



# Development Services

Monthly Review Report

November 2016

## Executive Summary

### Development Services

It is pleasing to see a reasonable number of new developments applications this month, such as the new function facility at Mackay Harbour which will improve event facilities at this key hotel. Applications have also been approved for the new KUCOM Theatre, a community facility at Andergrove and a proposed Motel, Restaurant and Shop at the Fourways Complex. This development will include 89 motel rooms in two multistorey buildings with a pub style restaurant fronting Nebo Road. The development is anticipated to refresh and reinvigorate this existing commercial area.

With recent statistics showing Mackay has turned a corner and our local economy is experiencing strong job growth again it is promising to see our residential developers moving forward with plans for applications at Plantation Palms and Kerrisdale Estates.

All significant projects across the Department continue on track, with no major issues identified. The Parks program continues to deliver some key capital projects for the community, with a number of projects almost complete in time for school holidays at Royal Sands Park and Tom Mclean Park. A new innovative playground is also being installed at Schaefer's Paddock Park. Consultation concluded on the new Lamberts Beach Lookout project with substantial public support noted. Construction of this project will commence early in 2017.

In safety, while there were a number of minor injuries and incidents this month, it is great that the directorate has yet to have a lost time injury this year. Our improved safety record is a credit to our employee's renewed safety focus.

The Mackay Regional Planning Scheme public consultation closes 12 December 2016. It is planned that following completion of the consultation, submissions will be considered and the Scheme will be submitted for adoption early in the New Year. A State Agency Workshop was held to present and discuss Mackay waterfront development opportunities and potential Mackay Priority Development Area. The event was well attended by State Government and Council representatives.

Consultation on the draft Stormwater Strategy is now complete and a final Stormwater Strategy is being prepared for adoption by Council early in the New Year.

October was also another successful month for Councils conference and events fund with four new events approved through the program, including a Cowboys trial match and the Parks and Leisure State Conference. A six person delegation from IEA Bioenergy Task 42 Bio refineries visited Mackay from November 16–19. The delegates attended various sites and Council hosted an industry networking function at Artspace on Thursday 17 November.

Christmas is well and truly upon us, and you may have noted that the Parks staff have installed Christmas decorations and trees across all business centres during November. Some new decorations were purchased and installed and plans are in place to install more new city centre decorations in December.

Merry Christmas everyone.



**Peter Owen**  
**Acting Director Development Services**



**Cr Karen May and Sugar Shed Coordinator, Glenys Mansfield with the awards won at the Queensland Tourism Awards. Sarina Sugar Shed won two gold and one bronze at the Awards.**

# Development News 11/2016

## Updates on Significant Developments Currently Being Assessed by Council

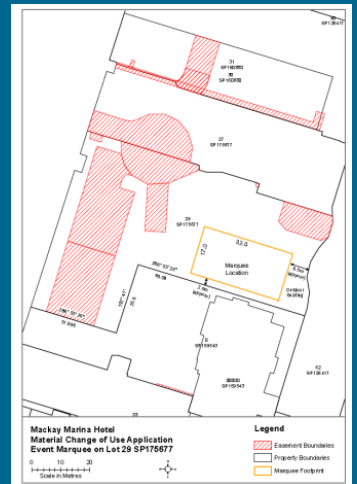
### NEW APPLICATION

DA-2016-106

34-38, 40, 42 & 44 Mulherin Drive, Mackay Harbour

The proposed development will expand the existing Hotel facilities to include an outdoor function area. This outdoor function area will be located adjacent to the existing swimming pool area and will overlook the marina. The area will be predominantly covered by a marquee. The marquee will be 544m<sup>2</sup> in area and will be 32.0m long by 17.0m wide. The outdoor function area will be served by the existing hotel kitchen. However, additional bar space will be provided within the marquee during functions.

The function area will be available for both public and private events in which amplified sound will be used. The function area will operate between 6am -12 midnight. The patrons to the function area will utilise the existing hotel car parking areas. However, the existing Hotels liquor licence will be extended to include the function area.



### OW LODGED

OW-2016-29

2-4 Discovery Lane, MOUNT PLEASANT QLD 4740

This Civil Works Application is for the construction of a Child Care Centre. Works to be carried out for this application are roadworks, stormwater, drainage works, earthworks and sewerage infrastructure with associated infrastructure over the existing allotment.

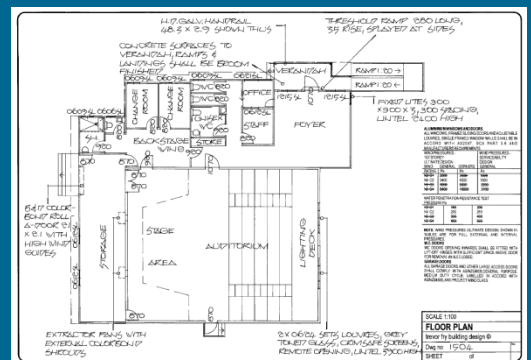


### APPLICATION APPROVED

DA-2015-148

Lease 123, 2 Snow Wright Court, ANDERGROVE QLD 4740

KUCOM is proposing a new clubhouse which will stage some theatre productions. Productions will also likely be staged away from the venue where appropriate, for example at the MECC. Primarily the clubhouse functions as a meeting place for members to share a common interest and participate in creative activities. The Development Permit is for a Community Facility. The completed facility will have a gross floor area of 375m<sup>2</sup> with 24 car parking spaces.



### PLANS SEALED

SPCOM-2013-153/1

Lot 700 Merritt Court, MARIAN QLD 4753

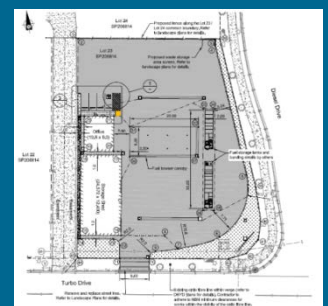
Nabilla Riverlink Estate Stage 12 - Partial Release 1 - Plan of Lots 491, 495 & 701

### OW APPROVED

OW-2016-28

15-21 Turbo Drive, PAGET QLD 4740

This Civil Works Application is for the construction of a warehouse for storage, office and unmanned Private Service Station. Works to be carried out for this application will be stormwater drainage, access and landscaping.





## Monthly Safety Review

### Summary

In 2016-17 year to date, there continues to have been no lost time injuries, which is a very positive result.

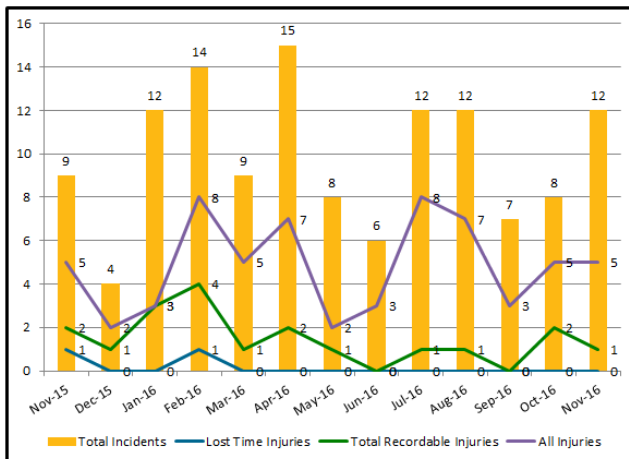
Fire drills were conducted across most of Council's workplaces in the months of October and November, preparing staff in the case of a real event. The effort given by all staff, especially the Wardens is to be commended.

Twelve incidents were reported during November, five of which resulted in minor injury:

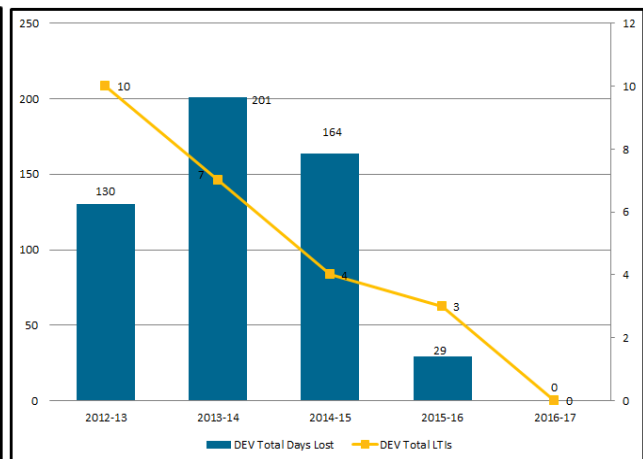
- An officer was stung on the hand by a wasp.
- A worker experienced muscle pain in lower back after a day of labouring activities.
- An officer felt sharp pain in shoulder while using a pole saw.
- An officer received a foreign object to the eye
- An officer received multiple wasp stings.

Other incidents included minor damage to vehicles and plant.

### Incidents and Injuries



### Lost Time Injuries & Days Lost



Department	2012-13		2013-14		2014-15		2015-16		2016-17	
	LTI	Days Lost	LTI	Days Lost	LTI	Days Lost	LTI	Days Lost	LTI	Days Lost
Development Engineering										
Development Assessment										
Parks	9	130	6	179	4	164	3	29		
Strategic Planning										
Economic Development			1	22						
<b>Development Services</b>	<b>9</b>	<b>130</b>	<b>7</b>	<b>201</b>	<b>4</b>	<b>164</b>	<b>3</b>	<b>29</b>	<b>0</b>	<b>0</b>

# Review of Operations

- On Track
- Potential Issue
- Definite Issue

## STRATEGIC PLANNING

Regional and Local Area Planning		
Projects	Status	Description / Update of Project
Mackay City 3D Model Project	●	3D model of current and potential future development for the Mackay City Centre currently being developed.
City Centre Heritage Register	●	Statement of significance for each property on the local heritage register is being compiled in accordance with the Queensland Heritage Act. Finalised heritage citations for current heritage places will be rolled out progressively during 2016/17.
Mackay Region Industrial Land Provision Study	●	Long term study to consider infrastructure options for developing industrial precincts identified in the draft planning scheme. The eastern Paget/ Airport precinct is being investigated. Initial findings of planned infrastructure capacity limit development capacity to planning scheme projections. Study will be ongoing for 2016/17.
Planning Scheme Policy – Open Space Policy	●	Draft policy to set service standards for open space provisions under the draft scheme. Consultation on the draft policy planned after completion of the draft planning scheme.
Growth Allocation Model	●	A model to allocate and map future urban growth over a 20 year projection period based on growth scenarios. The model is being updated with 2015 State population projections for low and medium growth scenarios.
Mackay Potential Development Area	●	Council, in consultation with Economic Development Queensland has commenced investigating the potential development and activation opportunities of the Pioneer River and Binnington Esplanade. Background studies are underway and a first State Agency workshop was held during November 2016.

Transport & Infrastructure Planning		
Projects	Status	Description/Update of Project
Transport Modelling	●	Transport model developed and further scenario testing to be undertaken during 2016/17.
Development of a Local Government Infrastructure Plan	●	Project planning and preparation for the project is underway. Development of the Draft LGIP is scheduled to commence in the fourth quarter of 2016 and set to be completed by June 2018.
Road Hierarchy Review Project	●	A review of the Mackay Regional Council road hierarchy in the context of current land use and transport planning framework. Stage 1 review to be completed in 2016/17.

Waterways		
Projects	Status	Description/Update of Project
McCready's Creek South Stormwater Trunk Infrastructure Study	●	Study to consider existing flooding and stormwater drainage issues in the McCreadys Creek south catchment (which includes parts of Glenella, Mt Pleasant, Richmond & Beaconsfield) and identify acceptable solutions for trunk stormwater infrastructure for the next five years and potential ultimate development in the catchment.
Bakers Creek Stockroute Road East Stormwater trunk infrastructure Strategy	●	Study to consider existing flooding and stormwater drainage issues in the Bakers One catchment (which includes parts of Ooralea, Bakers Creek and Paget) and identify acceptable solutions for trunk stormwater infrastructure for the next five years and potential ultimate development in the catchment.

Voluntary mechanism for Stormwater Quality Management – projects	●	Projects which are undertaken when Developers take up the option to contribute to regional stormwater quality projects instead of undertaking these projects on their development sites.
Mackay Region Coastal and Inland Flood Hazard Adaptation Strategy	●	Project to identify the Mackay Regions coastal and flood hazards and identify adaptation options to minimize the adverse impacts of these hazards.
Urban Stormwater Quality Management Plan for Mackay	●	A Plan for how stormwater quality is managed in the Mackay Region. Review of previous plan is underway.
Minor Stormwater system design standard for residential areas	●	Proposed reduction of minor stormwater system design standard from existing 18% AEP (Q5) to 39% AEP (Q2). Interim arrangements to consider the changed standards of service have been developed.
Flood Gauge Mapping	●	This project will create interactive mapping showing the flood footprint linked to the Forgan Bridge flood gauge height. The mapping is expected to become operational in mid-2017.
Mackay Regional Flood and Stormwater Management Strategy	●	The Flood and Stormwater Management Strategy will be a ten year strategy which will allow Council to plan and undertake measures to manage flood and stormwater, to minimise the risks to the community. Consultation on the Strategy is now complete and a final strategy is being prepared for adoption by Council in early 2017.
Mackay Floodplain Management Plan	●	This project has now commenced. A brief of the Mackay Floodplain Management Plan Project was prepared and a consultant appointed. An inception meeting with internal and external stakeholder groups was held during November.
Catchment Data and Studies Review	●	Organise and consolidate existing stormwater catchment data and studies, presenting it in a GIS-referenced format with links to relevant data sources (such as studies, future planned works, infrastructure-related agreements, drawing index, etc.). All catchment data and studies have now been collated and will be included in the modelling as part of the Floodplain Management Plan project.
Stormwater Design Guidelines Review	●	Produce new stormwater design guidelines for inclusion in Planning Scheme Policy SC6.12-10. Amendments process to commence after adoption of the Mackay Region Planning Scheme, generally aligning with recommendations from QUDM.
Storm tide Study	●	Mackay Regional Council engaged WBM BMT to update a storm tide study, originally completed in 2011, using updated terrain data collected in 2015. The study is complete and the revised storm tide levels have been provided to Council. While the storm tide levels did not change significantly for the majority of the Mackay Regional Council area, the revised storm tide levels can be applied with a greater level of confidence and are now available for application to the planning scheme on acceptance of the new levels by Council.
Mackay Inundation Simulation Model – Storm tide and riverine flooding	●	An interactive terrain visualization model is being developed to show various inundation scenarios for community presentation.

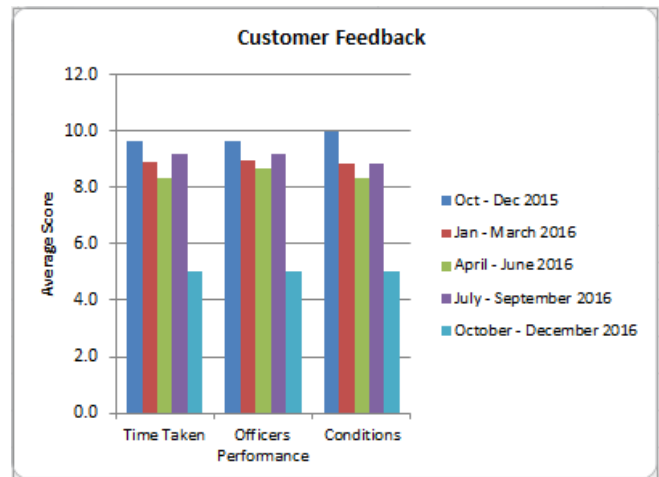
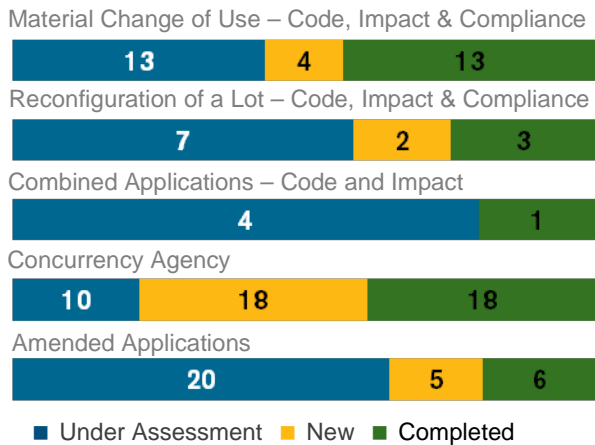
**Project update:**

Council recently took delivery of the Pioneer River Floodplain Inundation Simulation Model. The Model, which is a 0.6m by 1.2m 3 dimensional representation of the Pioneer River floodplain, is coupled with a projector and IPAD controller that allows various layers to be projected onto the valley below. Currently, an aerial image can be projected onto the model, as well as predicted inundation extents from a range of events, including a flood from the Pioneer River and storm tides.

The model was displayed at Global Grooves and attracted strong community interest, with very positive feedback provided with regard to the model allowing people to orientate themselves with various landmarks when assessing their flood risk. In the short term, the model will be displayed in the foyer of the new Dudley Denny City library, allowing library visitors to scroll through a range of inundation events. Over the longer term, the model will continually be updated to make it easier for users to relate to and will be used for a variety of application ranging from emergency management planning to display proposed planning scheme updates.

## DEVELOPMENT ASSESSMENT

### Volume of Operations



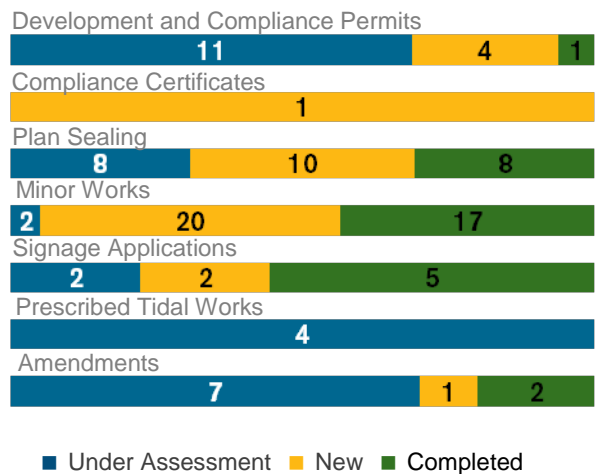
No Customer Feedback forms returned in November 2016.

### Development Services Performance Against Legislative Timeframes

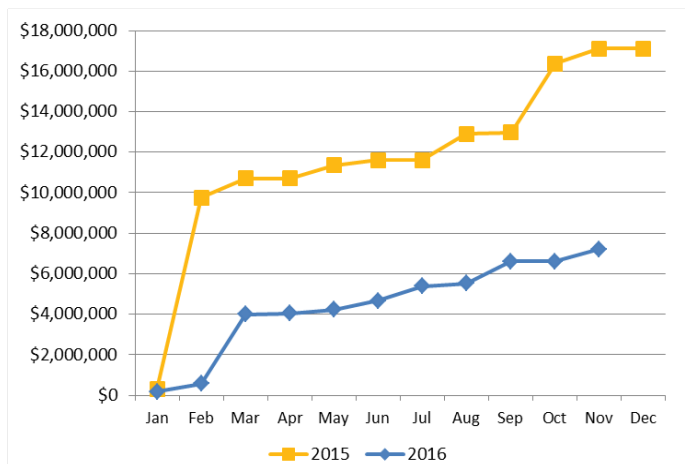
Application	Status	% Decided
MCU Code (85% in 40 Days)	🟢	100% decided in 40 days
MCU Impact (50% in 40 Days)	🟢	100% decided in 40 days.
ROL (85% in 40 Days)	🟢	100% decided in 40 days.
Concurrency Agency (85% in 10 Days)	🟢	100% decided in 10 days.
FastTrack / Streamlined Applications		No Applications Lodged

## DEVELOPMENT ENGINEERING

### Volume of Operations



### Value of Approved Operational Works Cumulative value of works to date

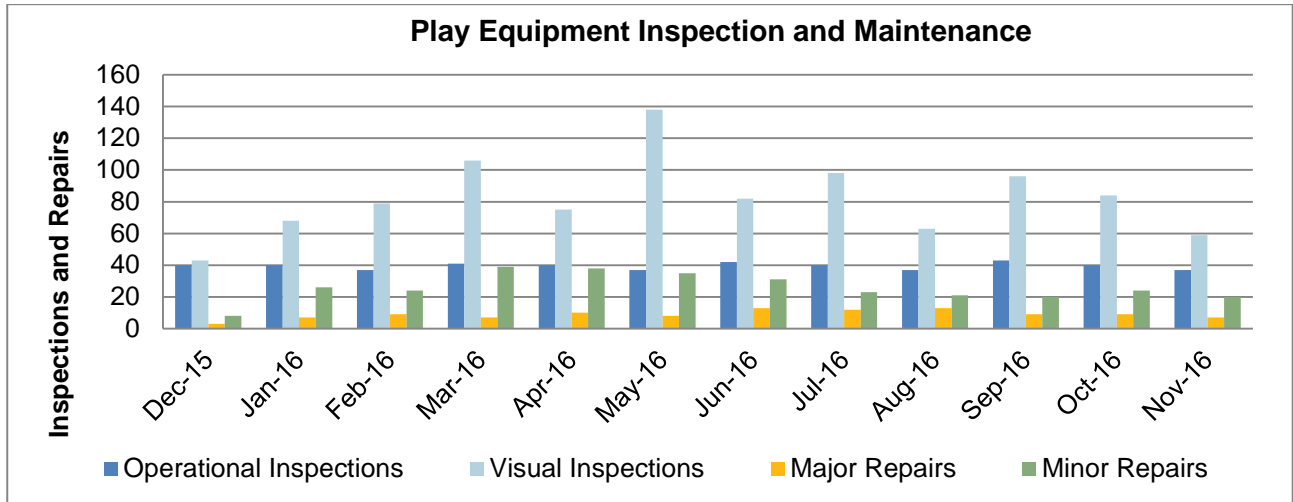


Four Operational Works applications were approved in November with a total value of works of \$ 595,384.

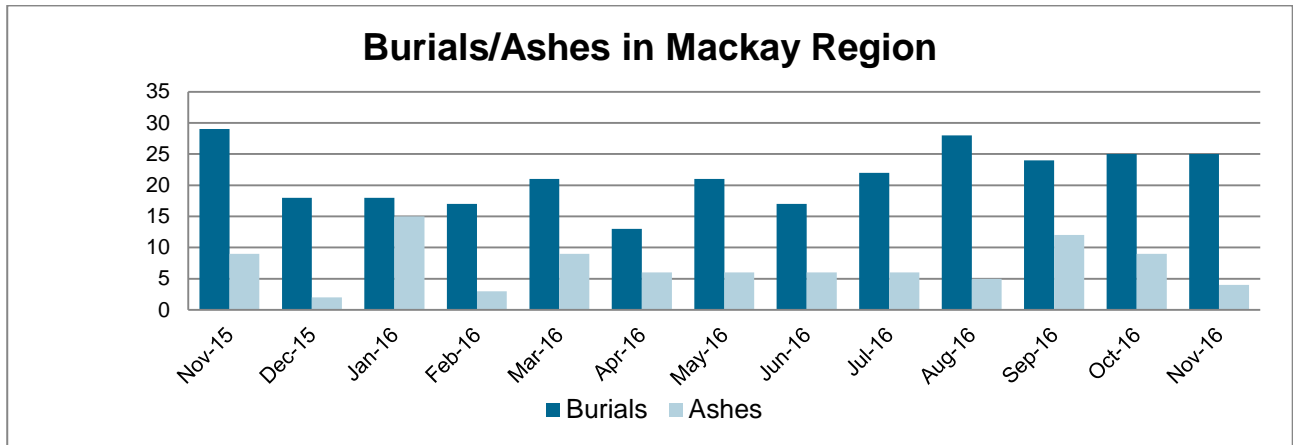
Application	Status	% Decided
Minor Works (85% in <10 Days)	🟢	100% decided in 10 days.
Signage Applications	🟢	Two applications received, one decided within 10 days.
Operational Works (85% in 40 Days)	🟢	100% decided in 40 days.
Plan Sealing (85% decided in 20 days without action notice)	🟢	83% decided in 20 days without action notice.

## PARKS AND ENVIRONMENT

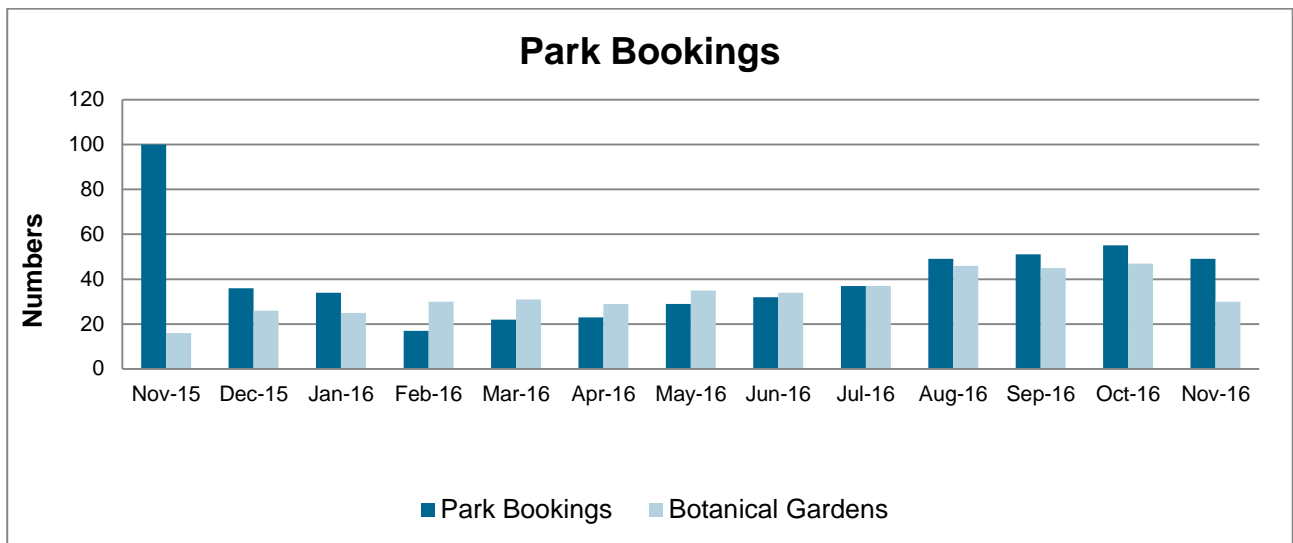
### Parks Building Services Activities



### Cemeteries

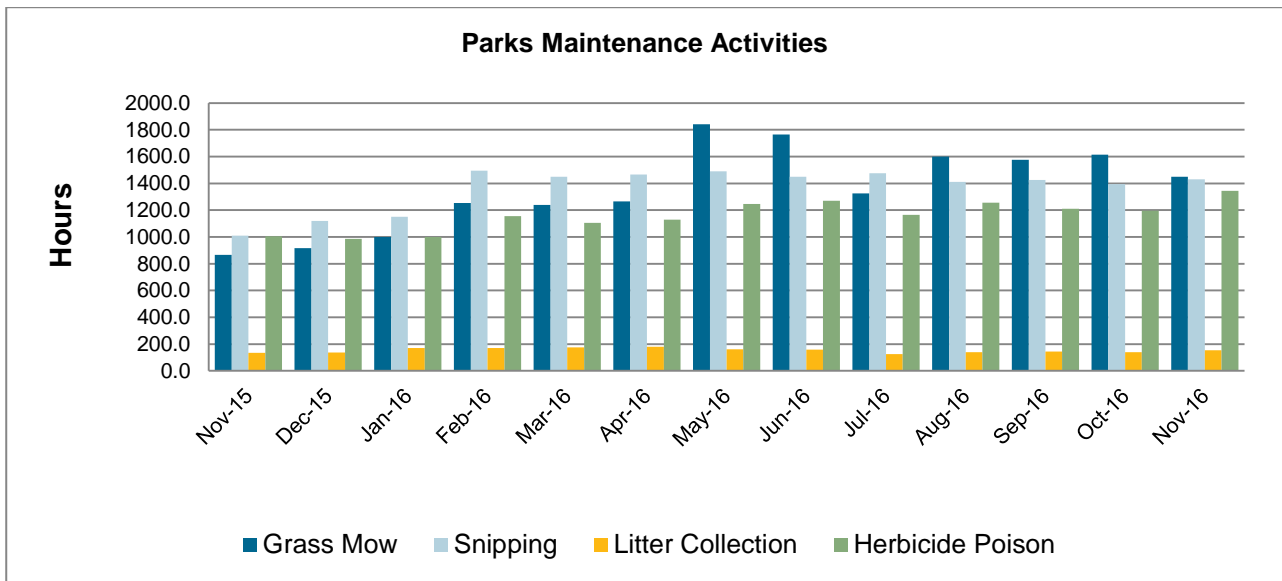


### Administration – Parks Bookings

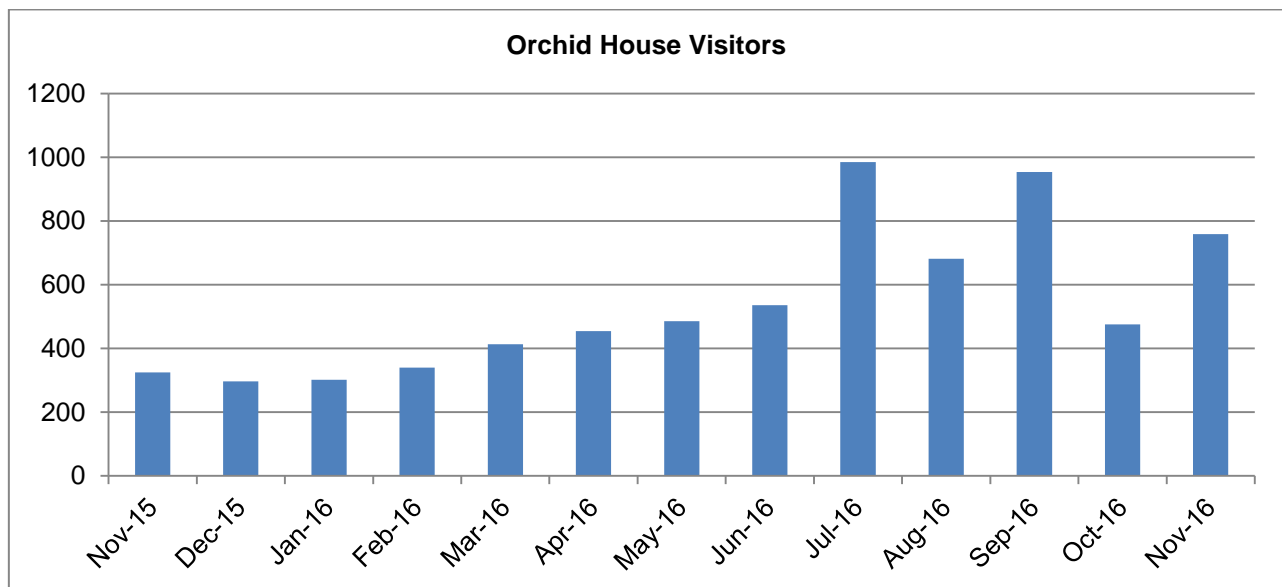




Grass Maintenance Activities



Horticulture



<b>Natural Environment Projects</b>		
<b>Project</b>	<b>Status</b>	<b>Description of Project</b>
Fish hotels	★	10 new fish hotels (engineered wooden structures that provide habitat for fish and other wildlife) have been installed at the downstream end of the Gooseponds near old Evans Avenue and upstream of Malcolmson St.
Local Coastal Plans	★	3 community catch up events were held at Bucasia, Blacks Beach and Grasstree Beach. All events were well attended by the community. The consultation period concludes on 2nd December.
Reef Guardian Council Program	★	A Reef Guardian Council Working Group meeting was held which included a field trip.
Schools activities	★	Students from Whitsunday Anglican College attended a session at the Mackay Natural Environment Centre

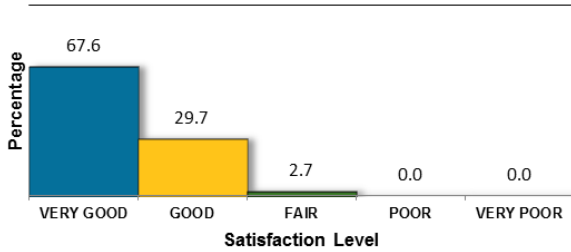
<b>Capital Works Projects</b>		
<b>Project</b>	<b>Status</b>	<b>Description of Project</b>
Rubber Soft Fall Under surfacing	★	Project involved replacing sections of aged and damaged playground rubber soft fall at Canelands Park, John Breen Park, Mulherin Park, Illuka Park, Eimeo Esplanade and Northview Park. Works now completed.
Royal Sands Park	★	Works to refurbish the existing play equipment, construct a shade structure over the play and build a picnic shelter and half basketball court are almost complete.
Tom McLean Park	★	Construction of two shade structures over existing playgrounds and installation of concrete playground edging is well advanced.
Schaefer's Paddock Park	★	Replacement of old play equipment and construction of shade structure is in progress.
New Mulherin Park Furniture Replacement	★	Replacement of eleven picnic settings and five park bench seats at New Mulherin Park is now completed.

<b>Botanic Gardens Projects</b>		
<b>Project</b>	<b>Status</b>	<b>Description of Project</b>
Irrigation Upgrades	★	Completed. New infrastructure has enabled the switch to raw supply.
Cremorne Sector upgrades	★	Upgrades and improvements to the Cremorne Visitor Centre in progress.
Pathway upgrades	★	Various pathway upgrades in progress. Balmoral Pathway upgrade complete. Works due to start in the Cremorne sector shortly.
Operational Depot upgrades	★	Detailed design of the Operations Depot in Meadowlands being finalised.
Meadowlands detailed design	★	Detailed design of the balance of Meadowlands in progress. Scope adjustments brought project back on track
Lagoons desilting	★	Options analysis to determine desilting method in progress.

## REQUESTS FOR MAINTENANCE WORK

### Parks & Environment

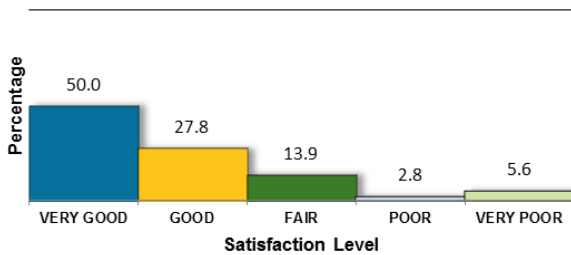
Attitude of staff receiving request



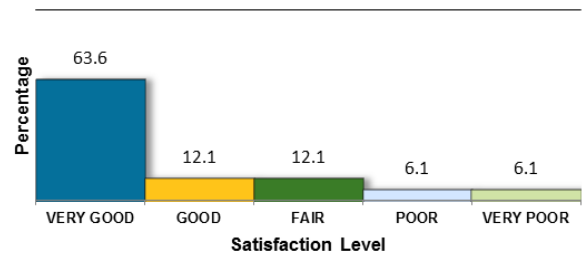
Attitude of staff attending request



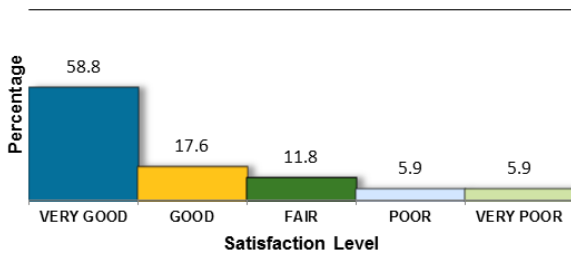
Time taken to address request



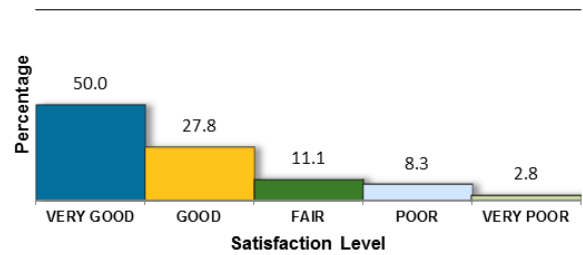
Appearance of completed work



Degree work addresses request



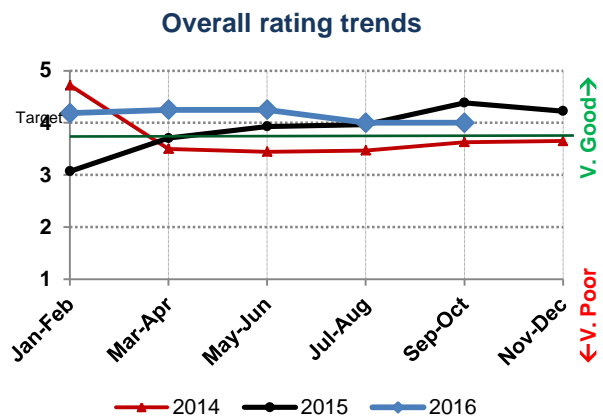
Overall satisfaction with response



### Representative Comments

- Very friendly and helpful people.
- Very happy with response time, thank you.
- Unbelievable how quick they came. Rang Friday, workers were here by Monday lunch time.
- Neat, wouldn't know a tree had been there.
- Satisfactory – not long lasting.
- Again first class.
- Exactly as asked for.
- I felt too many workers and vehicles for such a small job.
- Very good. Job done in no time.
- Entirely satisfied great work all.
- I was very impressed with the level of professionalism shown by council staff who completed the tree maintenance and their friendly attitudes. Clean up afterwards was exceptional.
- Within a reasonable time.

### Trends



**ECONOMIC DEVELOPMENT**

Program	Activity	Report Period	YTD 16/17	Target	Status	Comments	
<b>Investment Facilitation and Business Support</b>	Meetings facilitated with developers / property owners / business owners	4	18	-	★	<ul style="list-style-type: none"> <li>Four meetings were held with developers / property owners regarding doing business in the region.</li> <li>Assistance and input provided to other Council departments where required.</li> </ul>	
	Applications approved under Facilitating Development Policy	3	5	-	★	<ul style="list-style-type: none"> <li>Three x Stage 2 applications were approved.</li> <li>One x Stage 1 – EOI application was received.</li> </ul>	
	Mackay Region Fishing Strategy					★	<ul style="list-style-type: none"> <li>The strategy scope has been finalised and the procurement process to engage a consultant has commenced.</li> </ul>
	Regional Investment Prospectus					★	<ul style="list-style-type: none"> <li>Content of the Regional Investment Prospectus has been finalised and is currently in the final stages of design.</li> </ul>
	REMPAN Online Statistics					★	<ul style="list-style-type: none"> <li>Economic Profile</li> <li>Views</li> <li>October - 437</li> <li>September - 913</li> <li>August – 754</li> <li>July - 816</li> <li>City of User</li> <li>Brisbane – 39.5%</li> <li>Sydney – 22.8%</li> <li>Melbourne – 15.2%</li> <li>Mackay – 6.5%</li> </ul>
<b>Industry Development and Networking</b>	Meetings with local businesses/ industry representatives	30	108	100	★	<ul style="list-style-type: none"> <li>Staff attended 30 industry development and networking meetings and events.</li> </ul>	
	Global Reach					★	<ul style="list-style-type: none"> <li>Indian Trade Mission</li> <li>A local trade mission to India was coordinated by Trade and Investment Queensland to coincide with the International Mining and Machinery Exhibition.</li> <li>The Program sponsored a Director of the Resource Industry Network (RIN) to attend the Trade Mission.</li> <li>An outcomes report prepared by RIN will be submitted to Council in the future.</li> </ul>
						★	<ul style="list-style-type: none"> <li>International Energy Agency (IEA) Bioenergy – Task 42 Biorefineries</li> <li>A six person international delegation from IEA visited Mackay from 16-19 November.</li> </ul>

Program	Activity	Report Period	YTD 16/17	Target	Status	Comments
						<ul style="list-style-type: none"> <li>ED supported the Department of State Development with a site tour of the Wilmar Ethanol Distillery, Queensland University of Technology (QUT) Bio commodities Plant, Mackay Sugar, Mackay Sugar Cogen Plant and the Sugar Refinery.</li> <li>Council hosted an industry networking function at Artspace for the delegation on the 17 November.</li> </ul>
					★	<ul style="list-style-type: none"> <li>Australia India Business Council (AIBC)</li> <li>In conjunction with Trade and Investment Queensland a further meeting with AIBC has been arranged in December to discuss the hosting of an Energy Forum in Mackay in 2017.</li> </ul>
	Export Ready Program				★	<ul style="list-style-type: none"> <li>Thirteen local businesses participated in the 10 week Export Ready Program which commenced in early September.</li> <li>The final 'pitching event' was held on 3 November and businesses were required to prepare a business pitch regarding the product or service they intend to export. A review panel provided feedback on each presentation.</li> <li>Positive feedback was received regarding the course and a future program will be investigated for 2017.</li> </ul>
	Pepper – The robot				★	<ul style="list-style-type: none"> <li>A Working Group Meeting was not held in November. Arrangements have commenced for the signing of a Memorandum of Understanding between Central Queensland University and Mackay Regional Council.</li> </ul>
	Startup Mackay				★	<ul style="list-style-type: none"> <li>The Startup Weekend was held from 18th – 20th November with sponsorship provided by Economic Development.</li> <li>Economic Development will meet with the event organisers in the coming months to have an event debrief and to discuss future events and partnership opportunities.</li> </ul>
	Split Spaces Mackay				★	<ul style="list-style-type: none"> <li>Split Spaces Mackay hosted the Startup Weekend from the 18th – 20th November.</li> <li>Economic Development facilitated a visit by a representative from Firestation 101, Ipswich Innovation Hub, to attend Startup Weekend and meet with council representatives.</li> </ul>
<b>Tourism Development</b>	Recreational Vehicle Attraction					<ul style="list-style-type: none"> <li>A workshop is being prepared in late January / early February 2017 to engage with existing accommodation operators and key industry stakeholders.</li> </ul>
	Mirani Caravan Park – Recreational Vehicle and Caravan Attraction				★	<ul style="list-style-type: none"> <li>Investigations in to the installation of tourism signage/decals at the Mirani Caravan Park have continued.</li> <li>Investigations in to the marketing collateral for businesses in the Pioneer Valley have continued. Signage design has previously been discussed with Corporate Communications.</li> </ul>

Program	Activity	Report Period	YTD 16/17	Target	Status	Comments
<b>Place management of suburbs and localities</b>	Evans Avenue/North Mackay				🟢	<ul style="list-style-type: none"> <li>Discussions with stakeholders have continued regarding a fence line art project in the Evans Avenue parkland with property owners approving the use for public artwork. Economic Development is working with the Arts Development Officer on the public art project.</li> </ul>
	Pioneer Valley				🟢	<ul style="list-style-type: none"> <li>Economic Development, Strategic Planning and Property Services are assisting the Valley Heart Business Group with processes regarding the leasing of Mirani Railway Station.</li> <li>Council's Parks team are now assisting with the Platypus Beach project which involves clearing of weeds on the Pioneer River creek banks. Parks are confirming approval requirements with the Department of Infrastructure, Local Government and Planning.</li> </ul>
	Sarina					<ul style="list-style-type: none"> <li>The project scope for the delivery of free WiFi throughout Sarina and the Sarina Field of Dreams is being prepared and will go for tender in December.</li> <li>Website content for the Sarina Field of Dreams has been finalised and the website is currently being developed.</li> <li>The next Field of Dreams Advisory Committee meeting has been scheduled for January 2017.</li> </ul>
<b>Mackay Pride Façade Improvement Scheme</b>	Round Three Applications	2	9	10	🟢	<ul style="list-style-type: none"> <li>Nine applications for Round Three have been received. Seven applications have been approved and two are still under assessment. Works have commenced on two approvals, with five yet to commence.</li> </ul>
	Round Four Applications	0	0	0	🟢	<ul style="list-style-type: none"> <li>Round Four applications opened on October 24th and will close on November 28th.</li> </ul>
<b>Invest Mackay Events Attraction and Conference Attraction</b>	Number of events/conferences held in the month	1	27	-	🟢	<ul style="list-style-type: none"> <li>One event was held in November being the Bass Australia – Sunline &amp; Lucky Craft Championship</li> </ul>
	Number of events /conferences approved in the month	4	20	10 (yearly target)	🟢	<ul style="list-style-type: none"> <li>New events/conferences approved through the program include: <ul style="list-style-type: none"> <li>NRL Trial Match Cowboys Vs Roosters</li> <li>2017 Football Qld State Country Championships</li> <li>Active Transport Conference</li> <li>Parks &amp; Leisure State Conference</li> </ul> </li> </ul>
	Ongoing meetings with events to provide support and ensure funding obligations are met.					🟢

**e-Statistics**

	Nov subscribers	Oct subscribers	Sept subscribers	August subscribers	July subscribers	June subscribers	May subscribers
City Centre Business Network	1,021	1,031	716	725	743	753	764
Regional Focus Business Network	313	313	313	310	310	307	307
Sarina Businesses Network	289	288	288	287	286	288	287
Evans Avenue Network	132	132	122	122	122	122	122
City Deals Club Subscribers	2,824	2,825	3,306	3,306	3,299	3,306	3,392
Mackay Region Joblink Analytic Report	Not available	381 users 1,474 views	375 users 1,155 views	371 users 667 views	365 users 939 views	357 users 1,406 views	345 users 1,406 views

**City Centre Coordination**

Program	Activity	Status	Comments
<b>City Centre Taskforce</b>	Taskforce Meetings	●	<ul style="list-style-type: none"> <li>After consultation with pre-existing Taskforce Members, the Economic Planning &amp; Development Committee decided to cease the operation of the City Centre Taskforce. All businesses in the City Centre have now been given the opportunity to discuss City Centre events and opportunities at Business Information Sessions, to be held three times per year. A Business Information Session was held on Tuesday 15 November, in which representatives from 6 businesses attended.</li> </ul>
<b>City Centre Events / Community Participation</b>	Greater Whitsunday Farmers Market	●	<ul style="list-style-type: none"> <li>The Greater Whitsunday Food Network have relocated the Farmers Markets to the Bluewater Quay and amended the operating hours from 8am to 1pm each Wednesday as of 9 November.</li> <li>Whilst it has been difficult to count actual attendees in the new, broader location, anecdotal reports suggest a definite increase each week since the relocation</li> <li>Additional marketing support is being provided to assist in the ongoing success of the Farmers Market, including the production of City Centre electronic materials (e.g. Website &amp; Facebook banners, City Centre WiFi advertising), and the printing of magnets for distribution to restaurants and cafes.</li> </ul>
	Christmas Campaign	●	<ul style="list-style-type: none"> <li>Plans are well underway for Mackay City Centre's Christmas campaign. The campaign will include a Christmas Elves workshop, complete with gift wrapping services, kids craft and a competition. The main prize is \$5,000 in City Centre Cash. Advertising will include a gift guide in Pakmag, radio and press advertising.</li> </ul>
	New Year's Eve River Party	●	<ul style="list-style-type: none"> <li>The event is managed by the MECC on behalf of Mackay City Centre. Plans have commenced for this event, which will include a children's show, main act, food vendors, and fireworks.</li> </ul>

	Chinese New Year	★	<ul style="list-style-type: none"> <li>Plans are in place to host a Chinese New Year Event on 4 February. EOI forms have been given out to participants from last year as well as all Asian food businesses in the City Centre. Infrastructure and entertainment bookings have also commenced.</li> </ul>
<b>City Centre Development / Marketing Campaigns</b>	Window Activation Strategy	★	<ul style="list-style-type: none"> <li>Planning has commenced for the activation of vacant buildings in the City Centre with Christmas windows</li> </ul>
	WiFi Strategy	★	<ul style="list-style-type: none"> <li>Promotion and delivery of marketing opportunities via the FREE City Centre WiFi platform.</li> <li>Brochure distributed at the Business Information Session on June 6 and November 15, as well as at subsequent meetings. Minimal interest has been received from businesses to date.</li> <li>DL Flyer produced and distributed to public.</li> </ul>
	City Centre Active Kids and City Centre Active in the City	★	<ul style="list-style-type: none"> <li>Weekly activities undertaken and renewed for July – December 2016:                             <ul style="list-style-type: none"> <li>Zumba</li> <li>City Dog Walking</li> </ul> </li> <li>Quotes have been requested from these businesses for renewal from January – June 2017.</li> </ul>

Program	Activity	Report Period	YTD	Target 16 /17	Status	Comments
<b>Business Attraction</b>	Businesses attracted to City Centre	1	8	10	★	Lilac House

**City Centre Digital Statistics**

City Centre Digital Statistics								
Facebook	Nov	Oct	Sept	Aug	July	June	May	April
<i>Likes</i>	4,719	4,705	4,610	4,511	4,175	4,141	4,030	4,002
<i>Total Reach</i>	40,529	75,640	114,581	167,133	34,739	25,035	35,260	21,899
Mackay City Centre Instagram								
<i>Followers</i>	994	980	942	896	813	702	637	609
<i>Following</i>	130	130	130	118	117	113	111	111
City Centre WiFi								
<i>Total Users</i>	1,141	1,091	1,042	1,351	1,342	1,043	1,014	986
<i>Total Sessions</i>	5,146	4,177	2,538	3,336	3,902	2,497	2,383	2,384
<i>Average Session Times</i>	13m 14s	13m 2s	17m 47s	16m 45s	15m 53s	15m 32s	14m 4s	15m 22s



**Sarina Sugar Shed**

Program	Activity	Report Period	YTD	Target 16/17	Status	Comments
<b>Business Operations</b>	Visitation	503	6,223	10,000	🌟	Visitors came from: <ul style="list-style-type: none"> <li>• Mackay Region – 102</li> <li>• Queensland – 86</li> <li>• NSW – 31</li> <li>• Victoria – 44</li> <li>• SA, WA, NT, ACT, TAS – 35</li> <li>• Overseas – 150</li> </ul>
	Ticket Sales	\$9,920	\$94,255	\$185,000	🌟	<ul style="list-style-type: none"> <li>• November 2016 - \$9,920</li> <li>• October 2016 - \$11,288</li> <li>• September 2016 - \$27,909</li> <li>• August 2016 - \$18,402</li> <li>• Ticket sales are less than previous months due to it being the end of the tourism peak and the commencement of warmer months.</li> </ul>
	Total Income (incl. Tickets income)	\$42,588	\$243,320	\$526,500	🌟	<ul style="list-style-type: none"> <li>• November 2016 - \$42,588</li> <li>• October 2016 - \$36,329</li> <li>• September 2016 - \$65,464</li> <li>• November 2015 - \$36,329</li> <li>• Total income is higher in comparison to November 2015 due to increases in visitation and sales. Attendance at the Good Food and Wine Show in Brisbane contributed \$11,479 of alcohol sales.</li> </ul>
	Total Expenses	\$87,936	\$404,460	\$812,592	🌟	<ul style="list-style-type: none"> <li>• November 2016 - \$87,936</li> <li>• October 2016 - \$62,750</li> <li>• September 2016 - \$71,690</li> <li>• November 2015 - \$68,755</li> <li>• Staffing for tour buses and attendance at the Greater Whitsunday Farmers Markets have resulted in increased staffing and wage expenses.</li> </ul>
<b>Business and Product Development</b>	Farm Tour Wagons				🌟	<ul style="list-style-type: none"> <li>• Work is nearly complete on the farm tour wagons.</li> <li>• Work continues to ensure that appropriate planning approvals and processes are followed.</li> <li>• Tours will commence in late 2016 (subject to approval) and are expected to increase visitation and revenue.</li> <li>• Interest has been received from tour operators and booking services in regards to tours for next season.</li> </ul>
<b>Marketing and Media</b>	2016 Queensland Tourism Awards				🌟	<ul style="list-style-type: none"> <li>• The Sarina Sugar Shed won gold in two categories for the 2nd consecutive year and bronze in a Category 2 Tourism Attraction. The awards are as follows:               <ul style="list-style-type: none"> <li>- Gold – Excellence in Tourism</li> <li>- Gold – Wineries Breweries and Distilleries Bronze – Tourism Attractions</li> </ul> </li> </ul>