



Development Services

Monthly Review Report

July 2020

Executive Summary

DEVELOPMENT SERVICES

This report is for Development Services for July 2020. Some highlights from this period are as follows:

- Consultation on Minor Amendment 4 to the Mackay Region Planning Scheme commenced in July, with letters sent to affected landowners. Minor amendment 4 proposes to amend the hazard mapping in the Planning Scheme to include the Sandy Creek Catchment and Rocky Dam Creek Catchment Flood Studies. The amendment will also improve references to planning scheme policies in the Planning Scheme.
- Preliminary concept designs have been prepared for the Mirani Community Precinct. Further work is being undertaken to refine these concepts, to ensure the site operates effectively and to make appropriate provision for all the required activities on site.
- A structure change was implemented for the Mackay Waterfront and Mackay City Centre projects with the two teams merged and overseen by a Project Manager reporting to the Director Development Services. This change recognises that the Mackay Waterfront project is moving towards the implementation and project delivery phase, and also the importance of activities undertaken as part of the Mackay Waterfront project aligning with and supporting Council's initiatives in the City Centre.
- Works were completed on a number of park upgrade projects in July, including Schaefer Street Park, Corella Way Park and Delachantos Road Park. Minor work on associated park infrastructure has also been completed within these parks, which have all been reopened to the public.
- An internal audit has commenced on Council's event delivery, promotion, sponsorship and grants, regulation and customer liaison. The audit will inform a review focusing on improving the efficiency and effectiveness of Council's activities in relation to events, giving consideration to alternative models and structures that may improve efficiency and customer service.



Aletta Nugent
Director Development Services



Craft Activity - Coconut Plant Hangers

Development News 07/2020

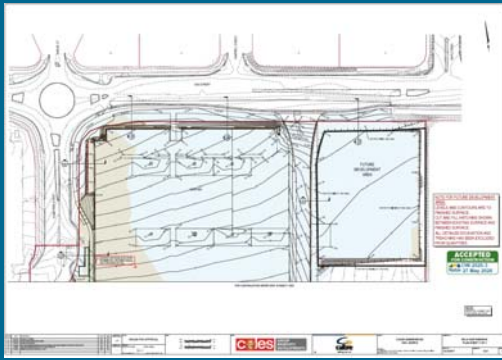
Updates on Significant Developments Currently Being Assessed by Council

APPLICATION LODGED

DA-2020-103

Lot 504 Michigan Way, ANDERGROVE

The application proposes the establishment of the 'Mackay Adventure Lodge & Apartments', which will comprise backpacker dormitory style rooms plus self-contained unit accommodation. The development will be located adjacent the existing Wake House (café and wakeboard launch) at Andergrove Lakes.



APPLICATION LODGED

COW-2020-7

Oak Street, ANDERGROVE

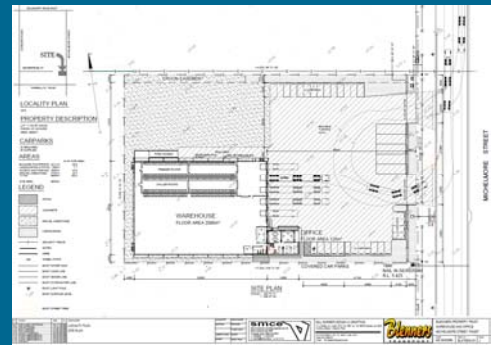
Bulk Earthworks – Coles Shopping Centre. Works have commenced on site for the bulk earthworks, in preparation for the civil works.

APPLICATION APPROVED

DA-2020-74

80-86 Michelmore Street, PAGET

The approval allows for the establishment of a new industrial warehouse that will be used by Blenners Transport as their Mackay depot. The warehouse will contain chilled and frozen products for distribution.



APPLICATION APPROVED

OW-2020-12

Norwood Parade, BEACONSFIELD

Civil Works – Residential – 47 lots (Kerrisdale Estate – Stage 4) Proposed works to include roadworks, stormwater, water and sewerage infrastructure, drainage work, earthworks, landscaping and signage



Monthly Safety Review

Summary

Eight incidents were reported involving MRC employees and members of the public.

The following injuries to MRC employees were reported in July:

- Grazed knee after tripping and falling in car park.
- Back pain whilst pulling a trolley.

The following near miss incidents involving an MRC employee were reported in July:

- Tripped over leg of chair and fell. Fall was broken before hitting anything.
- A contractor entered a facility through an unlocked gate, startling staff on-site and highlighting potential security concerns.
- Uncontrolled movement of truck tilt tray as equipment about to be loaded.

The following asset damage incidents involving an MRC employee were reported in July:

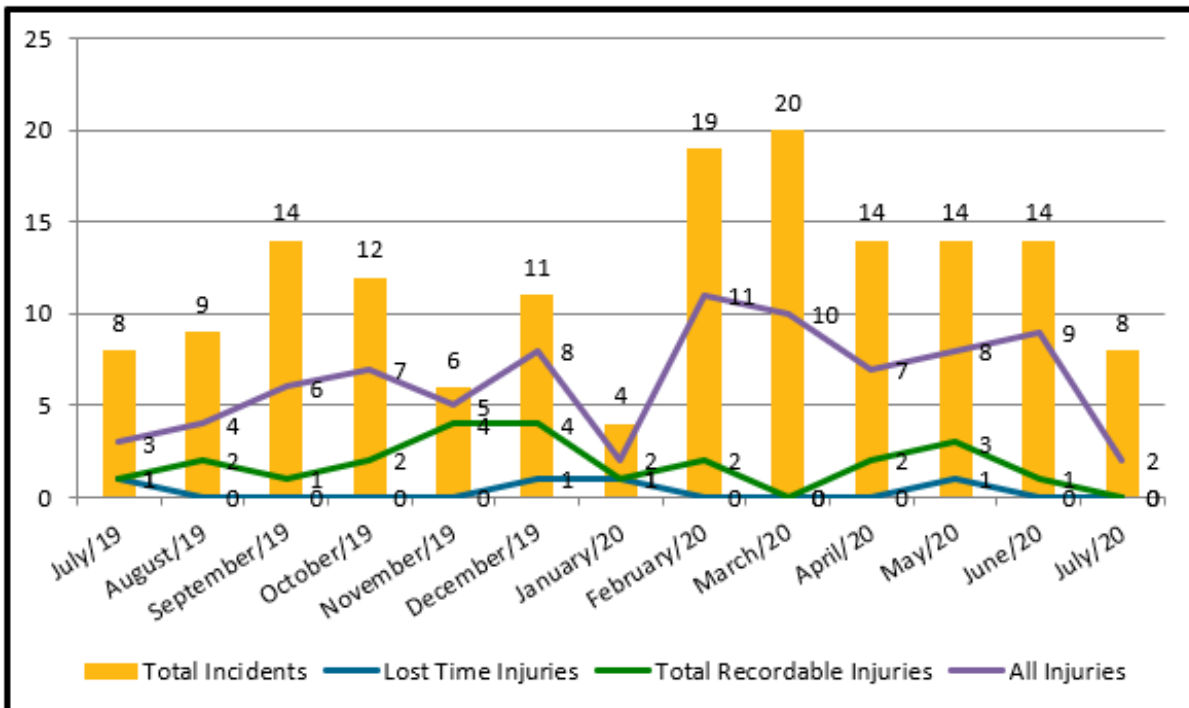
- A tractor slasher mowing the road reserve struck a small marker post concealed in long grass, damaging tractor tyre.
- While clearing vegetation from garden bed, some in-ground spotlights were damaged. The lights were no longer used and were not shown on any services plans.

The following incident involving a contractor was reported in July:

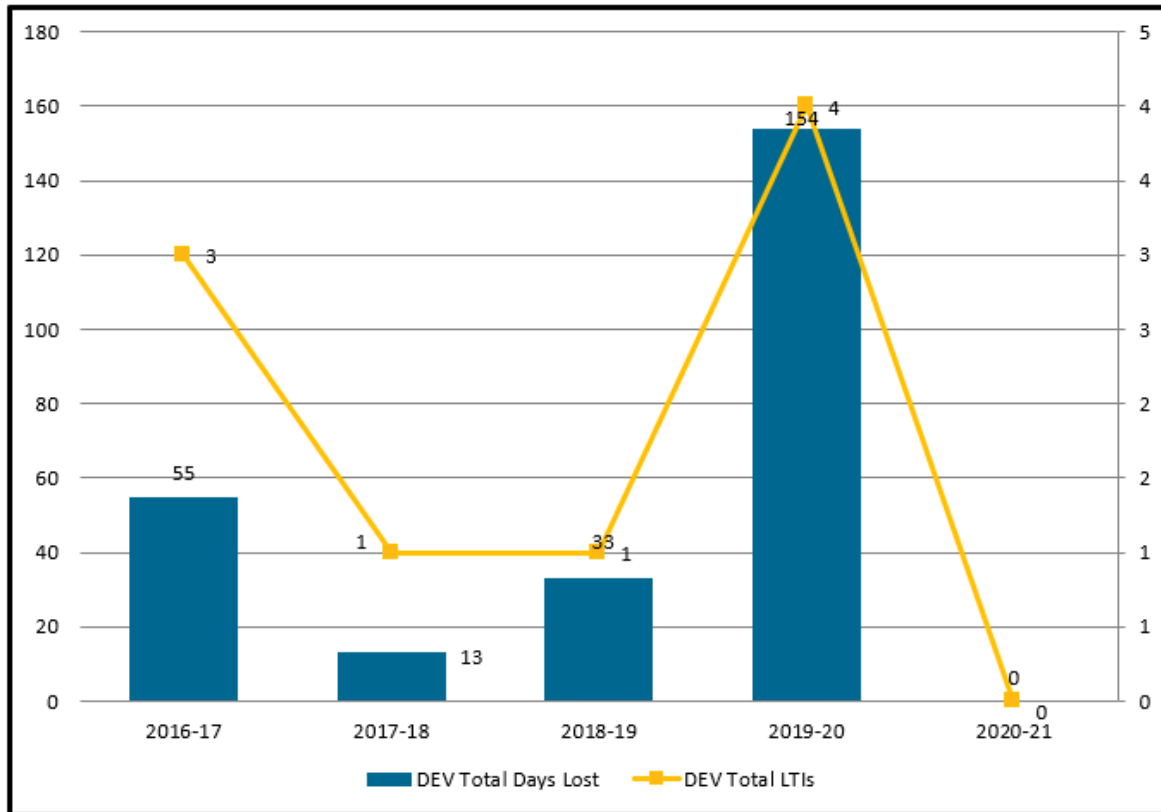
- While installing sand into playground, positrack bucket hit shade sail post resulting in damage to material and paint.

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

Incidents and Injuries



Lost Time Injuries & Days Lost



For the 2020-21 year, no lost time injuries have been recorded:

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		
Strategic Planning										
Economic Development & Tourism										
Development Services Total	3	55	1	13	1	33	4	154	0	0

Financial Report

After the first month of the new financial year the Development Services Management budget is showing a small deficit due to timing of leave impacting the wages budget. The Development Assessment program is also showing a deficit largely due to application numbers for material change of use development falling below projections in July.

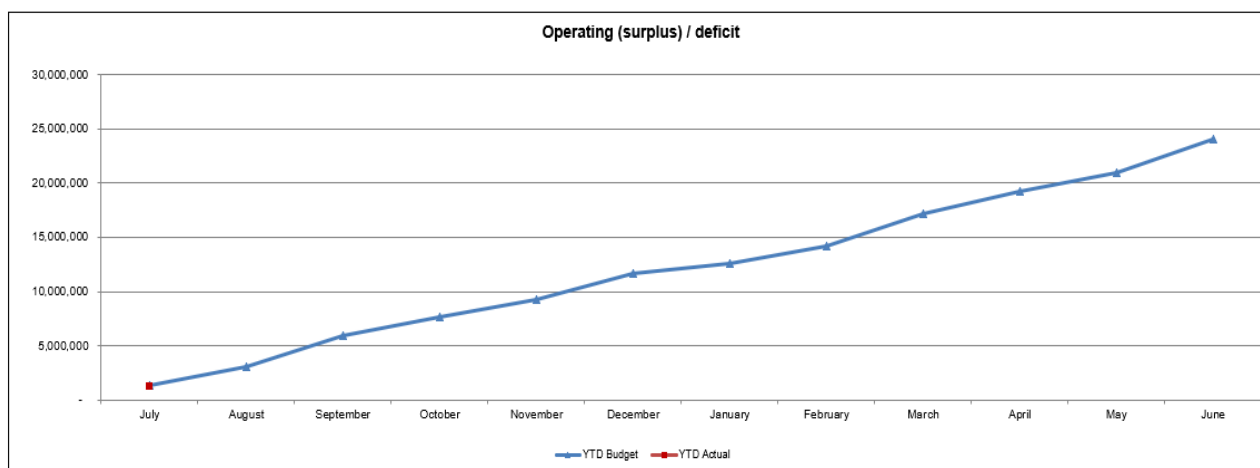
The Economic Development & Tourism budget is in surplus largely due to a vacancy in the Economic Development team and strong revenue from the Sarina Sugar Shed. The Parks, Environment & Sustainability budget is in surplus due to staff vacancies, timing of certain expenditure and greater than budgeted revenue from Council's campgrounds.

The Strategic Planning and Development Engineering budgets are tracking well.

Operating Results	YTD budget	YTD actual	Variance	Status
Development Services Management	50,499	58,237	7,738	🔴
Strategic Planning	122,270	119,027	(3,244)	🟢
Development Assessment	(619)	21,111	21,730	🔴
Development Engineering	22,478	18,968	(3,511)	🟢
Economic Development & Tourism	513,633	418,747	(94,886)	🟢
Parks, Environment & Sustainability	616,780	525,154	(91,625)	🟢
TOTAL OPERATIONAL	1,325,041	1,161,244	(163,787)	🟢

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

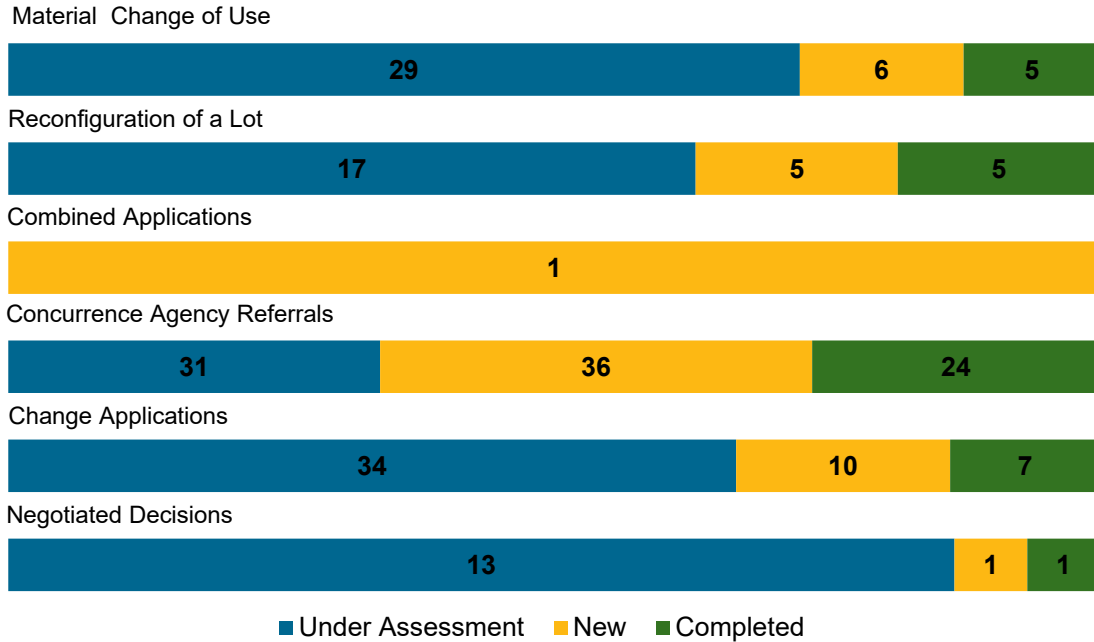


Review of Operations

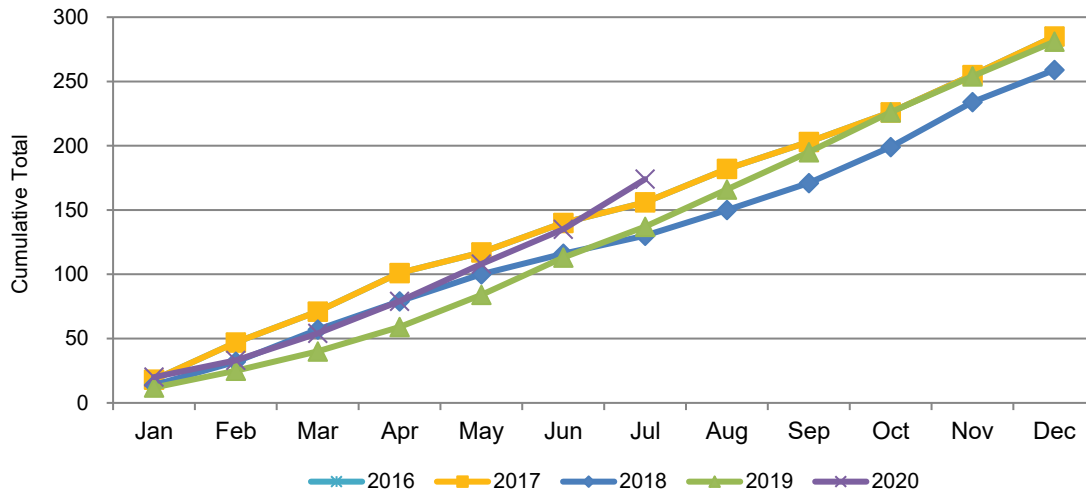
- On Track
- Potential Issue
- Definite Issue

DEVELOPMENT ASSESSMENT

Volume of Operations



Cumulative Number of Approved Development Assessment Applications

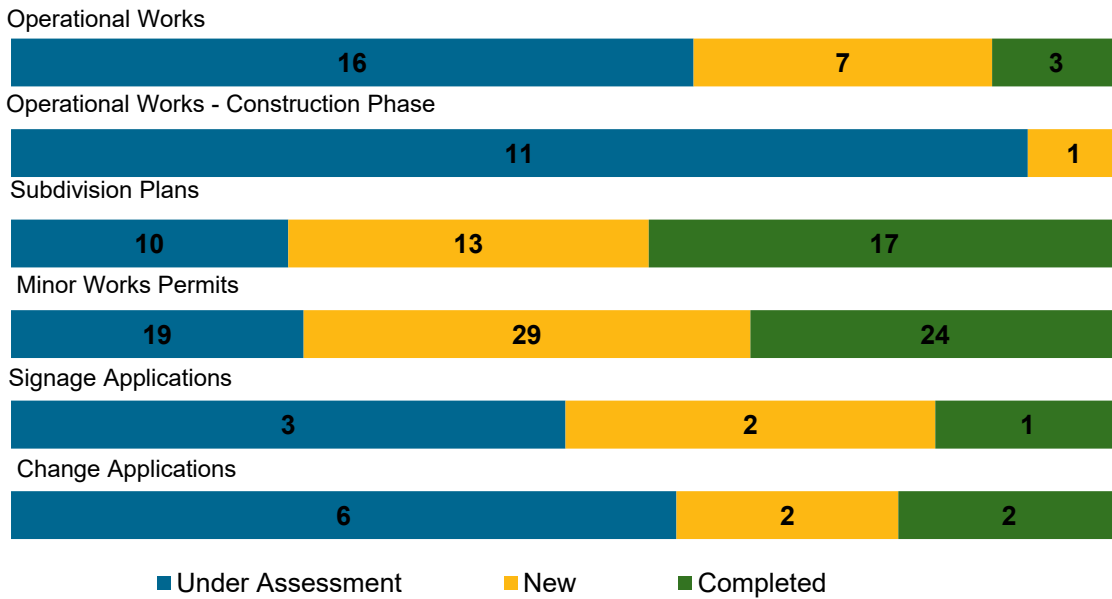


Development Assessment Performance Against Legislative Timeframes

Application	Status	% Decided
MCU Code (85% in 35 Days)	●	100% decided in 35 days.
MCU Impact (50% in 35 Days)	●	There were no Impact Assessable applications decided in July
ROL (85% in 35 Days)	●	100% decided in 35 days.
Concurrence Agency (85% in 10 Days)	●	96% decided in 10 days.

DEVELOPMENT ENGINEERING

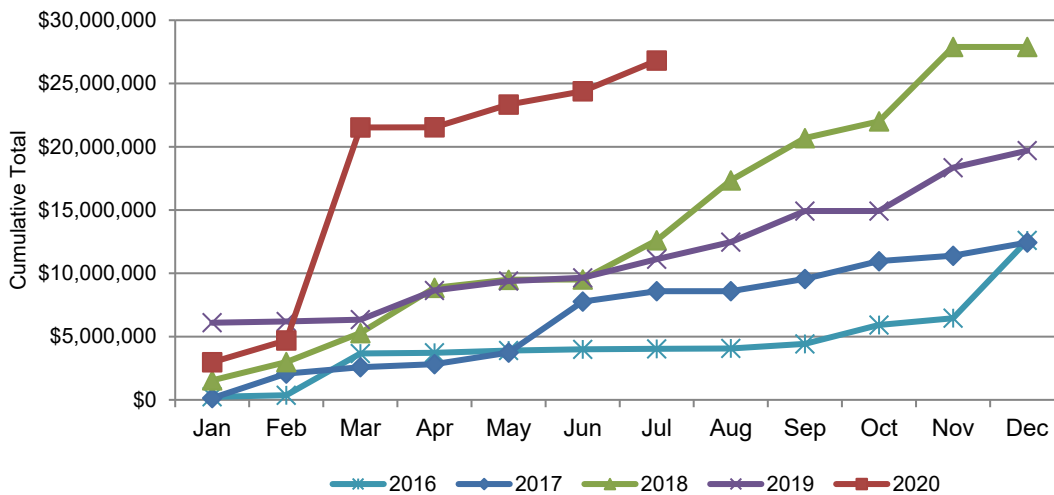
Volume of Operations



Due to a change in application types, data for construction phase application numbers has been affected and may not reflect older applications still under construction. This is being addressed for future reports.

Cumulative Value of Approved Operational Works

Three Operational Works applications were approved in July with a total value of works of \$2,435,595.



Development Engineering Performance Against Legislative Timeframes

Application	Status	% Decided
Minor Works (85% in <20 Days)	🟢	91% 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>A longer-term study is in progress on industrial land supply in the Mackay region, including investigating the development options for the six industry investigation precincts in the Mackay Region Planning Scheme, and monitoring of industrial land take up. Reports on 3 of the 6 investigation precincts are being finalised in 2020, to complete investigation of all 6 industry investigation precincts.</p> <p>The preparation of an Independent Report on Industrial Land Supply in the Mackay Region is progressing well with a draft report to be received in August.</p>
Mackay Region Planning Scheme - Amendments	*	<p>Council were briefed on Minor amendment 4, which will include two flood studies adopted by Council in February 2020 (Sandy Creek Catchment Flood Study and the Rocky Dam Creek Catchment Flood Study) into the Flood and Coastal hazards overlay map of the planning scheme and improve references to planning scheme policies.</p> <p>The amendment process for Minor amendment 4, as per the Minister's Guidelines and Rules (MGR), has commenced under delegated authority. Letters were sent to affected landowners in the flood study areas to inform them of the upcoming change to the hazard mapping in the planning scheme.</p> <p>Preliminary preparation and internal workshopping of proposed Major Amendment 2 was undertaken. Major Amendment 2 proposes to make a number of workability, zoning and miscellaneous amendments that have been identified since the commencement of the planning scheme, as well as amendments to the Bushfire hazard overlay code that was prepared with the assistance of a consultant. Internal review of the proposed amendment will be finalised and Council briefed in August, with the view that the proposed amendment will be lodged to the State later in the year.</p>
Mackay Region Planning Scheme – Planning Scheme Policy (PSP) review	*	<p>The review of PSP content continues to progress through a governance process by relevant internal programs. The first round of PSPs have been internally reviewed and were sent out on informal consultation, including a workshop with the Engineering Reference Group. The amendments proposed to the following PSPs will be progressed through formal consultation in accordance with the Minister's Guidelines and Rules in the coming months:</p> <ul style="list-style-type: none"> • PSP - Water and sewerage (CTM Water Alliance) • PSP - Stormwater drainage design • PSP - Landscape • PSP - Open Space <p>The review of the second round of PSPs has commenced. Review of the third and final round of PSPs will commence in late 2020.</p>
Finch Hatton mountain bike trail head master planning and planning framework	*	Strategic Planning is preparing a scope to establish a local planning framework, including master planning of the trail head, for the Finch Hatton and Eungella townships to support the implementation of the mountain bike strategy.

Rural and rural residential review and review of Tradeable development rights (TDR) policy	*	<p>A Rural and Rural Residential Land Review report has been prepared and briefed to Council.</p> <p>Proposed amendments to the TDR policy are being considered and will be subject to targeted consultation in August/September 2020.</p>
Mirani Master Plan	*	<p>The Queensland Government's Building our Regions grant to progress the Mirani Master Plan and detailed design has been confirmed and Council is progressing the finalisation of the funding agreement with the funding agency. Early studies have been completed which will inform the preliminary design phase including land survey, measured drawings and drone footage. A consultant team has been appointed to prepare the preliminary design and they have been preparing initial concept drawings.</p>

Transport & Infrastructure Planning


Projects	Status	Description / Update of Project
Growth Allocation Model	*	<p>The Mackay 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, and will be reviewed in the latter part of 2020. Lead and lag statistics are monitored to measure growth projections against actual population movements.</p>
Mackay Region Transport Strategy	*	<p>Consultants are continuing to prepare the draft Mackay Region Integrated Transport Strategy for future consultation. A draft report is being prepared with consultation planned for the second half of 2020.</p>
Transport Modelling	*	<p>Further transport modelling will be considered as part of the Mackay Region Transport Strategy.</p>

Stormwater

Projects	Status	Description / Update of Project
Mackay Region Coastal and Inland Flood Hazard Adaptation Strategy (CIFHAS)	*	<p>The current project stage to finalise the hazard assessments has been finalised. The project will be on-going in 2020/21 subject to funding. Council is liaising with LGAQ on future grant funding opportunities.</p>
Mackay Floodplain Management Plan	*	<p>A draft flood study and management plan has been completed and includes the identified and tested mitigation options. A third-party review of the study and plan has been completed and the reports are being updated based on these recommendations. Consultation on the plan is expected to commence in the coming months.</p>
Flood Intelligence Plan	*	<p>The Flood Intelligence Plan project commenced in late 2019 and currently includes two main projects:</p> <ul style="list-style-type: none"> • A "pilot" flood emergency assessment and action plan; and • A Total Flood Warning system. <p>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
Structure change for Mackay City Centre and Waterfront project	✱	<p>With the strategic and statutory land use planning component of the Mackay Waterfront Priority Development Area (PDA) project mostly complete, the project is moving towards the implementation and project delivery phase.</p> <p>The Mackay Waterfront project area overlaps and covers a significant portion of the City Centre, and as the project focuses more on infrastructure and economic development stream activities, it is important that activities undertaken as part of the Mackay Waterfront project are aligned with and support Council's initiatives in the City Centre.</p> <p>As a result, a structure change was implemented in July whereby the Mackay Waterfront and Mackay City Centre have now merged to form the new Mackay City and Waterfront project team. Officers that were previously working on both projects in the Strategic Planning and Economic Development & Tourism programs have come together, with the project overseen by a Project Manager and reporting to the Director Development Services.</p>
Mackay Waterfront Priority Development Area (PDA) Update	✱	<p>Council endorsed the Mackay Waterfront Master Plan early 2020 and this sets the vision for the public realm within the PDA. The Master Plan, along with the Development Scheme and supporting investigations, is used to guide the delivery of the Mackay Waterfront project.</p> <p>Council is currently prioritising preliminary design efforts in the Riverside Precinct, with design for the area between Paxton's and the Fish Market underway to support intended construction in 2021.</p> <p>The preliminary design of Bluewater Quay improvements is also now underway, with the intent being to improve the area from a functionality, safety and amenity perspective, while capitalising on the Pioneer River to activate the area. Concepts are scheduled to be complete by the end of September 2020.</p> <p>Council continues to engage with property owners and investors in relation to development opportunities within the PDA.</p> <p>Council endorsed an Expression of Interest (EOI) process for development opportunities on Council owned freehold land in the project area. There are 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. The EOI submissions are due back to Council by close of business, Tuesday, 18 August.</p> <p>Council recently partnered with Neighbourlytics as part of their 'Launch City' tailored 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 councils across Australia. This project has now commenced and Council is due to receive a baseline report in August. The Mackay City and Waterfront team is working towards establishing an internal</p>

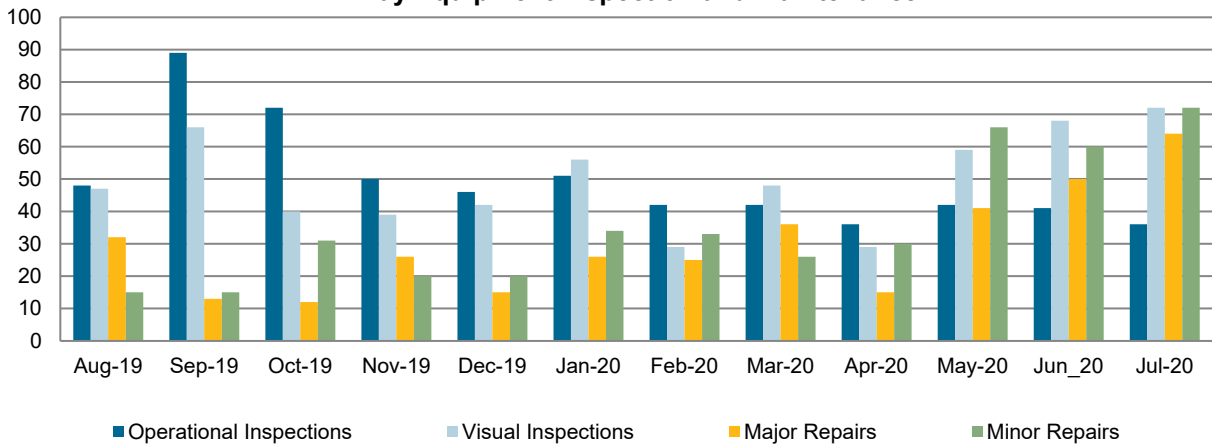
		<p>working group as data will cover the entire Mackay Region Area.</p> <p>The next PDA Advisory Committee (PDAAC) meeting is scheduled to be held in September.</p>
<p>Activate Mackay City Centre</p>		<p>Fifth Lane resurfacing works Design of the Fifth Lane resurfacing works is underway and consultation with neighbouring properties has commenced to ensure opportunities and constraints are well considered. Construction of the resurfacing works is scheduled to occur this financial year.</p> <p>The Economic Development & Tourism Program is working with the Mackay Region Chamber of Commerce on the establishment of a City Centre Reference Group. The first meeting with Chamber of Commerce and City Centre business representatives in attendance was held on 23 June, with another meeting scheduled in August.</p>

e-Statistics

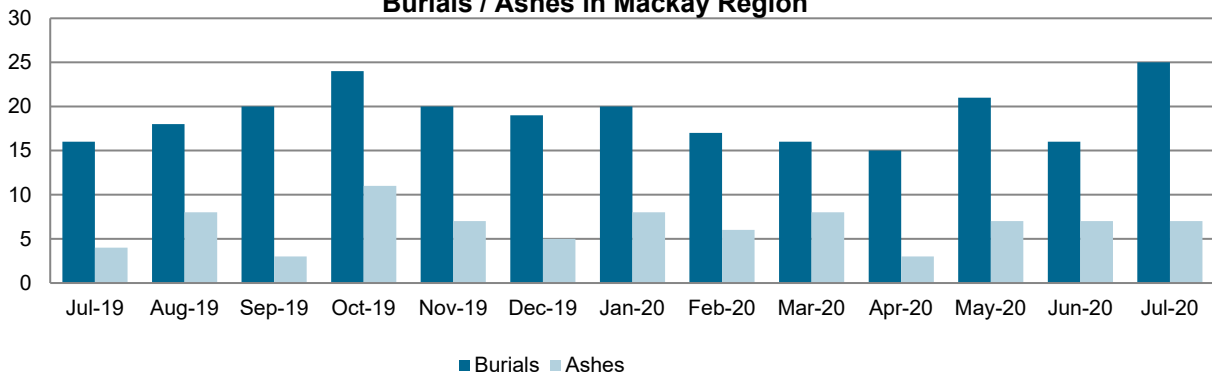
Subscribers	Jan 20	Feb 20	Mar 20	Apr 20	May 20	June 20	July 20
City Centre Facebook Likes	6,397	6,399	6,405	6,455	6,453	6,448	6,447
City Centre Instagram Followers	1,367	1,375	1,375	1,390	1,403	1,415	1,415
City Centre Wi-Fi Sessions	851 users	790 users	718 users	287 users	300 users	375 users	Not Available
	9,880 sessions	8,713 sessions	6,360 sessions	1,500 sessions	1,913 sessions	2,195 sessions	Not Available

PARKS, ENVIRONMENT & SUSTAINABILITY

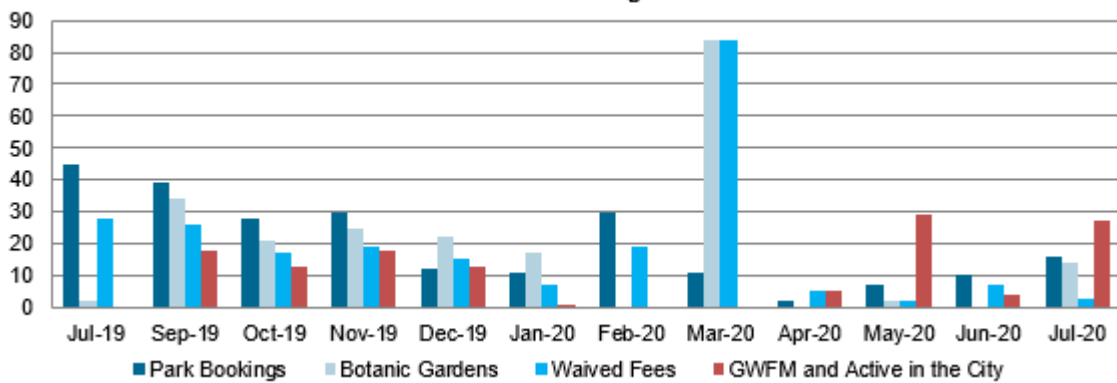
Play Equipment Inspection and Maintenance



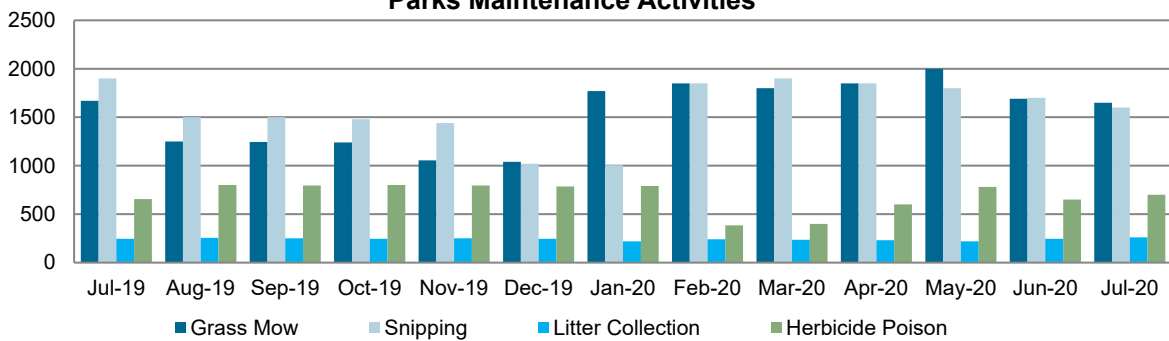
Burials / Ashes in Mackay Region



Park Bookings



Parks Maintenance Activities



Natural Environment Projects		
Project	Status	Description / Update of Project
Reef Guardian Council Program	●	Council received a briefing on the Reef Guardian Council Program and staff attended a full day Zoom workshop with program participants from across Queensland. The key activities being undertaken by each of the Councils to improve the reef were discussed and opportunities for learning and collaboration were identified.
Madeira Vine Treatment Day	●	Staff participated in a Madeira Vine treatment day at Brewers Road Park in Sarina. This vigorous climbing weed has both underground and aerial tubers and is categorised as a restricted invasive plant under the <i>Biosecurity Act 2014</i> . Individual plants can have thousands of aerial tubers that drop and germinate, increasing its spread. Treatment days are opportunities for Council teams, Landcare groups, pest management officers and other key stakeholders to learn about and implement current best practice weed control techniques for priority weeds in our region.
Bio-condition Training	●	Bio-condition training was held in Mackay. Participants learnt how to use ecological condition profiles to rapidly assess vegetation bio-condition. Several field visits were conducted including to Demoleyns Lagoon and Blacks Beach Spit. Staff and key stakeholders will use this knowledge to rate the condition of native vegetation across our region. Bio-condition can be improved by undertaking weed control, revegetation, minimising disturbance, eliminating key threats such as rubbish dumping or feral pests and adding elements that may have been lost over time, such as tree hollows, fallen logs or leaf litter. Assessing how bio-condition changes over time can help quantify the outcomes of habitat restoration works.
Marine Debris Survey	●	Council partnered with Reef Catchments and the Cleanwater Group to audit litter traps in the Mackay CBD. This regular activity provides valuable information on the type of litter that could be finding its way to the ocean as marine debris and can help inform source reduction efforts.
Kinchant Dam Habitat Enhancement Project	●	The final report was received for the Kinchant Dam Habitat Enhancement Project. This three-year project involved base line surveys of fish numbers, the installation of 197 fish attracting structures and post project surveys. Community volunteers constructed the structures which were then deployed in the dam. Monitoring has shown a three-fold increase in barramundi numbers at the structure sites, creating many new fishing hot spots in the dam, making the site popular with travelling anglers and generating social and environmental benefits.

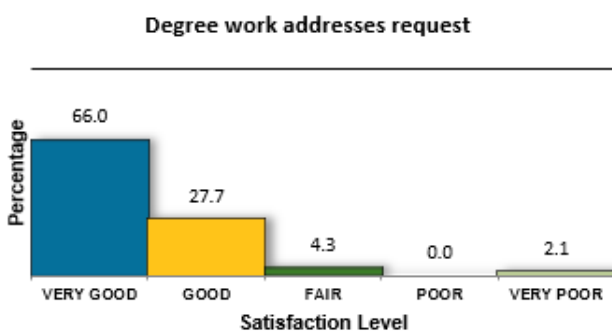
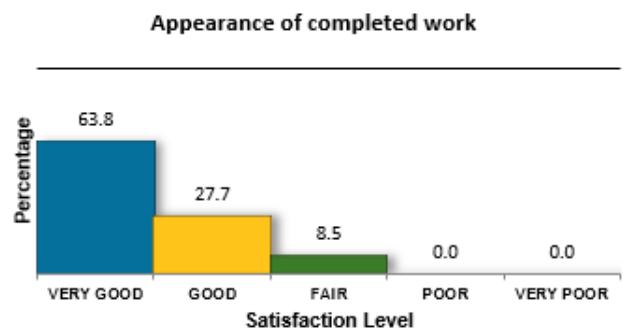
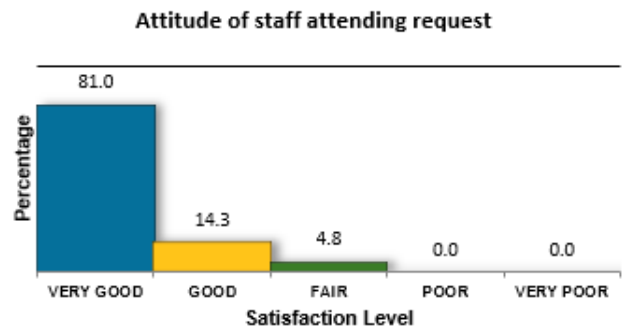
Capital Works Projects		
Project	Status	Description / Update of Project
Play Equipment Renewals	●	Works have been completed on the replacement of play equipment at Schaefer Street Park, Corella Way Park and Delachantos Road Park. Minor works on associated parks infrastructure has also been completed. These works included upgrading and refurbishing picnic settings, drainage works, additional tree plantings and turf. The works are currently in a six-week maintenance period to enable the contractor to establish the newly planted turf. The playgrounds have been opened to the public.
Queens Park Revitalisation	●	Queens Park Revitalisation is an \$8.86 million legacy upgrade project of Mackay's historic Queens Park as part of Severe Tropical Cyclone Debbie recovery efforts. Construction is nearing completion throughout the Park. Finishing touches are being applied to all buildings and infrastructure. The front north-eastern quadrant is fully lit including the grand entrance and arbours. Planting is complete and now in maintenance period. Electrical

		work is nearing completion. New signage is currently being installed. Irrigation work is nearing completion. The Park is open to the public and is being well utilised, with positive feedback being received from the public.
Permanent Shade Shelters	★	The project to retrofit picnic shelters to parks at Shoal Point, Blacks Beach and Eimeo is currently underway. The shelter at Blacks Beach has been completed and opened to the public. The shelter at Shoal Point is almost completed and the Eimeo shelter is yet to be commenced.
Brooksfield Park Sarina Beach Basketball Court	★	This project involves the removal of old play equipment and the construction of a half basketball court, concrete paths, and a new park fence at Brooksfield Park. Construction commenced earlier this month and works are nearing completion. The new court and paths have been constructed, multi-purpose goal post installed and fence constructed. A tidy up of the site and turf installation is currently in progress.
Botanic Gardens Footpath linking Alexandra Street to Meadowlands	★	The tender for this project has been awarded, with construction due to commence at the end of August.

Botanic Gardens Projects		
Project	Status	Description / Update of Project
Promotional videos	★	A promotional video has been completed to give a snapshot of the Botanic Gardens. It will be aired on Facebook and Council's website as well as the Botanic Gardens Australia and New Zealand (BGANZ) website.
Orchid Extravaganza	★	Unfortunately, the decision was made to cancel this year's Orchid Extravaganza due to Covid-19 restrictions. All stakeholders have been notified.
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. Eight sediment pits were originally constructed to enable amelioration of the silt and collection of leachates to take place. It was identified that the wrong type of lining had been used in the pits meaning that the leachate was not being collected as required for testing. New pits have been constructed and are now in place.
Lagoon weed management	★	Staff have met herbicide application targets with two applications this month. Clear water has been maintained and extended north of the café deck area. This has been partially assisted by favourable weather conditions with prevailing wind pushing the weed mass to the north of the Lagoon and cooler temperatures limiting regrowth. The pest management team have assisted with the herbicide application. A weed harvester was due to start work on Eulamere Lagoon at the end of July but was delayed at the Queensland border due to COVID-19 restrictions. It has now arrived on site and will start work in August.

Requests for Maintenance Work

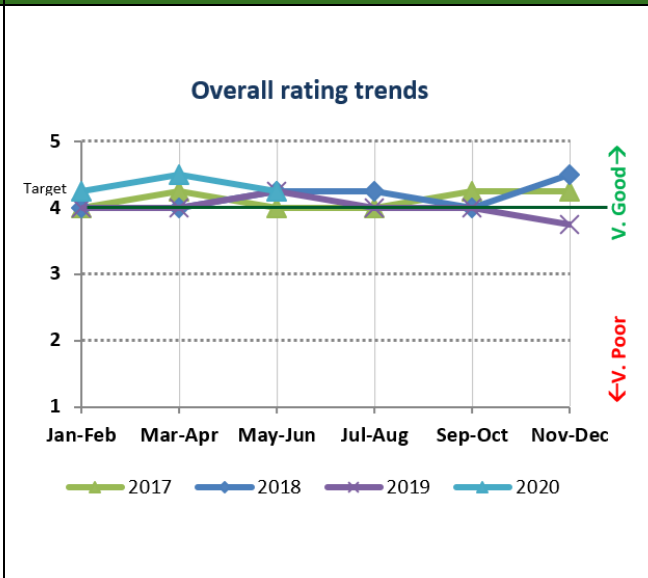
Results of Customer Survey (May/June 2020)



Representative Comments

- Excellent. Completed in 3 days even with inclement weather.
- Very prompt
- I have always had prompt & friendly service
- Was surprised how quickly the mess was cleaned up to be honest it looks much much better than before. Thank you.
- Efficient, caring, Polite.
- They were there before we even left the park.
- Thank you to all staff of Mackay Regional Council for attending to reinstalling the beach “dog walking / turtle & shore bird protection” signs at Far Beach (Illawong). I was amazed at how friendly customer service treated my call and how quickly works completed. Also appreciated the opportunity to give feedback and your follow up.


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
<p>Regional Events Strategy Implementation</p> <ul style="list-style-type: none"> - Refine and develop the structures, framework and tools within Council to best support and progress new events. 	<p>✱</p>	<p>Economic Development in partnership with the MECC, has drafted a scope of works 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. It is anticipated a request for quote will go out in late August 2020 and a supply arrangement is expected to be finalised in late September/early October 2020.</p> <p>The Invest Mackay Events and Conference Attraction Program Assessment Committee (IMECAPAC) met in July and discussed the current event portfolio mix and the need to establish a portfolio approach to events for the Mackay Region. Given the impact of the COVID-19 outbreak and subsequent travel bans, the committee has decided to monitor the event mix within the Invest Mackay Program on an ongoing basis and proceed with investments that are achieving Council's four key funding objectives.</p> <p>Council officers have commenced 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 will focus on:</p> <ul style="list-style-type: none"> • The whole of Council spend on events and staff resourcing, (particularly given the span of activities across three different departments and numerous teams). • Resourcing required to further assist event organisers with their events. • A review of alternative models and structures for improved efficiencies and customer service. <p>Economic Development has transitioned to a minimum ROI of 1:10 across all future Invest Mackay Event investments, meaning for each dollar of funding that is contributed to an event, there is a return to the regional economy of \$10. This ROI was originally set at 1:18, however in light of the impact of COVID-19 on the events and tourism industry, a review was undertaken in consultation with the IMECAPAC and a reduction was considered appropriate in these unprecedented times.</p> <p>Economic Development held a meeting with Council's Health and Regulatory Services department to discuss the universal requirements placed on events for waste and amenities and agreed that whilst there is a need to adhere to the Federal Government Guidelines, events will be reviewed on a case by case basis and Council will work with event organisers to achieve the best outcome for both parties. This will be monitored and implemented through the officers at the Internal Events Enquiry Meeting (IEEM).</p>
<p>Regional Events Strategy Implementation</p> <ul style="list-style-type: none"> - Create the correct environment for event success and sustainability via supporting programs, increased awareness of Mackay as an events 	<p>✱</p>	<p>Events Recovery Program</p> <p>Economic Development, in partnership with Mackay Tourism, has now completed the delivery of a series of webinars and mentoring sessions to support the region's events now and post COVID-19. The Road Ahead webinar series had been designed to provide events in our region with an opportunity to:</p> <ul style="list-style-type: none"> • Articulate the challenges they are facing; • Reflect on the underlying health of their event; and • Participate in webinars and mentoring sessions on a range of topics

<p>destination and increased leverage of event benefits for the region.</p>		<p>that contribute to a successful event.</p> <p>Whilst this period of uncertainty presents an enormous challenge to local event owners and investors, it also provided a moment in time to pause, reflect, up-skill and innovate. The series commenced with an online event health check followed by eight targeted webinars and over 30 x one-on-one mentoring sessions.</p> <p>This program was designed and implemented for the Mackay, Isaac, Central Highlands and Whitsunday event communities, the program also hosted event organisers in need of assistance from Fraser Coast, Scenic Rim and Canberra regions. The webinar series was a massive success, hosting 157 participants – an average of 20 people per webinar session between the 12 May and 5 June 2020. The Events Health Check survey was conducted on 40 events with the one on one mentoring sessions commencing in late June and it is anticipated to be completed by 31 August.</p>
<p>Regional Events Strategy Implementation</p> <ul style="list-style-type: none"> - Develop and acquire strategic events aligned with council's vision to partner on a local, national and state level for increased opportunities. 		<p>Invest Mackay Events and Conference Attraction Program Due to COVID-19 mass gathering restrictions there were no events or conferences held in the month of July. There were also no new events or conferences approved through the program in July</p> <p>Mackay Beach Horse Races – Expression of Interest 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. The Expression of Interest was released on 28 April 2020 and closed on 1 June 2020, with 6 Expressions of Interest being submitted to Mackay Tourism. A panel was formed in June and Expressions of Interests were assessed against the criteria. A Request for Tender was sent to the shortlisted applicants on 17 July and responses to partner with Mackay Tourism for the potential re-launch and delivery of the event is due to close on 20 August. Respondents are expected to be notified of the outcome and next steps in early September.</p>


Economic Development








To encourage sustainable and diversified jobs and investment in the Mackay Region through the implementation of the Mackay Region Economic Development Strategy 2020-2025.

Business Priority	Status	Action
<p>Economic Development Strategy Implementation</p> <ul style="list-style-type: none"> - Advocacy and Leadership through engagement with State and Commonwealth Governments to promote investment into local infrastructure as a catalyst for future economic development. 		<p>During July, media statements were published on the following developments:</p> <ul style="list-style-type: none"> • Greater Whitsunday Distillery – “New ‘paddock to bottle’ distillery to open this year” • Mycow Accommodation – “Camping development targets new market” • Industry – “Resources sector injects billions into regions” • Mountain Bike Project – “Land buy up begins for world-class mountain bike range” • Development – “Council reveals \$26.6million construction agenda” • Greater Whitsunday Food Network – “Seasonal produce forges new connections at Farmers’ Market” • Resources Centre of Excellence opening. <p>Economic Development is investigating the establishment of an internal Digital Infrastructure Working Group to roll out strategies identified in the Mackay, Isaac and Whitsunday Digital Infrastructure Study undertaken by Greater Whitsunday Alliance (GW3). An initial meeting was held during</p>

		<p>July, attended by internal stakeholders, Aurecon, and GW3, and included presentations from QCN Fibre and Titan ICT. A follow up meeting will be held in August to identify aims of the working group.</p>
<p>Economic Development Strategy Implementation</p> <ul style="list-style-type: none"> - Investment Attraction activities to promote and market investment opportunities. 	<p>★</p>	<p>Economic Development has commenced preparation of the Mackay Region Investment Prospectus. The prospectus will highlight key development opportunities for the Mackay region.</p> <p>Economic Development received five individual business enquiries during July and continues to support the Mackay City and Waterfront Project team as well as external stakeholders including Mackay Tourism Ltd, UDIA and Mackay Region Chamber of Commerce through the provision of information and potential investor support.</p> <p>Currently Economic Development has the following Facilitating Development Policy applications:</p> <ul style="list-style-type: none"> • Two Expression of Interest (EOI) received and three EOIs are currently on-hold until their development applications have progressed. • One application has progressed through the EOI assessment stage, however, a Stage 2 application has not yet been submitted. • Three Stage 2 applications have been received and are currently under assessment. • One extension has been requested. • Five EOIs have been removed from the register due to ineligibility or a lapse in timeframes for provision of Stage 2 application <p>The Facilitating Development in the Mackay Region Policy is reviewed annually, with an internal review commenced and a Councillor briefing scheduled for September. External stakeholder consultation will be undertaken during September and October, prior to the endorsement of the Policy in November.</p>
<p>Economic Development Strategy Implementation</p> <ul style="list-style-type: none"> - Industry Development through engagement with local businesses and industry groups, providing support and assistance for growth. 	<p>★</p>	<p>The Resources Centre of Excellence was officially opened on Tuesday, 28 July by The Hon Kate Jones MP, Minister for State Development, The Hon Julieanne Gilbert, Assistant Minister for Treasury, Tony Caruso, Chair of the Resources Centre of Excellence and the Mayor of Mackay, Cr Greg Williamson. Dignitaries and media were taken on a guided tour of facility including the office space, classrooms, workshop, laboratory, and underground mine simulator.</p> <p>The Economic Development Program is represented on the Project Advisory Group (PAG) for the MIW METS Export Hub project. The draft Capability Mapping and Supply Chain Analysis report has been circulated to PAG members for feedback. An industry information session will be coordinated to promote the report's key findings to the METS business community. Economic Development is working with the Export Hub project manager to promote identify capabilities on a digital platform.</p> <p>After closely monitoring the rapidly escalating COVID-19 situation in Victoria and New South Wales, and in consultation with key industry stakeholders, REED Exhibitions announced on 31 July they were cancelling Queensland Mining and Engineering Exhibition (QME) 2020. REED remain committed to their webinar series as they see this as a way to keep the Queensland mining industry, customers, partners and attendees connected over the coming months. Economic Development is hosting a session on 3 September and will be providing a preview of the Resources Centre of Excellence.</p> <p>Economic Development is assisting the Greater Whitsunday Food Network in the delivery of the Regional Agritourism Development Project and provides ongoing support as an ex-officio committee member. The</p>

	<p>development of the Network’s business plan is on track and is expected to be completed in August 2020.</p> <p>Council has been briefed on the progress of the Pioneer Valley Mountain Bike Park project on 29 July 2020. Land acquisition is being finalised, Capital Works in collaboration with Strategic Planning is continuing to develop a master plan for the Finch Hatton trail head and options for a shuttle access road are being assessed. The Project Control Group will identify one point of contact within Council to respond to internal and external enquiries relating to this project, establish internal working groups for the delivery of this project, including and economic development working group, and develop an implementation and engagement plan for business development. Community updates in Eungella and Finch Hatton and a Mountain Bike Alliance meeting are being organised to be held in August.</p> <p>Economic Development, 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. With COVID-19 restrictions slowly lifting, the Hooked-On Mackay Facebook page has increased its promotional activities.</p> <p>Economic Development is planning to hold the first Recreational Fishing Strategy Steering Group meeting in September and has circulated the Terms of Reference for internal review.</p> <p>In conjunction with Mackay Tourism and Rockhampton Regional Council, a draft scope to investigate the “Barra Highway” concept is being prepared for future consideration if funding opportunities arise.</p> <p>The visitor survey for the development of the Mackay Region Camping and Leisure Review, which was launched on Council’s online engagement platform Connecting Mackay, has been completed. Economic Development is working with the consultant to analyse results and refine final recommendations for the review to be finalised for Council’s consideration.</p> <p>With Council support provided to Split Spaces, two Entrepreneurs in Residence (EIRs) will be 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 EIR’s 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. There are ten participants involved in the program, of which six completed the Start-up Onramp Pre-accelerator Program.</p> <p>Economic Development continues to engage with business associations as an ongoing action. Currently, the Manager Economic Development and Tourism is working with the Mackay Region Chamber of Commerce to support the establishment of a Mackay City Centre reference group to assist with identifying and advising on current and emerging issues in the City Centre. A request has been received for a Councillor to be appointed as a representative on the group and a Terms of Reference is currently being drafted.</p> <p>To assist businesses in the economic recovery from COVID-19, a launch of the revised Building Improvement Rebate will take place in August. The Building Improvement Rebate will replace the existing Mackay Pride and City Centre Schemes and will work in partnership with property and business owners as well as real estate agents and property managers to</p>
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		<p>facilitate and support the revitalisation of commercial facades throughout the whole of the Mackay region.</p> <p>Through the Activate My Place (AMP) funding, two projects are now underway:</p> <ul style="list-style-type: none"> • The Mackay Hospital Foundation proposed 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 Finch Hatton Progress Association will commence Stage 2 of the Finch Hatton Flood Wall. Stage 2 will involve 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.
Economic Development Strategy Implementation - Workforce and Skills Development through partnerships to upskill residents and attract new workers to the region.		<p>Initial discussions have been held with Greater Whitsunday Alliance (GW3) regarding the creation of promotional material to assist industry sectors attract workforce to the MIW region. Due to COVID-19, this project has been reprioritised as GW3 pursued the development of “Transformation Region”.</p>

Sarina Sugar Shed To manage and operate a sustainable tourism facility, which provides a range of tourism products and experiences to promote the region’s heritage					
Strategy / Project	Status	Description / Update of Project			
Operate a successful tourism facility which meets its performance targets		<p>A number of operational and administrative actions were implemented in July to improve the revenue, attractiveness and efficiency of the Sarina Sugar Shed, including:</p> <ul style="list-style-type: none"> • Signage reviewed • Systems, Policies and procedures reviewed and updated • Presentation of café and general areas improved • Storage sheds cleaned out and stock re-counted • Website update and social media planning • New SB13 rum release planned, including Father’s Day gift box • New Spring NOI releases planned, with release in mid-September • Just Sweet café was awarded a 4-star Food Rating after an audit • New wholesaler agreements signed for 2021-2022 			
Implement the Sarina Sugar Shed Business Review 2020.		<p>Sarina Sugar Shed Business Review 2020 was discussed in meetings between the CEO, Director Development Services, Manager Economic Development & Tourism and Coordinator Sarina Sugar Shed. An action plan based on the recommendations of the Business Review is being prepared.</p>			
Business Operations (excluding accruals)		Item	July	YTD	Annual Target
		Tour Visitation (Paid)	1,228	1,228	10,000
		Visitation (Total)	1,624	1,624	-
		Volunteer Hours	331.5	331.5	-
		Item	July	YTD	Annual Budget
		Ticket Sales	\$19,212	\$19,212	\$135,000
		Retail Sales	\$49,924	\$49,924	\$235,500
		Total Income (incl. Ticket income)	\$69,143	\$69,143	\$370,500
		Total Expenses	\$13,426	\$ 13,426	\$877,940

Economic Indicators (Quarterly)

Indicator	Jun 18	Sep 18	Dec 18	Mar 19	Jun 19	Sep 19	Dec 19
Employment							
Unemployment rate	3.8%	3.7%	3.9%	4.4%	5.8%	6.3%	6.4%
Employed persons	65,790	66,678	65,291	62,527	56,751	56,122	56,709
Real Estate							
Median house sale	\$342,000	\$340,000	◦\$350,000	\$330,000	\$340,000	◦\$360,000	\$360,000
Res vacancy rate	1.9%	0.9%	1.7%	2.9%	1.5%	1.7%	2.5%
Residential Lot Supply							
Lots Approved [^]	100	50	108	60	18	7	Not available
Lots Endorsed [^]	19	51	135	7	44	54	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.*

[^] 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	Feb 20	Mar 20	Apr 20	May 20	June 20	July 20
Invested in Mackay Subscribers	539	545	543	550	560	563
Mackay Region Joblink Analytic Report	651 users	657 users	705 users	729 users	856 users	925 users
	3,940 views	3,052 views	2,762 views	4,350 views	7,617 views	8,339 views
Sarina Field of Dreams Usage Wi-Fi	55 users	47 users	6 users	23 users	21 users	NA
	279 sessions	259 sessions	61 sessions	194 sessions	154 sessions	NA
Hooked on Mackay Facebook	3,203	3,305	3,354	3,384	3,450	3,548
Net Free Zone Voluntary Code	538	542	583	583	583	583
Mackay Region Event Organisers Connect Facebook Group	-	-	-	55 members	63 members	70 members

UPCOMING EVENTS

Date	Event	Location
21-22 August	Free native plant giveaway	MNEC
28-29 August	NQ Rock'N Country – Invest Mackay Funded <i>Postponed due to COVID-19. Likely to reschedule to August 2021.</i>	Mackay Showgrounds
29 – 30 August	2020 Fox Superflow Seal by Stan Series (Mountain Bike Event – Invest Mackay Funded	Rowallan Park, Mackay
30 August	2020 Shimano Mountain Bike Grand Prix Series – Invest Mackay Funded	Mackay Basketball / Multi-Sports Stadium
5 – 6 September	F5WC Regional Qualifier tournaments – Invest Mackay Funded	Mackay Basketball / Multi-Sports Stadium
8-11 September	2020 Bowen Basin Symposium – Invest Mackay Funded <i>Postponed due to COVID-19. Rescheduled for August 23-27, 2021.</i>	MECC
13 September	Motorcycle Beach Races at Grasstree Beach – Invest Mackay Funded <i>Postponed due to COVID-19. Likely to reschedule for July 2021.</i>	Grasstree Beach
21 – 26 September	Etnies Rumble on the Reef (Skateboarding) – Invest Mackay Funded	Sugar Bowl Skate Park
25 – 27 September	MAD Mountain Bike Mackay Cup <i>Postponed due to COVID-19. Likely to reschedule for July 2021.</i>	Rowallan Park, Mackay
1 - 3 October	Etnies Rumble on the Reef - 2020 Australian National Kitefoil Series & Queensland Kitefoil Championships – Invest Mackay Funded	Lamberts Beach
1 – 2 October	Etnies Rumble on the Reef Wakeboarding – Invest Mackay Funded	Wakehouse Wakepark, Andergrove
2 - 4 October	2020 Basketball Qld U14 Girls State Championships – Invest Mackay Funded	Mackay Basketball Stadium
2 - 4 October	2020 North Queensland Athletics Championships – Invest Mackay Funded	Mackay ARC
3 – 4 October	Zach Mach Adventure Challenge – Invest Mackay Funded	Pinnacle, Pioneer Valley
6 – 9 October	2020 Association of School Business Administrators Queensland (ASBAQ) Conference – Invest Mackay Funded	MECC
16 - 17 October	Free native plant giveaway	MNEC
30 October - 1 November	2020 North Australia Championships – Invest Mackay Funded	Mackay Harbour