Levee Wall.	\$171.50
Cancer Council Queensland	Colouring the Fountain yellow in support of Daffodil Day.	\$560.00
Childhood Cancer Support	Provision of 15 general and 15 recycle bins in support of Mackay Raft Race.	\$316.54
ASSI Heritage Organisation Inc	Waiver of park hire fees at Blue Water Quay in support of Mackay Raft Race.	\$79.00
MRC Matsuura Sister City Program	Provision of 2 general and 2 recycle bins, unlocking and cleaning of outside toilet, cleaning of external concrete area in support of Bush Dance.	\$117.60
Sydney Street Medical, organisers of the Beach to Gardens Charity Fun Run	Provision of opening toilets at Bluewater Lagoon in support of Beach to Gardens Charity Fun Run.	\$43.61
Sleepout Organisation Group	Provision of 2 general and 10 recycle bins in support of The Sleepout Event.	\$188.16
Country United Soccer Club	Provision of 20 general and 20 recycle bins in support of Annual Junior Soccer Carnival.	\$394.94
Mackay Recreational Fishers Alliance Inc	Waiver of park hire fee adjacent to River St boat ramp in support of free fishing event for children.	\$79.00

Department of Education and Training	Provision of 2 general 2 recycle bins and waiver of park hire fees Apex Park Sarina.	\$137.80
Alligator Creek State School P&C	Provision of 20 general and 10 recycle bins in support of School Fair.	\$296.94
Mackay and District Hack and Pony Club	Provision of 4 general and 2 recycle bins in support of Annual Competition.	\$142.10
North Queensland Bulk Ports Corporation	Provision of portable stage and waiver of outdoor Event Fee in support of reopening of Breakwater.	NOT APPROVED



Mackay Maltese Association check on community mural progress



Yoga class being held in Calen as part of the Get Out, Get Active Fitness Program



Lantern-making Workshop at Victoria Park State School



Grants Writing Workshop at Marian



2015 Mackay Sleepout at Blue Water Quay

Libraries

Team members of Mackay Regional Council Libraries have formed working groups to provide advice to the Project Manager and Architect for the development of the Dudley Denny City Library. These working groups have undertaken research on current best practice and will advise on work flow, operations, community programming needs and technology requirements for the new library to ensure the brief for the development of a modern high-tech library is delivered.

Young People's Services

- Programs designed to encourage early literacy in children and their families had a total of **1584** in attendance compared to **1533** 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 **295** in attendance, compared to **310** in **2014**.

The Corner

The beginning of July was very exciting for The Corner project with a new installation, "Where the Wild Things Play", moving in to the children's area at the Gordon White Library and an adaptation of the "P is for Play" installation moving to Mackay City Library.

"Where the Wild Things Play" centres around the children's classic "Where the Wild Things Are" by Maurice Sendak and is the last of the State Library installations to be supplied to Mackay Regional Council Libraries as part of the 12 month The Corner On The Road agreement. This installation is very popular with clients!

- The new installation "**P is for Play**" at Mackay City Library attracted 508 under 8's, 221 children aged 8 years and over and 404 adults (parents/carers) – a total of **1133** during July



Where the Wild Things Play – Gordon White Library

Community Services

- Three book-loving clients met on Thursday 2 July for **Cityside Book Club** to discuss John Harding's *The Girl Who Couldn't Read*.
- Eleven enthusiastic readers discussed *Bluey's War* by Herb Hamlet, a Queensland author, at the meeting of **Between the Lines Book Club** at Gordon White Library on 30 July.
- Five social sewers sewed, knitted and discussed many things sewing at **Social Sewing Saturday**.
- Four people at Gordon White Library took the opportunity to listen to Gerri Kissner, who informed them about Personal Safety, as part of our **Lifestyle Plus Talks** program.
- 149 **Home Library Service** clients had 1,014 items delivered by 13 volunteers who travelled 143 kilometres.
- Six members of the **Valley Page Turners** met to discuss the novel "A Colder War" – one of the best books we have had for a while – Christmas in July was also celebrated.

Heritage Collection

- 35 researchers visited the Carmel Daveson Research Room compared to 55 in 2014.
- 12 research inquiries (of up to 1 hr research) actioned compared to 19 in 2014.

Digital Literacy

ABC OPEN producer Dan Battley presented a range of workshops in writing, photography and video techniques at Mackay City Library. These workshops enabled attendees to contribute in real time to the "Write Club" Digital Storytelling Exhibition official launch on the following Saturday, 11 July as part of the 2015 Mackay Festival of Arts. An additional two workshops were held on the day of the launch, and presented by Dr David Reiter, award winning poet, fiction writer and digital publisher from Brisbane.

The exhibition includes a very popular display utilising the City Library Foyer windows. Local company Colour Edge produced the images from an ABC OPEN 'Faces' project and other items from the local ABC OPEN platform. A special product called Phototex is adhered to the windows, allowing light to go through and enhance the prints without adversely affecting the exterior look of the building.

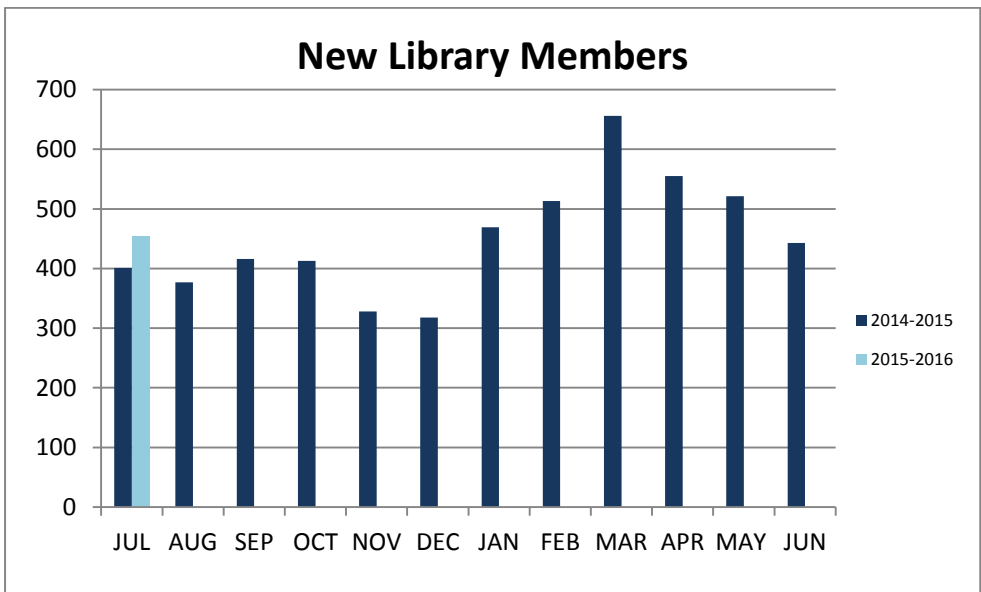
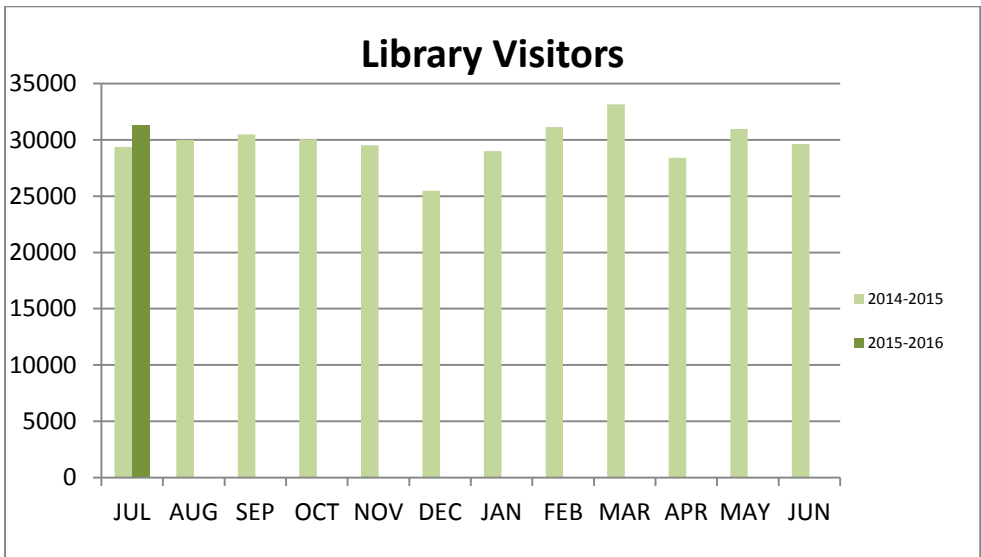
The workshops and launch event were attended by **98** people and the program attracted substantial local media attention.

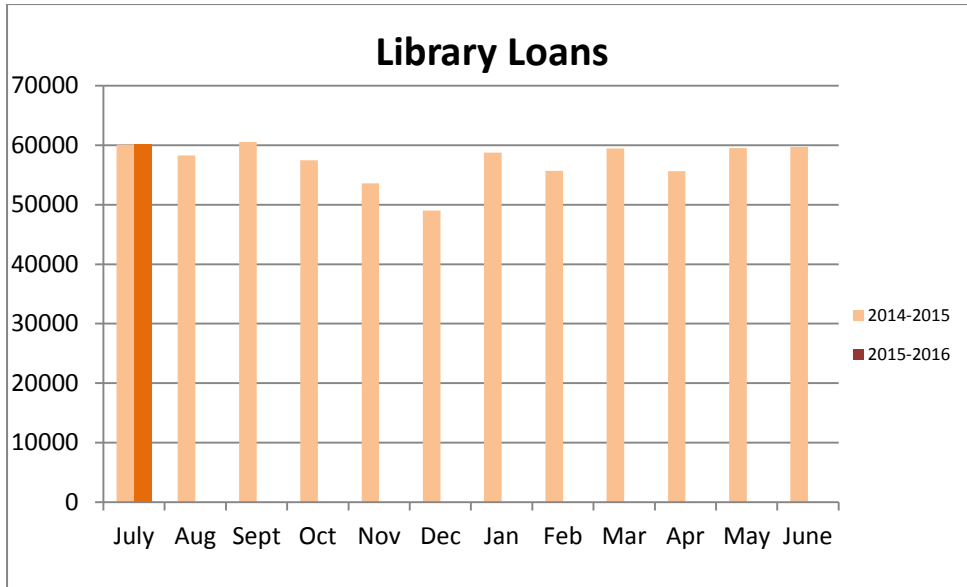


Write Club Exhibition – Mackay City Library

Statistics

- Public computers totalled **2734** bookings and **2451** hours of use, with a total of **876** hours Wi-Fi accessed.
- Assistive Technology equipment was used for a total of **33** hours.
- **29** DiscoverIT classes held with **100** attendees.
- 11 requests received for Ask the Library enquiries.
- Top 3 library website visits for the month of July:
 - WebOPAC
 - Library Home
 - Opening Hours
- Database hits including The Computer School, Who Else Writes Like, Who Next, Transparent Language Online and Literacy Planet totalled **463**.
- **86** Inter-Library Loan requests submitted to other libraries. **121** Inter-Library Loan requests received from other libraries.





Top 5 Reserved Titles in July

That Sugar Film [DVD]/

To kill a mockingbird / Harper Lee.

Harry Potter and the goblet of fire / J. K. Rowling.

Code of conduct / Brad Thor.

Feels like home / Lisa Ireland.

Artspace Mackay

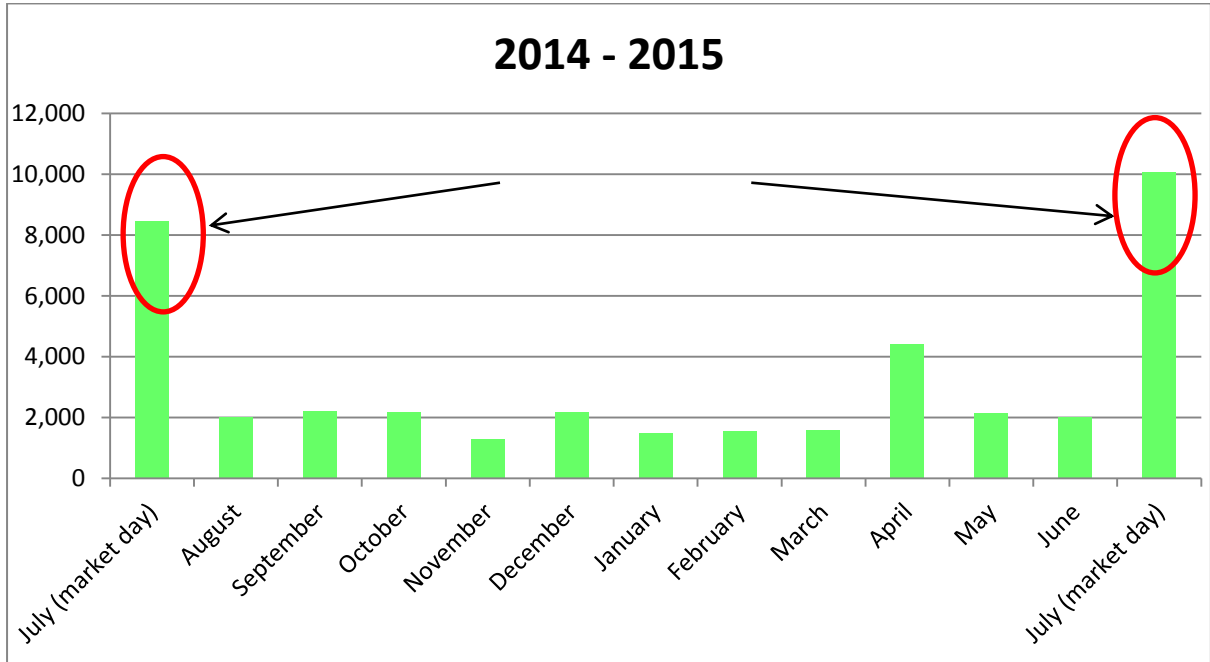
Overview

- Feedback from stallholders at The *Rock Paper Scissors Art & Design Market* was very positive, with many stating they made very good sales. Feedback from visitors was also very positive, but some people wished there was more food available. We will look into this for next year.
- Due to low enrolment numbers, despite wide advertising, unfortunately Term 3 of the Kids Art Club Saturday art classes for children has been cancelled. At this point Term 4 enrolments are quite good, and will go ahead.
- Although this has been a slightly quieter period for Artspace Mackay, there are a number of public and education programs coming up in the next two months, including a Shibori Indigo Workshop teaching people how to use indigo dye with Japanese techniques, kids' school holiday activities and guided talks for upcoming exhibitions.
- Upcoming exhibitions include; *Cream: Four Decades of Australian Art*, which is being toured by Rockhampton Art Gallery, will see works by famous Australian artists such as Sydney Nolan, Margaret Olley, William Dobell, William Robinson, and many more installed at Artspace Mackay.
- *The New Black*, an exhibition of contemporary indigenous artworks from our very own collection will also be installed. These works highlight how dynamic modern indigenous art is and is a great chance for the community to see works from the Artspace collection. The Foyer Gallery will host *Creative Generation*, a showcase of works by the best art students in our region. These exhibitions will be officially opened on Friday 4 September.
- Funding has been allocated for building an enhanced gift shop space and to revamp the smaller "Orientation Gallery" space. Quotes for the work are currently being sourced with the project to be completed prior to Christmas. An expanded range of stock is currently being sourced for the new shop space. New in store at the moment are colouring books for adults, along with the very best colour pencils. Buy a book, and lose yourself in the wonderful world of colouring in – it's the most relaxing thing you can do for yourself!
- The "Orientation Gallery" space will be revamped so that it is a more flexible display space, with its own distinct feel. The area will be known as the Permanent Collection Gallery. This exhibition space will regularly feature works taken from the Mackay Regional Council Art Collection, as well as special exhibitions of cutting edge Australian artists on the rise.

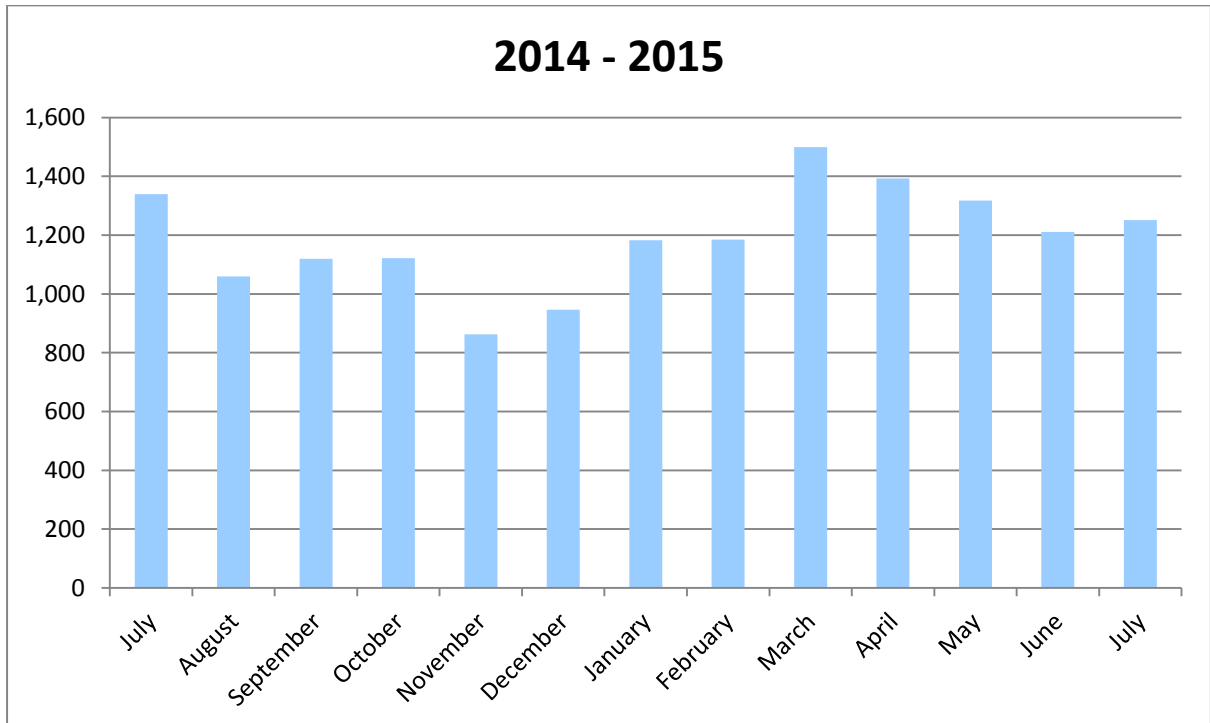
Visitors

- 10,088 people visited Artspace Mackay during July 2015 (including Mackay Town Hall and 7,500 visitors to *Rock Paper Scissors* art & design market, Sunday 12 July 2015)

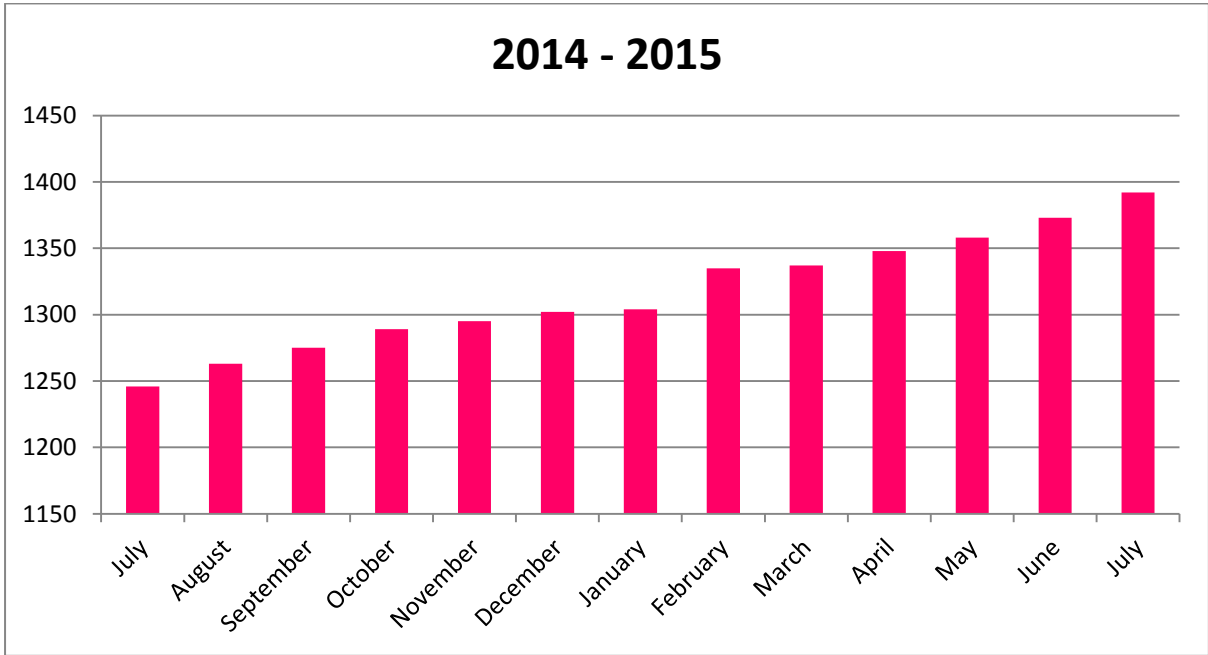
Visitor numbers from July 2014 - July 2015



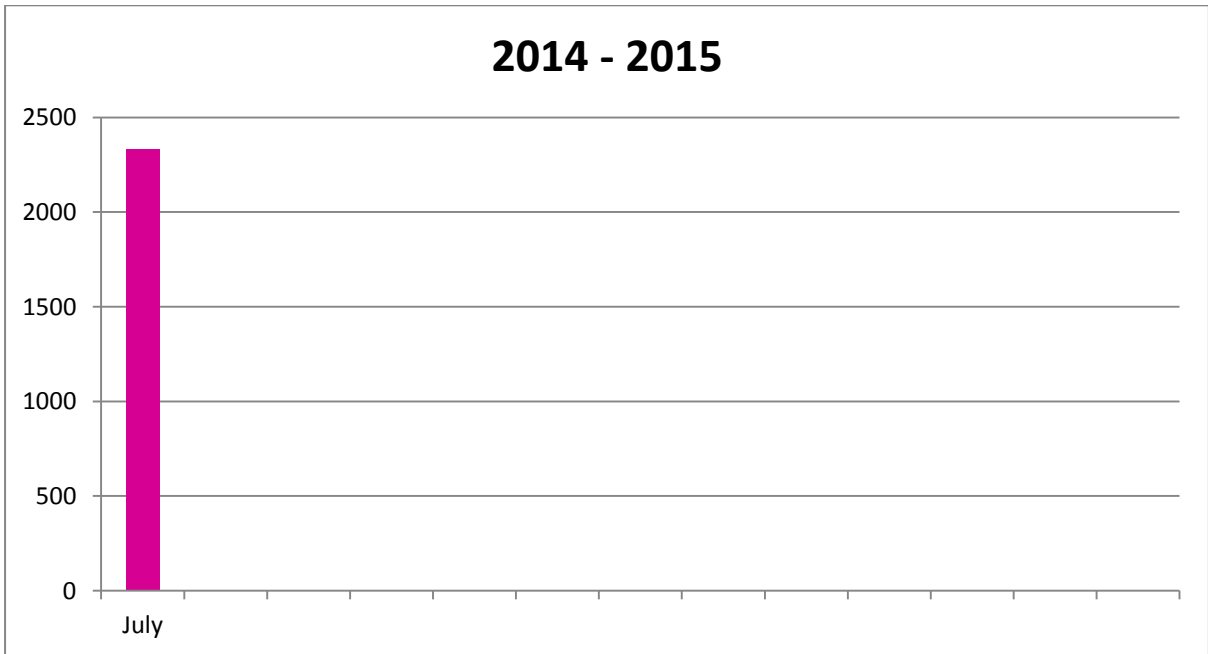
Website visits:



E-newsletter subscribers:



Facebook followers (includes *Rock Paper Scissors* Facebook page):



New Exhibition(s)

Old Town Hall Community Exhibitions Program - Old Town Hall	24 July – 2 August	<i>University of the 3rd Age</i>
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The U3A art group consists of thirty-five artists aged from 50-85 years who join together each Thursday at the Mackay Visual Art Centre in Beaconsfield for a social morning of art. This exhibition is a collection of the latest efforts by a number of artists in the group who work in a variety of mediums including pencil, watercolour, acrylic, pastel and oils.

Public Programs & Education

Date	Program	Location	Attendees
21 July	BMA Kidspace – toddler program	Seminar room & galleries	102
22 July	Guided tours – Good Start Learning (3 and 4 year olds)	Artspace galleries & sem room	28
26 July	Filmspace	Seminar room	19
31 July	Guided tours – Mirani State High school YR 11	McAleese Gallery & Foyer Gallery	9
11 Aug	Guided tours – Mackay State High School	McAleese and Foyer Galleries	19
12 Aug	Guided tours – Capella State High School YR 10	McAleese and Foyer Galleries	21
12 Aug	Guided tour – Matsuura visiting group	McAleese Gallery	30
14 Aug	Guided tours – Small group, public	McAleese and Foyer Galleries	5

Mackay Entertainment & Convention Centre and Events

Management

The Festival of Arts was the highlight of the month with attendances to the free council events at an all-time high. The coordination team also had an increased workload managing forward bookings in light of the 2015/2016 budget measures. The increased prospective business opportunities for the Convention side of the business have kept the team working at capacity to manage the information flow and keeping accurate records.

Management has also continued to:

- Continue programming for the 2016/2017 fiscal year
- Continued with media engagement responsibilities for festival
- Continued working with the engaged artists for Cane Fire
- Coordinated the annual Friends of the MECC Christmas in July celebration. Approximately 100 Friends of the Theatre and staff attended the event with Arts Portfolio Councillor, Cr Chris Bonanno thanking the volunteers for their ongoing efforts.

Mackay Entertainment and Convention Centre

Overview

Touring shows in Queensland are dropping in numbers slightly as all venues are being cautious of the state wide drop in ticket sales. This contributed to the overall lower audience numbers in the venue in the month of July.

Of the MECC hosted Festival 'shows' – overall ticketed event attendances were approximately 20 % down on last year (Jazz brunch attendances improved 34% while Literary Dinner (down 27%), Supper Club (down 29%) and Burlesque (down 28%). These factors contributed to the overall 4516 attendances shortfall on 2014 attendances.

While the MECC ticket sales are not ideal at present the Venue is in a good position to push through the current situation and improve the sales in the near future. The MECC is continuing to present quality product to our audiences and have increased our market awareness campaigns in the media. Social media results continue to rise which is also a good sign of the recovering market.

Capital Program

- Further works on the orchestra pit have been undertaken with design of new control system completed.
- Scoping document on the Auditorium carpet replacement project completed

Development/Other Issues

- Ticket sale were not as expected for the festival of arts. This is not a reflection of the quality of the festival delivery but reflects that we need to adjust the marketing plan for the festival paid events to meet the current market. All events of no cost were attended above and beyond our expectations including wine and food day attendance which was a pleasing outcome.

Entrepreneurial

- Foyer engagement included a photo booth which was well used.
- Shake + Stir conducted a workshop with 17 students from Pindi Pindi School, their first attendance to a workshop of this kind, coupled with attending the performance.
- The 2nd in a series of 4 “Crafternoons” was held in July. The “Crafternoons” are centred on engagement activities developed to coincide with a performance of “Head Full of Love” in September. The performance is an Australian script based on the Alice Springs Beanie Festival, and tells the story of two women who would never normally converse – getting to know each other while knitting beanies.

MECC team is engaging the community via the “Crafternoons”. To date over 40 local women from Dog Walker’s club, United Women’s Cultural Group, Binbi Tok Olgeta, and representatives from arts and crafts groups, have participated. They have knitted Beanies which are on sale in the Box Office, proceeds to the Kidney Support Network.

Participants have commented that they are really enjoying being in a ‘circle’ with women they would never normally meet. Life imitating Art imitating Life. We look forward to a similar response to the 3rd “Crafternoon” in August.

- Roald Dahl – full cost recovered with an overwhelming response from our audiences
- Mikelangelo – 30% cost recovered
- Circa – full cost recovered and audience responses were positive and encouraging for this type of show.

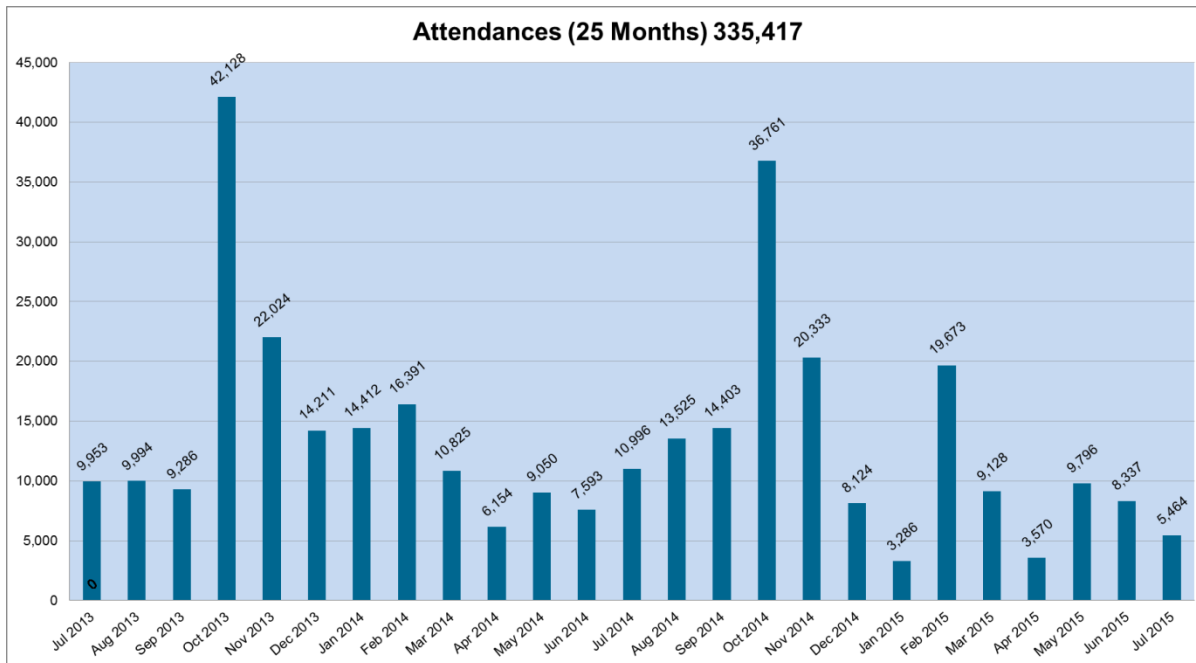
Performance

Type	# of Events	Actual Attendance
Awards Evening	1	183
Cocktail Party	2	265
Concert	1	150
Entrepreneurial	3	1,837
Festival	5	1,432
Function	1	100
Gala Supper	1	595
Meeting	2	55
Performing Arts	8	389
Trade Fair / Expo	1	390
Workshop	3	68
	28	5,464

as at JULY 2015		
Non-Financial Indicators	KPI	Year to date
Number of Performances fully cost recovered	50%	50%
Minimum number of catered functions (excluding performances)	140	10
Average attendance at events	Auditorium 550	Auditorium 477
	Foyer/space 100	Foyer/space 69
	Halls 600	Halls 226
	One Hall only 200	One Hall only 113
Number of non-utilised days	90	6
Number of Performances at the MECC	200	16
Number of Conferences/Expos	20	1
Number of Events with Attendance from outside Mackay Region LG area (Post Code Data)	40	4
Number of Student Attendances	2000	658
Number of workshops > Youth	6	1
Number of engagement workshops/activities	8	2
Yearly occupancy of facility	175,000	5,464
Customer Hire Satisfaction	80%	91%

3 Year Comparisons												
	2013-2014				2014-15				2015-16			
	Performances	Events	Attendance	External Ticket Sales	Performances	Events	Attendance	External Ticket Sales	Performances	Events	Attendance	External Ticket Sales
JUL	28	15	9,953	9,229	17	17	10,996	305	16	12	5,464	1,116
AUG	13	17	9,994	3,225	28	17	13,525	843				
SEP	15	26	9,286	902	18	42	14,403	1,784				
OCT	116	23	42,128	1,202	114	14	36,761	4,575				
NOV	19	23	22,024	1,700	16	33	20,333	754				
DEC	10	43	14,211	760	7	17	8,124	0				
JAN	0	121	13,162	0	0	5	3,286	1,500				
FEB	4	19	16,391	0	5	14	19,673	7,142				
MAR	17	26	10,825	1,408	11	24	9,128	38				
APR	12	8	6,154	0	4	9	3,570	1,593				
MAY	11	27	9,050	0	12	19	9,796	0				
JUN	17	12	7,593	256	15	15	8,337	0				
TOTAL	262	360	170,771	18,682	247	226	157,932	18,534	16	12	5,464	1,116

#NOTE: October is Eisteddfod Month + December 2013-Jan 2014 - Ice City II



#NOTE: October is Eisteddfod Month

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Festivals and Events

Mackay Festival of Arts

- The Mackay Festival of Arts was delivered in July which saw a 10 day program that included 23 events hosted throughout the Mackay region with audiences of 37,896
- The Festival included performances from 361 local performers and 93 interstate performers.
- The Mackay Festival of Arts provides significant economic activity to the region with 37,896 attendees. As reported by Remplan, the regional benefit is estimated to be in the vicinity of \$10 million.
- Social media for the period was up 417% from this period in 2014
- Ticket sales were down on 2014 with only 2 of the 7 ticketed events selling out.
- Wine & Food Day was extremely well attended with great feedback on the revised layout and range of performers. The facilities and resources provided with the current budget plus the injection of cash sponsorship did not cope with the crowd numbers. In particular, the number of bins and toilets and the staff to service them.
- The Festival was very well received by the public and stakeholders with 100% of those surveyed agreeing they would return to the Festival again in 2016.
- Planning/programming is well underway for 2016.

Emirates Melbourne Cup Tour

- This event is locked in with promotions due to start this week 17 August 2014.

Global Grooves

- Final touches are being put on the Global Grooves program including an abundance of local and interstate performances and free workshops on offer.

New Year's Eve

- We are finalising the entertainment for the NYE River Party with sponsorships to follow immediately after.
- Discussions have been had with Bridges Bar & Restaurant to facilitate a larger licenced area at the event, to encourage 18+ patrons to stay on after the early bird fireworks for entertainment between 9pm and Midnight.



Families enjoying Erth's Dinosaurs at Wine & Food Day 2015



Audiences at Wild Things Masquerade at the MECC



Rhonda Burchmore entertaining audiences at the Jazz Brunch

Corporate Communications and Marketing

Management

Recruitment commenced for replacement of the Communications-Marketing officer following a 12 month secondment of staff member to Economic Development.

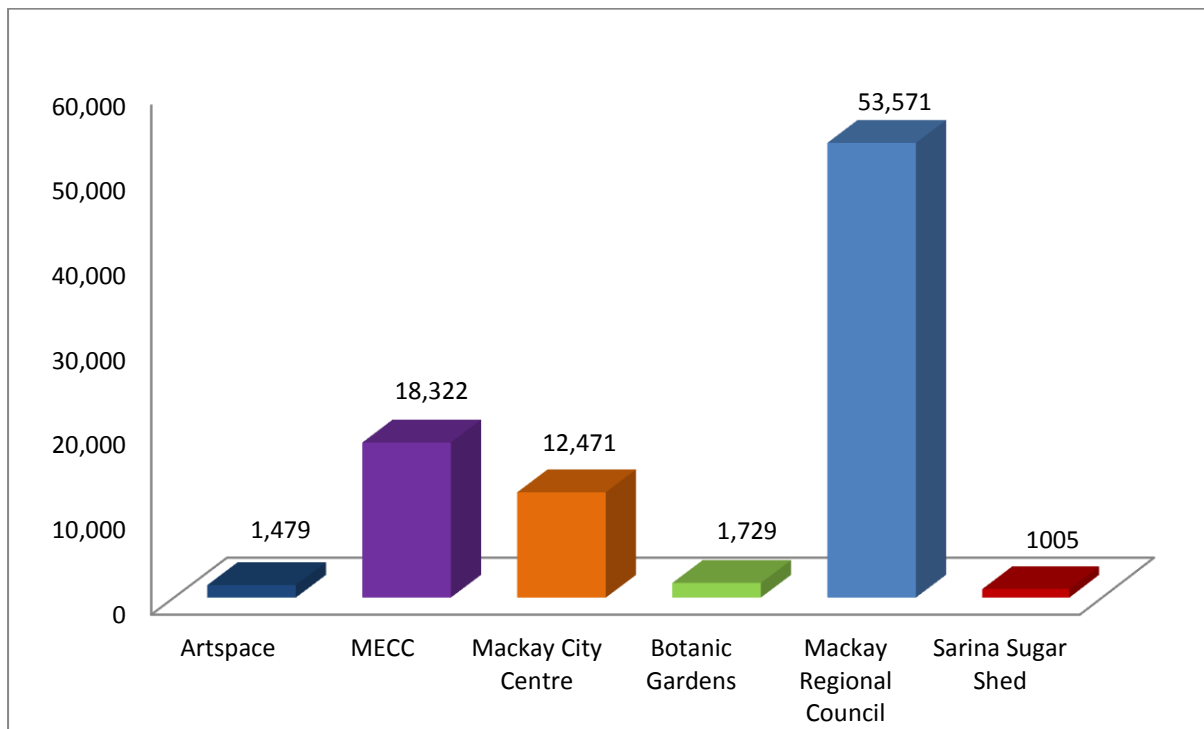
Coordinated and organised shopping centre visits for the Mayor to promote the council budget, answer rates queries and engage with local residents. These will be held during August and early September.

Work continues on the compilation of Annual Report for council adoption.

Represented council at two key events including the 25 year club dinner and the opening of the Marian Water Treatment Plant. Regular meetings held with local media outlets to discuss council issues and other activities occurring in the region, including sponsorship of some events.

Website visits for July

Visits in July to corporate website were 14 per cent up on the corresponding July period in 2014. Good MECC visitation numbers were due to interest in Festival of Arts 2015



Council Website

Visits: 53,741 Unique Visitors: 33,465

Page views: 136,756

Top 5 pages (in order of popularity)

1. /libraries > 7,080(5.18%)
2. /careers > 5,145(3.76%)
3. /staff-login > 2,822(2.06%)
4. /community/fitness_and_health/active_towns/bubble_run > 2,194(1.60%)
5. /business/planning_and_development > 2,009(1.47%)

Facebook

Fans: 8898

Page views: 3020

Utilising the *Likealyzer* monitoring tool by Meltwater News has placed our Facebook page in the top 20 for Government organisations in Australia.

Our Likerank is 81, placing us at number 18 ahead of councils such as Logan, Gosford, Townsville Ipswich and even the City of Perth. The LikeRank is a number between 1-100 that represents how likeable our brand is. The score takes into account page info, page performance, posts and posts by others

The average LikeRank score for a Government Organisation is 59. Rockhampton is number one at 90.

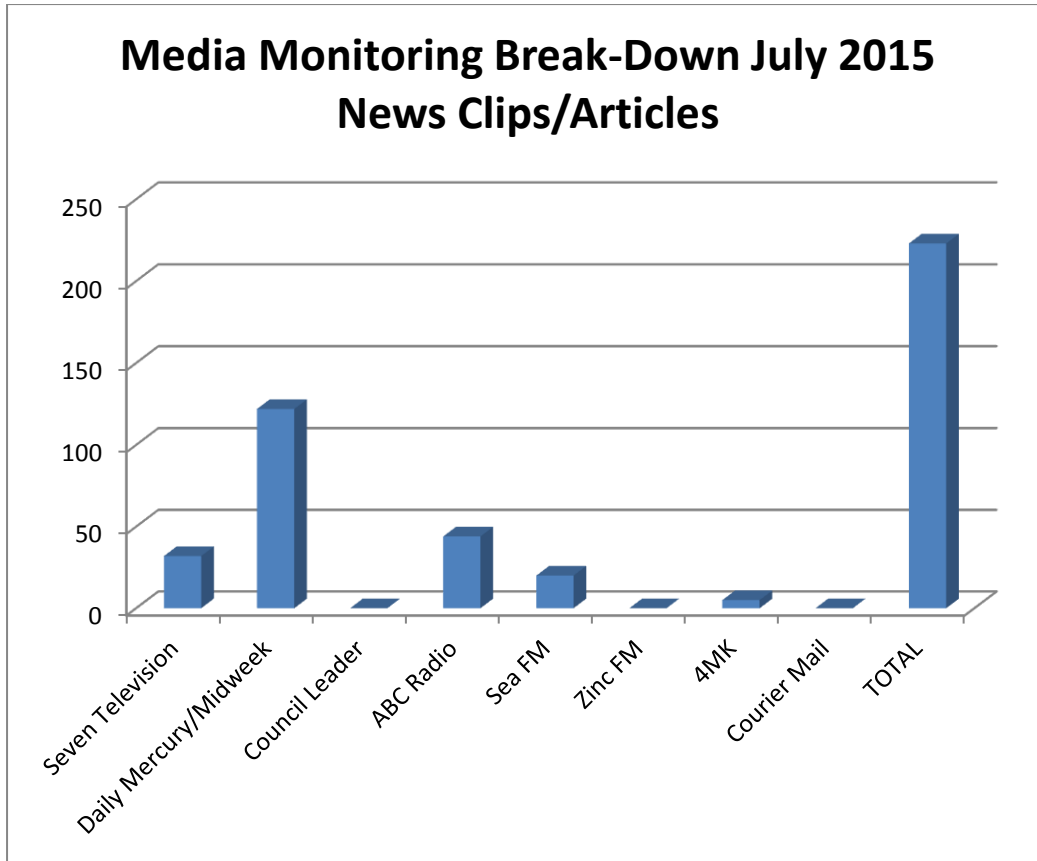
YouTube

Video views: 674

#MackayPride video has now attracted 6100 views as of August 13. It continues to be the number one viewed video on council's Youtube Channel

Top videos

1. Mackay Pride - Share Your Pride > 307 (46%)
2. Council Connect - July 21 > 42 (6.2%)
3. Pet Rego 2015 > 28 (4.2%)
4. Council Connect - July 7 > 25 (3.7%)
5. Pet Registration Day > 19 (2.8%)



A total of 223 media mentions for July, with Daily Mercury, Channel 7 and ABC Radio featuring in the top three.

General

- executed a successful advertising-marketing campaign for the 2015 Festival of Arts
- implemented the Pet Registration campaign with good results for the Pet Rego Day
- completed the 25 year commemorative books for the August 7 function
- Successful staging of the reopening of the Former Pioneer Shire Council building



Former Pioneer Shire council workers who attended the opening of the refurbished Pioneer Shire Building

- Extensive social media campaign launched to promote the Better Community Building Fund initiative. This included radio advertising but predominately focussed on Facebook posts
- Assisted with opening of the Sarina SES facility
- Provided assistance to organise the opening of the Marian Water Treatment Plant by the Queensland Premier Anastacia Palaszczuk



Dignitaries at opening of Marian Water Treatment Plant

- Mirani Caravan Park Billboard signage finalised and installed at Melba House



- Finalised billboard for Artspace Mackay to be installed on Bruce Highway north of the city
- preparations continued for opening function for Marilyn Wallman Park to be held in late August
- new #MackayPride pull up banners developed for future functions and events



People version of banner – a places one has also been created.

Community Engagement

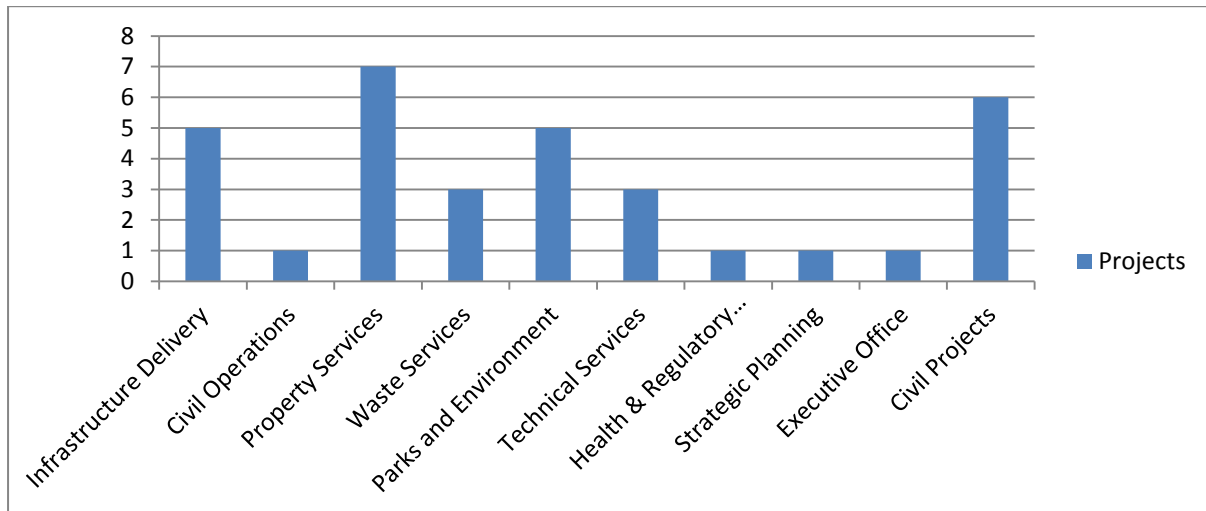
Latest News

- Public consultation for the Botanic Gardens detailed design commenced on 18 August, with a series of events occurring over the next month for the community to get involved. An interactive feedback session with the design consultants will be held at the Botanic Gardens (near the Café) on Saturday 29 August at 10.30am. Food will be provided, and anyone in the community is welcome to attend to share their ideas for the future of the Gardens.
- Consultation was completed on the proposed lease of the old Girl Guide hut in Slade Point to Surf Lifesaving Queensland. No objections were received and unanimous support was given by Slade Point Neighbourhood Watch. The proposal will now go to council for consideration.
- Community Engagement officers attended some of the recent shopping centre visits with the Mayor.
- Community feedback received during consultation on the proposed lease of land in Mirani to the Pioneer Valley Rotary Club resulted in council officers conducting further investigations into the suitability of the site. Expansion at their current site in George Johnson Park is now being considered with another consultation to begin later in August.

Number of Projects involving community engagement

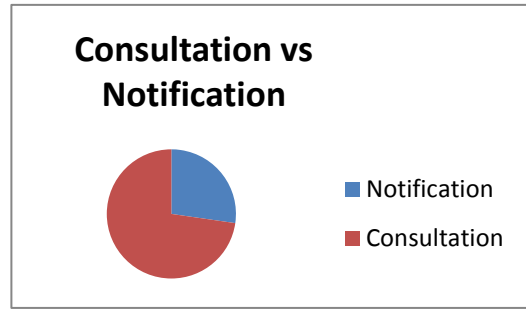
- Officers worked on 33 separate projects between July 13 and August 16.

Which council programs used the Community Engagement team?



Levels of Engagement

Officers worked on 9 projects requiring stakeholder notification and 24 projects requiring stakeholder consultation:



Major Projects Update

- Malcomson Street Upgrade – Stage 1 is progressing on schedule with no delays.
- Botanic Gardens detailed design – Community Consultation underway from 18 August.
- Footpath Trading and Structures Guideline Policy – Consultation completed in mid-July.
- City Centre Revitalisation Project – Final stage underway. Project completion on schedule for end of October 2015.

Connecting Mackay website visits for July

- Council’s online engagement website, Connecting Mackay, had 554 views over the last 30 days and 4 new individuals registered to the site.



Shopping Centre visits with the Mayor began in August. Community Engagement officers helped to answer questions

Northern Australia Services

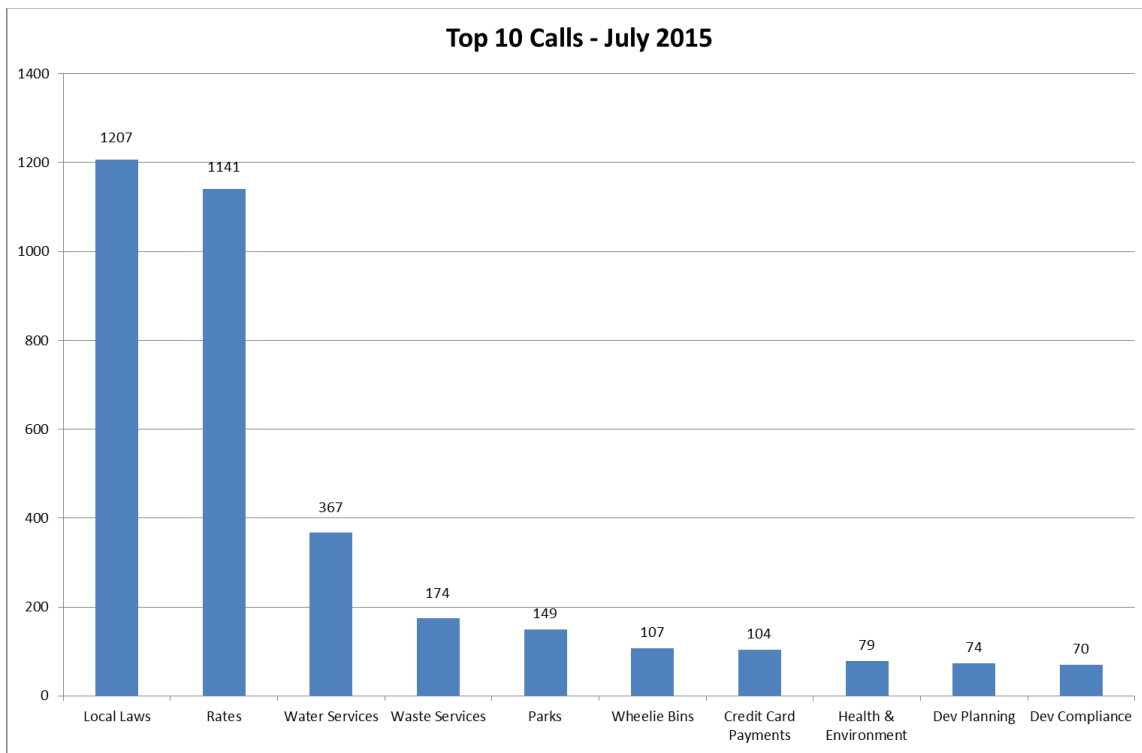
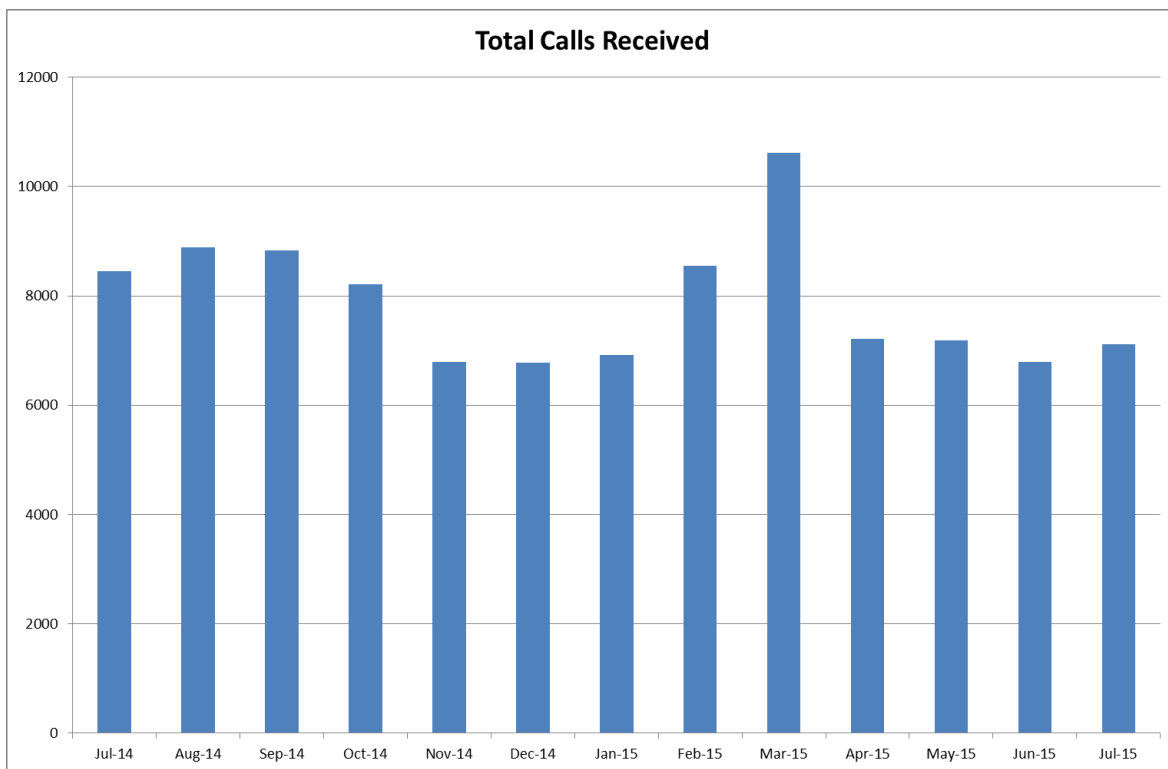
Management

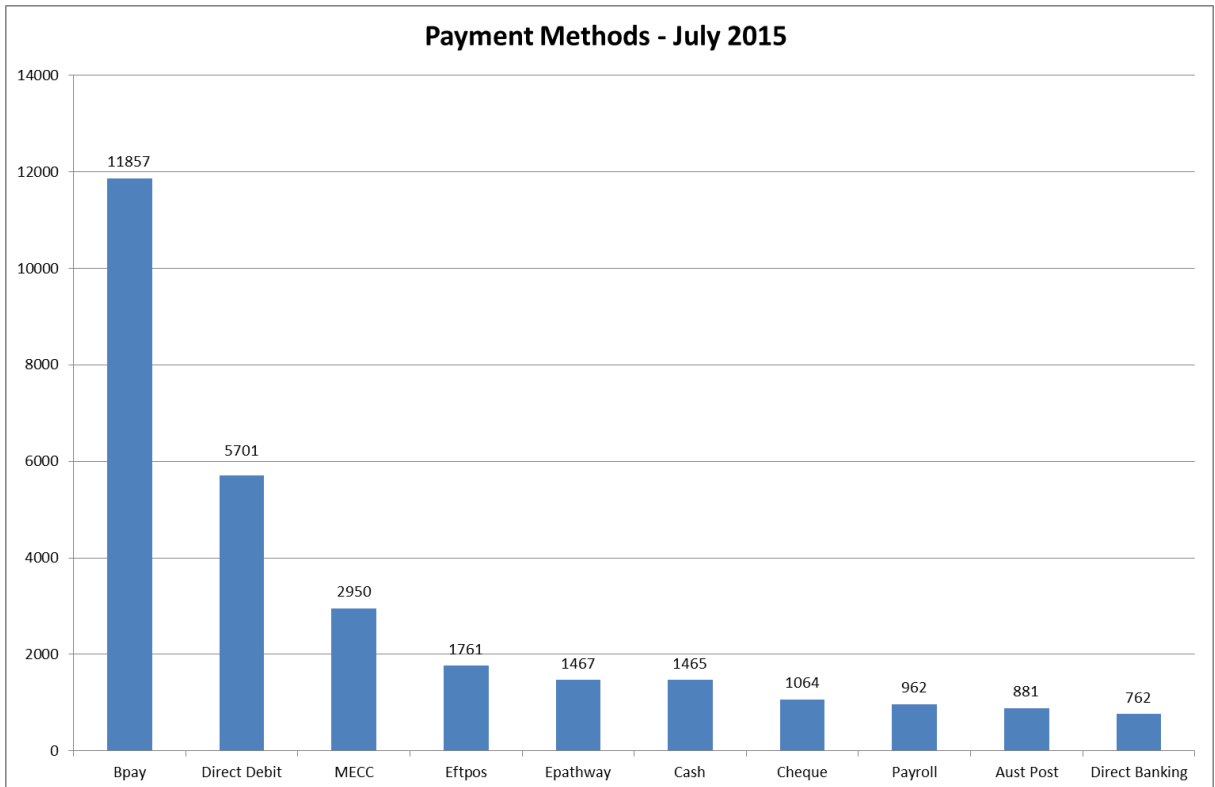
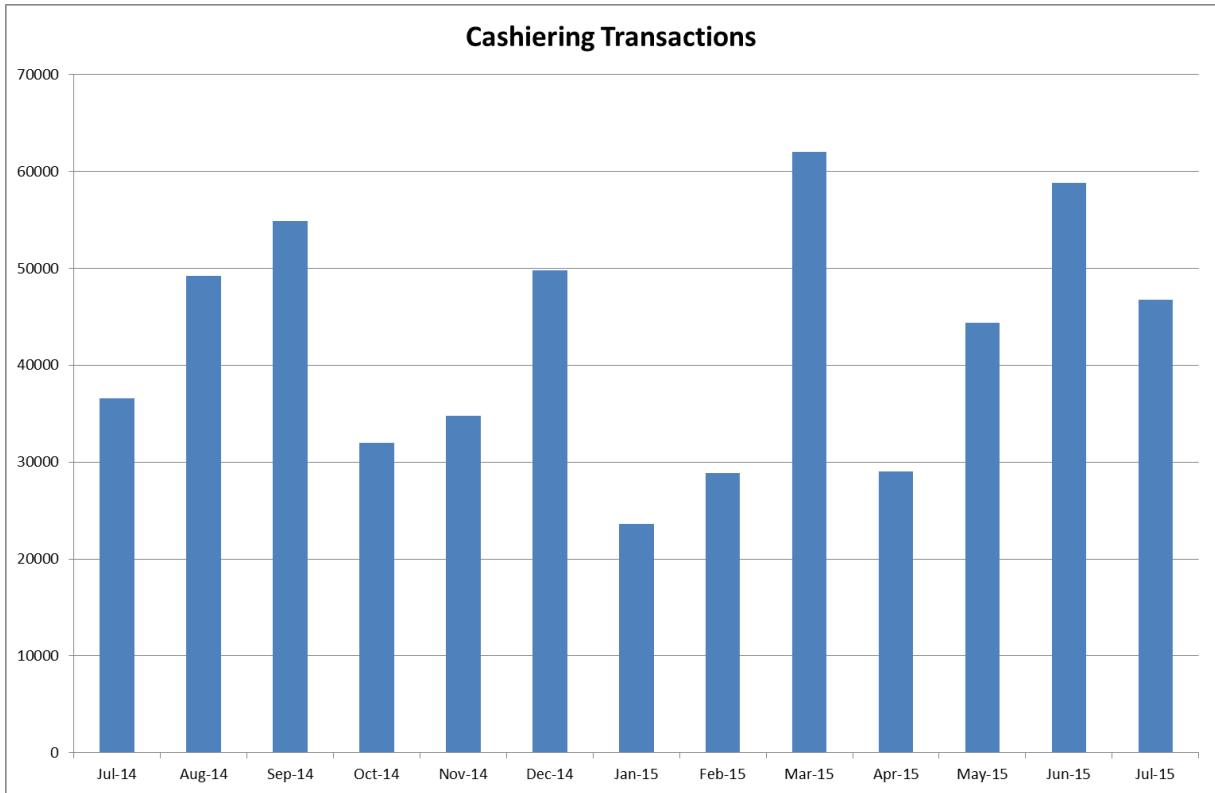
- Coordinated the development of Business Continuity Plans for Northern Australia Services
- Guided the development of the engagement processes for Information Services Strategic Plan
- Finalisation of the Operational Governance Decision Matrix
- Development of a Change Request process for Ad Hoc Service Requests
- Development of a Vacancy Assessment and Tracking process
- Assessment of the Skillssoft Contract Business Case, council's training delivery platform
- Status review of all open IS projects
- Strategic Risk Assessment of NAS for Audit & Risk Committee
- Launch of monthly staff awards
- Development of Stakeholder Engagement Map

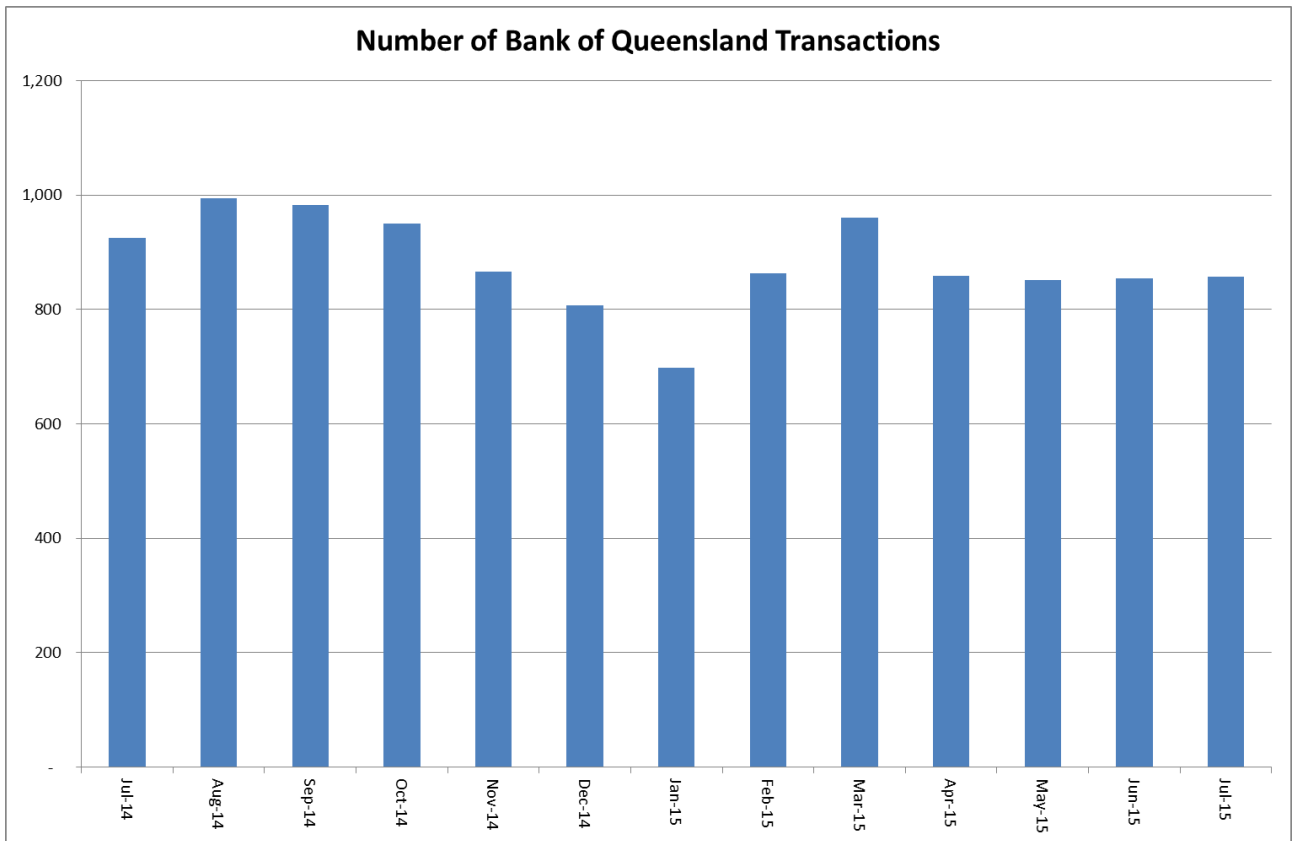
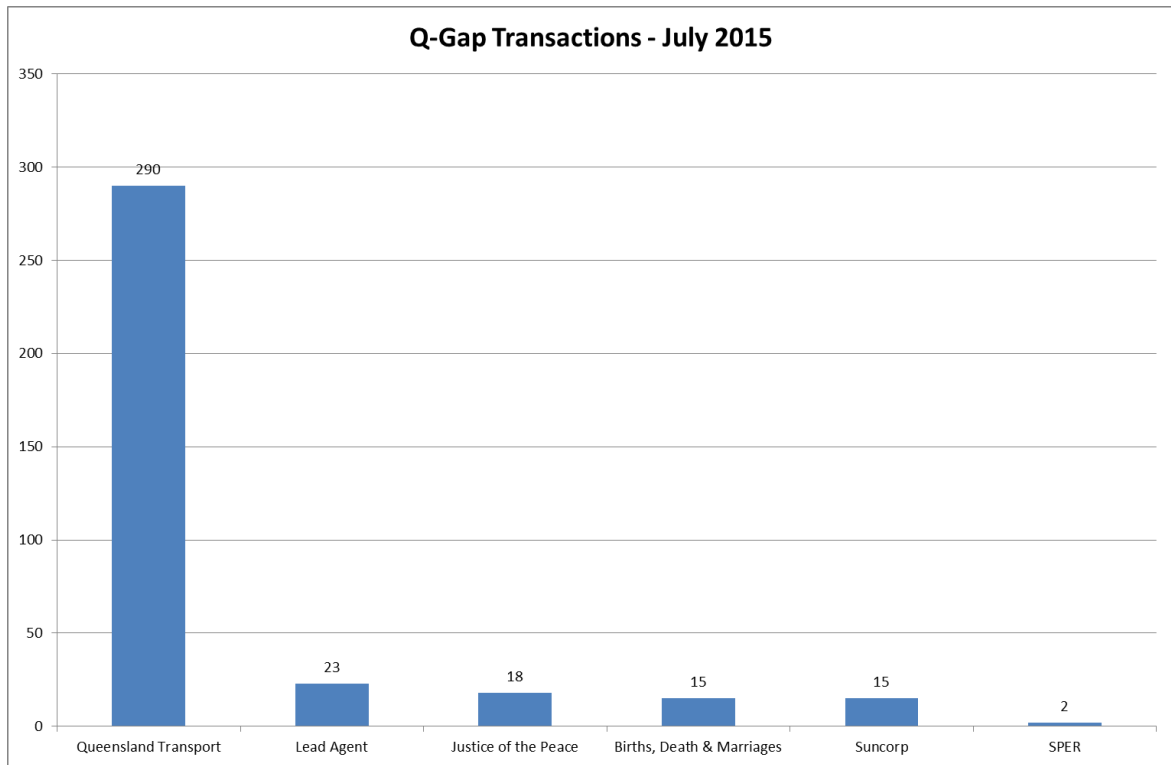
Service Successes

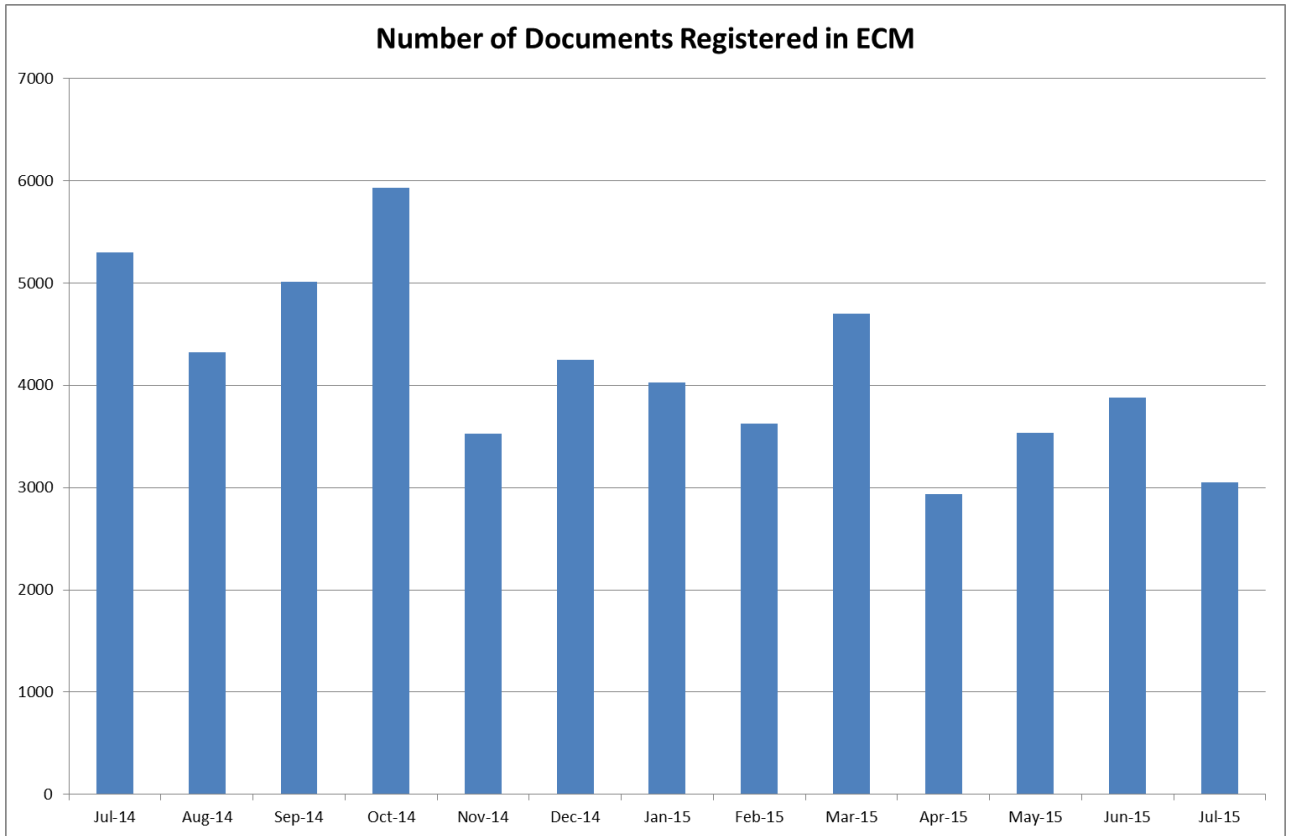
- Information Services has completed a reporting enhancement automating a previously time-consuming manual reporting task. The automation of the task improves accessibility and frequency of data, allowing for improved budgeting and forecasting.
- Rolled-out employee briefing on Transformation Phase - 7 workshops complete.
- 2nd Leadership Workshop held covering 'Leading Change' with all Team Leaders. This was to develop joint values and talk about strategies to call out non-aligned behaviour and give credits.
- Started initial service assessments of HR and Finance.
- Facilitated 8 "Understanding our Customer" Workshops with the team to provide focus on the customer and to understand who their customers are and what their expectations are of council.
- Completed a review of the results from "Unleashing Potential" improvement initiative. Winner chosen was Cathy Lennox, who submitted a great idea around the team gaining better understanding of what each other do and for teams across NAS to work together to manage peak in demands.
- Identified the initial Top 10 Transformation opportunities to focus on first.
- Undertook a joint Partnership Team Workshop on identifying Transformation opportunities identified within the Transition stage and review lessons learned so far.
- Prototype for new online Pathway customer request tracking (Council wide) in test stage.
- Completed Lessons Learned Workshop for Transition Phase.
- Microsoft Enterprise Agreement re-signed for 3 years.
- Assessed requirements of software and asset management functions.
- Forward Planning Workshop - reviewing current state of infrastructure and applications to map out scheduled maintenance requirements.
- Chris21 training for IS staff rescheduled to August due to vendor illness.
- Call coaching database completed and implemented.

Client Services

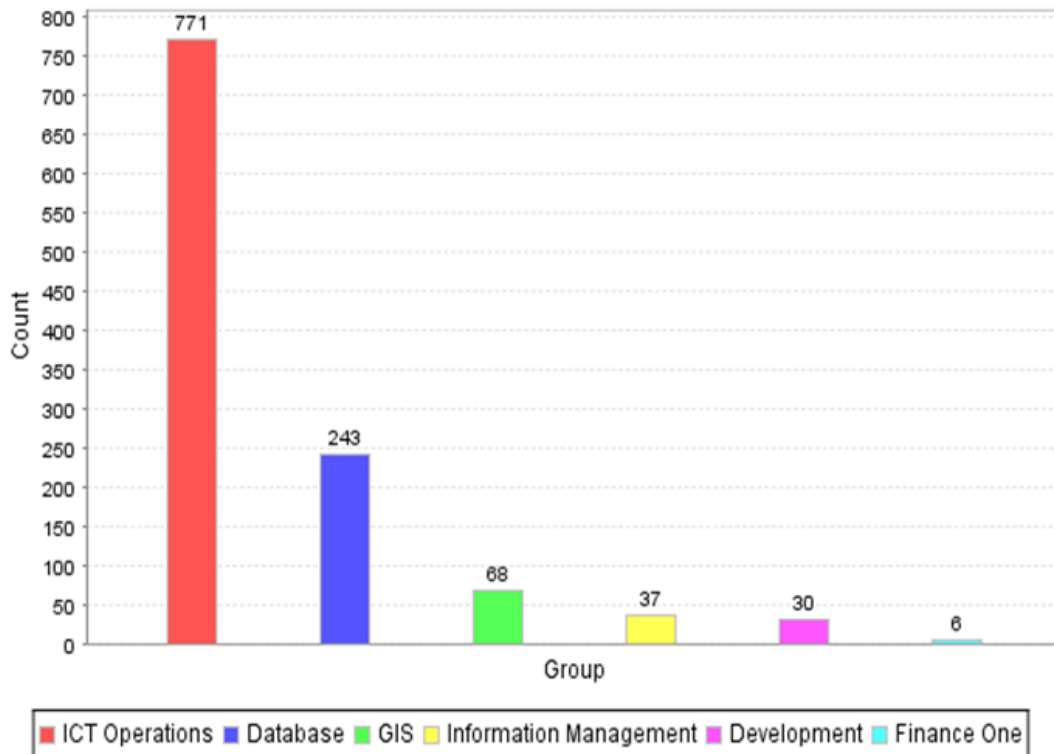




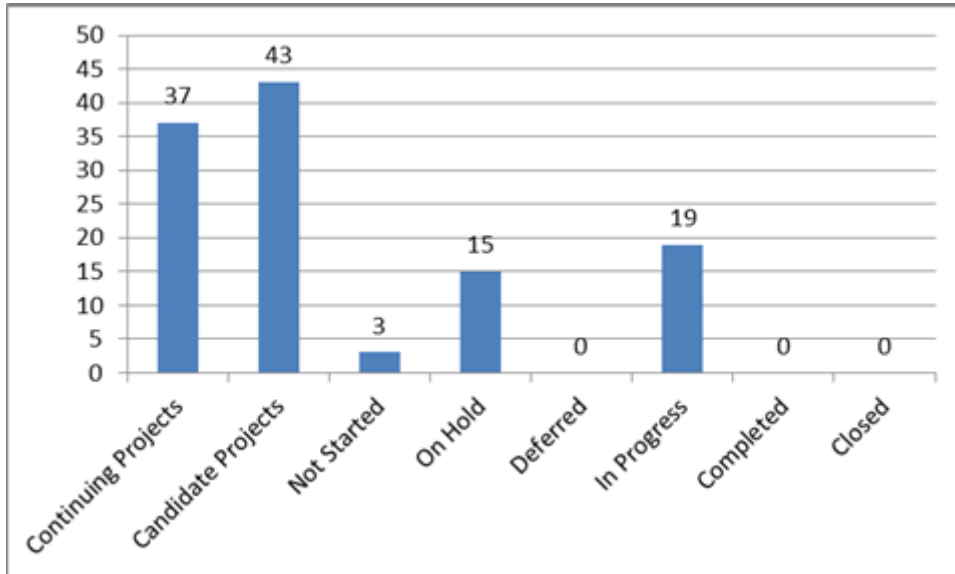




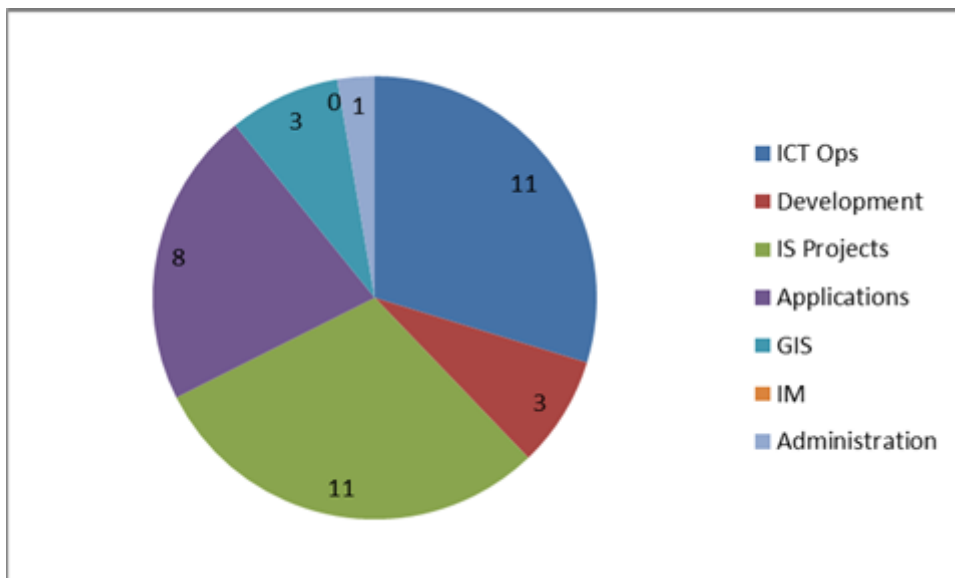
Number of Requests completed by the I.S. Team



Total Number of IT Projects Completed



Completed Projects Breakdown by IS Team



Completed Projects Breakdown by MRC Priority Alignment

