



Development Services

Monthly Review Report

November 2019

Executive Summary

DEVELOPMENT SERVICES

Work has commenced on the Gordon White Library garden revitalisation project. The scope and design of the project was developed by Council staff, taking into account sustainability principles, the use of local and regional native plant species and the use of species that are water efficient and wildlife attracting.

Two significant strategy documents, the Regional Events Strategy and the Economic Development Strategy 2020-2025, were adopted by Council on 27 November. The Events Strategy identifies a vision for Mackay to be recognised as a leading regional events destination and provides Council with a framework to deliver this vision. The Economic Development Strategy provides a framework and action plan to deliver a coordinated regional approach to economic development in the Mackay Region. Both Strategies were developed with extensive and wide ranging stakeholder engagement, and will guide Council's future activities in relation to events and economic development more broadly.

On the subject of events, the Economic Development and Tourism Program in partnership with the MECC and Mackay Tourism delivered the annual Events and Conference Briefing on 21 November. Over 100 tourism operators and event organisers attended this briefing, enabling attendees to plan for and maximise opportunities from events and conferences planned in 2020.

The Mackay Region Camping Analysis commenced in November. This project will establish a framework to guide Council's investment in its camping facilities. It will also explore future development opportunities for camping and recreational facilities at the three Sunwater operated dams in the Mackay Region. The project is expected to be completed by the end of February 2020.

Council endorsed the progression of the Eungella-Finch Hatton Mountain Bike Park project on 27 November. Work on land acquisition, detailed design and other approval processes will now commence.



Aletta Nugent
Director Development Services



Rebel's Women's Big Bash League – Adelaide Strikers Vs Brisbane Heat – Invest Mackay Events and Conference Attraction Program Sponsored – November 2-3, 2019

Development News 11/2019

Updates on Significant Developments Currently Being Assessed by Council

APPLICATION LODGED

DA-2019-138

19 Yaralla Avenue, East Mackay

The application proposes the subdivision of 3,561m² residential lot in Yaralla Avenue. The property is proposed to be reconfigured into 6 residential lots and common property.



APPLICATION LODGED

OW-2019-29

Lot 975 Eimeo Road, Rural View

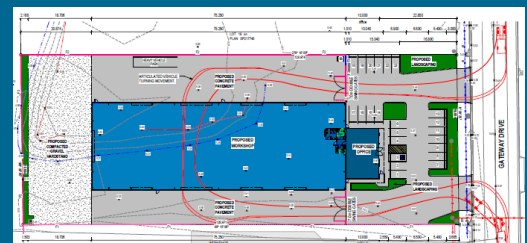
Operational Works application for civil works for the construction of 47 residential lots in Plantation Palms Estate Stage 5A1 and 5A2. Proposed works include earthworks, roadworks, stormwater drainage, water and sewerage infrastructure and landscaping.

APPLICATION APPROVED

DA-2019-110

40-44 Gateway Drive, Paget

The approval allows for the development of an Industrial workshop for general industry uses in two stages.



APPLICATION APPROVED

OW-2019-13

2 Andergrove Road, Andergrove

Operational Works application for civil works for the construction of 18 residential lots, known as 'Providence'. Proposed works include earthworks, internal roadworks, stormwater drainage, water and sewerage infrastructure and landscaping.



Monthly Safety Review

Summary

Six incidents were reported involving MRC employees and contractors.

The following injuries to MRC employees were reported in November:

- Pain in shoulder after spraying weeds while carrying a hand-held spray unit.
- Minor finger burns while cleaning a BBQ.
- A minor bite from an unleashed dog while cleaning BBQs.
- Elbow soreness after using a pole saw.
- Spider bite.

The following near miss incident was reported in November:

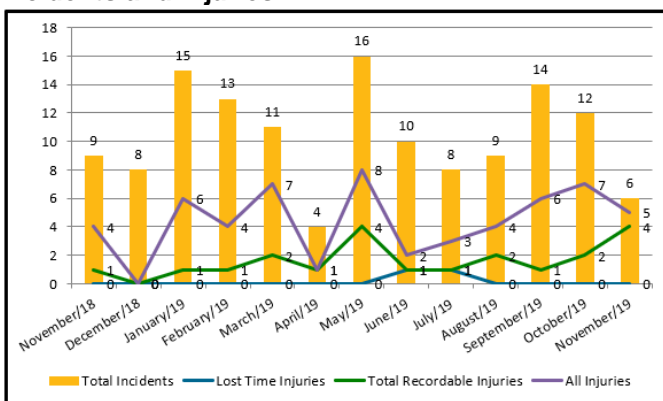
- During a pre-start inspection, an item of equipment was found to be faulty.

Each incident is investigated, and appropriate corrective measures implemented to reduce future risks.

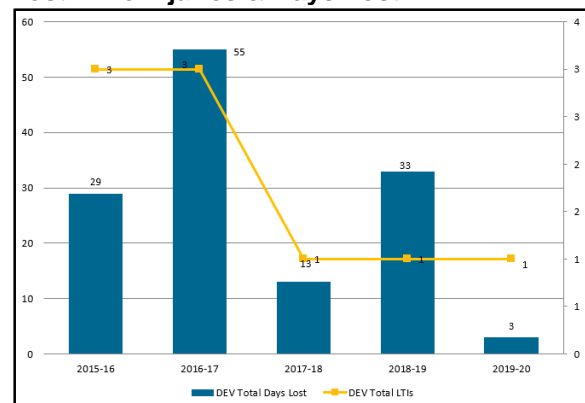
For the 2019-20 year, one lost time injury has been recorded:

- While standing up from a crouching position an employee felt severe back pain. Three days were lost as the worker recovered.

Incidents and Injuries



Lost Time Injuries & Days Lost



Department	2015-16		2016-17		2017-18		2018-19		2019-20	
	LTI	Days Lost	LTI	Days Lost	LTI	Days Lost	LTI	Days Lost	LTI	Days Lost
Development Engineering										
Development Assessment										
Parks, Environment & Sustainability	3	29	3	55	1	13	1	33	1	3
Strategic Planning										
Economic Development & Tourism										
Development Services	3	29	3	55	1	13	1	33	1	3

Financial Report

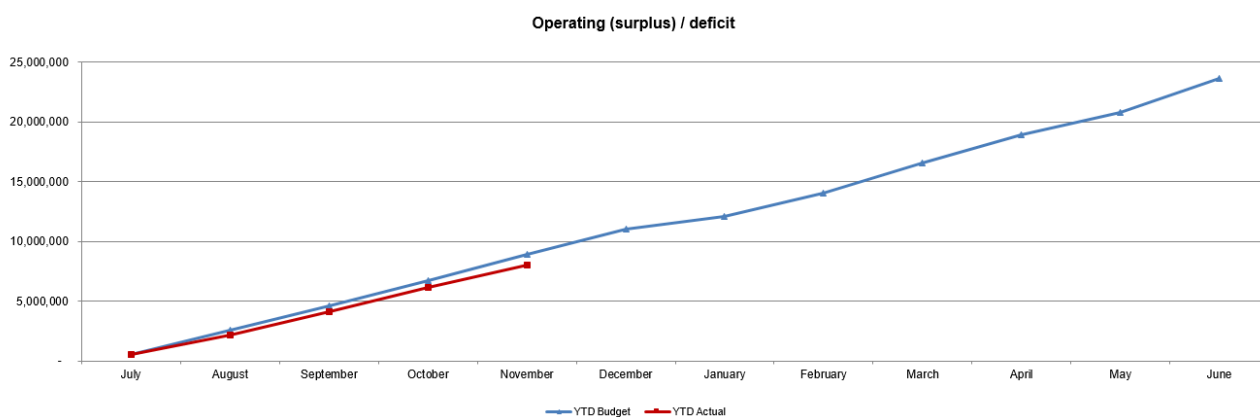
Timing of leave continues to result in a negative variance in the Development Services Management budget. The Strategic Planning budget is showing a surplus due to ongoing vacancies, revenue received through a grant for the Flood Intelligence Plan project and an internal funds transfer for the independent report on the current and future industrial land supply.

While development application numbers are strong, revenue is falling below budget for some application types, resulting in a negative budget variance for Development Assessment. Strong application numbers have resulted in revenue exceeding budget for the Development Engineering program, resulting in a positive budget variance.

The Economic Development & Tourism and Parks, Environment & Sustainability program budgets are tracking well, with no issues causing concern in relation to meeting budget targets.

Operating Results	YTD budget	YTD actual	Variance	Status
Development Services Management	179,758	194,446	14,688	🔴
Strategic Planning	899,314	677,794	(221,520)	🟢
Development Assessment	16,167	25,674	9,507	🔴
Development Engineering	33,999	(270,973)	(304,972)	🟢
Economic Development & Tourism	812,082	773,437	(38,646)	🟢
Parks, Environment & Sustainability	6,961,650	6,614,445	(347,205)	🟢
TOTAL OPERATIONAL	8,902,970	8,014,824	(888,146)	🟢
Legend	🟢 YTD Variance favourable of budget 🟡 YTD Variance unfavourable, between 0% and 5% of YTD Budget 🔴 YTD Variance unfavourable, more than 5% of YTD Budget			

Operating Results

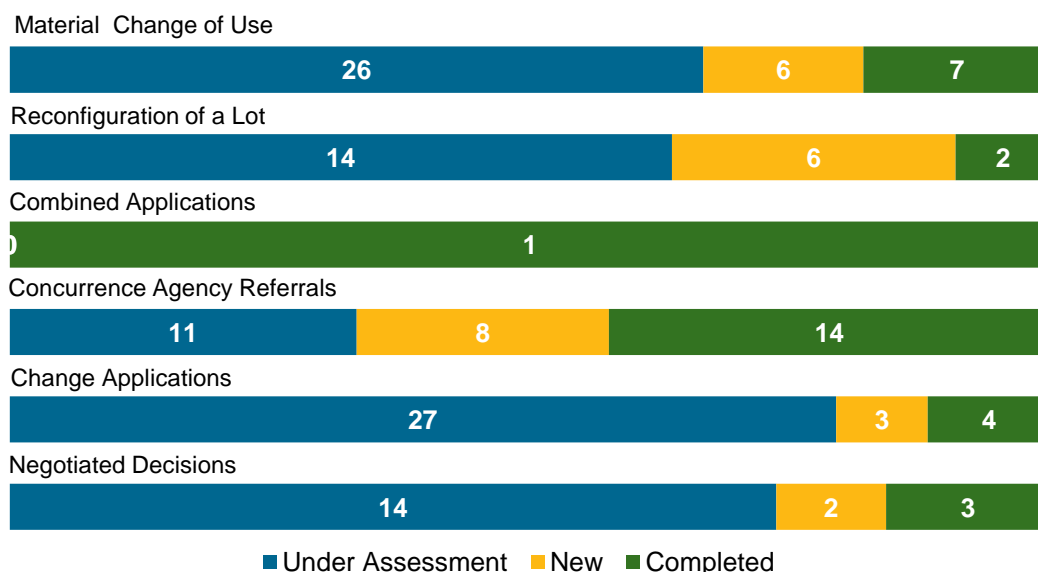


Review of Operations

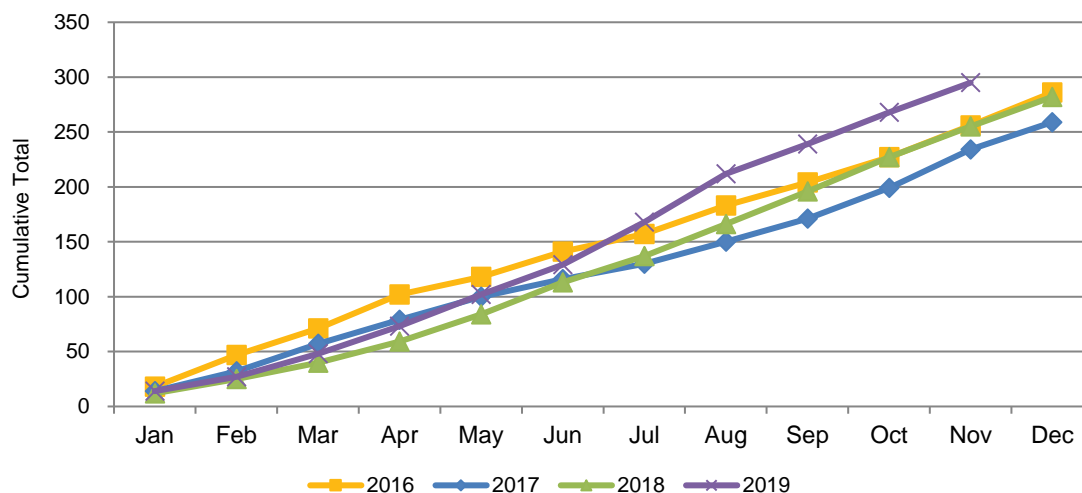
- On Track
- Potential Issue
- Definite Issue

DEVELOPMENT ASSESSMENT

Volume of Operations



Cumulative Number of Approved Development Assessment Applications

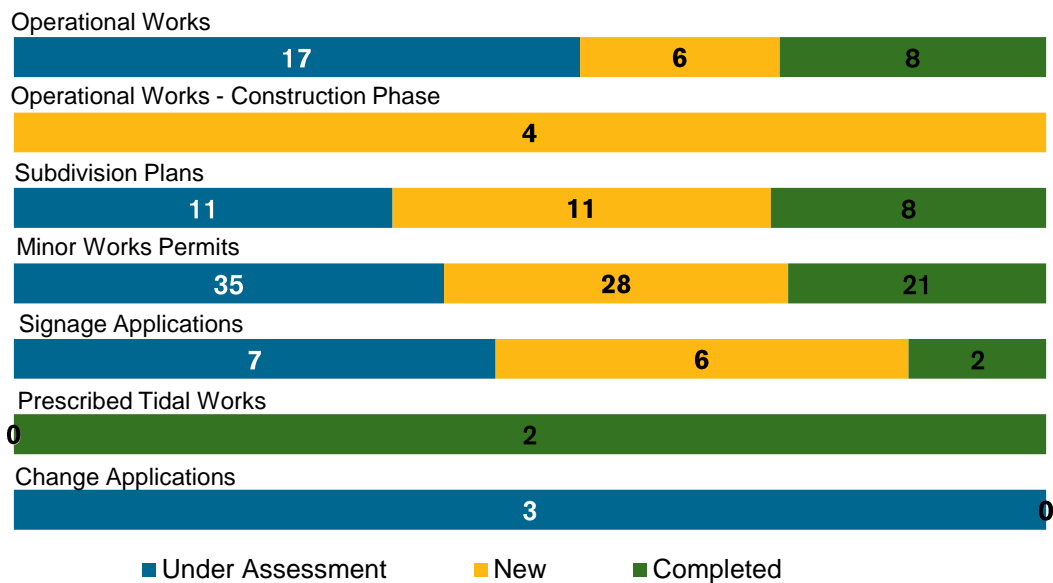


Development Assessment Performance Against Legislative Timeframes

Application	Status	% Decided
MCU Code (85% in 35 Days)	●	100% decided in 35 days.
MCU Impact (50% in 35 Days)	●	100% decided in 35 days.
ROL (85% in 35 Days)	●	100% decided in 35 days.
Concurrence Agency (85% in 10 Days)	●	100% decided in 10 days.

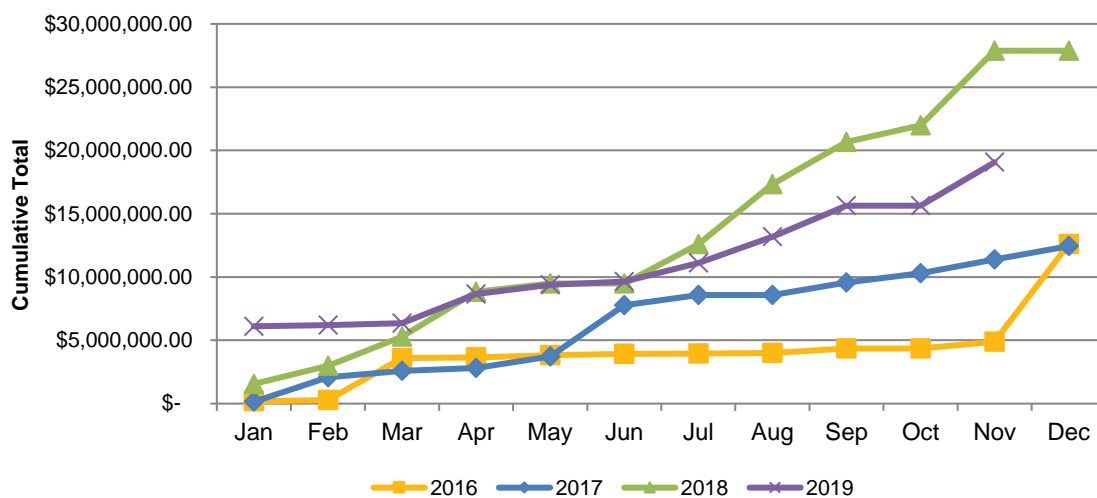
DEVELOPMENT ENGINEERING

Volume of Operations



Cumulative Value of Approved Operational Works

Eight Operational Works applications were approved in November with a total value of works of \$3,439,792.00.



Development Engineering Performance Against Legislative Timeframes

Application	Status	% Decided
Minor Works (85% in <20 Days)	●	100% decided in 20 days.
Signage Applications (85% in <20 Days)	●	100% decided in 20 days.
Operational Works (85% in 35 Days)	●	87.5% decided in 35 days. Council agreed to extend the decision-making period for one application decided in the month of November at the applicant's request.
Plan Sealing (85% decided in 20 days without action notice)	●	100% decided in 20 days without Action Notice.

STRATEGIC PLANNING

Regional and Local Area Planning		
Projects	Status	Description / Update of Project
Sarina Town Centre Revitalisation Study	●	The technical reports to support the development of a business case for the Sarina Town Centre have been completed. Council will continue to liaise with the State about including the project in future planning.
Mackay Region Industrial Land Provision Study	●	<p>The long-term study to consider development and infrastructure options for industry investigation precincts in the Mackay Region Planning Scheme will be ongoing in 2020. The investigations for the Glenella and Sarina industry investigation precincts are nearing completion.</p> <p>Council approved the preparation of an independent report on the current and future land supply in November 2019. A project brief is being developed.</p>
Mackay Waterfront Priority Development Area (PDA)	●	<p>The consultation period for the Mackay Waterfront Master Plan ended on 4 November 2019 and Council is now considering the feedback received with the intent to finalise early 2020. The master plan will be a key tool used to guide the priorities, design and costings for the Mackay Waterfront precincts. Council is currently prioritising efforts on the Riverside Precinct. The draft master plan document is available to view and download on Council's Connecting Mackay website.</p> <p>Council has recently drafted a marketing plan for the Mackay Waterfront to better understand key economic development and investment attraction opportunities for the PDA. Actions from this plan will be considered for implementation in the coming months.</p> <p>Infrastructure investigations are continuing and most projects under the Queensland Government Maturing the Infrastructure Pipeline program are now complete.</p>
Mackay Region Planning Scheme - Major Amendment 1	●	Council has now received approval from the Minister for State Development, Manufacturing Infrastructure and Planning to adopt the proposed amendments after consideration of submissions made on the proposed amendments in September 2019. A report to adopt the amendments will be presented to Council in December 2019.
Mackay Region Planning Scheme – Planning Scheme Policy review	●	<p>Council resolved to commence the Planning Scheme Policy (PSP) administrative amendment process which will separate the PSPs from the planning scheme document and to apply standard formatting. A report to Council to consider adopting the proposed administrative amendments will be presented to Council in December 2019.</p> <p>In addition, an initial review of PSP content has commenced through a governance process by relevant programs for the following PSPs:</p> <ul style="list-style-type: none"> - Water supply and sewerage design PSPs (to be replaced by CTM code) - Stormwater drainage design PSP - Landscape design PSP - Open Space PSP - Bushfire Protection PSP - Quality Assurance PSP. <p>This review will be on-going with the view of undertaking amendments in accordance with the Minister's Guidelines and Rules amendment process in the second half of 2020.</p>

Mirani Master Plan	*	The draft Master Plan for the Mirani Community Precinct and associated Pre-Feasibility Report have been completed. Council is reviewing the way forward on operational and design options for this precinct. A funding application to progress the masterplan and designs have been submitted.
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Transport & Infrastructure Planning		
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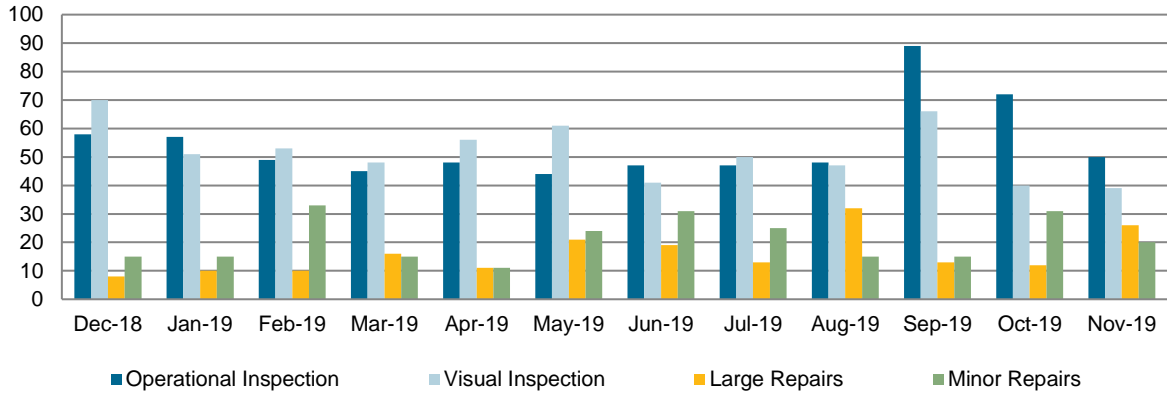
Projects	Status	Description / Update of Project
Growth Allocation Model	*	The Growth Allocation Model allocates and maps future urban growth over a 20-year projection period based on growth scenarios. The model has been updated in 2018 based on the published Queensland Government Population Projections. Lead and lag statistics are being monitored to measure projections against actual population movements.
Mackay Region Transport Strategy	*	Consultants have been engaged to undertake the project, which has now commenced. A workshop about Emerging Trends and Disruptors have been held with councillors and staff. Contact with key stakeholder groups are planned to commence in November and December 2019.
Transport Modelling	*	Further transport modelling will be considered as part of preparing the Mackay Region Transport Strategy.

Waterways		
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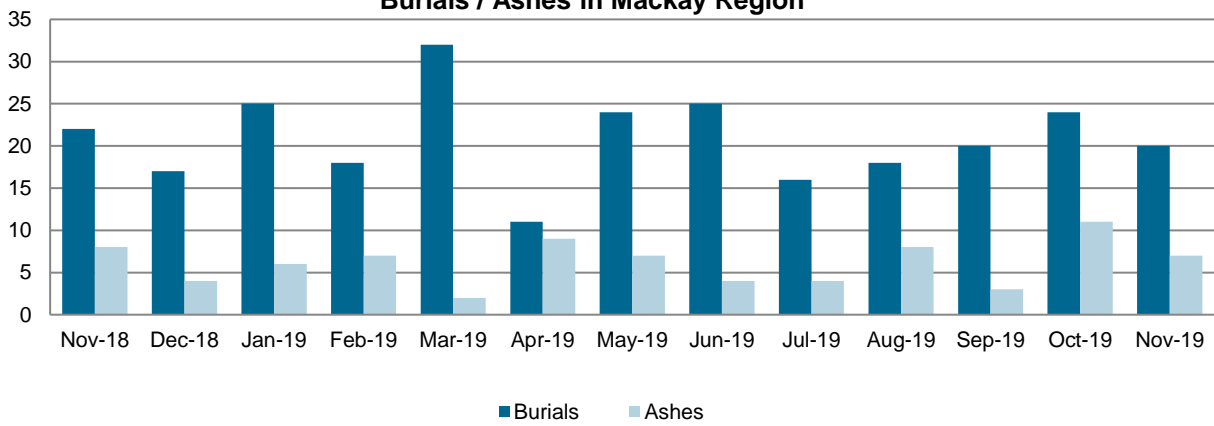
Projects	Status	Description / Update of Project
Mackay Region Coastal and Inland Flood Hazard Adaptation Strategy (CIFHAS)	*	The current project stage to finalise the hazard assessments is progressing. Supporting GIS analysis are being finalised. The project will be on-going in 2020.
Mackay Floodplain Management Plan	*	A draft Flood Study has been completed and includes the identified and tested mitigation options. A technical peer review of the modelling used to inform the study has been completed and the third-party review of the study recommendations is being considered.
Flood Studies for Tropical Cyclone Debbie affected communities	*	Draft flood studies prepared for the Sandy Creek, Rocky Dam Creek and Funnel Creek catchments are complete with community engagement commencing in November. A report to adopt the draft studies is planned to be presented to Council in early 2020.
Flood Intelligence Plan	*	<p>Project planning has commenced for the Mackay Flood and Stormwater Management Strategy's Flood Intelligence Plan. The project includes:</p> <ul style="list-style-type: none"> a review of flood data, population and assets at risk; stakeholder engagement with emergency management, Queensland Fire and Emergency Services, Bureau of Meteorology, Queensland Reconstruction Authority and other providers of services in flood emergencies; plans and actions to improve the management of flood emergencies such as local disaster management plans and community education. <p>The project will be completed by September 2020. This project has received funding from the Australian and Queensland Governments through the Far North and North Queensland Monsoon Trough Flexible Funding Grants Round One.</p>

PARKS, ENVIRONMENT & SUSTAINABILITY

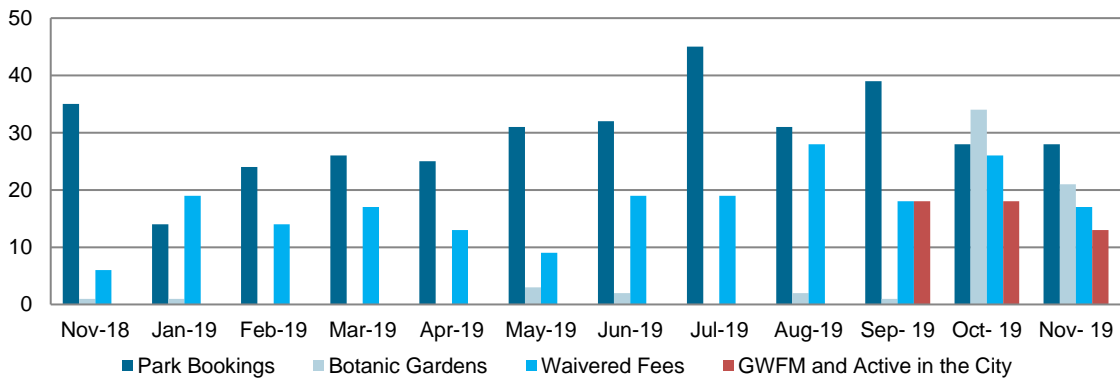
Play Equipment Inspection and Maintenance

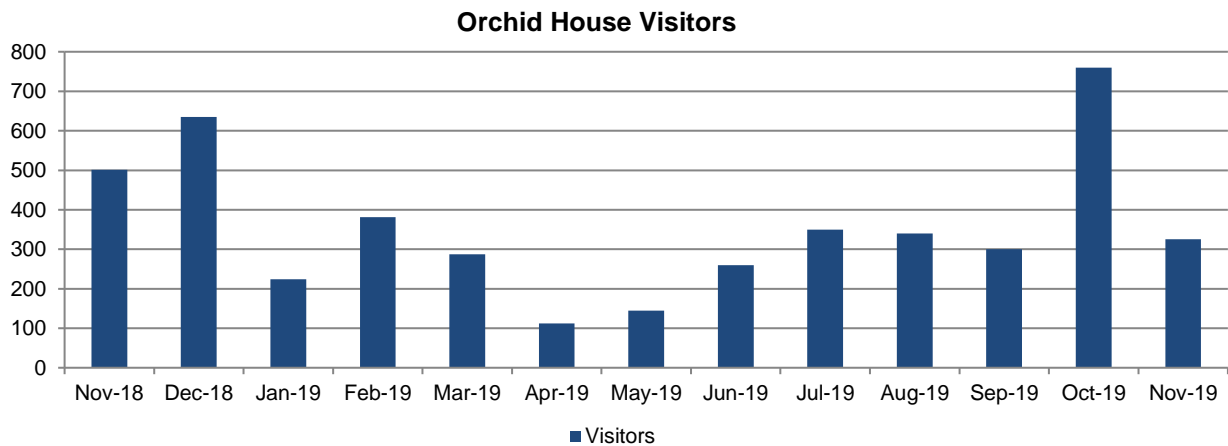
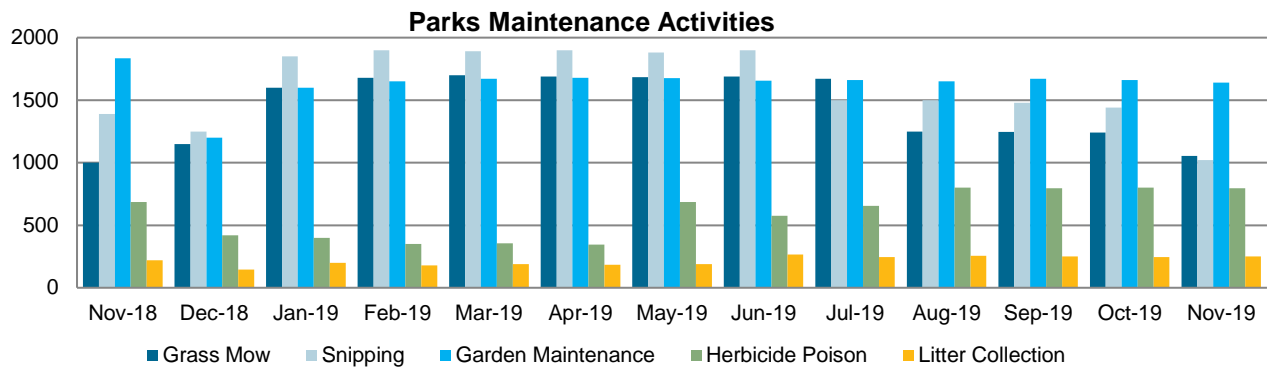


Burials / Ashes in Mackay Region



Park Bookings





Natural Environment Projects		
Project	Status	Description / Update of Project
Local Coastal Plans	🌱	Community representatives were briefed on plans for future consultation on the St Helens Local Coastal Plan, which will recommence in 2020. Council received a briefing on the changes proposed to the McEwens Beach Local Coastal Plan following community consultation.
Woodlands District Park	🌱	Staff attended a community consultation session to get feedback from the community on what they would like to see in the District Park.
Free native plant giveaway	🌱	Plans are underway for the 2020 native plant giveaway which will kick off in February.
Gordon White Library gardens revitalisation	🌱	Staff have been working hard on the Gordon White Library garden revitalisation project, with works starting mid-November. This project will incorporate sustainability principles and use local and regional native plants species including plants that are water efficient and wildlife attracting. Many of the plants featured will be available as part of the free native plant giveaway project.
Training	🌱	Staff attended a Climate Workshop, mangrove identification training, SafeTALK training, weed spotter training and presented at a reef health field trip to talk about coastal works, and projects at Little McCreedys Creek and the Gooseponds.
Mackay Natural Environment Centre	🌱	Students from Whitsunday School and Sarina State School attended the nursery. A volunteer audit was also conducted.

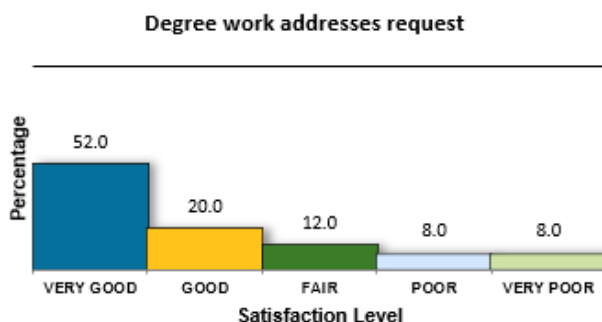
Capital Works Projects		
Project	Status	Description / Update of Project
Camilleri Street Park Upgrade	●	<p>The Camilleri Street Park project aims to preserve the park's landscape and features (including gully and palm groves), enhance the park's existing recreational uses and create new recreation opportunities. Features will include a youth hub which includes a skate park, pump track, basketball court and hit up wall and new amenities and a dog off leash park.</p> <p>Construction of Stage 1a, the construction of the Skate Park & Pump Track, is completed and has been opened to the public.</p> <p>Stage 1b and Stage 2 were awarded to local company, Fergus Builders Pty Ltd. Construction commenced in early September. Stage 1b works involving toilet block, water and sewer infrastructure have been completed. Stage two works, the construction of a boardwalk across the gully have been completed.</p> <p>Landscaping involving dog park fence, tree planting and turf to complete the project is currently underway. The official opening has been booked for 12 December.</p>
Minor Play	●	<p>Orders for the equipment, identified as needing priority replacement, have been issued. Ongoing replacement of smaller items of equipment in playgrounds throughout the region will continue to occur as it is received over the coming months. Approximately 50% of items identified as needing replacement have been completed to date.</p>
Queens Park Revitalisation	●	<p>Queens Park Revitalisation is an \$8.86 million legacy upgrade project of Mackay's historic Queens Park and works are now underway as part of Severe Tropical Cyclone Debbie recovery efforts.</p> <p>This revitalisation project will reinvigorate the park to reflect its iconic position in Mackay and turn it into a modern urban parkland. The project will involve park lighting to improve safety, renovation of existing cricket change rooms, new amenities adjacent to the adventure playground, improved car park facilities, protection and enhancement of Arboretum and Palmetum gardens, a yarnning circle, a dog off leash park and additional picnic shelters, barbeques and seating.</p>
Seaforth Campground Amenities Refurbishment	●	<p>Works on refurbishing the main amenities building at Seaforth Campground have been completed. The project involved replacing the waterproof membrane on the suspended concrete ceiling, replacing aged handrails and fittings, repairing and replacing cubicle doors and jams, replacing the epoxy flake flooring and a full repaint inside and out.</p>

Botanic Gardens Projects		
Project	Status	Description / Update of Project
Northern Entrance Sign	●	<p>Solar up lights are being investigated. Solar lights from Te Kowai are not usable as panels and batteries no longer work. Electricians have advised that a new all-in-one combination would be the most cost-effective solution.</p>
Desilting trial project	●	<p>Eight treatment beds have been constructed on the Meadowlands site to trial amelioration of silt from the Lagoons. Each bed will contain a specific mix of silt and organic matter with the aim being to ameliorate the silt so a usable soil is produced. In the long term this would allow the large amount of silt which has built up in the Lagoons system to be removed and utilised in a cost effective manner. Monitoring of the trials is scheduled to commence mid-December and will continue in the coming months. This will help to identify any issues, give accurate results on water quality, test the breakdown rate of the trial material and degree of soil improvement.</p>

Development Services Monthly Review November 2019		
Queens Park	*	<p>To date, the Queens Park nursery has been moved to the Botanic Gardens and demolition of redundant structures completed. Works on stormwater and electrical installation are currently well advanced.</p> <p>Signage strategy and logo development are nearing completion with a working group identified for specific content including botanical, historical and cultural.</p> <p>Tender has been awarded for the building and landscaping package. Construction of buildings and landscaping due to commence prior to Christmas.</p> <p>Civil works are on target with all Bushmates (coloured bitumen paths) completed, all concrete paths completed (excluding the concreting scheduled in building and landscape package) and road infrastructure well on its way to being completed by the New Year.</p>
Christmas in the Gardens	*	Event organisation on target with advertising, vendors and support crews booked.
Botanic Gardens Footpath linking Alexandra Street to Meadowlands	*	The footpath extension will link Alexandra Street footpath, which currently stops halfway along Alexandra Street causing pedestrians to walk on the road, with the Amphitheatre. Capital Projects have organised site meetings for start of December to finalise project delivery details. Surveying of the new footpath site has been completed.

Requests for Maintenance Work

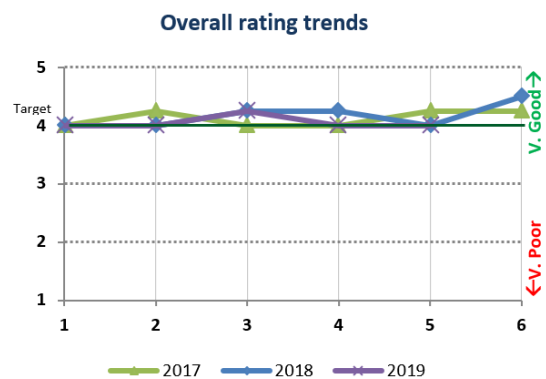
Results of Customer Survey (September / October 2019)





Representative Comments

- The crusher dust could have been compacted better.
- The job was only half done, had to ring back and remind staff to weed spray, which they agreed was necessary and said they would do this.
- Very good.
- Very good. I value my footpath tree.
- Very neat and tidy all cuttings taken away.
- The site and area is a mess with Singapore Daisy running rampant.
- Response and work done was excellent.
- Beyond expectations. I thought perhaps the shrubs would be trimmed but removal has made visibility excellent.

Trends




ECONOMIC DEVELOPMENT & TOURISM

Events and Tourism Raise awareness of the Mackay region as a tourism destination, increasing the destination appeal, extended and return visitation		
Business Priority	Status	Update of Project
Attract events which bring economic benefit to the Mackay region		<p>Regional Events Strategy The Mackay Region Events Strategy 2020 – 2025 was adopted by Council on 27 November. The Strategy identifies a vision for Mackay to be recognised as a leading regional events destination. The region’s strategic approach to events will focus on creating and nourishing a successful regional events economy; so that the optimised events benefits are able to be realised. A four-pillar framework has been developed to deliver this vision:</p> <ol style="list-style-type: none"> 1. Set the structure in place 2. Create the environment for success and sustainability 3. Develop, acquire and partner 4. Evaluate and evolve <p>Within each pillar there are specific initiatives that provide clear direction regarding future activities to support the acquisition, development and delivering of events and guide the Mackay region to increased economic prosperity through events. A 5-year Action Plan defines Council’s role in the delivery of these initiatives through the identification of actions, delivery timeframes, measures and targets, which will be completed in collaboration with key stakeholders in the events and tourism industry.</p> <p>Invest Mackay Events and Conference Attraction Program Events / conferences held in November: One event was held in November:</p> <ul style="list-style-type: none"> • Rebel Women’s Big Bash League – Adelaide Strikers Vs Brisbane Heat <p>Events / conferences approved in November: One new event / conference was approved through the program in November.</p> <p>Events and Conference Briefing Economic Development in partnership with the MECC and Mackay Tourism delivered the annual Events and Conference Briefing on Thursday, 21 November. Over 100 tourism operators and event organisers came together to plan for 2020. The Events and Conference Briefing provided operators with an overview of the 2020 events and conference calendar and how they can best maximise their business opportunities.</p>
Identify new tourism experiences and business opportunities in conjunction with Mackay Tourism Ltd and existing tourism providers.		<p>Camping Analysis The Economic Development Program has appointed consultant EarthCheck to undertake the Mackay Region Camping Analysis. The purpose of this project is to establish a framework to guide the investment and development of Council’s camping facilities and to investigate future development opportunities for camping and recreational facilities at the three Sunwater operated dams. The consultant was in region on 7 and 8 November to undertake site reviews and assessments. An overview of the project was presented to Council on 20 November. The project is expected to be completed by the end of February 2020 with the delivery of a comprehensive Analysis and Recommendation Report.</p> <p>Sarina Sugar Shed Business Review Mackay Regional Council’s vision for the Sarina Sugar Shed is for it to</p>

		<p>be a sustainable tourism facility which provides a range of tourism products and experiences to promote the region's heritage.</p> <p>The business analysis of the Sarina Sugar Shed is currently underway and will review longer term manufacturing, marketing, and tourism opportunities and associated business models to support the facility to maximise its market potential and operational efficiency. The analysis is due for completion in February 2020.</p> <p>Strategy Implementation Economic Development will work closely with Mackay Tourism on progressing shared actions identified in the Mackay Region Event Strategy 2020-2025 and Mackay Region Economic Development Strategy 2020-2025.</p>
<p>Promotion of the Mackay Region tourism brand</p>	<p>★</p>	<p>Recreational Fishing The Economic Development Program continues to work with Mackay Tourism Ltd on opportunities to promote the Mackay Region. Economic Development has been working closely with Mackay Tourism Ltd on a campaign for visiting friends and relatives (VFR) and the development of a Business Case for a locally developed fishing event and marketing campaign.</p> <p>The Australian Fishing Championships were filmed in Mackay at the end of November and were supported by Council and Mackay Tourism. Footage from the filming will be used to promote the region through the Hooked On Mackay marketing channels. The Championships will also be televised in 2020. The winners of the Hooked-on Mackay marketing campaign fished the event with the Jacks Links competitors as part of their prize.</p>

Industry Development and Support To facilitate collaboration and growth opportunities within and across industry sectors including resources, agriculture, health and tourism.		
Business Priority	Status	Update of Project
<p>Maintain strong partnerships through communication networks with key industry and regional development stakeholders</p>	<p>★</p>	<p>Queensland Mining and Engineering Exhibition (QME) Initial meetings have been held with the Resource Industry Network (RIN), REED Exhibitions, AusIndustry, Trade and Investment Queensland and Department of State Development, Manufacturing, Infrastructure and Planning (DSDMIP) to determine opportunities for regional collaboration at next year's QME. The exhibition will be held from 21-23 July 2020.</p>
<p>Identify and support delivery of industry sector priorities</p>	<p>★</p>	<p>Resource Centre of Excellence The tender for construction of the Resource Centre of Excellence was awarded in early September and construction commenced in October. Economic Development is assisting the Capital Works Program with the ongoing stakeholder engagement.</p> <p>Economic Development Strategy 2020-2025 The Mackay Region Economic Development Strategy 2020-2025 was adopted by Council on 27 November. The Strategy provides a framework and action plan to deliver a coordinated regional approach to economic development and sustainable economic growth.</p> <p>Extensive stakeholder engagement and collaboration with key regional stakeholders was undertaken to identify an action plan which seeks to deliver a more diversified, vibrant and sustainable economy with a connected and engaged local business base and focused regional leadership.</p> <p>The Strategy identifies a vision of 'encouraging sustainable and diversified job and investment in the Mackay region'. A four-pillar</p>

		<p>framework has been developed to deliver this vision:</p> <ol style="list-style-type: none"> 1. Advocacy and Leadership 2. Investment Attraction 3. Industry Development 4. Workforce and Skills <p>Within each pillar there are specific initiatives that provide clear direction regarding future activities to support economic development, jobs and investments. The Strategy is supported by key regional stakeholders who Council continues to partner with to guide the delivery of our regional economic vision.</p> <p>Greater Whitsunday Food Network Economic Development is assisting the Network in the delivery of the Regional Agritourism Development Project. The GWFN has appointed a Project Officer to coordinate and deliver the identified initiatives, with Economic Development providing ongoing support throughout the project.</p> <p>Digital Infrastructure Study Greater Whitsunday Alliance (GW3) has appointed Aurecon to conduct a Digital Infrastructure Study in the Mackay, Isaac and Whitsunday region. Recommendations will be provided to the working group for review in December 2019.</p>
<p>Support industry sectors to access international markets in accordance with industry sector profile priorities.</p>		<p>MIW METS Export Hub The Economic Development Program is represented on the Project Advisory Group for the MIW METS Export Hub project. During November, the Export Hub Manager commenced preparing a draft Capability Mapping and Supply Chain Analysis scope for tender and began to meet with key stakeholders in the region.</p> <p>Study Greater Whitsunday Study Queensland is coordinating state-wide workshops over the next few months, with the meeting for the Greater Whitsunday region to be held on 4 March 2020. The breakfast session will explore the skills and talent international students can bring to regional businesses and how they can fill skills gaps in regional Queensland. This will be followed by a strategy development workshop with study cluster members.</p>

Investment Attraction and Growth		
To attract new businesses, facilitate investment and support existing businesses to realise growth opportunities		
Business Priority	Status	Update of Project
<p>Support and facilitate investment in emerging industries and opportunities for diversification</p>		<p>Split Spaces Mackay Economic Development is currently engaging with Split Spaces to consider funding opportunities and support that Council can provide in 2020.</p> <p>MIW Biofutures Steering Committee Mackay Regional Council is a member of the newly formed MIW Biofutures Steering Committee. The Queensland Biofutures 10-year Roadmap and Action Plan identifies Queensland agricultural regions as playing a key role in the growth of biofutures and the opportunity to grow bio feedstocks. The Mackay Isaac Whitsunday (MIW) region has a range of heritage crops and emerging industrial biotechnologies and bioproducts. The Committee will agree on and deliver MIW biofutures priority actions to position the region for biofutures opportunities.</p>
<p>Support business growth and investment</p>		<p>Recreational Fishing Strategy Economic Development in conjunction with Mackay Tourism continues</p>

<p>opportunities through the implementation of strategies such as the Mountain Bike Strategy, Recreational Fishing Strategy and Recreational Vehicle attraction.</p>		<p>to deliver the 'Hooked on Mackay' marketing campaign which supports the promotion and awareness of the Mackay Region as a world-class fishing destination. November was a very successful month for the Hooked on Mackay Facebook marketing platform which saw its subscriber base grow by approximately 907 followers. Recent initiatives include:</p> <ul style="list-style-type: none"> • Development of a fishing guide promoting the freshwater fishing opportunities in the region's impoundments and creeks and the Kinchant Dam Habitat Enhancement Project that will be released in December to coincide with the closure of the open-water barramundi fishing season. • In October "The Fishing Show" which is aired on 7Mate came to region and filmed an hour episode. The production team captured some land-based fishing around McEwen's Beach, Sandy Creek and the Pioneer River. The crew also headed up around Cape Hillsborough and caught Barramundi in Constant Creek. Jason Medcalf host of "The Fishing Show" advised he has fished most of Australia and believes Mackay has so much more to offer than most regions. The show has been rescheduled to air on Sunday, 1 December and will also promote the Hooked-on Mackay and Mackay Region brands. <p>Mountain Bike Strategy Council endorsed the progression of the delivery of the Eungella-Finch Hatton Mountain Bike Park on 27 November. The following actions will now commence:</p> <ul style="list-style-type: none"> • Commencement of negotiations with landowners regarding freehold land purchase; • Commencement of detailed design processes; • Progression of approval processes with regulatory authorities and land managers. <p>Invitations will also be sent in December to key stakeholders requesting their representation on a Regional Mountain Bike Alliance that will act as a key reference and coordination group responsible for supporting the delivery of the Strategy. It is intended that the group will be formed in early 2019.</p>
<p>Proactive targeting and attracting business to the Mackay region.</p>	<p>✱</p>	<p>Facilitating Development in Mackay Region Policy The annual review of the Facilitating Development Policy has been ongoing since August 2019 and on 27 November Council adopted Version 6 of the Policy. Version 6 introduces minor changes with the most notable being an increase in the maximum value of concession caps.</p> <p>An overview of current applications under the Policy is as follows:</p> <ul style="list-style-type: none"> • Eight Expression of Interest (EOI) applications are currently under assessment. Six of these EOIs are currently on-hold until their development applications have been further progressed. • Six applications have progressed through the Expression of Interest assessment stage; however, Stage 2 application have not yet been submitted. • One Stage 2 applications is currently under assessment. • Two Stage 2 applications have been assessed and will be presented to Council for consideration at a Council meeting in December.
<p>Explore opportunities for growth and development and facilitate investment opportunities</p>	<p>✱</p>	<p>Economic Development's First Point of Contact service continues to assist with development enquiries as requested. The June Quarter Mackay Region Economic Snapshot was published in November.</p>

To support and promote a vibrant, sustainable and affordable community which encourages people to live, work and play in the Mackay region.

Business Priority	Status	Update of Project
<p>Activate regional localities to achieve social, economic and environmental potential</p>	<p>★</p>	<p>Activate My Place (AMP) Program Support received for delivery of round 2 of the AMP! program. Promotion and launch of the program to occur in early 2020 with assessment of applications and approval of funding to be undertaken by the newly elected Council in late March 2020.</p> <p>AMP! guidelines to be reviewed with consideration given to refining scope and removing the funding limit.</p> <p>Economic Development will actively engage with community groups and progress associations to educate them on the funding opportunity.</p> <p>Mackay Pride Façade Improvement Scheme Expressions of interest opened on 11 July 2019 and are currently being assessed as received. Three applications have been funded in 19/20, with one application approved with works to be completed. Promotion of the scheme via Facebook has recently occurred with the Economic Development team assisting two businesses with the application process.</p> <p>A review and update of the scheme went to Council briefing on the 20 November. The proposed amendments to the schemes were supported by Council. Economic Development will finalise the amended Scheme guidelines and progress on the development of a marketing and education campaign with Corporate Communications. Promotion and launch of the scheme will commence from mid to late January 2020.</p>
<p>Activate Mackay City Centre</p>	<p>★</p>	<p>Business Engagement Mackay City Centre Business and Property Owner Survey The survey results were presented by the Mackay Region Chamber of Commerce during November, followed by a report to Council on 27 November. The Council endorsed the <i>Vision</i> and <i>Next Steps</i> as recommended by the Chamber and further engagement with business and property owners will occur in early 2020.</p> <p>Marketing and Festive Activations ‘This Festive Season in the Mackay City Centre’ campaign was launched. Five bus adverts and a billboard promoting SHOP, DINE and CELEBRATE in the Mackay City Centre was installed during November and will run until mid-January 2020.</p> <p>As part of ‘This Festive Season in the Mackay City Centre’ campaign planning is underway for three festive themed activations EXPLORE, CREATE and ENJOY.</p> <p>Activating Vacant Spaces – Festive Theme The install is underway for six creative festive themed window displays in six vacant shop fronts in the City Centre. The Window displays will be launched on 6 December.</p> <p>Illuminated Decorations Two additional illuminated Christmas decorations have been purchased for the two lampposts with power near the Victoria Street roundabout.</p> <p>Retail Guide – SHOP Mackay SHOP Mackay, the new look 2019 Retail Guide has now been printed. The photo shoot for the fashion images were taken with the backdrop of 5th Lane. Distribution of the Guide will commence ready for the festive season shopping spree.</p>

		<p>Dining Guide – EAT Mackay An updated version of dining guide has now been printed for distribution across the region.</p> <p>Mackay City Centre – ART WALK The second edition of the ART WALK brochure has been produced and printed. The latest edition includes the artwork of Fifth Lane and details of the Augmented Reality experiences. The front and back cover images have been updated with artwork from two of the murals in Fifth Lane.</p> <p>Mackay Laneway Project – Fifth Lane The removal of the overhead walkway in 5th Lane has now been completed. The demolishing of the walkway took place on Friday, 29 November. Decorative lighting of the laneway remains in the planning stage as Council seeks property owner approvals and investigates power sources.</p> <p>Mackay City Centre Façade Improvement Scheme A review and update of the scheme went to a Council briefing on the 20 November. The proposed amendments to the Scheme were supported by Council.</p> <p>Economic Development will finalise the amended Scheme guidelines and progress the development of a marketing and education campaign with Corporate Communications. Promotion and launch of the Scheme will commence from mid to late January 2020.</p>
Promote the Mackay Region	●	<p><i>Advocacy, Marketing and Promotion, and Attracting Workforce</i> are key features of the Mackay Region Economic Development Strategy 2020-2025. Economic Development will work closely with stakeholders including GW3 and RIN on progressing the associated shared actions identified within the Action Plan.</p>
Support for tertiary education	●	<p>Economic Development continues to work with Central Queensland University and James Cook University as required. Current engagement with the tertiary education sector is focused on opportunities for the Resource Centre of Excellence, Study Greater Whitsunday projects and Economic Development Strategy 2020-2025.</p>

Sarina Sugar Shed					
To manage and operate a sustainable tourism facility, which provides a range of tourism products and experiences to promote the region's heritage					
Strategy / Project	Status	Description / Update of Project			
Operate a successful tourism facility which meets its performance targets	●	<p>The Sarina Sugar Shed won Gold in Excellence in Food Tourism and Silver in Wineries, Breweries and Distilleries at the prestigious Queensland Tourism Awards on 8 November. This achievement would not be possible without the small team of dedicated Sarina Sugar Shed staff and volunteers.</p> <p>Teona Cousin (Manager Economic Development and Tourism), Steve Magarry (Sugar Shed Acting Coordinator) and Councillor Karen May proudly accepted the awards at the Sunshine Coast Convention Centre.</p>			
Business Operations (excluding accruals)		Item	November	YTD	Annual Target
	●	Tour Visitation (Paid)	442	5,795	10,000
		Visitation (Total)	684	7,028	-
		Volunteer Hours	303.5	1,523.65	-
		Item	November	YTD	Annual Budget
	●	Ticket Sales	\$9,704	\$97,252	\$180,000
●	Retail Sales	\$32,658	\$185,445	\$303,000	

	*	Total Income (incl. Ticket income)	\$42,514	\$286,126	\$487,000
	*	Total Expenses	\$54,883	\$331,932	\$844,872

Economic Indicators (Quarterly)

Indicator	Jun 19	Mar 19	Dec 18	Sep 18	Jun 18	Mar 18	Dec 17
Employment							
Unemployment rate	Data not available	4.4%	3.9%	3.7%	3.8%	4.3%	5%
Employed persons	Data not available	62,527	65,291	66,678	65,790	65,359	64,288
Real Estate							
Median house sale	\$340,000	\$330,000	\$343,000	\$340,000	\$342,000	\$340,000	\$330,000
Res vacancy rate	1.5%	2.9%	1.7%	0.9%	1.9%	3.6%	3%
Residential Lot Supply							
Lots Approved	275	287	297	433 [#]	128	27	51
Lots Endorsed	83	45	52	125 [#]	74	46	27

**Data relates to the Mackay Local Government Area and is updated on a quarterly basis as it is received by Council. There is often a 3-6 month lag from the receipt of data for a previous quarter.*

#Change in calculation method adopted from this reporting period.

e-Statistics

Subscribers	November	October	September	August	July	June
City Centre Business Network	1,026	1,026	1,028	1,098	1,105	1,104
City Centre Facebook Likes	6,388	6,382	6,375	6,332	6,330	6,285
City Centre Instagram Followers	1,364	1,356	1,338	1,328	1,307	1,295
City Centre Wi-Fi Sessions	874 users	994 users	872 users	1,008 users	1,015 users	991 users
	10,266 sessions	11,063 sessions	10,472 sessions	11,433 sessions	12,281 sessions	9,254 sessions
Invested in Mackay Subscribers	512	500	481	449	442	436
City Centre Community	4,327	4,327	4,327	4,716	4,642	4,642
Mackay Region Joblink Analytic Report	634 users	632 users	577 users	574 users	572 users	571 users
	Not available	Not available	3,795 views	3,200 views	2,760 views	3,932 views
Sarina Field of Dreams Usage Wi-Fi*	65 users	92 users	83 users	96 users	148 users	100 users
	394 sessions	579 sessions	719 sessions	715 sessions	1,355 sessions	1,315 sessions
Hooked on Mackay Facebook Likes	2,796	2,096	1,849	1,335	1,190	1,089
Net Free Zone Voluntary Code	527	527	484	453	452	432

** Testing of the Sarina Field of Dreams Wi-Fi is being undertaken by the contractor to test for outages and signal strength of the service to investigate reasons for a decrease in users and number of sessions.*

UPCOMING EVENTS

Date	Event	Location
13 December 2019	Christmas in the Gardens	MRBG
8 February 2020	Chinese New Year Activation	Mackay City Centre
14-16 February 2020	2020 Water polo QLD Country Championships	Mackay ARC
6 March 2020	AFLW - Gold Coast Suns Vs Geelong	Great Barrier Reef Arena, Harrup Park
1-4 May 2020	2020 Great Barrier Reef Arena Bash for Cash	Great Barrier Reef Arena, Harrup Park
9 May 2020	Zach Mach Adventure Challenge	Pinnacle
7-10 May 2020	2020 School Sports QLD AFL Championships (boys and girls 13-15 year old)	Great Barrier Reef Arena, Harrup Park
4-7 June 2020	2020 School Sports QLD AFL Championships (boys and girls 10-12 year old)	Great Barrier Reef Arena, Harrup Park