



Development Services

Monthly Review Report

December 2019

Executive Summary

DEVELOPMENT SERVICES

In December, Council adopted the proposed amendments to the Mackay Region Planning Scheme 2017 under major amendment 1 (RV Grounds) and administrative amendment 6 (supporting major amendment 1 and Planning Scheme Policy administrative Amendment 1). The amendments will commence on 3 February 2020 as version 3.0 of the planning scheme.

Camilleri Street District Park was officially opened on 12 December. The Park has been upgraded to include a youth hub with a skate park, pump track, half basketball court and hit-up wall, new public amenities, a boardwalk and footpath connecting Barber Drive to the Camilleri Street car park and a dog off leash park.

The McEwens Beach Local Coastal Plan was adopted by Council in December. The Plan establishes a strategic and coordinated approach to the management of the McEwens Beach coastal unit. The Plan outlines a range of recommended activities aimed at protecting McEwens Beach's coastal resources and improving recreational opportunities.

The annual Christmas in the Gardens event was held at the Mackay Region Botanic Gardens on 13 December. The event was well attended. with one of the best attendance levels since the event's inception.



Aletta Nugent
Director Development Services



Mackay City Centre Window Activations

Development News 12/2019

Updates on Significant Developments Currently Being Assessed by Council

APPLICATION LODGED

DA-2019-152

7 Production Drive, Paget

The application proposes the development of an industrial workshop and ancillary office building on a newly created lot in 'Production Park'. The development will facilitate the relocation and expansion of an existing business already operating within Paget.



APPLICATION LODGED

OW-2019-34

Breezes Mackay, 1A Beaconsfield Road, Beaconsfield

Operational Works application for civil works for residential construction of Breezes aged care facility. Proposed works to include roadworks, stormwater, water and sewerage infrastructure and drainage works.

APPLICATION APPROVED

DA-2019-82

49 Gordon Street, Mackay

The approval allows for the refurbishment and expansion of the existing North Jacklin Motors premises. Primarily the existing buildings will be refurbished, with a slight expansion of floor area; with an expansion of car parking areas on the Macalister Street frontage of the site.



APPLICATION APPROVED

OW-2019-24

76 Gurnett Road, Sarina

Operational Works application for civil works for the construction of the train driver carpark.



Monthly Safety Review

Summary

Eleven incidents were reported involving MRC employees and contractors, including one lost time injury:

- Shoulder strain whilst alighting from mobile plant.

The following injuries to MRC employees were reported in December:

- Tripped on edge of raised paver and strained a leg muscle.
- Tripped over electrical cable cover, felt soreness in knee the next day.
- Injured knee while mulching on sloping ground.
- Soreness in knee over time, aggravated after a prolonged period of walking during the day.
- Pain in ankle when stepping from truck.
- Closed car door on knee when exiting vehicle, causing cut.
- Shoulder strain whilst alighting from mobile plant (lost time injury).
- Burnt forearm on exhaust when leaning over rear of Polaris to fix a loose chain.

The following near miss incident was reported in December:

- An unsealed container holding 1 litre of methanol, was bumped and spilt while cleaning.

The following asset damage incident was reported in December:

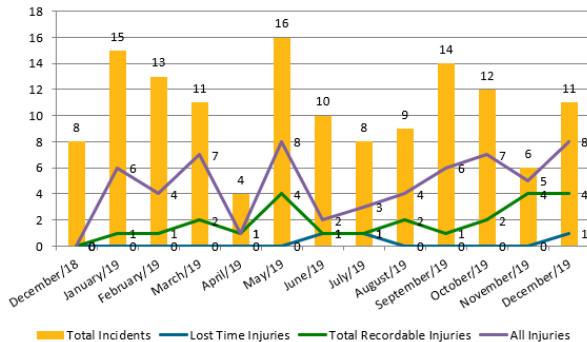
- A truck being driven over a cattle grid hit an upright, resulting in damage to the truck.

The following incident involving a member of the public was reported in December:

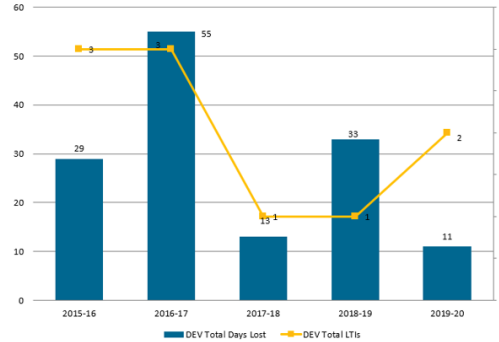
- Two children suffered a minor electric shock after contacting hoop bollards in a walkway. Ergon were notified, and an electrical service was isolated to make the site safe. The children were not injured.

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

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	2	11
Strategic Planning										
Economic Development & Tourism										
Development Services	3	29	3	55	1	13	1	33	2	11

Financial Report

The negative variance in the Development Services Management budget is continuing to reduce as leave is taken throughout the year. The Strategic Planning budget continues to show a positive variance with the Flood Intelligence Plan project and work on the independent report on the current and future industrial land supply yet to commence.

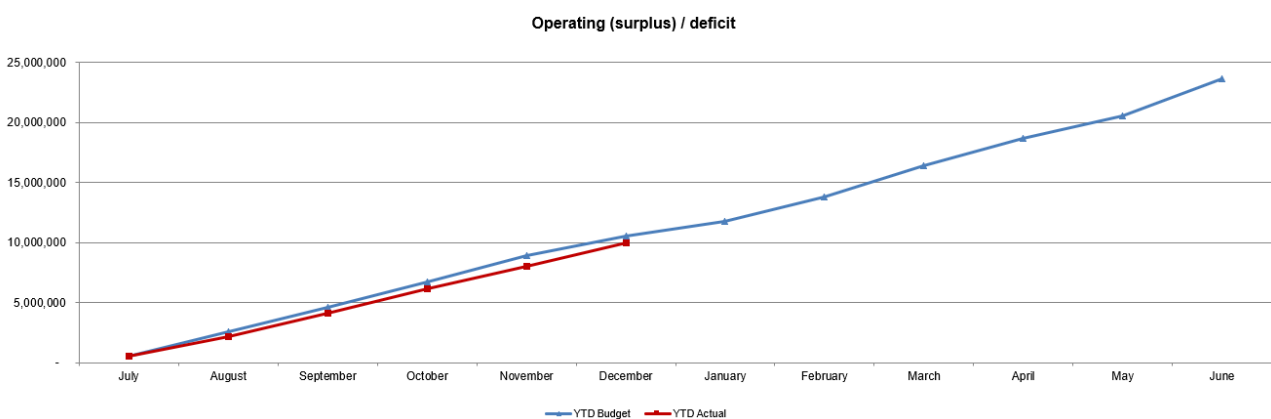
There is a small negative variance in the Development Assessment program budget largely due to lower than expected numbers of applications for material change of use. This variance will be monitored, but with development activity continuing to improve this variance should continue to narrow. Construction activity in response to existing development approvals remains strong, resulting in revenue projections for all application types being exceeded in the Development Engineering program budget.

The Economic Development and Tourism program and the Parks, Environment and Sustainability program budgets are on track, with expenditure slightly below budget projections for this month of the financial year.

Operating Results	YTD budget	YTD actual	Variance	Status
Development Services Management	218,538	230,864	12,326	🔴
Strategic Planning	985,798	875,820	(109,979)	🟢
Development Assessment	(12,056)	31,442	43,497	🔴
Development Engineering	55,534	(317,684)	(373,218)	🟢
Economic Development & Tourism	1,005,111	1,005,489	378	🟢
Parks, Environment & Sustainability	8,322,184	8,119,828	(202,356)	🟢
TOTAL OPERATIONAL	10,575,109	9,945,758	(629,351)	🟢

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

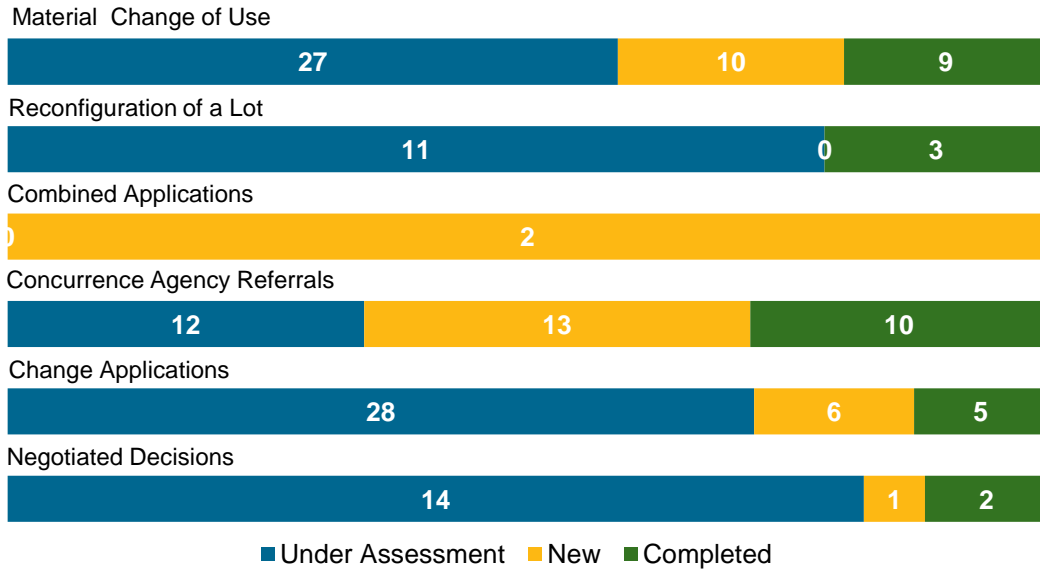


Review of Operations

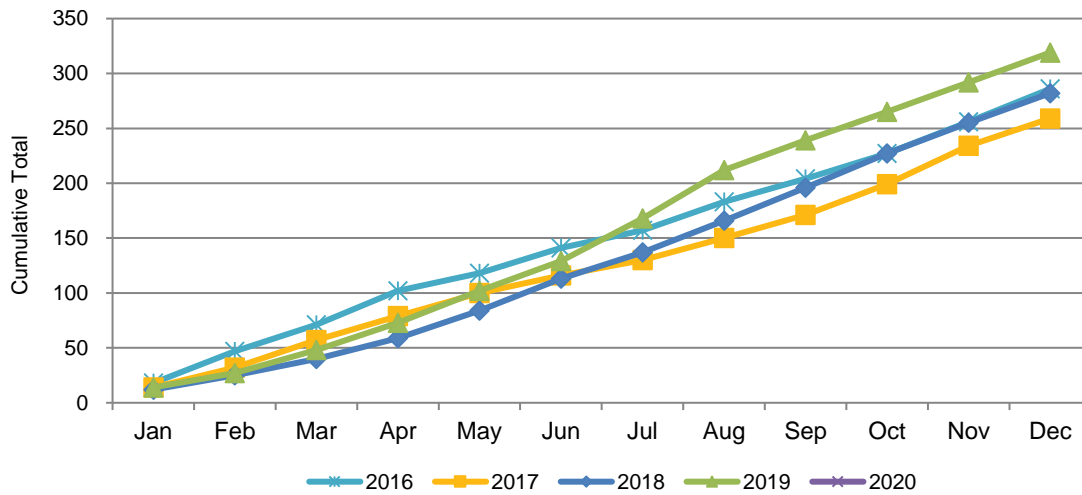
- On Track
- Potential Issue
- Definite Issue

DEVELOPMENT ASSESSMENT

Volume of Operations



Cumulative Number of Approved Development Assessment Applications

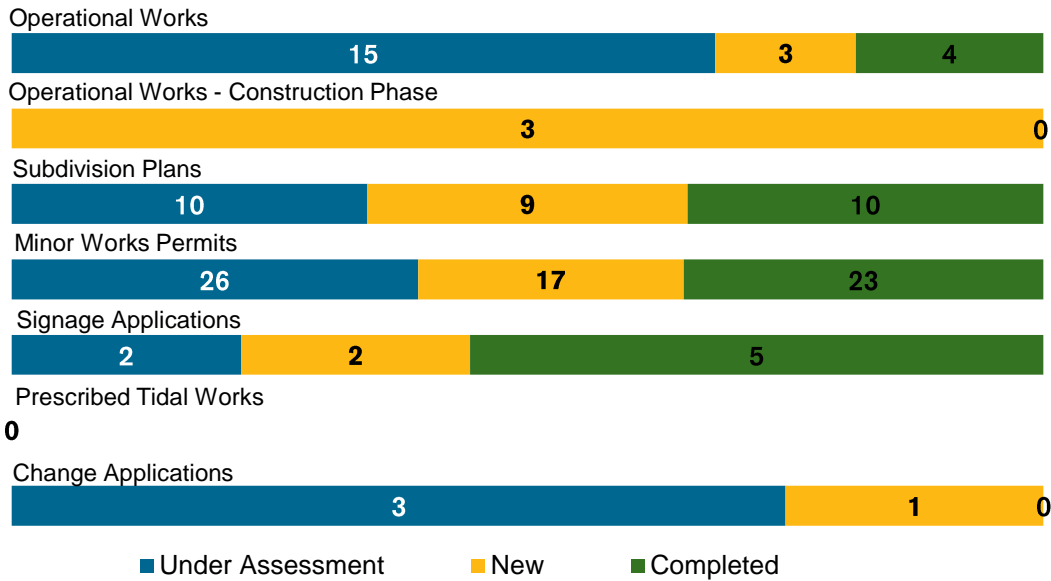


Development Assessment Performance Against Legislative Timeframes

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.

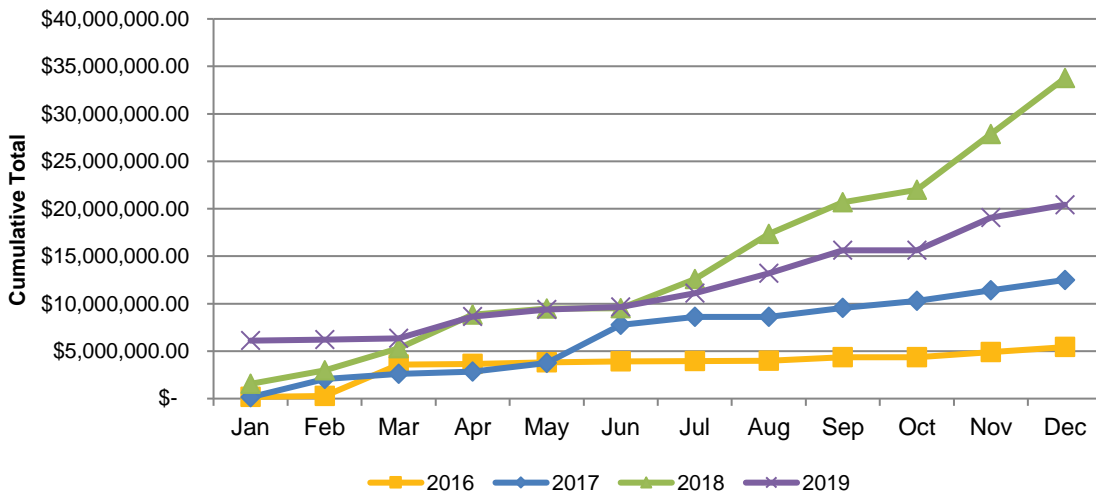
DEVELOPMENT ENGINEERING

Volume of Operations



Cumulative Value of Approved Operational Works

Four Operational Works applications were approved in this reporting month with a total value of works of \$1,349,883.00.



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)	🟢	100% decided in 35 days.
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 being completed in 2020.</p> <p>Council approved the preparation of an independent report on the current and future industrial land supply in November 2019. The report is scheduled for completion in 2020.</p>
Mackay Waterfront Priority Development Area (PDA)	*	<p>The master plan is being reviewed following consultation and the final version is scheduled for adoption by the end of January 2020. The draft master plan document is available to view and download on Council's Connecting Mackay website.</p> <p>Council is currently prioritising preliminary design efforts on the Riverside Precinct.</p> <p>Infrastructure investigations are continuing and most projects under the Queensland Government Maturing the Infrastructure Pipeline program are now complete.</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 are being considered for implementation in the coming months.</p>
Mackay Region Planning Scheme - Amendments (Major Amendment 1 and Administrative Amendment 6)	*	<p>Council has adopted the proposed amendments to the Mackay Region Planning Scheme 2017 (planning scheme) under major amendment 1 (RV Grounds) and administrative amendment 6 (supporting major amendment 1 and Planning Scheme Policy (PSP) administrative Amendment 1) at the Ordinary Meeting on 11 December 2019. Major amendment 1 and administrative amendment 6 will commence on 3 February 2020 as version 3.0 of the planning scheme.</p> <p>Version 3.0 of the planning scheme is now available to view on Council's website.</p>
Mackay Region Planning Scheme – Planning Scheme Policy review	*	<p>Council has adopted the proposed PSP administrative amendment 1 at the Ordinary Meeting on 11 December 2019. The PSP administrative amendment 1 will commence on 3 February 2020 as version 1.0 of the Planning Scheme Policies.</p> <p>In addition, an initial review of Planning Scheme Policy 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.

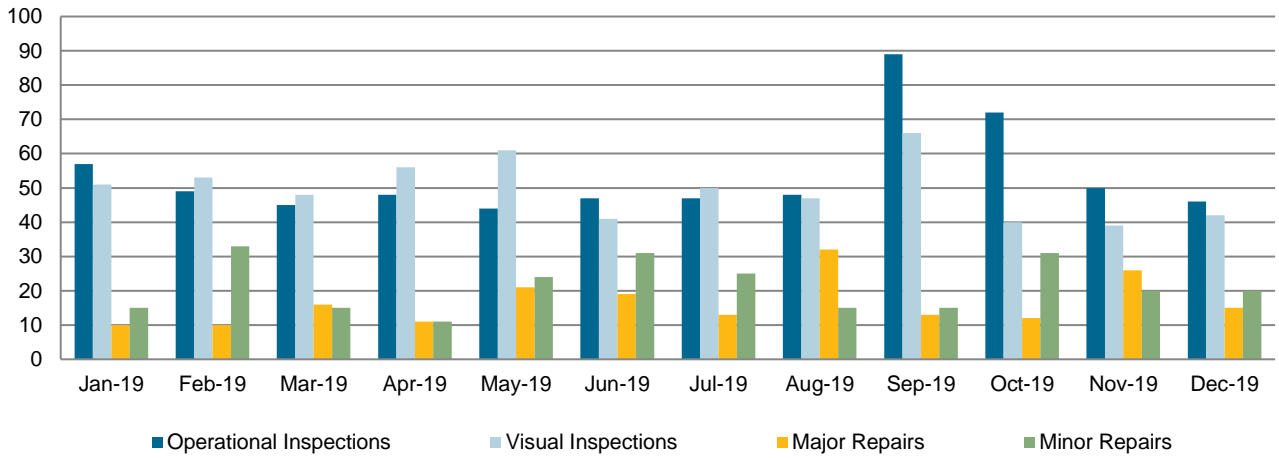
		This review will be on-going with the view of undertaking amendments in accordance with the Minister's Guidelines and Rules amendment process in the second half of 2020.
Mirani Master Plan	★	The draft Master Plan for the Mirani Community Precinct and associated Pre-Feasibility Report have been completed. 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.

Transport & Infrastructure Planning		
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 was 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. Initial consultation with key stakeholder groups was undertaken in December 2019.
Transport Modelling	★	Further transport modelling will be considered as part of preparing the Mackay Region Transport Strategy.

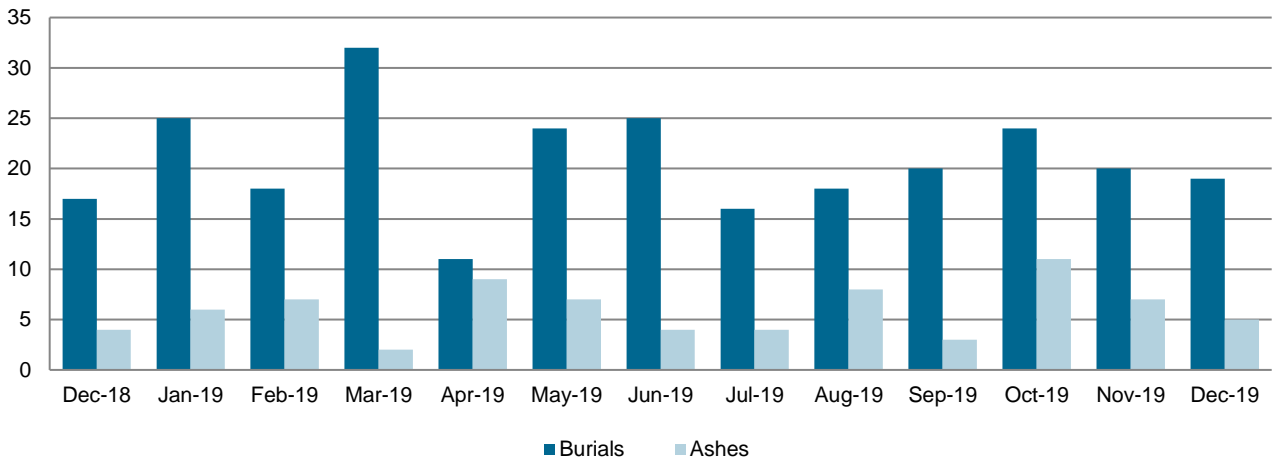
Waterways		
Projects	Status	Description / Update of Project
Mackay Region Coastal and Inland Flood Hazard Adaptation Strategy (CIFHAS)	★	The current project stage to finalise the hazard assessments is progressing. Supporting GIS analysis are being finalised. The project will be on-going in 2020.
Mackay 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 have 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 finalised in December. A report to Council is planned for 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 strategic review of flood data, population and assets at risk; • future 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

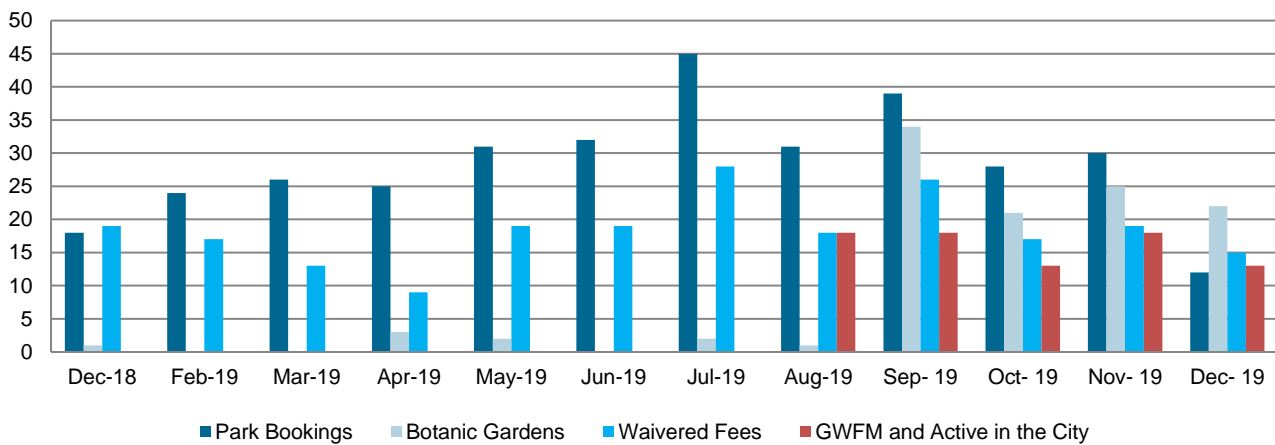
Play Equipment Inspection and Maintenance



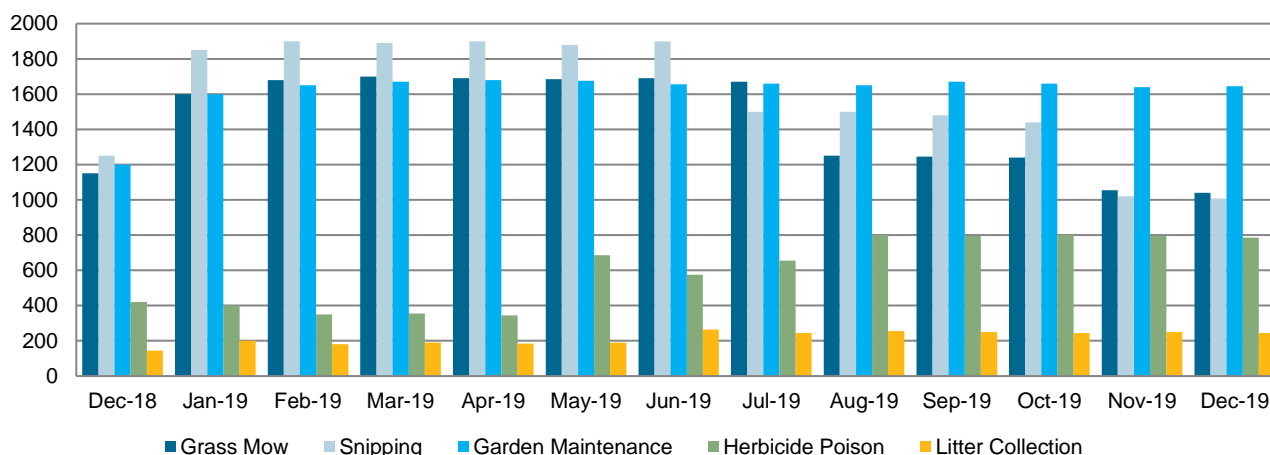
Burials / Ashes in Mackay Region



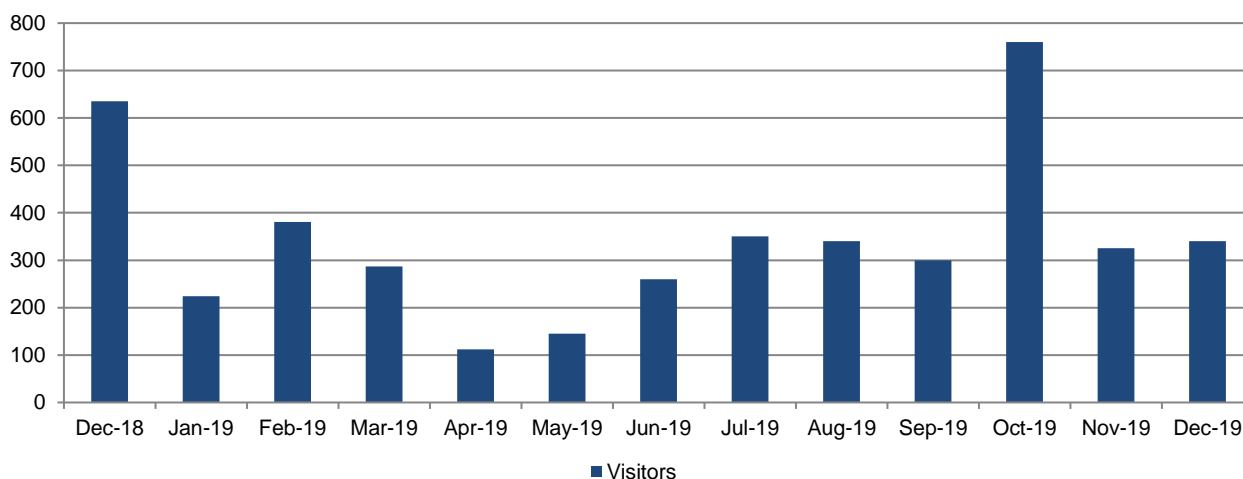
Park Bookings



Parks Maintenance Activities



Orchid House Visitors



Natural Environment Projects		
Project	Status	Description / Update of Project
Local Coastal Plans	🌱	Council adopted the McEwens Beach Local Coastal plan in December.
Camilleri St District Park	🌱	Staff attended the opening of the Camilleri St District Park.
Gordon White Library gardens revitalisation	🌱	Work continued on the Gordon White Library gardens revitalisation project in December. Garden bed preparation has been completed and many of the new plants have been planted, with the remaining plants set to go in early January, along with the irrigation system.
Capital fencing and access projects	🌱	Fencing work at Seaforth was completed in December.
Priority coastal and waterway projects	🌱	Meetings were held with contractors to inspect works undertaken to date on priority coastal and waterway projects.
Volunteer celebrations	🌱	The Mackay Natural Environment Centre Nursery volunteers were thanked for their efforts throughout the year at a morning tea and a celebratory lunch.

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 parks 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>The project reached practical completion and was opened to the public with an official opening on 12 December.</p>
Minor Play	★	Orders for 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 70% of items identified as needing replacement have been completed to date.
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 transform 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> <p>To date, Queens Park nursery has been moved to the Botanic Gardens and demolition of redundant structures completed. Works on storm water, new footpaths and electrical installation are currently well advanced. Boxing out of the road network is well underway. Signage strategy and logo development are nearing completion. Tenders for the landscape and building package have been awarded with works commencing prior to Christmas.</p>
Public Amenities Minor Repairs	★	Planning for the installation of effluent disposal Enviro System at Koumala amenities has been completed. The contractor has been engaged and works will commence immediately after the school holidays.
Botanic Gardens Footpath linking Alexandra Street to Meadowlands	★	Site meetings were scheduled for the start of December. Surveying completed.

Botanic Gardens Projects		
Project	Status	Description / Update of Project
Northern Entrance Sign	★	Solar up lights being investigated. Solar lights from Te Kowai not usable.
Desilting trial project	★	Eight treatment beds have been constructed. Council contractors have completed baseline sampling of site. This includes water sampling in the Lagoons and the bores which are linked via ground water. They will be conducting leachate sampling from the silt in the treatment beds this month to compare with baseline data.
Queens Park	★	Tender has been awarded to Crusade for the building and landscaping package. Site has been formally handed over this week. Construction due to commence this week after a delay over Christmas. Civil works 2 weeks behind target but doing well with recent rain making the site more difficult to work. Landscaping due to commence February.



Orchid House	*	The orchid house is now closed to the public as work in Queens Park ramps up. All orchids and other plants contained within the orchid house are being relocated to the Botanic Gardens nursery. They will be treated for pests, re-potted into new mix and a full audit of the collection completed.
Christmas in the Gardens	*	Event was well attended by many, with one of the best turnouts seen. Feedback has been excellent through Facebook and word of mouth. TMP worked really well with traffic and pedestrians managed excellently throughout the event.

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 adopted Mackay Region Events Strategy 2020 – 2025 was printed for distribution to all stakeholders and interested parties.</p> <p>An implementation assistance meeting has been scheduled with the consultant Luminair for mid-January to discuss the implementation of the Mackay Region Events Strategy 2020-2025. Additional to this, a meeting has been scheduled with the MECC following the assistance meeting to discuss the roll out of the 5-year action plan, where the team will discuss the 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 December: No events were held in the month of December.</p> <p>Events / conferences approved in December: No new events and conference were approved through the program in December.</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 will present draft recommendations to Council on 20 January 2020. 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 The Business Review 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>Recreational Fishing The Economic Development Program continues to work with Mackay Tourism 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>
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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>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 at the Mackay Showgrounds.</p> <p>Invested in Mackay Newsletter The Economic Development Program publishes the Invested in Mackay newsletter bi-monthly. The update offers industry stakeholders, local businesses, community members and non-local investors an overview of current and future economic development initiatives and opportunities by Mackay Regional Council and industry stakeholders. The most recent edition was sent to 511 subscribers on December 13. The next newsletter will be published in February 2020.</p>												
<p>Identify and support delivery of industry sector priorities</p>		<p>Resource Centre of Excellence The tender for construction was awarded to Fergus 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 adopted Strategy was printed for distribution to all stakeholders and interested parties.</p> <p>The Strategy provides a framework and action plan to deliver a coordinated regional approach to economic development and sustainable economic growth and provides a vision of 'encouraging sustainable and diversified jobs and investment in the Mackay region'. A four-pillar framework has been developed to deliver this vision:</p> <table border="0" data-bbox="587 1585 1441 1709"> <tr> <td>1. Advocacy</td> <td>and</td> <td>Leadership</td> </tr> <tr> <td>2. Investment</td> <td></td> <td>Attraction</td> </tr> <tr> <td>3. Industry</td> <td></td> <td>Development</td> </tr> <tr> <td>4. Workforce and Skills</td> <td></td> <td></td> </tr> </table> <p>Within each pillar there are specific initiatives that provide clear direction regarding future activities to support economic development, jobs and investments.</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>	1. Advocacy	and	Leadership	2. Investment		Attraction	3. Industry		Development	4. Workforce and Skills		
1. Advocacy	and	Leadership												
2. Investment		Attraction												
3. Industry		Development												
4. Workforce and Skills														

		<p>Finch Hatton Art Trail Economic Development is assisting the Finch Hatton Progress Association to progress their 'Finch Hatton Art Trail' concept. The concept was undertaken by the Progress Association and provides a high-level concept focused on public realm upgrades in Finch Hatton to showcase local art and highlight the natural beauty of the Pioneer Valley. Economic Development is working with the Progress Association assisting with approval processes and funding sources for their Finch Hatton town entry art tower 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. The Economic Development Program for part of a working group who provided feedback on the Draft Report in December 2019.</p>
<p>Support industry sectors to access international markets in accordance with industry sector profile priorities.</p>	<p>✱</p>	<p>MIW METS Export Hub The Economic Development Program is represented on the Project Advisory Group for the MIW METS Export Hub project. The tender for the Capability Mapping and Supply Chain Analysis is expected to be announced in early February 2020. The Export Hub Manager is working with Council, Trade and Investment Queensland and the Department of State Development, Manufacturing, Infrastructure and Planning, to coordinate an Export Ready Program for METS businesses to commence in March 2020. It is anticipated the program will culminate in a trade mission to Expomin 2020 in Santiago.</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>✱</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 opportunities through the implementation of strategies such as the Mountain Bike Strategy, Recreational Fishing Strategy and Recreational Vehicle attraction.</p>		<p>Recreational Fishing Strategy Economic Development in conjunction with Mackay Tourism continues to deliver the 'Hooked on Mackay' marketing campaign which supports the promotion and awareness of the Mackay Region as a world-class fishing destination. Recent initiatives include:</p> <ul style="list-style-type: none"> • A Freshwater Fishing Guide was published in December. The guide is an information source for visiting fishers and promotes fishing opportunities in our regions three stocked impoundments. The guide is being promoted through Mackay Tourism and the Hooked on Mackay Facebook page and website. • 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 was 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 have now commenced:</p> <ul style="list-style-type: none"> • Negotiations with landowners regarding freehold land purchase; • Detailed design processes; • Progression of approval processes with regulatory authorities and land managers. <p>Invitations will be sent in January to key stakeholders requesting their representation on a Regional Mountain Bike Alliance who 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>Facilitating Development in Mackay Region Policy 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.
<p>Explore opportunities for growth and development and facilitate investment opportunities</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>

<p>Liveability</p>		
<p>To support and promote a vibrant, sustainable and affordable community which encourages people to live, work and play in the Mackay region.</p>		
<p>Business Priority</p>	<p>Status</p>	<p>Update of Project</p>

<p>Activate regional localities to achieve social, economic and environmental potential</p>	<p>✱</p>	<p>Activate My Place (AMP) Program Promotion and launch of Round 2 of the AMP 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 / early April 2020.</p> <p>AMP! guidelines currently being reviewed with consideration given to refining scope and removing the funding limit. 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. Four applications have been funded in 19/20, with two application approved with works to be completed. Promotion of the scheme via Facebook has recently occurred with the Economic Development team assisting three businesses with the application process.</p> <p>A review and update of the scheme was discussed at a Council briefing on the 20 November. In accordance with the outcomes of the briefing, 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>Marketing and Festive Activations 'This Festive Season in the Mackay City Centre' campaign continued throughout December. Along with five bus adverts and a billboard promotion. A series of Press Adverts in the Daily Mercury promoted the six window activations, augmented reality experience and promoted the Free Workshops on how to make Christmas ornaments and decorations from recycled books.</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>Create your own Christmas ornaments and decorations 12 Days of FREE Workshops were held in 33 Wood Street. The daily drop in sessions for all ages and abilities ran Monday – Friday between 9 – 24 December.</p> <p>Roaming Carollers The Chanteuse Roaming Carollers brought the sounds of Christmas to the City Centre from Monday, 9 December until Saturday, 21 December.</p> <p>Activating Vacant Spaces – Festive Theme Six creative festive themed window displays in six vacant shop fronts in the City Centre were launched on 6 December.</p> <p>Illuminated Decorations Two additional illuminated Christmas decorations have been installed 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 was distributed during December.</p> <p>Dining Guide – EAT Mackay An updated version of the dining guide was distributed during December.</p>

		<p>Mackay City Centre – ART WALK The second edition of the ART WALK brochure was distributed during December.</p> <p>Mackay Laneway Project – Fifth Lane A festive themed Augmented Reality has been activated in 5th Lane for December.</p>
Promote the Mackay Region	★	<p>Welcome to Mackay Package Economic Development is developing a ‘Welcome to Mackay’ package providing local information to support recruitment of workers and to equip new residents with information about the region. This project is currently in the research phase and a collaborative approach involving stakeholders is planned for its delivery in early 2020.</p> <p>GW3 Workforce Attraction Video The Greater Whitsunday Alliance (GW3) is producing a regional attraction video promoting our region, with a strong focus on career opportunities and lifestyle benefits. The Economic Development Program is assisting GW3 with the delivery of this project, identifying a strategic direction for the promotional video as well as finding regional industry champions to be profiled. The video is expected to be finalised before July 2020.</p>
Support for tertiary education	★	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.

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>Sarina Sugar Shed Business Review The Business Review 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>During December the Sarina Sugar Shed received two large corporate hamper orders equating to 66 hampers with a value of \$4,790.50.</p>			
Business Operations (excluding accruals)		Item	December	YTD	Annual Target
	★	Tour Visitation (Paid)	533	6,328	10,000
		Visitation (Total)	695	7,723	-
		Volunteer Hours	205.45	1,729.10	-
		Item	December	YTD	Annual Budget
	★	Ticket Sales	5,552	102,805	\$180,000
	★	Retail Sales	30,538	215,983	\$303,000
	★	Total Income (incl. Ticket income)	36,091	322,216	\$487,000
	★	Total Expenses	61,632	393,565	\$844,872

Economic Indicators (Quarterly)

Indicator	Jun 19	Mar 19	Dec 18	Sep 18	Jun 18	Mar 18	Dec 17
Employment							
Unemployment rate	5.80%	4.4%	3.9%	3.7%	3.8%	4.3%	5%
Employed persons	56,751	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	December	November	October	September	August	July
City Centre Business Network	1,023	1,026	1,026	1,028	1,098	1,105
City Centre Facebook Likes	6,400	6,388	6,382	6,375	6,332	6,330
City Centre Instagram Followers	1,366	1,364	1,356	1,338	1,328	1,307
City Centre Wi-Fi Sessions	812 users	874 users	994 users	872 users	1,008 users	1,01 users
	8,682 sessions	10,266 sessions	11,063 sessions	10,472 sessions	11,433 sessions	12,281 sessions
Invested in Mackay Subscribers	512	512	500	481	449	442
City Centre Community	4,304	4,327	4,327	4,327	4,716	4,642
Mackay Region Joblink Analytic Report	583 users	634 users	632 users	577 users	574 users	572 users
	2,043 views	Not available	Not available	3,795 views	3,200 views	2,760 views
Sarina Field of Dreams Usage Wi-Fi*	56 users	65 users	92 users	83 users	96 users	148 users
	253 sessions	394 sessions	579 sessions	719 sessions	715 sessions	1,355 sessions
Hooked on Mackay Facebook	3,159	2,796	2,096	1,849	1,335	1,190
Net Free Zone Voluntary Code	537	527	527	484	453	452

* 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
8 February 2020	Chinese New Year Activation	Mackay City Centre
12-13 February 2020	Mackay Region Event Bootcamp – Economic Development Funded	Windmill Hotel
14-16 February 2020	2020 Water polo QLD Country Championships – Invest Mackay Funded	Mackay ARC
21 and 22 February 17 and 18 April 26 and 27 June 21 and 22 August 16 and 17 October	Free native plant giveaway	MNEC
23- 25 February 2020	Catchment Solutions - Project Catalyst (Sugar Cane Growers) – Invest Mackay Funded	MECC
24 – 26 February 2020	Box Office and Marketing Network Conference (Stage Queensland) – Invest Mackay Funded	MECC
6 March 2020	AFLW - Gold Coast Suns Vs Geelong – Invest Mackay Funded	Great Barrier Reef Arena, Harrup Park
1-3 May 2020	2020 Rotary District 9550/9750 "Emerge" Conference – Invest Mackay Funded	MECC
1-4 May 2020	2020 Great Barrier Reef Arena Bash for Cash – Invest Mackay Funded	Great Barrier Reef Arena, Harrup Park
9 May 2020	Zach Mach Adventure Challenge – Invest Mackay Funded	Pinnacle
7-10 May 2020	2020 School Sports QLD AFL Championships (boys and girls 13-15 year old) – Invest Mackay Funded	Great Barrier Reef Arena, Harrup Park
15-17 May 2020	2020 Fox Superflow Seal by Stan Series (Mountain Bike Event) – Invest Mackay Funded	Rowallan Park, Farleigh
18-20 May 2020	Central Queensland Principals Conference – Invest Mackay Funded	MECC
26-29 May 2020	2020 Association of School Business Administrators Queensland (ASBAQ) Conference – Invest Mackay Funded	MECC
4-7 June 2020	2020 School Sports QLD AFL Championships (boys and girls 10-12 year old)	Great Barrier Reef Arena, Harrup Park
11-12 July 2020	MAD Mountain Bike Mackay Cup – Invest Mackay Funded	Rowallan Park, Farleigh
1-2 August 2020	2020 Rowing Qld North Qld Schools Championship Regatta – Invest Mackay Funded	Mackay Rowing Club
28-29 August 2020	NQ Rock'N Country – Invest Mackay Funded	Mackay Showgrounds
8-11 September 2020	2020 Bowen Basin Symposium – Invest Mackay Funded	MECC
13 September 2020	Motorcycle Beach Races at Grasstree Beach – Invest Mackay Funded	Grasstree Beach
21 – 26 September 2020	Etnies Rumble on the Reef (Skateboarding) – Invest Mackay Funded	Sugar Bowl Skate Park