



# Development Services

Monthly Review Report

January 2021

## Executive Summary

### DEVELOPMENT SERVICES

This report is for Development Services for January 2021. Some highlights from this period are as follows:

- Public consultation on the draft Mackay Region Integrated Transport Strategy concluded on 15 January. The Integrated Transport Strategy will establish the vision and set the strategic direction for an integrated transport and land use system to 2036. Submissions received in relation to the draft Strategy will now be reviewed and considered by Council.
- Demolition of the former Seafresh shed at 6 River Street progressed during January with the intent of having these works completed by mid-February. Timber from the building has been retained by Council and was assessed for its suitability for incorporation in the public realm improvements being designed for the Riverside Precinct within the Mackay Waterfront Priority Development Area.
- A new brass sign has been installed at Lamberts Lookout in Slade Point, complementing the existing interpretive signage in the area. The new brass sign will enable visitors to the lookout to identify the islands that can be seen from the lookout.
- In January, the Mackay Natural Environment Centre Nursery received its 2021 certification under the Nursery Industry Accreditation Scheme Australia (NIASA). The scheme is an independently audited best management practice program for the nursery production industry.
- Work is well underway on the renewal of the playground in Brownsey Street Park. This project involves the construction of new play equipment with a solid roofed shade structure, childproof fencing, picnic shelter and drinking fountain. The play equipment and the shade structure has been installed and works on concrete edging, sand soft fall, fencing, picnic shelter and the drinking fountain are currently in progress.
- Professional event management firm Sound Australia visited the region on 20-22 January as part of the preparation of a full feasibility study for the Mackay Beach Horse Races event. The trip to Mackay included a site visit and meeting with stakeholders. The feasibility study is expected to be completed in February/March 2021.



**Aletta Nugent**  
*Director Development Services*

#### New island lookout sign at Lamberts Lookout



# Development News 01/2021

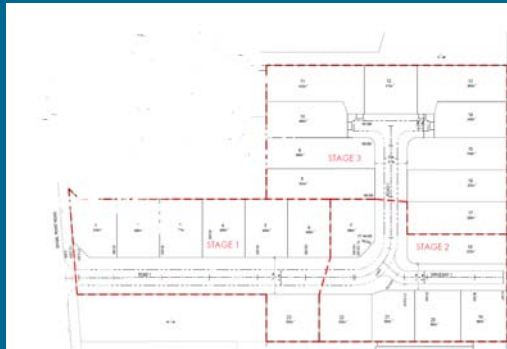
Updates on Significant Developments Currently Being Assessed by Council

## APPLICATION LODGED

DA-2020-159

2-16 Celeber Drive, Andergrove

Council has approved the expansion of the existing kindergarten at Whitsunday Anglican School. The expansion will provide for the establishment of a second indoor learning area to accommodate additional students.



## APPLICATION LODGED

OW-2021-2

180 Shoal Point Road, Shoal Point

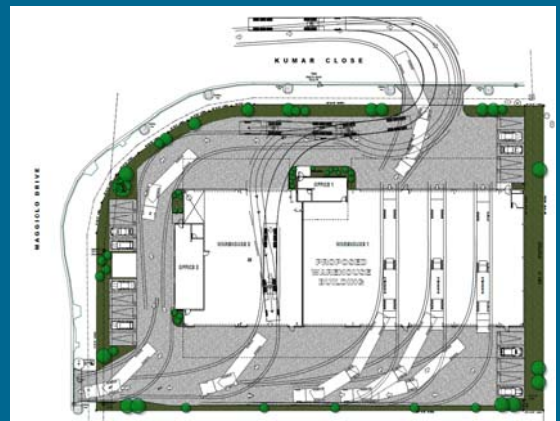
Operational Works application received for the civil works for 23 residential lots at Shoal Point. Proposed works include roadworks, stormwater, sewerage and water infrastructure and earthworks.

## APPLICATION APPROVED

DA-2020-189

2-12 Kumar Close, Paget

Council has approved a Development Permit for the construction of a warehouse building containing two tenancies located at the corner of Kumar Close and Maggiolo Drive. The development will have access from both street frontages.



## APPLICATION APPROVED

OW-2020-48

145 Midge Point Road, Bloomsbury

Operational Works application received for civil works for stormwater, access, carparking and landscaping associated with a new agricultural supplies store at Bloomsbury.



## Monthly Safety Review

### Summary

In January 2021:

- Seven safety interactions were undertaken.
- Twenty-four site safety inspections were undertaken.
- 100% of monthly action plan activities were carried out.
- The Development Services Health and Safety Committee met.
- Development Services representatives attended a WHS Management Committee meeting.

Seven incidents were reported in January involving MRC employees and/or members of the public. One lost time injury was recorded.

The following injuries to MRC employees were reported during January:

- A mower operator sustained burns to fingers / hand whilst refuelling a mower (lost time injury).
- Dog bite on hand after rescuing small dog that was drowning in Botanic Gardens lagoon.
- Cut on leg whilst hedging.
- While stepping up into tractor, felt pain in thigh.
- Person felt unwell after whipper snipping, possible mild heat stress. Felt better after resting.

The following asset damage incident involving an MRC employee was reported during January:

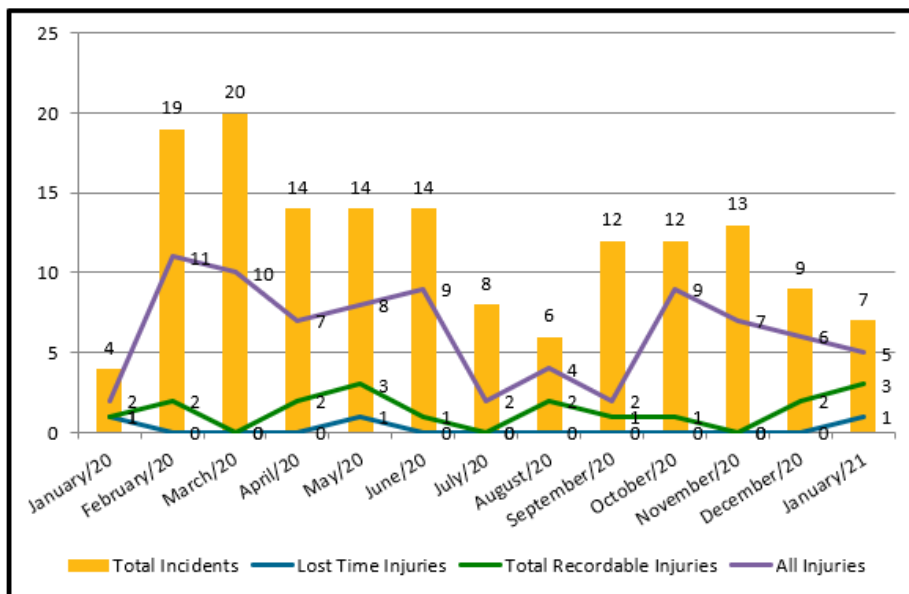
- While mowing, mower window hit a tree breaking the glass.

The following near miss incident was reported during January:

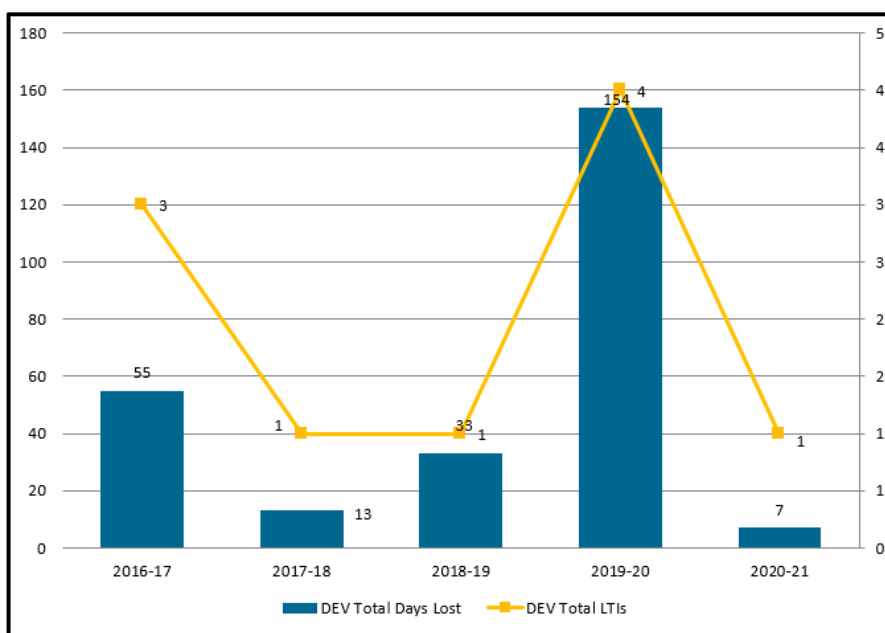
- A light pole in the Gordon Street carpark fell over, exposing insulated electric cables. Rust was identified at the base of the pole.

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

Incidents and Injuries



Lost Time Injuries and Days Lost



For the 2020-21 year, one lost time injury has been recorded:

- In January, a worker sustained burns to fingers / hand, when a fire broke out while refuelling a mower. Seven days were lost as the worker recovered.

Department	2016-17		2017-18		2018-19		2019-20		2020-21	
	LTI	Days Lost	LTI	Days Lost	LTI	Days Lost	LTI	Days Lost	LTI	Days Lost
Development Engineering										
Development Assessment										
Parks, Environment & Sustainability	3	55	1	13	1	33	4	154	1	7
Strategic Planning										
Economic Development & Tourism										
<b>Development Services Total</b>	<b>3</b>	<b>55</b>	<b>1</b>	<b>13</b>	<b>1</b>	<b>33</b>	<b>4</b>	<b>154</b>	<b>1</b>	<b>7</b>

# Financial Report

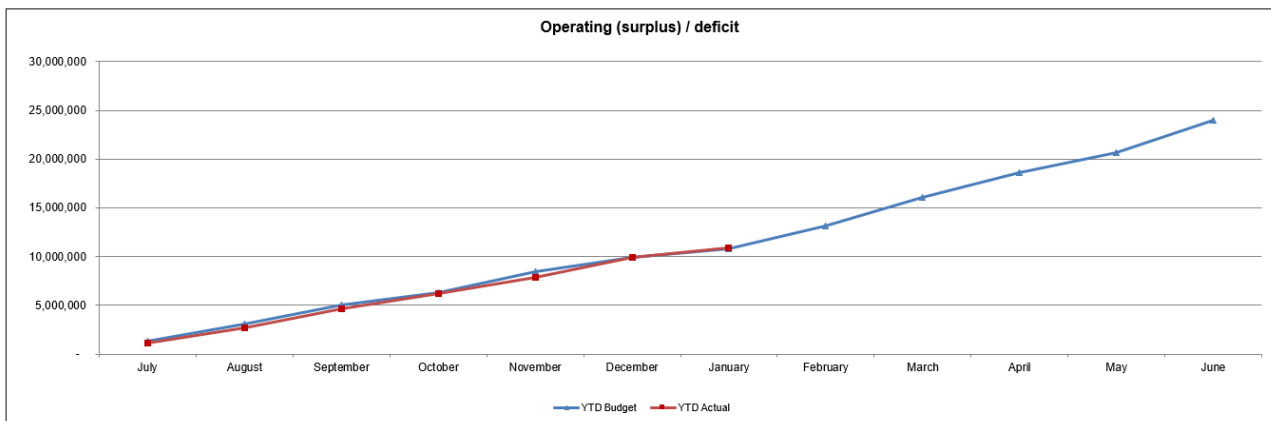
Overall, the Development Services budget is tracking well. Timing of leave is negatively affecting the Development Assessment Program and Parks, Environment & Sustainability program budgets, but the deficit arising from this issue should reduce as the financial year progresses. The Development Engineering program budget exceeded revenue projections for minor works fees and survey plan endorsement fees, reflecting the increase in civil works and home construction across the Region.

Operating Results	YTD budget	YTD actual	Variance	Status
Development Services Management	438,139	429,523	(8,616)	🟢
Strategic Planning	916,306	909,832	(6,475)	🟢
Development Assessment	(207,336)	(179,088)	28,248	🔴
Development Engineering	(256,765)	(384,003)	(127,238)	🟢
Economic Development & Tourism	1,328,333	1,305,711	(22,623)	🟢
Parks, Environment & Sustainability	8,546,575	8,788,874	242,299	🟡
<b>TOTAL OPERATIONAL</b>	<b>10,765,254</b>	<b>10,870,849</b>	<b>105,595</b>	🟡

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

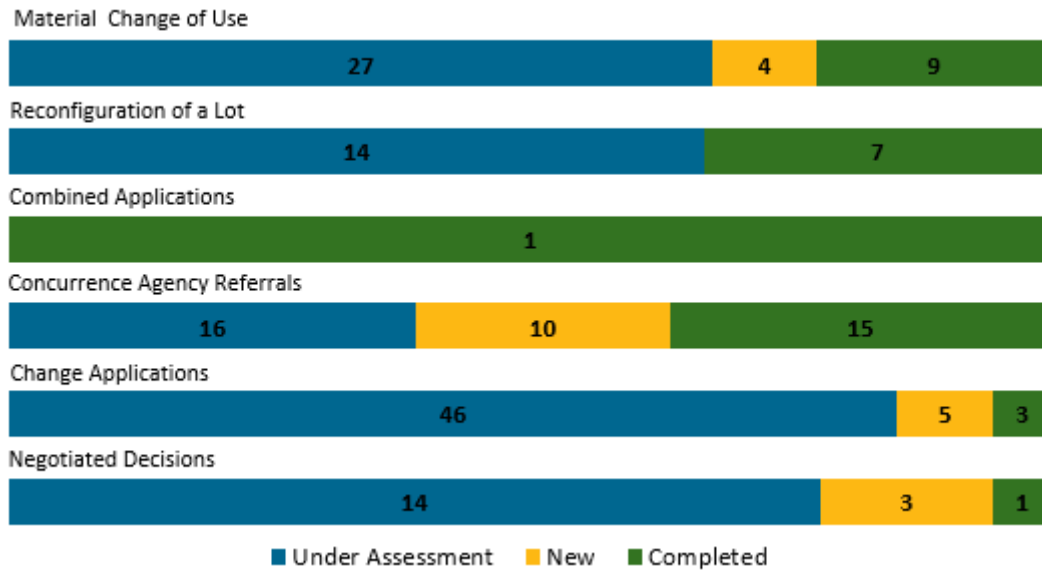


# Review of Operations

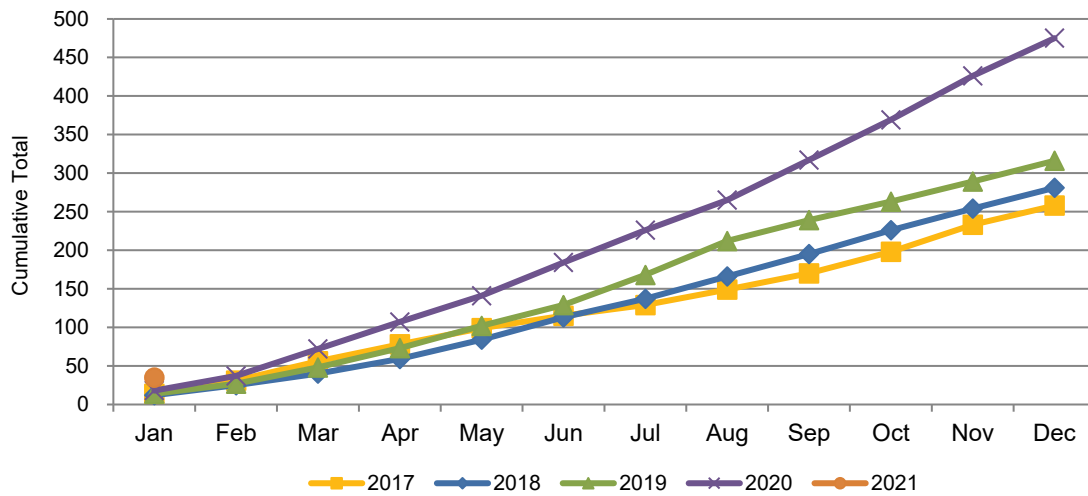
- On Track
- Potential Issue
- Definite Issue

## DEVELOPMENT ASSESSMENT

### Volume of Operations



### Cumulative Number of Approved Development Assessment Applications



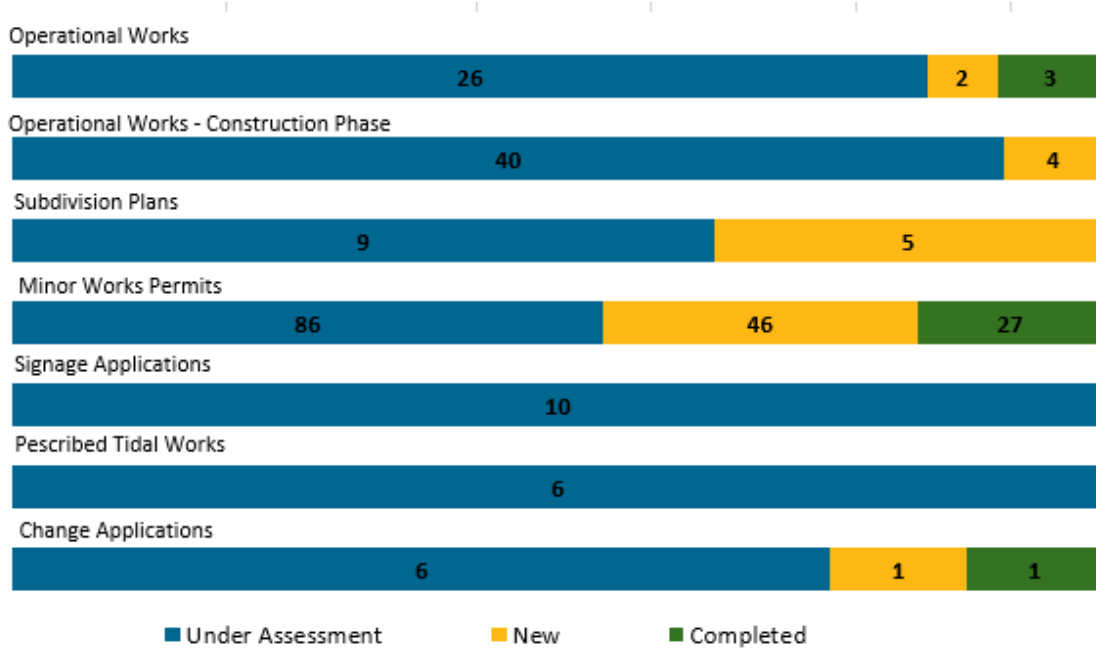
### Development Assessment Performance Against Legislative Timeframes

Application	Status	% Decided
Material Change of Use Code (85% in 35 Days)	●	100% decided in 35 days.
Material Change of Use Impact (50% in 35 Days)	●	50% decided in 35 days. (Two applications – one application was decided in 156 days due to extensive negotiations, peer review and Council report).
Reconfiguration of Lot (85% in 35 Days)	●	100% decided in 35 days.
Concurrence Agency (85% in 10 Days)	●	80% decided in 10 days.



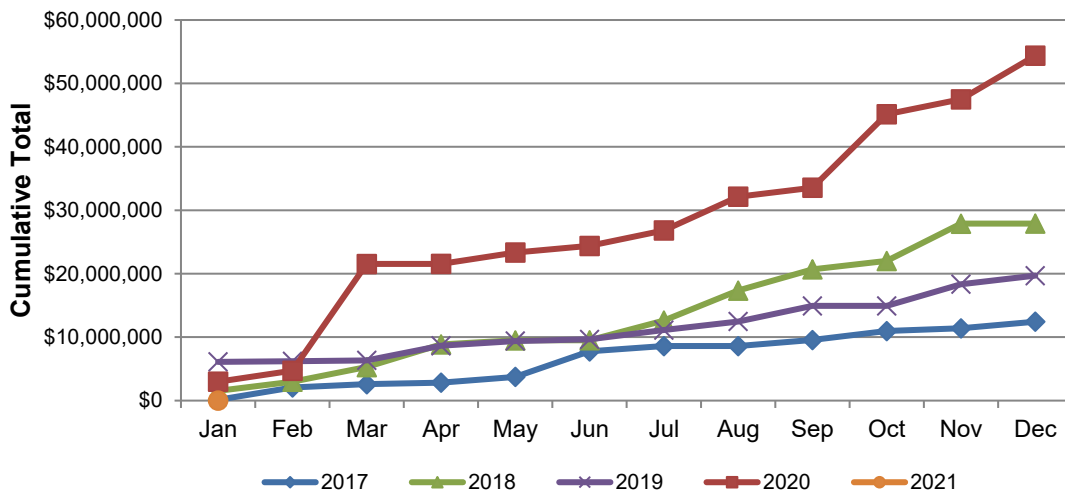
**DEVELOPMENT ENGINEERING**

**Volume of Operations**



**Cumulative Value of Approved Operational Works**

Three Operational Works applications were approved in January with a total value of works of \$ 708,106






**Development Engineering Performance Against Legislative Timeframes**

Application	Status	% Decided
Minor Works (85% in <20 Days)	🟡	70% decided in 20 days. Backlog of applications to be decided this month resulting in some delays.
Signage Applications (85% in <20 Days)	🟢	No signage applications were decided in the month of January.
Operational Works (85% in 35 Days)	🟡	66% decided in 35 days. One application decided one day late.
Plan Sealing (85% decided in 20 days without action notice)	🟢	No survey plans were received in the month of January.





**STRATEGIC PLANNING**

Regional and Local Area Planning		
Projects	Status	Description / Update of Project
Mackay Region Industrial Land Provision Study	*	<p>Council commissioned a consultant to prepare an independent report on Industrial Land Supply in the Mackay Region. The independent report was endorsed by Council on 14 October 2020. A key recommendation of the report is that Council monitor industrial land take up to inform industrial land demand and supply. This project is now complete.</p> <p>Council is investigating high level development options for the six future industry investigation zones in the planning scheme. Reports on these investigation zones are being finalised in the first half of 2021.</p>
Mackay Region Planning Scheme - Minor amendment 5	*	<p>Preliminary work has commenced in preparation for Minor amendment 5 that is proposed to include the recently adopted flood studies for North Mackay, West Mackay and Andergrove/Beaconsfield into the Flood and coastal hazards planning scheme overlay. In addition, the proposed minor amendment will seek to update State Planning Policy mapping layers to ensure the planning scheme reflects up to date state mapping.</p>
Mackay Region Planning Scheme – Major amendment 2	*	<p>The purpose and general effect of the proposed amendment is to update and improve various parts of the planning scheme:</p> <ul style="list-style-type: none"> <li>• as a result of new information and studies;</li> <li>• in response to a number of workability matters identified since the planning scheme commenced in 2017;</li> <li>• to reflect completed development approvals; and</li> <li>• to improve clarity, remove redundant wording and improve alignment with the <i>Planning Act 2016</i>.</li> </ul> <p>The State interest review for the Major amendment 2 is nearing completion and Council is expecting to receive notice from the Minister about the State review and proceeding to public consultation in coming months.</p>
Mackay Region Planning Scheme – Planning Scheme Policy (PSP) review	*	<p>The review of PSP content continues to progress through a governance process including input from relevant internal programs.</p> <p>PSP amendment 3 includes the following PSPs:</p> <ul style="list-style-type: none"> <li>• Planning scheme policy - subsurface drainage design</li> <li>• Planning scheme policy - structures - bridge design</li> <li>• Planning scheme policy - cycle facilities and pathway design</li> <li>• Planning scheme policy - pavement design</li> <li>• Planning scheme policy - site regrading.</li> </ul> <p>It is anticipated that PSP amendment 3 will be presented to Council for adoption in February 2021.</p> <p>Work continues to progress on the internal review of the following remaining PSPs:</p> <ul style="list-style-type: none"> <li>• Planning scheme policy – geometric road design</li> <li>• Planning scheme policy – operational works application and construction requirements</li> <li>• Planning scheme policy – healthy waters</li> <li>• Planning scheme policy – constructed lakes.</li> </ul> <p>The internal review is anticipated to be completed by mid-2021.</p>

		<p>Consultant reviews may follow and the timing of the adoption of these amendments may depend on necessary planning scheme amendments to support the policy amendments.</p>
<p>Finch Hatton Township local planning framework</p>		<p>A local planning framework for the Finch Hatton township is being prepared to support Pioneer Valley Mountain Bike Trails.</p> <p>An initial round of public consultation was undertaken during November 2020, which invited the community to complete a survey to share their thoughts, values and aspirations.</p> <p>A community information session to provide a general update on the project is planned for February 2021.</p>
<p>Mirani Community Precinct Master Plan and Concept Design</p>		<p>Initial concepts for the proposed Mirani Community Precinct are complete and a final draft Design Options Report for the buildings, landscape and infrastructure has been received for internal comment. The report will be finalised in the coming months, with the project being handed over to the Major Projects program for detailed design.</p> <p>The design stage of this project is funded by the Queensland Government in association with Mackay Regional Council. Milestone 3 has been achieved and reporting for Milestone 4 is due 30 April, comprising a report on the detailed design.</p> <p>Delivery of the proposed community precinct is subject to availability of funding.</p>
<p>Northern Beaches Community Hub</p>		<p>The concept masterplan has been finalised with a receipt of an options report. The masterplan describes the staged development of the site over time. The preferred building option is the development of a multi-level centrally located community hub providing access to a range of community facilities. Further work on building and infrastructure concept options is continuing. Infrastructure concept options are being progressed to support the staged development of the site.</p> <p>Council called for nominations for a Community Reference Group for the project. Nominations closed on 6 December 2020 and the reference group is being finalised. The first meeting is planned for 23 February 2021.</p> <p>An Agency group is also being established with a first meeting planned for 23 February 2021</p>


### Transport & Infrastructure Planning

Projects	Status	Description / Update of Project
<p>Growth Allocation Model</p>		<p>The Mackay Growth Allocation Model allocates and maps future urban growth over a 20-year projection period based on growth scenarios. The 2020 model review was undertaken with due consideration of published Queensland Government Population Projections. The reviewed model will be used to inform the review of the Local Government Infrastructure Plan.</p> <p>Lead and lag statistics are monitored to measure growth projections against actual population movements.</p>
<p>Mackay Region Transport Strategy</p>		<p>Public consultation on the draft Mackay Region Integrated Transport Strategy concluded on 15 January 2021. Consideration of submissions and feedback received has commenced.</p>

<b>Stormwater</b>		
<b>Projects</b>	<b>Status</b>	<b>Description / Update of Project</b>
Mackay Region Coastal and Inland Flood Hazard Adaptation Strategy (CIFHAS)	*	The current project stage involving the preparation of hazard assessments has been finalised. Implementation of further stages will be subject to external grant funding.
Mackay Floodplain Management Plan	*	A draft flood study and management plan has been completed and includes identified and tested mitigation options. A high-level peer review suggested recommendations that are being considered prior to community consultation, which is planned for the first half of 2021.
Flood Intelligence Plan	*	<p>The Flood Intelligence Plan project currently includes two main projects:</p> <ul style="list-style-type: none"> <li>• A “pilot” flood emergency assessment and action plan; and</li> <li>• A Total Flood Warning system.</li> </ul> <p>The two projects are expected to be finalised in coming months. 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>

**MACKAY CITY AND WATERFRONT**

Mackay City and Waterfront		
Projects	Status	Description / Update of Project
Riverside Public Realm upgrades	*	Council is currently prioritising design efforts on the Riverside Precinct, with design for the area between Paxton's and the Fish Market underway to support construction in 2021. The demolition works for the former Seafresh shed at 6 River Street are progressing with the intent to have these works complete by mid-February to open up river views. The landscaping and urban design package for the public realm upgrades is also well advanced and is expected to be finalised by March. Recycled timber from the 6 River Street building is being assessed for incorporation into the design. This package of work is being considered as an application opportunity for the Federal Government Building Better Regions Fund Round Five.
Bluewater Quay Improvements	*	A concept design for Bluewater Quay improvements is now completed. The landscaping and engineering concepts consider the improvement of the area from a functionality, safety and amenity perspective, while capitalising on the Pioneer River to activate the area. Cost estimates have also been prepared to support the designs. The Mackay City and Waterfront team are now in conversations with internal stakeholders to gain preliminary feedback and will continue to consider the interface of this area with adjoining sites.
River and Sydney Street Intersection upgrade	*	Upgrades to the intersection located at River Street and Sydney Street to improve pedestrian and cycling safety along the Bluewater Trail is in the detailed design phase. Council is working closely with the Department of Transport and Main Roads on the project.
Mackay Waterfront Investment Opportunities	*	Council continues to engage with property owners and investors in relation to development opportunities within the Mackay Waterfront Priority Development Area (PDA).
Expression of Interest (EOI)	*	Council endorsed an Expression of Interest (EOI) process for development opportunities on Council owned freehold land in the PDA. There were six sites offered for consideration, including three in the Mackay City Centre Precinct and three in the Riverside Precinct. Council is currently focusing upgrades to public realm and complementary placemaking activations in close vicinity to these sites. EOIs submitted by ReNew Mackay Pty Ltd (a consortium of local professionals) and Sentinel Group Holdings were selected from seven submissions. Renew Mackay's proposal included plans of luxury residential properties, retired living, commercial offices and tourism opportunities across the majority of the Council sites as well as adjoining privately-owned sites. Sentinel Group's submission included the development of a 4.5 star corporate hotel and commercial, health and retail building on the Gregory Street site while retaining a level of public carparking. Council has continued conversations and negotiations with the two short-listed parties, with the intent of developing a draft commercial and delivery plan for consideration. Further strategy sessions will be held with the proponents in February/March.
Neighbourlytics 'Launch City' Program	*	Council recently partnered with Neighbourlytics as part of their 'Launch City' 6-month program to help Council measure, benchmark and adopt a data-driven approach to citizen well-being. Neighbourlytics is a digital platform dedicated to measuring the quality of life and wellbeing in neighbourhoods based on their unique data footprint and is being used by a number of regional councils

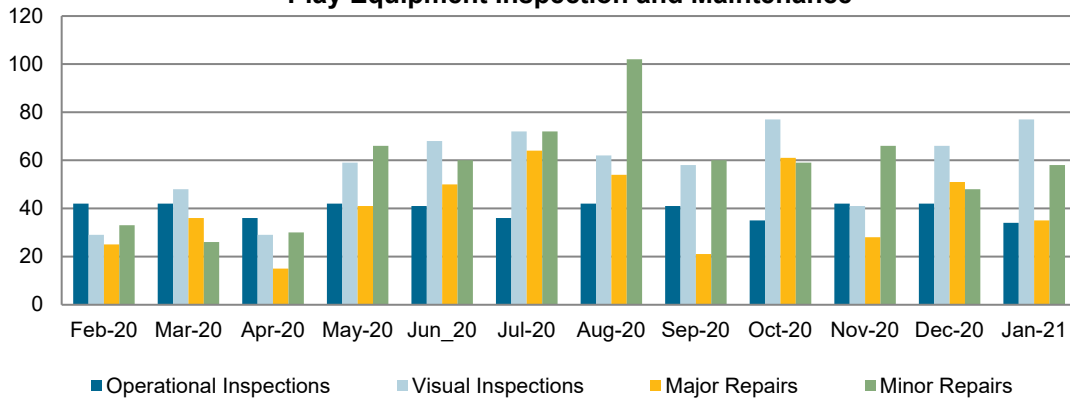
		<p>across Australia. This project has now commenced and the Mackay City and Waterfront team has established an internal working group for the project. The working group has collaborated to identify 50 1km radius areas of interest within the region for which specific data will be collated for analysis. The whole region base line report was presented by the Neighbourlytics team to council staff in December and gave viewers an understanding of how to begin to interpret the data and use the dashboard. The Neighbourlytics internal working group continue to meet monthly to determine Council's priorities in getting the most value from the program and data.</p>
<p>Activate Mackay City Centre</p>		<p><b>Fifth Lane resurfacing works</b> Fifth Lane is scheduled to be resurfaced and decorated with festoon lighting beginning in February 2021. This will allow neighbouring properties to consider opportunities to open up to this space. The project is expected to be completed in May.</p> <p><b>City Centre Reference Group</b> Council continues to work with the City Centre Reference Group (a sub-group of the Mackay Region Chamber of Commerce). Officers from Economic Development and the Mackay City and Waterfront team have been attending regular meetings since June 2020. The group discusses issues and opportunities affecting the Mackay City Centre and provides leadership and direction on initiatives and improvements.</p>

**e-Statistics**

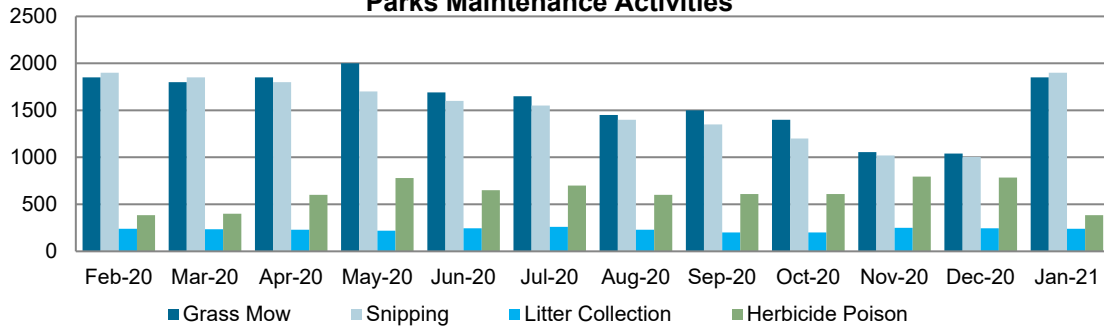
Subscribers	July 20	Aug 20	Sep 20	Oct 20	Nov 20	Dec 20	Jan 21
City Centre Facebook Likes	6,447	6,456	6,458	6,458	6,449	6,461	6,459
City Centre Instagram Followers	1,415	1,423	1,440	1,447	1,448	1,451	1,448
City Centre Wi-Fi Sessions	N/A	331 users	635 users	680 users	597 users	1,084 users	618 users
	N/A	2,009 sessions	4010 sessions	5231 sessions	5437 sessions	10,664 sessions	6864 sessions

**PARKS, ENVIRONMENT & SUSTAINABILITY**

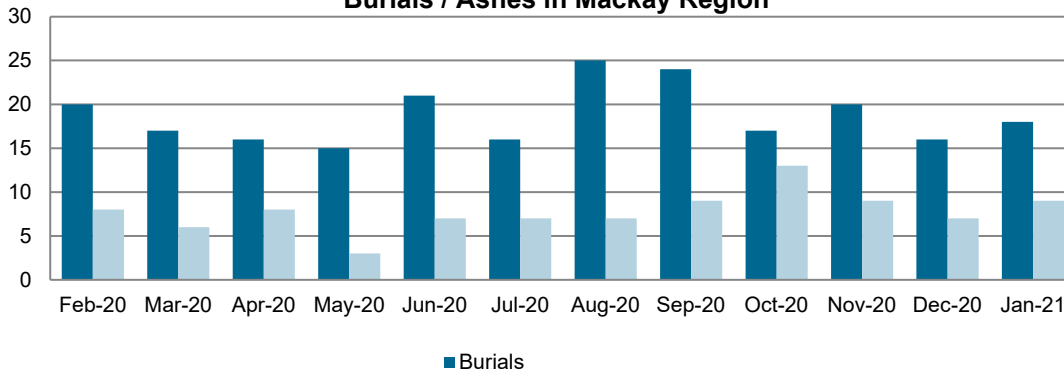
**Play Equipment Inspection and Maintenance**



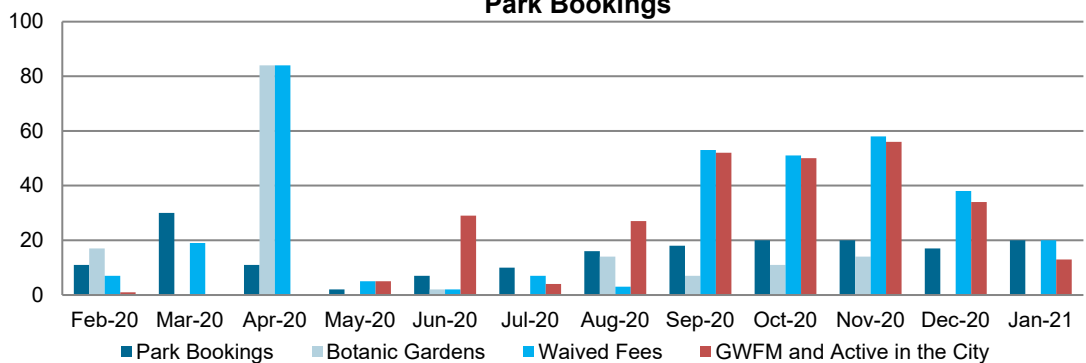
**Parks Maintenance Activities**



**Burials / Ashes in Mackay Region**



**Park Bookings**



<b>Natural Environment Projects</b>		
<b>Project</b>	<b>Status</b>	<b>Description / Update of Project</b>
Island sign	✱	Visitors to Lamberts Lookout will now be able to identify the islands that can be seen from the lookout. A new cast brass sign has been installed, complementing the existing interpretive signage which highlights the landscape features and biodiversity of the area.
Land for Wildlife program	✱	A Land for Wildlife group meeting was held to discuss the program for 2021. Council funds the Sarina and Pioneer Catchment groups to undertake a number of property visits and reassessments each year, as well as to produce a quarterly newsletter, run educational events for landholders and maintain the group's Facebook page. Land for Wildlife is a voluntary conservation program that provides support and advice to landholders interested in providing habitat for wildlife on their properties.
LGAQ/CSIRO climate adaptation biodiversity conservation project	✱	Council staff were selected to participate in an interview about climate change adaptation for biodiversity conservation in our region, which will help shape a broader research project to develop a decision-making methodology to enable local governments to set clear objectives and interventions to support biodiversity and ecosystem adaptation through a changing climate.
Nursery volunteers	✱	The Mackay Natural Environment Centre's nursery volunteers returned from the Christmas break eager to get their hands dirty and propagate local native plants for projects across the region including the Free Native Plant Giveaway. Volunteers attend the nursery on Tuesdays and Thursdays.
NIASA accreditation	✱	The Mackay Natural Environment Centre Nursery received its certification for 2021 under the Nursery Industry Accreditation Scheme Australia (NIASA). The scheme is an independently audited 'Best Management Practice' program for the nursery production industry.
Free Native Plant Giveaway	✱	The dates have been set for the Free Native Plant Giveaway program for 2021. The nursery will be open on 16 and 17 <sup>h</sup> April and again on 20 and 21 August for residents who want to browse and get assistance to choose their plants. For those people who want to preorder plants via Council's click and collect system, they will be able to collect their pre-ordered plants Thursday mornings from 9-11am starting on 4 March.

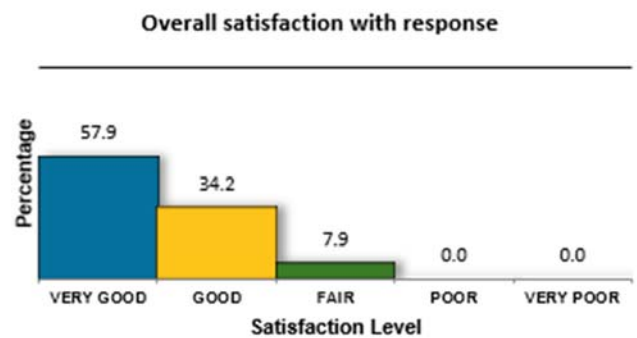
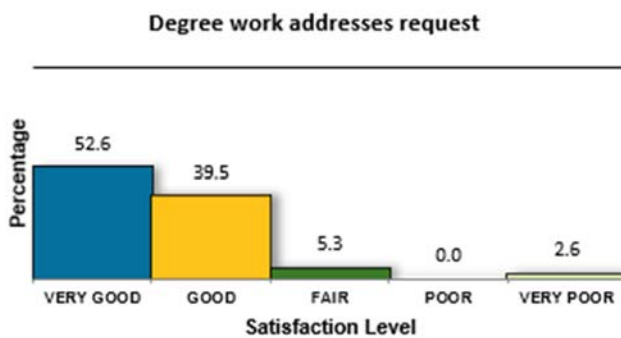
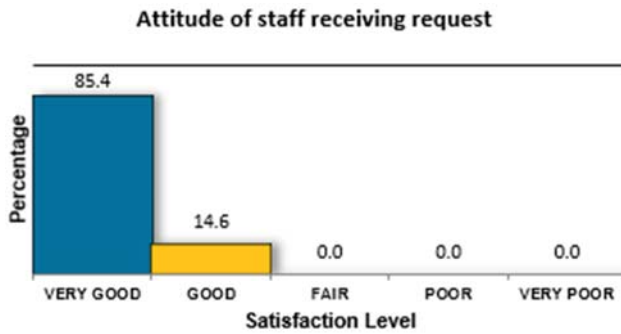


<b>Capital Works Projects</b>		
<b>Project</b>	<b>Status</b>	<b>Description / Update of Project</b>
Works for Queensland COVID19 Funding	*	A list of repairs/refurbishments to approximately 50 parks amenity buildings involving plumbing, carpentry, floor resurfacing and painting was developed. To date, plumbing works have been completed at 15 of the public amenity buildings. Carpentry works at 41 of the buildings is now in progress.
Canecutters Drive Park Ooralea Play and Picnic Facilities	*	Works have commenced on the replacement of play equipment, installation of a solid roofed shade structure to the play area and refurbishment of picnic shelters at Canecutters Drive Park. Additional paths are being constructed to add to the play experience. To date, old play equipment has been removed and works are in progress on concrete paths and play area edging.
Ron Andersen Park Play Equipment Renewal	*	Aged play equipment at Ron Andersen Park has been replaced with a new space themed playground. Most of the works have been completed and the playground opened in time for Christmas holidays. A large basket swing which was not delivered by manufacturers in time for installation will be installed in February to complete the project.
Busuttin Park Play Equipment Renewal	*	New play equipment has been installed at Busuttin Park. Works were completed to a stage where the park could be opened in time for Christmas. Some minor works to the shade structure and drainage have recommenced and are now in progress.
Brownsey Street Park Play and Picnic Facilities	*	This project involves the construction of new play equipment with a solid roofed shade structure, childproof fencing, picnic shelter and drinking fountain at Brownsey Street Park. Additional shade trees will also be planted adjacent to the new facilities. To date, play equipment and the shade structure has been installed and works on concrete edging, sand soft fall, fencing, picnic shelter and fountain are currently in progress.

<b>Botanic Gardens Projects</b>		
<b>Project</b>	<b>Status</b>	<b>Description / Update of Project</b>
Desilting trial project	*	The desilting trial aims to find a solution to create a usable product out of the silt which needs to be removed from the Lagoons at the Botanic Gardens.  New pits have been constructed and lined appropriately. Silt has been removed from the Lagoon and mixed with organic matter in the trial pits. This will continue to be monitored over the coming months and leachate removed for testing of pollutants.
Lagoon weed Management	*	Due to the wet weather and increased maintenance workload across the Gardens due to the wet weather, no weed control work was undertaken in January. This work is scheduled to recommence in February, weather permitting.

Requests for Maintenance Work

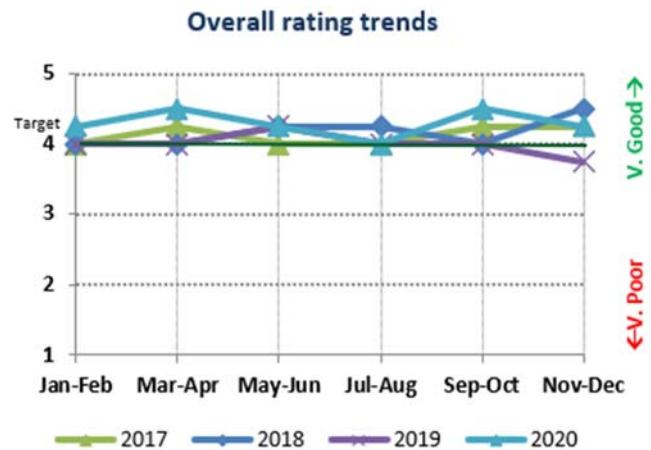
Results of Customer Survey (November/December 2020)



Representative Comments




- Excellent service
- Well done looks good
- Repairs quickly done
- All members completing work onsite were very polite & very quick
- It was done in the nominated time.
- Area was left clean & tidy
- The arborist who I spoke with was very knowledgeable and I was impressed with his assessment and recommendation.
- Great service!

Trends



**ECONOMIC DEVELOPMENT & TOURISM**
**Events and Tourism**


To develop the Mackay region as a leading regional tourism and events destination through the implementation of the Mackay Region Event Strategy 2020-2025 and Destination Tourism Plan 2017-2022.

Business Priority	Status	Action
<b>Regional Events Strategy Implementation</b> - Refine and develop the structures, framework and tools within Council to best support and progress new events.		<p>A request for quote to engage the professional services required to capture, quantify and evaluate the economic, social and environmental impacts of identified events held across the Mackay region was issued in early November 2020. A supply arrangement is expected to be finalised in February 2021.</p> <p>Council officers have completed an internal audit of Council's resources being utilised for event delivery, promotion, sponsorship and grants as well as regulation and customer liaison. This review focused on:</p> <ul style="list-style-type: none"> <li>• The whole of Council spend on events and staff resourcing, (particularly given the span of activities across three different departments and numerous teams).</li> <li>• Resourcing required to further assist event organisers with their events.</li> <li>• A review of alternative models and structures for improved efficiencies and customer service.</li> </ul> <p>Following the internal review of the findings, a consultant will be engaged to provide recommendations on alternative models and structures for improved efficiencies and customer service in the events space.</p>
<b>Regional Events Strategy Implementation</b> - Create the correct environment for event success and sustainability via supporting programs, increased awareness of Mackay as an events destination and increased leverage of event benefits for the region.		<p>Process mapping Council's event processes has commenced. The events process mapping will help Council understand the trigger points for both staffing and customer engagement. This process mapping will be utilised by the consultant to help provide recommendations on alternative models and structures for improved efficiencies and customer service.</p> <p>Council, in partnership with Mackay Tourism, have been organising the 2021 'Events Bootcamp' mentoring and upskilling program. The Events Bootcamp Series will kick off with a workshop on 10 February, where local event organisers from Mackay, Isaac and Whitsunday are invited to learn about the responsibilities of an event manager, a best practice guide for event management plans and hear from guest speaker Kate Scott, the Coordinator of Toowoomba's Carnival of Flowers. The series will be followed up by two-days of one-on-one coaching with a mentor and the opportunity to discuss COVID19 event plans with the local public health unit and Tourism Events Queensland (TEQ).</p>
<b>Regional Events Strategy Implementation</b> - Develop and acquire strategic events aligned with council's vision to partner on a local, national and state level for increased opportunities.		<p><b>Invest Mackay Events and Conference Attraction Program</b>                      No events were held in the month of January. There were four new events approved and endorsed through the program in January. The events are confidential at this stage, pending announcement.</p> <p><b>Mackay Beach Horse Races – Expression of Interest</b>                      Council has been working in partnership with Mackay Tourism and key stakeholders on the future of the Mackay Beach Horse Races event. Stakeholders agreed to seek Expressions of Interest from professional event management firms to investigate the potential to deliver a refreshed version of the Mackay Beach Horse Races from 2021-2023.</p> <p>The preferred candidate Sound Australia was engaged by Mackay Tourism in November to undertake an operational feasibility study and full event costing. Sound Australia, visited the region on 20-22 January to undertake a site visit and meeting with stakeholders. The feasibility study is due to be finalised in February/March 2021.</p>

<b>Economic Development</b> To encourage sustainable and diversified jobs and investment in the Mackay Region through the implementation of the Mackay Region Economic Development Strategy 2020-2025.		
<b>Business Priority</b>	<b>Status</b>	<b>Action</b>
<b>Economic Development Strategy Implementation</b> - Advocacy and Leadership through engagement with State and Commonwealth Governments to promote investment into local infrastructure as a catalyst for future economic development.		The following media statements were published that promote positive economic development initiatives: <ul style="list-style-type: none"> <li>11/01/2021 - Mackay Life – “Boom in Barramundi”</li> <li>19/01/2021 - Mackay Life – “Fish migration made easier at Sandy Creek”</li> <li>28/01/2021 – GW3 Media Release - “Roadmap Maps Pathway for Future Skills”</li> <li>29/01/2021 – Daily Mercury – “Three-day country music festival coming to Mackay”</li> <li>29/01/2021 – GW3 Facebook Post – “Building the region’s innovation one space at a time”</li> </ul> An internal Digital Infrastructure Working Group has been established to review the actions identified in the Mackay, Isaac and Whitsunday Digital Infrastructure Study undertaken by Greater Whitsunday Alliance (GW3). The group has made contact with Telstra to pursue Round 5A Black Spot funding. Applications close 10 February 2021.
<b>Economic Development Strategy Implementation</b> - Investment Attraction activities to promote and market investment opportunities.		Preparation of the Mackay Region Investment Prospectus has commenced. The prospectus will highlight key development opportunities for the Mackay region and is expected to be published in April.  Six external business enquiries were received during January. Support continues to be provided to the Mackay City and Waterfront Project team as well as external stakeholders including Mackay Tourism Ltd, UDIA, Split Spaces and the Mackay Region Chamber of Commerce through the provision of information and potential investor support.  Council will be hosting the National Economic Development Australia Conference from 13-15 October 2021 at the MECC. An operational organising committee including major stakeholders and representatives from Council’s Economic Development program will be established in February.
<b>Economic Development Strategy Implementation</b> - Industry Development through engagement with local businesses and industry groups, providing support and assistance for growth.		Council is represented on the Project Advisory Group (PAG) for the MIW METS Export Hub project. The International In-Market study is underway with a project update scheduled in February.  Economic Development officers have been assisting the Greater Whitsunday Food Network and provides ongoing support as an ex-officio committee member. In 2020, Council sponsored the development of a business plan for the organisation to plan for the future and develop its capability. The appointment of a manager to lead the organisation and define goals and put strategies into place was identified as the key recommendation. In January 2021, the GWFN appointed Gillian Molloy to the role of manager.  The next Mountain Bike Alliance meeting will be held on 18 March 2021. The internal Planning, Economic Development and Engagement working group is meeting fortnightly and sets out to achieve: <ul style="list-style-type: none"> <li>Development of a comprehensive Stakeholder and Community Engagement Plan;</li> <li>Development of an implementation plan for business development / support of existing businesses in the Pioneer Valley (primarily Eungella and Finch Hatton);</li> <li>Development of a Local Area Planning Framework for Finch Hatton in the first stage and Eungella in stage two.</li> </ul>


	<p>A community update for the Eungella and Finch Hatton communities is planned for February 2021.</p> <p>In January, Council issued a request for quote seeking a consultant to deliver a Tourism Business Development Mentoring Program to provide support for private operators to establish commercial activities, provide business development advice and prepare existing businesses to take advantage of the economic opportunities arising from the Pioneer Valley Mountain Bike Trails project. The program is expected to be delivered in mid-2021.</p> <p>Council, in conjunction with Mackay Tourism, continues to deliver the Recreational Fishing Strategy 'Hooked-on Mackay' marketing campaign which supports the promotion and awareness of the Mackay Region as a world-class fishing destination. A marketing campaign/competition is under development and is being launched on 1 February to promote the opening of barramundi season. To future expand on the video content shared on Hooked on Mackay platforms, the Economic Development team will be working with local fishing celebrities in an ambassador campaign. The campaign will involve the celebrities creating an original Mackay region fishing video of 60-120 seconds in length.</p> <p>Fishing personality Rob Paxevanos from the television show Fishing Australia has been engaged for a fishing familiarisation tour and filming for a television episode showcasing the Mackay region. Throughout Rob's time in the region and during the month of January, Rob promoted his fishing trips on various social media platforms. The television episode is scheduled to air in April/May.</p> <p>The next Recreational Fishing Strategy Steering Group meeting will be held on 25 March. The group includes key regional stakeholders and will provide direction on the implementation of the Mackay Recreational Fishing Strategy.</p> <p>With Council support provided to Split Spaces, two Entrepreneurs in Residence (EIRs) have been engaged to deliver masterclasses, mentoring and other educational opportunities to help start-ups understand and develop effective innovation business models and map pathways to global scalability. The EIRs will also facilitate introductions between start-ups, the broader innovation ecosystem, and industry experts, as well as strengthen and build on the existing innovation ecosystem of the Mackay Isaac Whitsunday region. This program is supporting 15 to 20 businesses and runs through to 30 June 2021.</p> <p>The Building Improvement Rebate replaces the superseded Mackay Pride and City Centre Schemes and will provide support for property and business owners as well as real estate agents and property managers to enhance and revitalise commercial facades throughout the whole of the Mackay region. Rebates of up to \$3000 to upgrade the appearance of a property, or up to \$1000 for exterior cleaning fees are available. To date 14 applications have been received with 9 applications approved.</p> <p>The Economic Development team have refined the Activate My Place (AMP!) guidelines and are intending to launch the grant program in March. Active promotion of the AMP! program is proposed across the region including not-for-profit groups, registered businesses, entrepreneurs, sole traders, partnerships and progress associations. Through the last round of AMP funding, two projects are currently underway:</p> <ul style="list-style-type: none"> <li>• The Mackay Hospital Foundation is creating an Indigenous Meeting Place and Healing Garden at Mackay Base Hospital that will support and preserve Aboriginal and Torres Strait Islander language, arts, and culture within the hospital. The Mackay Hospital Foundation have</li> </ul>
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		<p>been delayed with their project due to COVID19 and the unveiling date will now be in March.</p> <ul style="list-style-type: none"> <li>The Finch Hatton Progress Association are commencing Stage 2 of the Finch Hatton Flood Wall. Stage 2 involves installing large sepia photographs to the already painted flood wall near the entry to the showgrounds. A local artist has sourced images from pioneering families in the immediate area showcasing various historical scenes involving the cane industry. The project is currently underway with the Finch Hatton Progress Association finalising the artwork. The project is due for completion in March.</li> </ul> <p>The Economic Development program has been participating in meetings with the Office of the Queensland Small Business Commissioner with a view to Council becoming a Small Business Friendly Council. Consultation has been held with the Mackay Region Chamber of Commerce who are favourable to the initiative. Internal consultation on the initiative continued during January.</p>
<p><b>Economic Development Strategy Implementation</b></p> <ul style="list-style-type: none"> <li>Workforce and Skills Development through partnerships to upskill residents and attract new workers to the region.</li> </ul>		<p>Discussions are being held with the Resource Industry Network regarding the creation of an expanded web-based platform to assist industry sectors attract workforce to the MIW region. A project brief is being prepared which will include initial costings and scope of the project. The intent is to broaden the concept to engage the construction, agricultural and health industries.</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
<p>Operate a successful tourism facility which meets its performance targets</p>		<p><b>Financial performance</b>            Visitor numbers and visitor expenditure was not as strong as expected in January. Visitor numbers started to decline after 4 January, which was much earlier than anticipated. This could be attributed to several factors including weather conditions (high humidity and seasonal wet weather), border closures (snap closures with Greater Sydney and Melbourne), and saving for school supplies and other items.</p> <p><b>Retail performance</b>            Although the ticket sales were overall better than December 2020, retail sales suffered a significant hit from the December figures, showing the value of the Christmas hamper sales. Although retail stock was ordered in advance to cover the festive shutdown periods, some of these deliveries were not received until mid-month which meant that there was reduced stock for sale. However, visitors were generally showing a reluctance to purchase in the retail store. The new Chefs' Gusto product Beetroot Relish was introduced in December and continued to sell well, justifying the addition of this product line.</p> <p><b>Production performance</b>            There is little doubt that the current inability to increase production capacity and distil rum is impacting on retail sales. Combined with some past barrelling decisions, there is a significant reduction in rum spirit product which is the foundation of alcoholic offerings, including perennial strong sellers such as the Sugar Shed Rum and the Spiced Rum. Also, the essential essence required for another popular line, the 10<sup>th</sup> anniversary rum liqueur, was delayed in delivery from New Zealand over the Christmas/New Year period. The coordinator and distiller conducted a review of upcoming rum availability in January and will adapt the</p>

		production schedule to maximise revenue outcomes for the rest of the financial year.			
Implement the Sarina Sugar Shed Business Review 2020.		<p><b>Year One</b> A number of the recommendations for Year One in the Business Review have been implemented or are well-advanced in the planning/implementation stages.</p> <p><b>Enable operational efficiencies</b> Work continued during January on the setting-up of a new ticketing system, TicketSearch, which is used by the MECC, and the system was being prepared to go live on 1 February 2021. The staff were given a training session on this new ticketing system during January.</p> <p>• Work also continued on variations to the current liquor licence which would allow the sale of alcohol from 9.00am instead of 10.00am to better align with opening hours of the facility. The Sugar Shed is also seeking to extend the licenced areas within the site, to potentially enable the use of additional space for small events and functions.</p> <p>Initial strategic discussions were also held with the Corporate Communications team on a range of promotional and communication objectives as underlined in Year One, such as improved design and functionality of the website and a refresh of the branding to enhance the look of signage, advertising and collateral.</p>			
Business Operations (excluding accruals)		<b>Item</b>	<b>January</b>	<b>YTD</b>	<b>Annual Target</b>
	•	Tour Visitation (Paid)	1,018	7,168	10,000
		Visitation (Total)	3,156	15,802	-
		Volunteer Hours	214	2,493	-
		<b>Item</b>	<b>January</b>	<b>YTD</b>	<b>Annual Budget (Original)</b>
	•	Ticket Sales	\$25,187	\$127,425	\$165,000
	•	Retail Sales	\$51,208	\$425,691	\$295,500
	•	Total Income (incl. Ticket income)	\$76,396	\$553,117	\$460,500
	•	Total Expenses	\$95,840	\$512,783	\$877,940



**Economic Indicators (Quarterly)**

Indicator	Mar 19	Jun 19	Sep 19	Dec 19	Mar 20	Jun 20	Sep 20
<b>Employment</b>							
Unemployment rate	4.4%	5.8%	6.3%	6.4%	5.8%	5.2%	Data not available
Employed persons	62,527	56,751	56,122	56,709	58,906	60,582	Data not available
<b>Real Estate</b>							
Median house sale	\$330,000	\$340,000	◦\$360,000	\$360,000	\$355,000	\$360,000	\$379,000
Res vacancy rate	2.9%	1.5%	1.7%	2.5%	2.5%	1.3%	0.6%
<b>Residential Lot Supply</b>							
Lots Approved <sup>^</sup>	60	18	11	53	31	118	Data not available
Lots Endorsed <sup>^</sup>	7	44	54	37	80	32	Data not available

*\*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.*

*<sup>^</sup> In previous reports incorrect data was reported on. This has now been corrected and the report will now contain published Queensland Government data (QLD Treasury).*

*◦ Incorrected values reported. The values have now been corrected with REIQ published data.*

**e-Statistics**

Subscribers	Jun 20	Jul 20	Aug 20	Sep 20	Oct 20	Nov 20	Dec 20	Jan 21
Invested in Mackay Subscribers	560	563	564	570	566	567	565	583
Mackay Region Joblink Analytic Report	856 users	925 users	940 users	946 users	953 users	875 users	948 users	961 users
	7,617 views	8,339 views	4,206 views	3,964 views	4,631 views	3,175 views	3,195 views	3,043 views
Sarina Field of Dreams Usage Wi-Fi	21 users	NA	28 users	45 users	54 users	34 users	33 users	21 users
	154 sessions	NA	137 sessions	354 sessions	383 sessions	190 sessions	221 sessions	276 sessions
Hooked on Mackay Facebook	3,450	3,548	3,572	3,642	3,698	3,740	3,785	3,821
Hooked on Mackay Instagram	-	-	-	-	-	-	156 followers	190 followers
Hooked on Mackay Youtube (Subscribers)	-	-	-	12	16	16	22	25
Net Free Zone Voluntary Code	583	583	583	583	583	585	589	599
Mackay Region Event Organisers Connect Facebook Group	63 members	70 members	78 members	80 members	80 members	81 members	81 members	83 members

**UPCOMING EVENTS**

Date	Event	Location
23 – 24 March 2021	Australian Sugar Milling Council 2020 Industry Safety Conference – <b><i>Invest Mackay Funded</i></b>	MECC
16 – 17 April 2021 and 20 – 21 August 2021	Free Native Plant Giveaway days	Mackay Natural Environment Centre (MNEC) Nursery
1 – 3 May 2021	Great Barrier Reef Arena Bash for Cash – <b><i>Invest Mackay Funded</i></b>	Great Barrier Reef Arena, Harrup Park
22 May 2021	Steve Dinsdale Memorial Two Day Motorcross – <b><i>Invest Mackay Funded</i></b>	Gum Valley, Koumala
22 May 2021	Mackay Italian Street Party – <b><i>Mackay City Centre Funded</i></b>	Mackay City Centre
2 – 4 June 2021	Queensland Association of State School Principals (QASSP) Conference – <b><i>Invest Mackay Funded</i></b>	MECC
6 June 2021	Mackay Marina Run – <b><i>Invest Mackay Funded</i></b>	Mackay Harbour
4 July 2021	Grasstree Beach Motorbike Races – <b><i>Invest Mackay Funded</i></b>	Grasstree Beach
7 – 10 July 2021	Basketball QLD U14 Girls State Championship – <b><i>Invest Mackay Funded</i></b>	Mackay Basketball / Multi-Sports Stadium
10 July 2021	Mackay Bluewater Fling Scottish Festival – <b><i>Mackay City Centre Funded</i></b>	Bluewater Quay
29 – 30 July 2021	Australian Water Association Queensland Conference (AWA) – <b><i>Invest Mackay Funded</i></b>	MECC
20 – 22 August 2021	NQ Rock'N Country – <b><i>Invest Mackay Funded</i></b>	Mackay showgrounds
23 – 27 August 2021	Bowen Basin Symposium – <b><i>Invest Mackay Funded</i></b>	MECC
18 – 20 September 2021	Softball Qld U16 Boys State Championships – <b><i>Invest Mackay Funded</i></b>	Theo Hansen Park, Beaconsfield
19 – 22 September 2021	Hockey QLD U15 Girls State Championships – <b><i>Invest Mackay Funded</i></b>	TBA
20 – 26 September 2021	Rumble on the Reef – <b><i>Invest Mackay Funded</i></b>	Sugar Bowl Skate Park
13 – 14 October 2021	National Economic Development Conference (NEDC) – <b><i>Invest Mackay Funded</i></b>	MECC