



Development Services

Monthly Review Report June 2016

Executive Summary

Development Services

Development and application activity remains at subdued levels but it is encouraging to see a number of applications and discussions with developers progressing, particularly in the aged care, child care and retail domains.

Council approved a significant application for a childcare centre in Mt Pleasant last month which will be ideally located for working parents in that locality and Council has also held extensive discussions with the developers of Plantation Palms about opening a temporary connection road between Plantation Palms and Rosewood Drive. The Council, in partnership with the Federal Government and the Developer spent in excess of \$10m building infrastructure in this area which has essentially been stranded due to slower than projected development over the past few years and the opening of a temporary connection, following community engagement will provide a major benefit to the community in that locality.

It is pleasing to see the Development Services Management Teams increased focus on safety across the department appears to be having an impact with reduced numbers of incidents this month. The management team have significantly increased the number of safety interactions they are undertaking on a monthly basis.

The plan to finalise the draft Mackay Region Planning Scheme is also taking shape with good progress made in negotiations with the State Government and we are confident that August will see the beginning of a major period of work to finalise the planning scheme within the next 6-12 months.

In the Parks, Environment and Sustainability program a number of works are either underway or recently completed across our coastal areas. New accesses were installed at Grasstree and Armstrong Beach improving the communities ability to access those beaches safely and in the planning sphere we have commenced the review of a number of beach plans and will be commencing community consultation on those plans in coming months. The parks programs major project for the year is also near complete at Fair Meadow Drive Park and this new park facility is a significant improvement for walkers and bike riders who use the area as well as being a major upgrade to a significant visual corridor along Mackay Bucasia Road.

In the Economic Development program this month our largest event so far in the conference and events attraction program was held, being the Braveheart's 20/20 cricket match at Harrup Park featuring the legends from Qld and NSW cricket. A number of other successful events which were attracted due to this program were also held this month.



Gerard Carlyon
Director Development Services



DECISION NOTICE
DA-2015-187
APPROVED PLAN
14 Jun. 2016

AMENDMENT REQUIRED
SEE DECISION NOTICE

PROJECT NO: 14913
DWG NO: DA-480 REV. A
ISSUE DATE: 27/10/2015

ARTIST'S IMPRESSION
27/10/2015

RAUNIK
RAUNIK ARCHITECTURE
1111 1001 1001
1111 1001 1001
1111 1001 1001

Green Leaves
Green Leaves
Green Leaves

MT PLEASANT ELC
2-4 DISCOVERY LANE, QLD 4740
For EDC Management Pty Ltd on
Trustee for the Yewee Education Trust

Child Care Centre Application Approved for a Capacity of 143 Children At 2-4 Discovery Lane, Mount Pleasant.

Development News 06/2016

Updates on Significant Developments Currently Being Assessed by Council

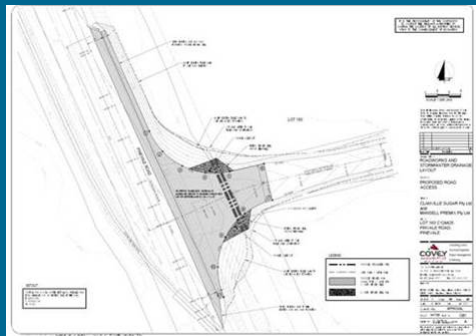
APPLICATION APPROVED

DA-2015-167

2-4 Discovery Lane, Mount Pleasant

The application proposed the construction of a new 143 place long day child care centre on a site with frontages to Sams Road, Willetts Road and Discovery Lane.

The site will be accessed from Discovery Lane and provide a service to the nearby employment nodes of the Mater Hospital, medical services and retail showroom complexes.



OW APPROVED

OW-2016-12

Lot 193 Pinevale Road, Pinevale QLD 4741

Approval of an Operational Works Development Permit to facilitate a sand extraction approval on the upper reaches of the Pioneer River.

The application consists of a rural intersection to allow haulage trucks to safely turn in and out of the site.

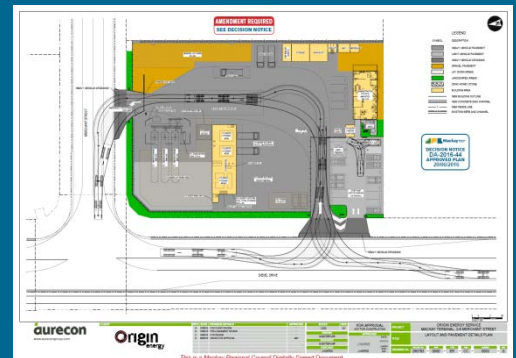
NEW APPLICATION

DA-2016-44

61 Diesel Drive, PAGET

The application proposes to establish a new LPG storage and handling facility for Origin Energy. The proposal will result in Origin Energy relocating from their current location at the Mackay Harbour to a new facility in Paget.

The proposal includes the construction of an administration building, workshop and cylinder storage area, plus the installation of three large underground tanks.



PLANS SEALED

SPCOM-2015-128/3

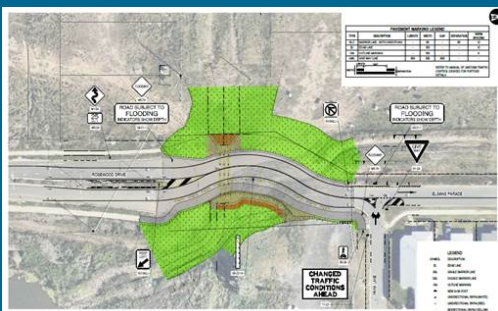
Richana Estate Stage 2B – Partial Release 4

SP259124 - Plan of Lots 33, 40, 42 & 406

OW LODGED

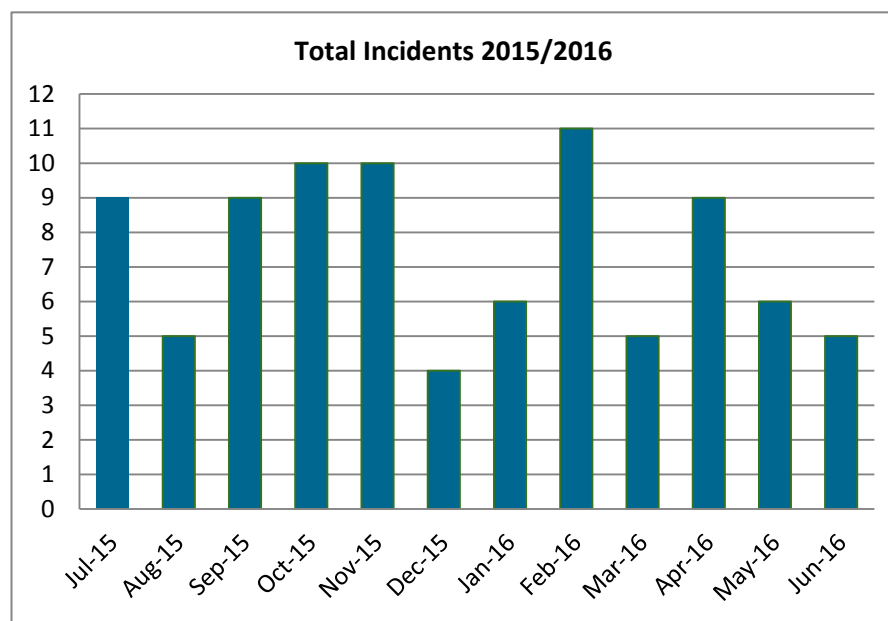
OW-2016-16

Elgans Parade – Plantation Palms, RURAL VIEW QLD 4740



Application for a Development Permit has been lodged for a temporary connection road between Plantation Palms and Rosewood Drive. The application is developer driven and facilitates low volume vehicle and pedestrian movement between the residents of Plantation Palms and the southern extents of Rosewood Drive and Northern Beaches High School. This will involve some community engagement processes undertaken by Council. A stormwater crossing is required and signage to advise the road is subject to flooding. Council and the developer are working on an agreement for maintenance of the road.

Workplace Health and Safety



The WH&S statistics detail a summary of the Development Services incident performance. These are incidents involving injury only, not motor vehicle, loss, theft or damage.

It is pleasing to see a reduced number of incidents this month and that no incidents resulted in lost time injuries.

Review of Operations

STRATEGIC PLANNING

- On Track
- Potential Issue
- Definite Issue

Regional and Local Area Planning		
Projects	Status	Description / Update of Project
Draft Mackay Region Planning Scheme	●	Subject to State and Council review. New plan to progress this project is being prepared.
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.
Mackay City 3D Model Project	●	3D model of current and potential future development for the Mackay City Centre currently being developed.
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 new population projections.
Communities Facility Strategy	●	Communities Facility Strategy is in draft form.
RV Friendly Status	●	Project with Economic Development to establish 'RV Friendly Status' for the Mackay Region: <i>Project Complete</i> .
Environmental Impact Statement – Hillalong Coal Mine Project	●	Coordinating Council comments on the Environmental Impact Statement for Hillalong Coal Mine: <i>Project Complete</i> .

Project Update: Urban design and Placemaking

This month Council had the benefit of well-regarded place-maker Andrew Hammonds of Place Focus visiting Mackay to enlighten us in the art of placemaking. His visit kicked off with a free public event at the MECC. “A Taste of Placemaking” was well received by all who attended and got some really interesting ideas out in the open about place activation and how relatively small low-cost activities can vitalise urban areas.

The next day, planners attended a full day workshop on Urban Design and Placemaking. Mackay Regional Council invited our colleagues at Whitsunday, Isaac and the Department of Infrastructure Local Government and Planning to join us. Again – some great ideas and inspiration to employ in our work.

Finally, the consultant’s last task was to unpack ideas with the local development industry at Town Beach. A small group including Deputy Mayor Camm met at Town Beach to discuss how this valuable public space can be better utilised.



Transport & Infrastructure Planning

Projects	Status	Description/Update of Project
Infrastructure agreements	●	Ongoing discussions/negotiations relating to potential new agreements.
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 across Council. Stage 1 review to be completed in 2016/17.

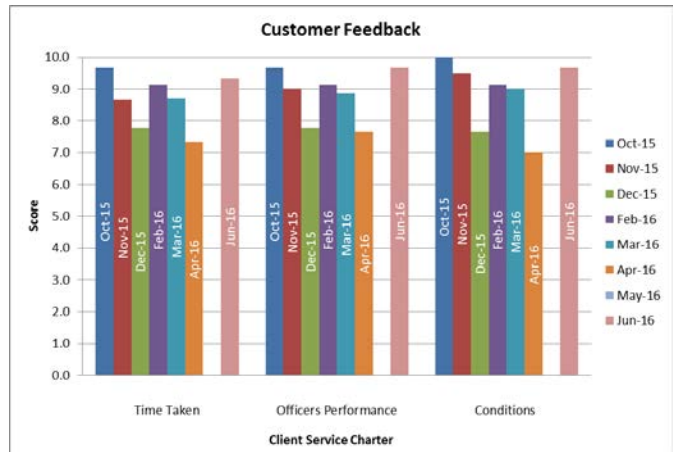
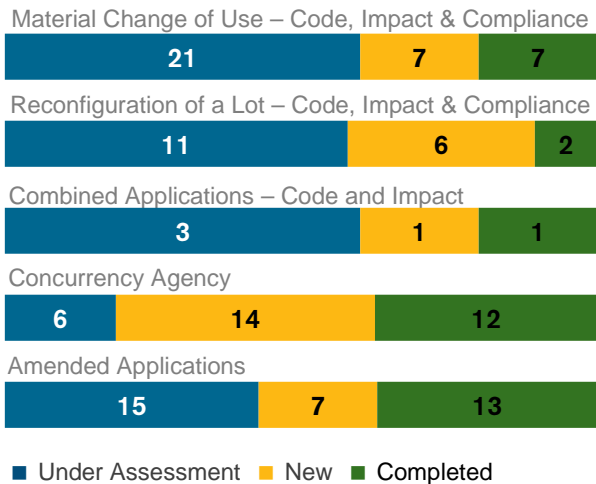
Project Update: Local Government Infrastructure Plan - timeframe for completion extended

Council resolved on 11 May 2016 to apply to the Honourable Jackie Trad, Deputy Premier and Planning Minister to request an extension to the Local Government Infrastructure Plan (LGIP) preparation timeframe which was set to expire on 30 June 2016. Advice has been received from the Department of Infrastructure, Local Government and Planning that an extension was granted and the timeframe for Mackay Region Council to complete its LGIP is now 30 June 2018. The LGIP will be subject to future public consultation and will be incorporated into the planning scheme as part of an amendment process.

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 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	●	Development of interactive mapping showing the flood footprint linked to the Forgan Bridge flood gauge height.
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.
Inundation Simulation modelling for Mackay	●	Terrain visualisation system of Pioneer River flooding.
Mackay Floodplain Management Plan	●	Preparation of Mackay Floodplain Management Plan Project Brief is underway.
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.). Review to be completed in 3 rd Quarter of 2016.
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 Mapping Update	●	Updating Storm Tide Mapping using the 2015 LiDAR. Project commenced May 2016.
<p>Project Update: NCCARF – CoastAdapt – Tool Implementation Partner</p> <p>The National Climate Change Adaptation Research Facility (NCCARF) works to support decision makers throughout Australia as they prepare for and manage the risks of climate change and sea-level rise. In 2015/16, Council partnered with NCCARF to assist in developing the CoastAdapt tool (a Coastal Climate Risk Management Tool on how to manage the risks from climate change and sea-level rise, together with the associated physical, social and economic risks). There are ten members of the Partnership, drawn from across Australia and every State.</p> <p>This partnership arrangement has now been extended for the 2016/17 financial year to assist in the implementation phase of the project.</p>		

DEVELOPMENT ASSESSMENT

Volume of Operations



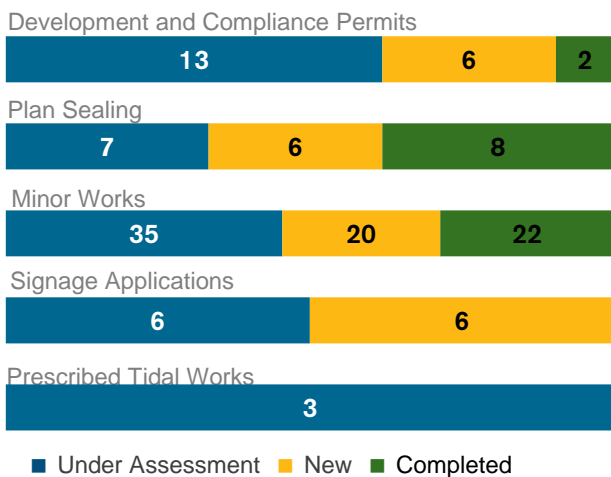
No responses received in May 2016.

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)	🟢	50% decided in 40 days.
ROL (85% in 40 Days)	🟢	100% decided in 40 days.
Concurrence Agency (85% in 10 Days)	🟢	100% decided in 10 days.

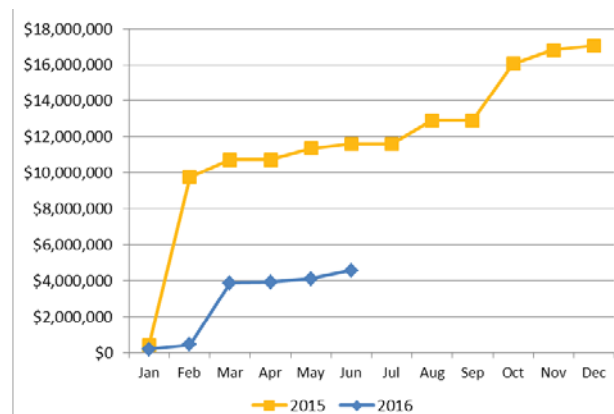
DEVELOPMENT ENGINEERING

Volume of Operations



Value of Approved Operational Works

Cumulative value of works to date

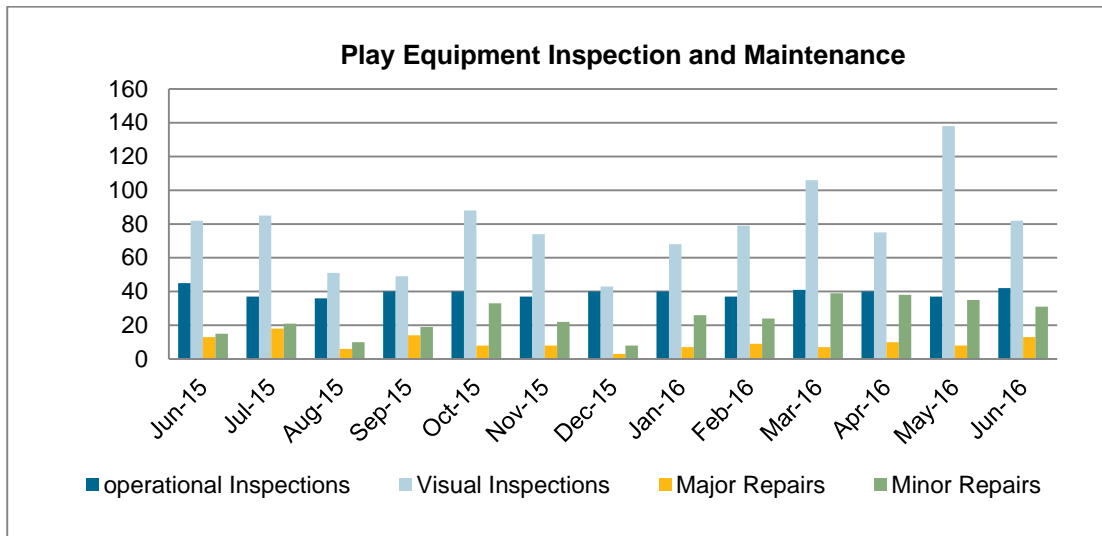


Two Operational Works applications were approved in June 2016 with a total value of works of \$455,852.

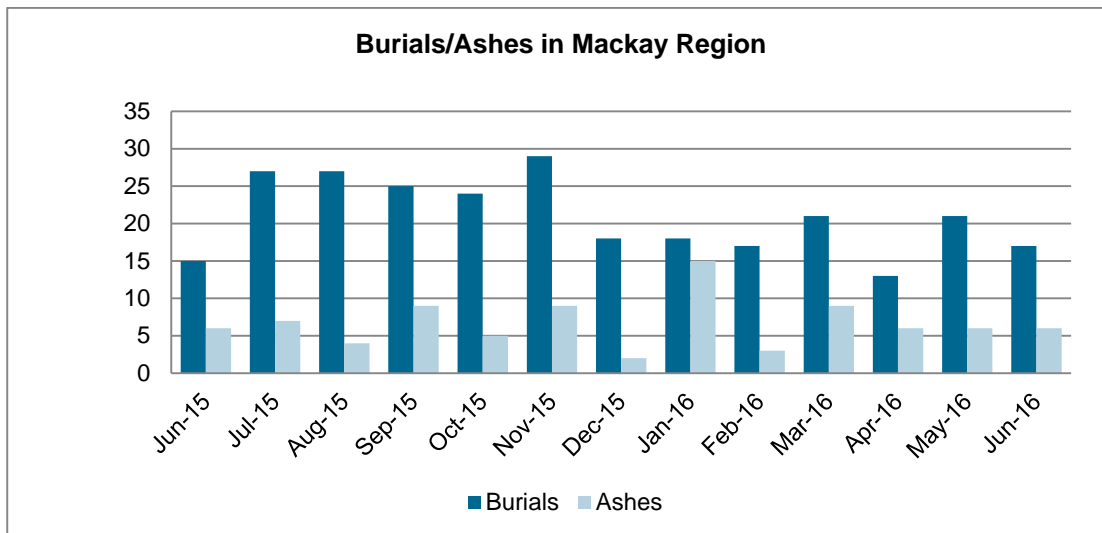
Application	Status	% Decided
Minor Works (85% in <10 Days)	🟡	81% decided in 10 days. An influx of applications received in June resulted in timeframes exceeded.
Signage Applications	🟢	Six applications received, two decided within 10 days.
Operational Works (85% in 40 Days)	🟢	100% decided in 40 days.
Plan Sealing (% decided in 20 days without action notice)	🟢	100% decided in 20 days without action notice.

PARKS AND ENVIRONMENT

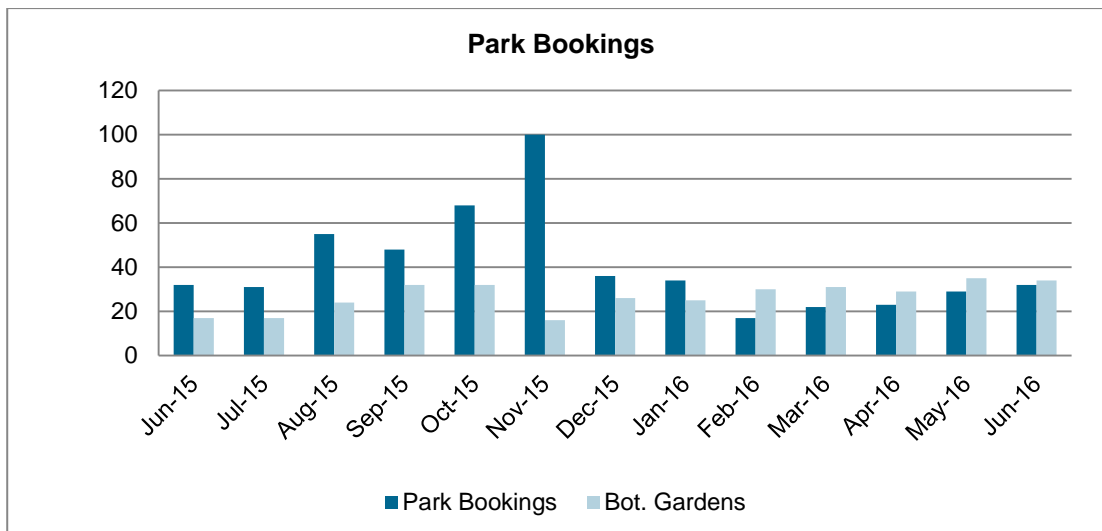
Parks Building Services Activities



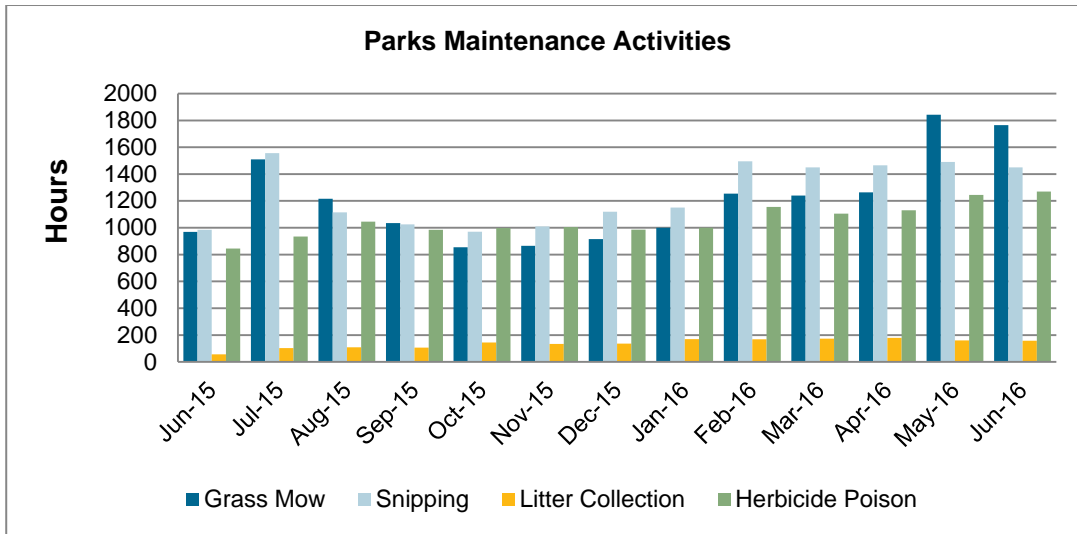
Cemeteries



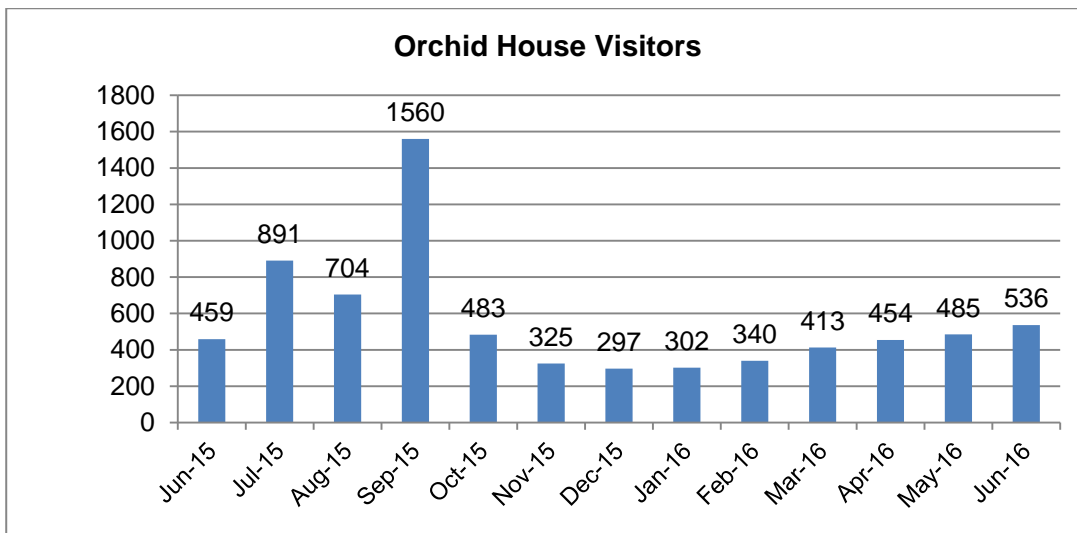
Administration – Parks Bookings



Grass Maintenance Activities






Horticulture







Plants Grown in the Nursery and Planted out by Horticulture Staff:

140mm Plants – 860
Larger Plants – 100

Natural Environment Projects		
Project	Status	Description of Project
Council Display at the Mackay Show	★	Staff helped organise the Parks, Environment and Sustainability display at the show, including giving away 2500 local native plants propagated at the Natural Environment Centre.
Green Army Application	★	Submitted an application for 15 Federally funded Green Army teams (10 people per team) over the next three years to work on coastal and riparian sites, to improve the health of the Great Barrier Reef.
Beach Plan Review	★	Reef Catchments have been engaged to review the Blacks Beach, Bucasia and Midge Point Beach Plans and develop a new beach plan for Grasstree Beach.
Beach Access Project	★	Two new beach accesses were installed at Grasstree Beach and one at Armstrong's Beach. A fourth access track is currently being installed at Far Beach.
Lagoons Creek Rehabilitation	★	Rehabilitation of the lower sections of Lagoons Creek is ongoing.

Capital Works Projects		
Project	Status	Description of Project
Ron Andersen Park		Full park upgrade is complete. Project included picnic shelter, park furniture, paths, fencing, garden beds, irrigation and trees.
Fairmeadow Drive Park		Full park upgrade including picnic shelter, park furniture, construction of river rock drain, viewing deck, paths, garden beds irrigation and trees. 90% complete.
Amenities Upgrade		Complete. Epoxy flake flooring installation to amenities at St Helens Campground and Vic Bridger Park Calen.

Botanic Gardens Projects		
Project	Status	Description of Project
Regional Forest Boardwalk Installation		Complete. Upgrade of broken concrete pathway to boardwalk.
Detailed Design Project		In progress. Detailed design project for remaining area of the gardens. Due to be completed November 16.
Balmoral Sector – Waterways		Complete. Upgrade and erosion protection of creek line. Viewing deck repaired and painted.
Botanic Collection Upgrades		Complete. Upgrades or revamps to the Bamboo collection, Orientation Garden, Brigalow Belt creek, 2000 everlasting daisies have been planted throughout the site.

ECONOMIC DEVELOPMENT
Overview June 2016

Program	Activity	Report Period	YTD	Target	Status	Comments
Investment Facilitation and Business Support	Meetings facilitated with developers / property owners / business owners	1	60	-	★	Nil
	Applications processed under Facilitating Development Policy		8	-	★	Eight applications have been approved under the Facilitating Development in the Mackay Region Policy.
Industry Development and Networking	Meetings with local businesses/ industry representatives	29	122	100	★	Economic Development staff attended in excess of 30 industry development and networking meetings and events such as: <ul style="list-style-type: none"> o Briefing with TIQ regarding Indian delegations and coal market in India o City Centre Business Information Session o Digital Economy Reference Group o Eat Local Wednesday briefing with local chefs o Evans Avenue Business group o Export Ready Program discussions with Export Council of Australia o TIQ and RIN regarding Export Ready Program roll-out o Urban Design Workshop - Place Focus o Women's Leadership Symposium
	Presentations to forums / conferences	0	6	-	★	Nil
	Pepper – The Robot	-	-	-	★	Pepper the Robot is currently being developed and was presented to the Executive Management Team.
	Northern Queensland Capitals Alliance Program	1	4	-	★	Work continued in partnership with Cairns, Rockhampton and Townsville Councils on the Northern Queensland Capitals Alliance. A review of existing policy and advocacy groups in Northern Australia being undertaken during June.
	Startup Mackay	-	-	-	★	o Ongoing support provided as required. o Finalised sponsorship of the Startup Weekend planned for November 2016.
	Split Spaces Mackay				★	o Finalised the Council Foundation Sponsorship of Split Spaces.
	QME – Mackay Region Stand	-	-	-	★	o Coordinating a stand at the 2016 QME in conjunction with Mackay Tourism, Resource Industry Network and the Mackay Airport, with support from State Development. The booth will be 6m x 9m - jointly funded by participating organisations. All stakeholders will supply staff and promotional materials to the booth. o Ongoing support provided to REED Exhibitions and Bowen Basin Mining Club as part of Invest Mackay Conference Attraction agreements.
	JMS Mining Services Delegation from India	-	-	-	★	o A delegation of three representatives from JMS Mining Services (India) visited Mackay on the 15 June. o A civic reception was arranged and attended by the Mayor, Deputy Mayor, Federal Member for Dawson and Mackay business representatives and public servants.
	Coal India Delegation from India	-	-	-	★	o Ongoing support has been provided to Trade Invest Queensland to assist with a delegation from Coal India visiting Mackay for the Queensland Mining Expo. o Council will be sponsoring a "pitching event" which will involve six local businesses the following morning.

Program	Activity	Report Period	YTD	Target	Status	Comments
	Investment Prospectus	-	-	-	★	<ul style="list-style-type: none"> Preparation has commenced on an investment prospectus for the Mackay Region and is currently being drafted.
	Caravan Motorhome Club of Australia (CMCA) RV Friendly Town	-	-	-	★	<ul style="list-style-type: none"> Economic Development in partnership with Property Services met with the Mirani Caravan Park operator to discuss the CMCA RV Friendly Town accreditation and logistics. Discussions have commenced regarding the development of marketing collateral with the Valley Heart Business Group.
	Caravanning Queensland	-	-	-	★	<ul style="list-style-type: none"> Mackay Region is participating in Caravanning Queensland's Community Welcomes Recreational Vehicles program. The region has obtained a listing on their website, in preparation for their program's official launch – www.communitywelcomesrv.com.au Caravanning Queensland have provided Economic Development with 'Mackay Region Welcomes Recreation vehicles signage' and discussions regarding the location of the signage has commenced.
Placemaking	Evans Avenue	-	-	-	★	<ul style="list-style-type: none"> Discussions with the Evans Avenue Business Group occurred in June to discuss future projects and direction of the Business Group. Working in partnership with the Evans Avenue traders amended the Evans Avenue Business Precinct logo and ordered banner brackets and banners for Evans Avenue streetscape.
Mackay Pride Façade Improvement Scheme	Applications approved	7	15	10	★	<ul style="list-style-type: none"> Improvement works under Round One are almost complete, with one property left to be completed. Round one Grants of \$11,000 Ex GST will result in \$51,000 Incl GST of capital improvements with local contractors. 12 applicants have been approved to date for Round 2, with 4 more applications still under assessment in July. Round 2 Grants of \$29,530 Ex GST will result in \$121,677.33 Incl GST of capital improvements with contractors. Applications for Round Three opened on June 27. Two applications have been received to date.
Invest Mackay Events Attraction and Conference Attraction	Number of events/conferences confirmed or held	0	42	8	★	Negotiations continue with a further 20 conferences and several significant events.
	Greater Whitsunday Farmers Market				★	<ul style="list-style-type: none"> Approximately 3,000 people attended the Farmers Market launch on June 8.
	T20 All Stars Cricket Match				★	<ul style="list-style-type: none"> The event attracted close to 4000 people to Harrup Park and raised a significant amount of funds for not-for-profit organisation Bravehearts.
	T20 All Stars Gala Dinner				★	<ul style="list-style-type: none"> The event was attended by 400 people at the MECC with more than 200 guests in attendance.
	Ongoing meetings with events to provide support and ensure funding obligations are met:				★	<ul style="list-style-type: none"> Sarina Beach Coconut Festival Mackay Beach Horse Races Sarina Bird Club (Northern Avian Conference) Farmers Markets Management Committee Grasree Beach Races Mechanos Wings and Wheels Mackay
Yantai Sister Region	Coordination of delegations				★	<ul style="list-style-type: none"> Ongoing communications between ED and Yantai regarding the visit of 20 students and 4 teachers from Yantai, China in July 2016. The students will enjoy a homestay with families from Mackay State High School, Whitsunday Anglican College and Mackay Christian College.

e-Statistics

	February subscribers	March subscribers	April subscribers	May subscribers	June subscribers
City Centre Business Network	819	808	788	764	753
Regional Focus Business Network	304	304	304	307	307
Sarina Businesses Network	287	287	287	287	288
Evans Avenue Network	122	122	122	122	122
City Deals Club Subscribers	3,014	3,473	3,396	3,392	3,306
Mackay Region Joblink Analytic Report www.mackayregionjoblink.com.au	313 users 1,751 views	320 users 1,321 views	336 users 1,825 views	345 users 1,406 views	357 uses 1,406 view

City Centre Coordination

Program	Activity	Status	Comments
City Centre Taskforce	Taskforce Meetings	●	<ul style="list-style-type: none"> No meetings held in June due to the re-establishment of the City Centre Taskforce, post the election.
City Centre Events / Community Participation	Greater Whitsunday Farmers Market	●	<ul style="list-style-type: none"> Continued weekly meetings held with Greater Whitsunday Food Network to assist in event planning. Event launched June 8, approx. 3,000 attendees. Now held weekly every on Wednesdays in Wood Street Park, 2pm – 6pm. Weekly attendance since the launch is around 2,000 Mackay City Centre has also provided entertainers each week to perform at the Market to enhance the ambience
	Active Kids in the City	●	<ul style="list-style-type: none"> The Active Kids in the City program is scheduled for both weeks of the June/July school holidays. June's events included Face painting, Active Squirtz, Craft (Decorate a Calico Bag), Zumba Kids & Balloon sculpting Early reports indicate that all events have been very successful. Participants in both the Active Squirtz and Zumba Kids have been double the average.
	Twilight City Spooktacular – community participation	●	<ul style="list-style-type: none"> Twilight City Street Party in the City Centre to be held August 20. Meetings held to discuss main act, staging, cinema screen, and bus service & toilet requirements. Planning meetings being scheduled, Expressions of Interest Forms distributed in early June.
	Fashion Week Mackay	●	<ul style="list-style-type: none"> Fashion Week Mackay (FWM) to be held on 6, 7, 8 October. Sponsorship discussions held with potential naming rights sponsor. FWM committee meeting fortnightly.
City Centre Development / Marketing Campaigns	Event Marketing Calendar	●	<ul style="list-style-type: none"> An event calendar for distribution to City Centre businesses was distributed at the Business Information Session on June 6 and at subsequent meetings.
	Window Activation Strategy	●	<ul style="list-style-type: none"> Activation of vacant buildings in the City Centre. Planning in progress. Artwork designed. Booking / cost structure to be determined. Program discussed at Business Information Session on June 6. Talks in progress with some businesses to add window displays in The Dome from June 30
	WiFi Strategy	●	<ul style="list-style-type: none"> Promotion and delivery of marketing opportunities via the FREE City Centre WiFi platform. Brochure distributed at the Business Information

						<ul style="list-style-type: none"> Session on June 6 and at subsequent meetings. o DL Flyer produced and distributed to public (Mackay Show)
	City Centre Active Kids and City Centre Active in the City				*	<ul style="list-style-type: none"> o Weekly activities undertaken and renewed for July – December 2016: <ul style="list-style-type: none"> ➢ Lazy Runners Club ➢ Zumba ➢ City Dog Walking
Program	Activity	Report period	YTD	Target	Status	Comments
Business Attraction	Businesses attracted to City Centre	-	14	10	*	Nil
City Centre Façade Improvement Scheme	Round 1	4	22	26	*	o Grants of \$57,654 000 will result in \$430,000 of capital improvements with local contractors.
	Round 2	0	7	7	*	<ul style="list-style-type: none"> o Grants of \$33,173 will result in \$155,000 of capital improvements with contractors. o FIS R2 has now completed and outcome reports are being finalised by property owners.
City Centre Digital Statistics						
Facebook	June	May	April	March	February	
<i>Likes</i>	4,141	4,030	4,002	3,985	3,678	
<i>Total Reach</i>	25,035	35,260	21,899	81,672	100,508	
Mackay City Centre Instagram						
<i>Followers</i>	702	637	609	590	579	
<i>Following</i>	113	111	111	111	111	
City Centre WiFi						
<i>Total Users</i>	1,043	1,014	986	962	814	
<i>Total Sessions</i>	2,497	2,383	2,384	2,294	2,637	
<i>Average Session Times</i>	15mins 32secs	14mins 4secs	15mins 22secs	12mins 24secs	1min 52secs	

Sarina Sugar Shed

Program	Activity	Report Period	YTD	Target 2015 /2016	Status	Comments
Business Operations	Visitation	955	10,004	10,000	*	<ul style="list-style-type: none"> Visitors came from: o Mackay Region – 246 o Queensland – 158 o NSW – 154 o Victoria – 134 o Overseas – 114 o SA, WA, NT & WA – 149 o Other – 0 o This is partly due to the slower than anticipated high season.
	Ticket Sales	\$13,300	\$125,504	\$175,000	*	<ul style="list-style-type: none"> o January - \$8,166 o February- \$3,834 o March - \$3,977 o April 0 \$12,070 o May - \$10,891 o June - \$13,300 o Ticket sales are tracking under budget. This is partly due to the slower than anticipated high season and delays in getting the online booking system operational.
	Total Income (incl. Tickets income)	\$34,258	\$403,000	\$468,000	*	<ul style="list-style-type: none"> o January – \$22,866 o February – \$17,381 o March – \$19,692 o April - \$33,790 o May - \$30,904 o June - \$34,258 o Overall income is down due to lower ticket sales, alcohol and gift shop sales not achieving budget due to lower visitor numbers.

Business and Product Development	Farm Tour Wagons	★	<ul style="list-style-type: none"> ○ Work is nearly complete on the farm tour wagons. ○ Tours will commence in late 2016 and are expected to increase visitation and revenue
Marketing and Media	Advertising Signage	★	<ul style="list-style-type: none"> ○ New signage was erected at the entrance to the Field of Dreams Parkland.
	Greater Whitsunday Food Network	★	<ul style="list-style-type: none"> ○ Sarina Sugar Shed supplied products to the MECC for the Greater Whitsunday Food Network Farm to Plate Dinner held on the 9th June and also supplied table decorations for the event. ○ Staff have been attending the weekly Farmers Market in the City Centre and are seeing strong sales.