



# **Development Services**

## **Monthly Review Report**

### **November-December 2020**

## Executive Summary

### DEVELOPMENT SERVICES

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

- The number of development applications received in 2020 and the cumulative value of approved operational works at the end of December 2020 exceeded end of year totals for each of the four previous years.
- The four Planning Scheme Policies revised as part of round 2 of the Planning Scheme Policy review project commenced on 9 November 2020. The revised Planning Scheme Policies apply to water and sewerage, stormwater drainage design, landscape and open space.
- In December, Council endorsed the revised version of the Facilitating Development in the Mackay Region Policy. The Policy provides a range of concessions to support development that will generate employment, diversify the Region's economy and value-add to existing industries.
- Nominations for a Community Reference Group for the Northern Beaches Community Hub project closed in December. A good response was received, and nominations are being considered by Council with a view to the Group having its first meeting in February 2021.
- The draft Mackay Region Integrated Transport Strategy was released for public consultation in late November and is open for comment until 15 January 2021.
- A significant amount of work was undertaken in the Region's parks in November and December. Extensive maintenance works have been carried out on amenity buildings across the Region, including plumbing, floor resurfacing and painting. Play equipment renewal works have also been undertaken at Ron Andersen Park, Busuttin Park and Brownsey Street Park.
- Council's bid to host the 2021 National Economic Development Conference was successful, with Mackay announced as the host city of the 2021 event at the 2020 National Economic Development Conference in November.
- The inaugural Recreational Fishing Strategy Steering Group meeting was held on 30 November. The group will provide input and direction on the implementation of the Mackay Recreational Fishing Strategy.

**Aletta Nugent**  
*Director Development Services*

Women's National Basketball League Season was held at the Mackay Basketball Multi-Sports Stadium on 11, 16, 18 & 20 November 2020, sponsored by the Invest Mackay Events and Conference Attraction Program



# Development News 12/2020

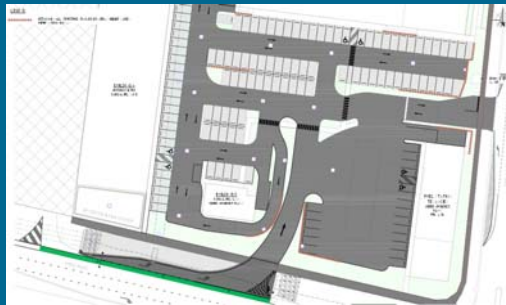
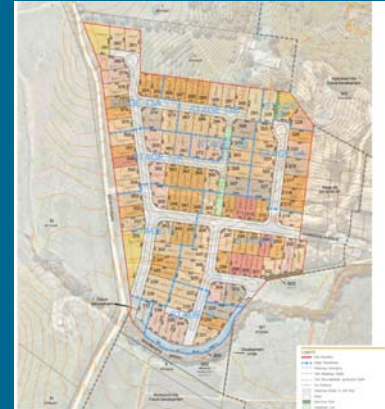
Updates on Significant Developments Currently Being Assessed by Council

## APPLICATION LODGED

DA-2020-210

Lot 920 Boveys Road, Richmond

The application proposes the development of Stages 8 – 13 of the existing Richmond Hills estate. The new stages will be accessed via Parkedge Avenue.



## APPLICATION LODGED

COW-2020-36

1-11 Carl Street, Rural View

An application has been lodged for the civil and landscaping works for the Northern Beaches Emporium light industrial development.

## APPLICATION APPROVED

DA-2020-57

89 Juliet Street, South Mackay

Council has approved a Development Permit for the construction of the Great Barrier Reef Arena at Harrup Park Country Club. The arena will provide grandstand seating around the main oval, with provision for television and other broadcast facilities. Greatly improved team facilities will also be included with the seating structure.



## APPLICATION APPROVED

OW-2020-38

2 Farmhouse Court, Beaconsfield

Council has approved a Development Permit for the operational works for 99 residential lots within Stages 4, 5 and 6A of Beaconsfield Heights Estate. Approved works include roadworks, stormwater, water and sewerage infrastructure, earthworks, signage and landscaping.



## Monthly Safety Review

### Summary

In November and December 2020:

- Twenty-eight Manager safety interactions were undertaken.
- Thirty-three site safety inspections were undertaken.
- 100% of monthly action plan activities were carried out.
- The Development Services Health and Safety Committee met.

Twenty-two incidents were reported in the November and December period involving MRC employees and members of the public. The following injuries to MRC employees were reported during November/December:

- Muscle strain whilst fitting irrigation pipe.
- Mild heat stress whilst undertaking gardening work.
- Small object struck forehead, ejected from whipper snipper.
- Knee strain after stepping in a small hole while whipper snipping.
- Ankle strain after stepping in small hole adjacent to a footpath.
- Graze on back of hand whilst moving portable cement mixer.
- Minor back pain after moving bags of rubbish into truck.
- Clothing became caught on furniture resulting in fall to ground and wrist strain.
- Ankle strain whilst climbing out of truck.
- Lower back and leg pain after period of lifting.
- Hand pain after day of edging.
- Lower back pain when lifting pole saw into truck tray.
- Lower back pain after mowing over some rough ground.

The following asset damage incidents involving an MRC employee were reported during November/December:

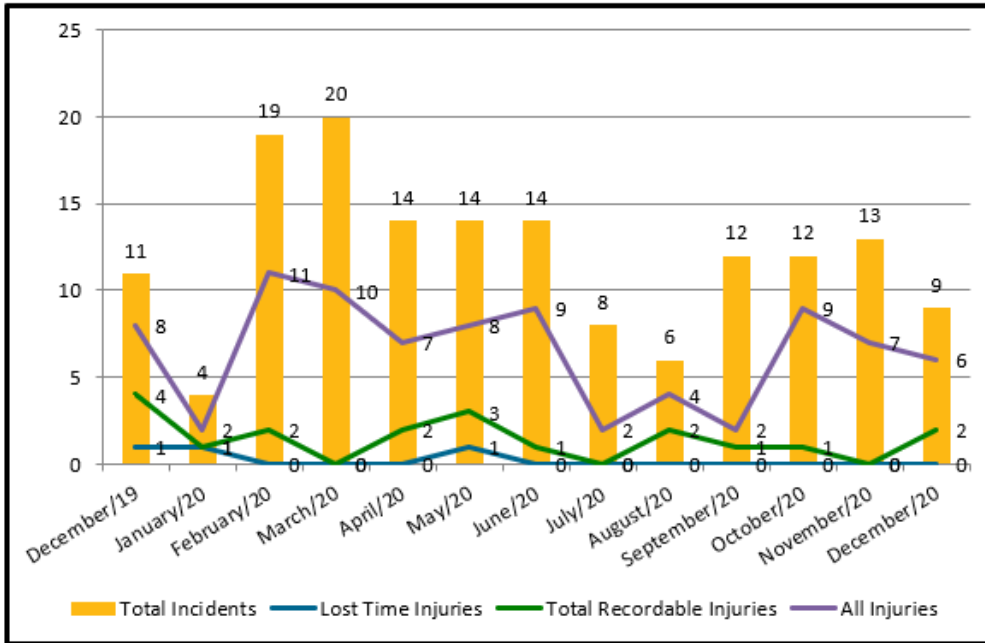
- Minor damage to trailer when trailer jack-knifed whilst reversing.
- Vehicle window damaged by a stone ejected from whipper snipper.
- Telstra cable cut whilst excavating.
- Minor damage to front of truck whilst driving through drainage channel.
- Part of trailer came into contact with a bollard whilst being driven from park onto roadway.
- Two incidents where the windscreen of a passing vehicle was damaged by a stone flicked up from a mower.

The following near miss incident was reported during November/December:

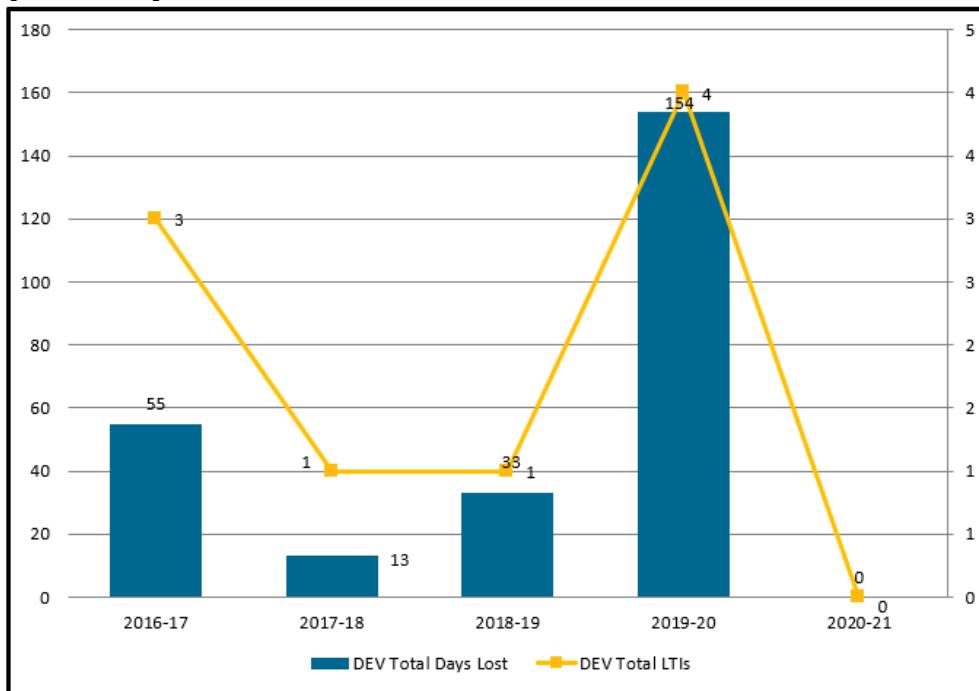
- While driving through a gate, spotter alerted driver that minor contact was about to be made with post. Driver was able to stop and reverse without damage to post or trailer.
- A push bike rider had to change direction when a mower reversed as they were approaching.

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.

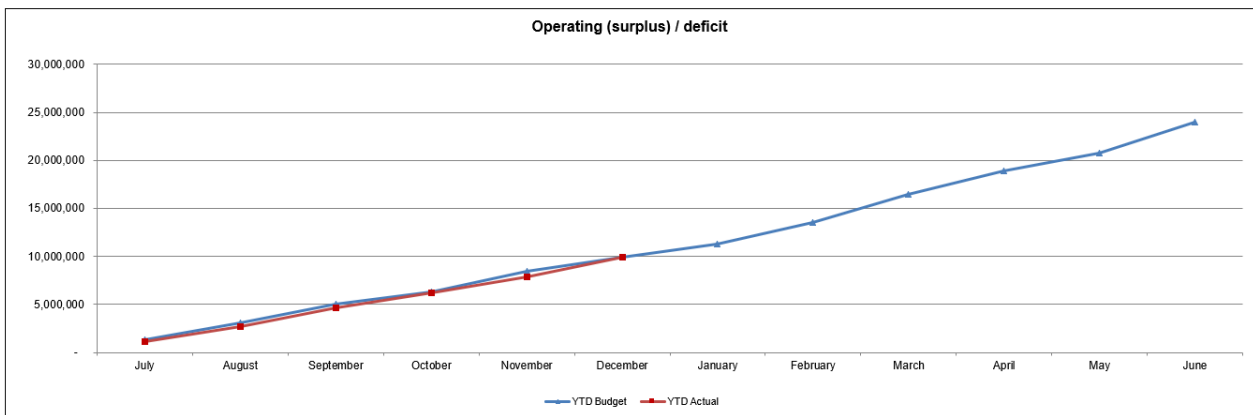
Department	2016-17		2017-18		2018-19		2019-20		2020-21	
	LTI	Days Lost	LTI	Days Lost	LTI	Days Lost	LTI	Days Lost	LTI	Days Lost
Development Engineering										
Development Assessment										
Parks, Environment & Sustainability	3	55	1	13	1	33	4	154	0	0
Strategic Planning										
Economic Development & 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>0</b>	<b>0</b>

# Financial Report

The Development Services budget is tracking well as at 31 December 2020. Revenue across the Department is generally tracking either at or above budget projections, with revenue from the Sarina Sugar Shed notably exceeding what was forecast. Expenditure on projects across the Department is also generally on track. Wages in some areas, and in particular in the Parks, Environment and Sustainability Program, are tracking above budget projections due to a lack of leave taken and fewer vacancies than assumed in the original budget.

Operating Results	YTD budget	YTD actual	Variance	Status
Development Services Management	401,154	389,033	(12,121)	🌱
Strategic Planning	819,075	808,379	(10,696)	🌱
Development Assessment	(181,420)	(193,400)	(11,980)	🌱
Development Engineering	(328,281)	(422,921)	(94,641)	🌱
Economic Development & Tourism	1,209,632	1,140,485	(69,147)	🌱
Parks, Environment & Sustainability	8,025,358	8,236,288	210,929	🌻
<b>TOTAL OPERATIONAL</b>	<b>9,945,519</b>	<b>9,957,864</b>	<b>12,346</b>	🌻
<b>Legend</b>	🌱 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

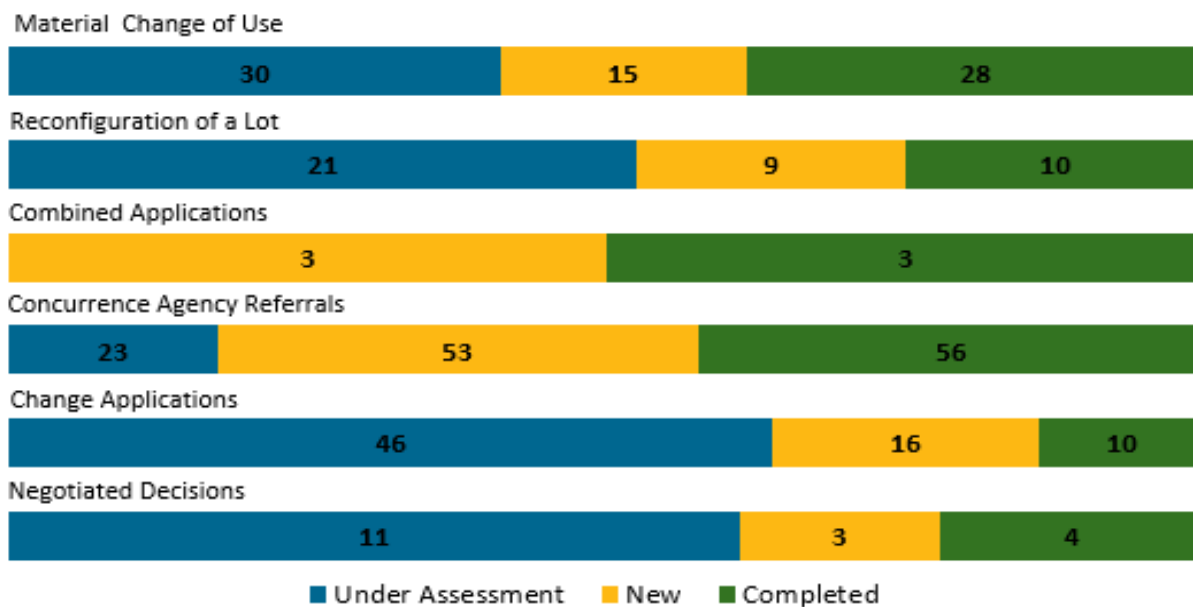


# Review of Operations

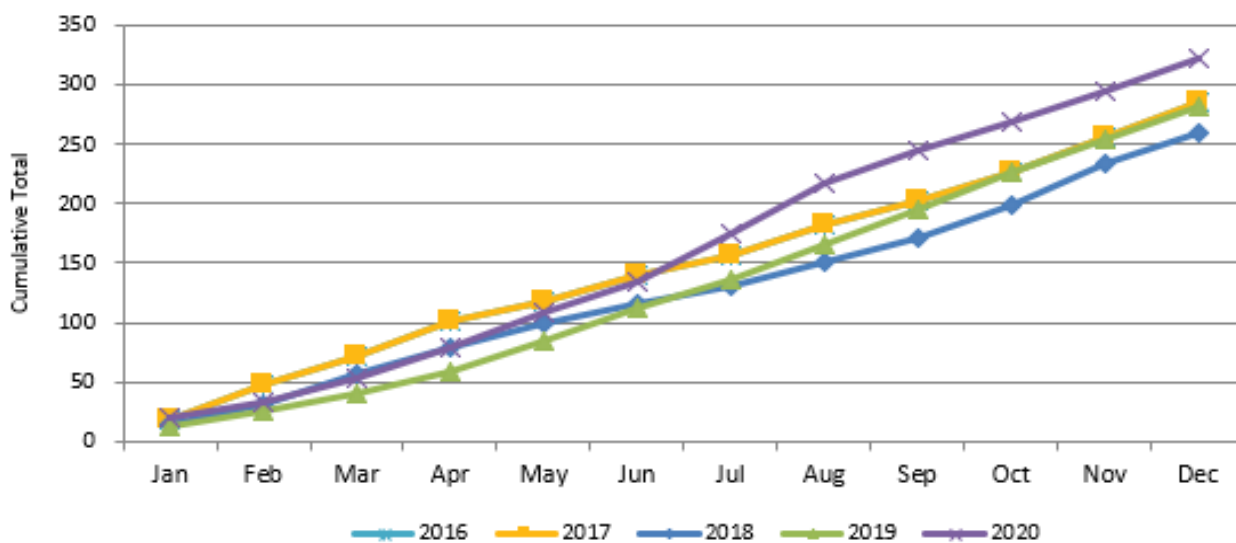
- On Track
- Potential Issue
- Definite Issue

## DEVELOPMENT ASSESSMENT

### Volume of Operations



### Cumulative Number of Approved Development Assessment Applications

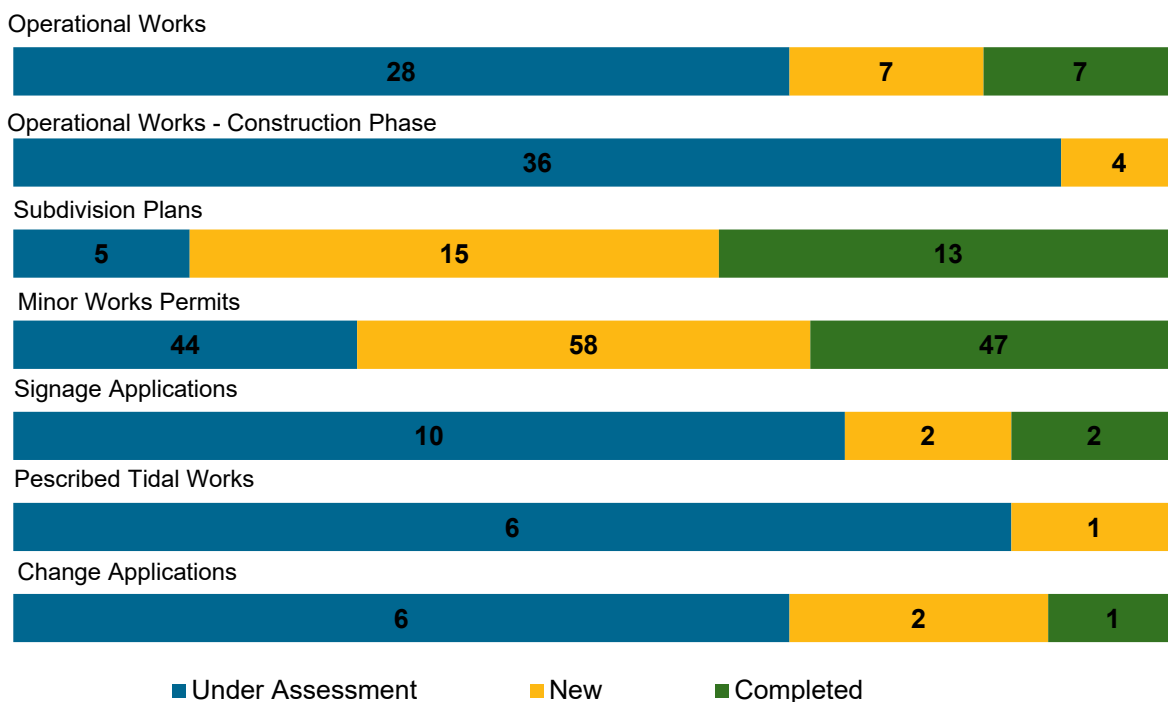


### Development Assessment Performance Against Legislative Timeframes

Application	Status	% Decided
MCU Code (85% in 35 Days)	●	88% decided in 35 days.
MCU Impact (50% in 35 Days)	●	100% decided in 35 days.
ROL (85% in 35 Days)	●	90% decided in 35 days.
Concurrence Agency (85% in 10 Days)	●	98% decided in 10 days.

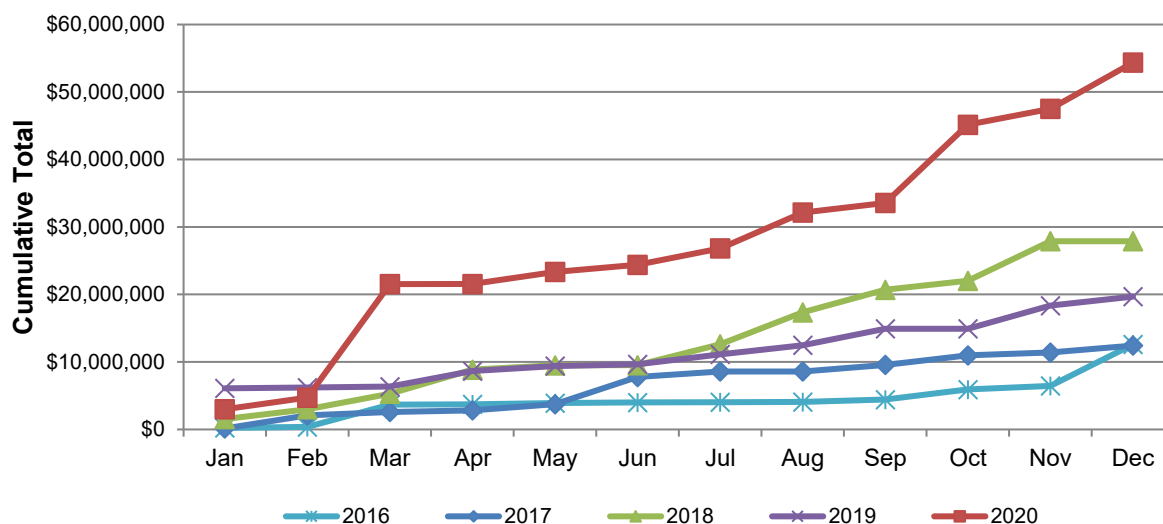
## DEVELOPMENT ENGINEERING

### Volume of Operations



### Cumulative Value of Approved Operational Works

Twelve Operational Works applications were approved in November and December with a total value of works of \$9,222,670.



### Development Engineering Performance Against Legislative Timeframes

Application	Status	% Decided
Minor Works (85% in <20 Days)	🟡	59% decided in 20 days. High volume of applications caused delays for applications being decided in the last two months.
Signage Applications (85% in <20 Days)	🟡	80% decided in 20 days. One application delayed while waiting for response from Department of Transport and Main Roads.
Operational Works (85% in 35 Days)	🟡	74% decided in 35 days. One application decided after several years of extensions due to applicant's non-payment of



		<p>QLeave. Two applications decided one day after due date, one being a retrospective approval issued as a result of compliance action that required rectification of the works during the assessment period.</p>
<p>Plan Sealing (85% decided in 20 days without action notice)</p>	<p>★</p>	<p>100% decided in 20 days without Action Notice.</p>

**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.</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 will be finalised in the first half of 2021.</p>
Mackay Region Planning Scheme – Minor amendment 4 and Administrative amendment 7	*	<p>Minor amendment 4 includes the amendment of the Flood and Coastal hazards overlay map in the planning scheme to include two flood studies adopted by Council (Sandy Creek Catchment Flood Study and the Rocky Dam Creek Catchment Flood Study) and improves references to planning scheme policies. Administrative amendment 7 includes proposed amendments to support the minor amendment.</p> <p>Both amendments commenced on 9 November 2020. Minor Amendment and Administrative Amendment 7 are now complete.</p>
Mackay Region Planning Scheme – Major amendment 2	*	<p>Council resolved to endorse proposed major planning scheme amendments (Major amendment 2) for state interest review. 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 will continue until early 2021, followed by public consultation when the State review has been completed.</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.</p> <p>The adopted PSP amendment 2 commenced on 9 November 2020, and includes the following PSPs:</p> <ul style="list-style-type: none"> <li>• PSP - Water and sewerage (CTM Water Alliance)</li> <li>• PSP - Stormwater drainage design</li> <li>• PSP - Landscape</li> <li>• PSP - Open Space.</li> </ul> <p>PSP amendment 2 is now complete.</p> <p>The amendment process for proposed PSP amendment 3 is underway, and includes the following PSPs:</p> <ul style="list-style-type: none"> <li>• PSP - subsurface drainage design</li> <li>• PSP - structures - bridge design</li> <li>• PSP - cycle facilities and pathway design</li> <li>• PSP - pavement design</li> <li>• PSP - site regrading.</li> </ul>

		<p>Formal consultation on proposed PSP amendment 3 commenced on 10 November 2020 and closed on 10 December 2020. Proposed PSP amendment 3 will be finalised in the first quarter of 2021.</p>
<p>Finch Hatton Township Local Area Planning Project</p>	<p>★</p>	<p>A local planning framework for the Finch Hatton township is being prepared to support the implementation of the mountain bike strategy.</p> <p>An initial round of public consultation was undertaken during November 2020, which invited the community to complete a survey to capture the thoughts, values and aspirations.</p> <p>A community information session to provide a general update on the progression of the Pioneer Valley Mountain Bike project is planned for February 2021.</p>
<p>Rural and Rural Residential Review and Review of Tradeable development Rights (TDR) Policy</p>	<p>★</p>	<p>Targeted stakeholder consultation with local development and sugar industry stakeholders was undertaken in October 2020.</p> <p>Council was briefed in November 2020 on the outcomes of the targeted stakeholder consultation. The amended policy was adopted by Council at its Ordinary Meeting on 9 December 2020 and version 3 of the policy commenced on 14 December 2020. This review is now complete.</p>
<p>Mirani Community Precinct Master Plan and Concept Design</p>	<p>★</p>	<p>Initial concepts for the proposed Mirani Community Precinct are progressing. Investigations include a tree condition report, relocation of Victoria Street toilet waste dump point and contaminated land. Building design options are being finalised for consideration by Council in early 2021, prior to commencing detail design.</p> <p>The design stage of this project is funded by the Queensland Government in association with Mackay Regional Council. Implementing the proposed community precinct is subject to external grant funding.</p>
<p>Northern Beaches Community Hub</p>	<p>★</p>	<p>A concept master plan is being prepared for the 3.7 hectare site between Rosewood Drive and Eimeo Drive at Rural View. The masterplan supports the development of a centrally located community hub that will provide access to a range of community facilities for the existing and future community. The masterplan describes the staged development of the site over a number of years. 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 selection of members is being considered by Council. The first meeting is planned for February 2021.</p>

<b>Transport &amp; Infrastructure Planning</b>		
<b>Projects</b>	<b>Status</b>	<b>Description / Update of Project</b>
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 review of the 2018 model has commenced 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>
Mackay Region Transport Strategy	●	<p>The draft Mackay Region Integrated Transport Strategy was released for public consultation in late November and is open for comment until 15 January 2021.</p>
Adopted Infrastructure Charges Resolution	●	<p>Council adopted amendments to the Adopted Infrastructure Charges Resolution at its Ordinary Council meeting on 9 December 2020.</p> <p>The amendments included updating charge rates in accordance with the <i>Planning Regulation 2017</i>, reducing the rate for service industry development and other minor changes. The updated resolution commenced on 14 December 2020.</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)	●	<p>The current project stage to prepare hazard assessments has been finalised. Implementation of further stages will be subject to external grant funding.</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 high-level peer review suggested recommendations that are being considered prior to community consultation, which is planned for the first half of 2021.</p>
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 be completed by mid-February. The landscaping and urban design package for the public realm upgrades is also well underway. 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 draft 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 PDA.
Expressions of Interest (EOI)	*	Council endorsed an Expressions of Interest (EOI) process for development opportunities on Council owned freehold land in the project area. 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. ReNew Mackay Pty Ltd (a consortium of local professionals) and Sentinel Group Holding were selected out of seven submissions received. 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 provision 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.
Neighbourlytics 'Launch City' Program	*	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 regional councils 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 fifty 1km radius areas of interest within the region where specific

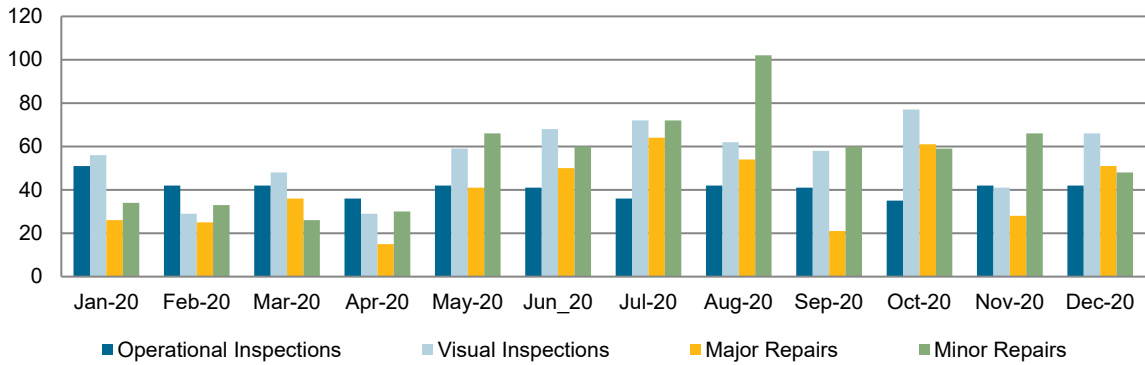
		data will be collated for analysis. The whole region base line report was presented by the Neighbourlytics team to Council staff in December and gave viewers an understanding of how to begin to interpret the data and use the dashboard. The Neighbourlytics internal working group continue to meet monthly to determine Council's priorities in getting the most value from the program and data.
Activate Mackay City Centre	✳	<p><b>Fifth Lane resurfacing works</b> Fifth Lane is scheduled to be resurfaced and decorated with festoon lighting early in 2021. This will allow neighbouring properties to consider opportunities to open up to this space.</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**

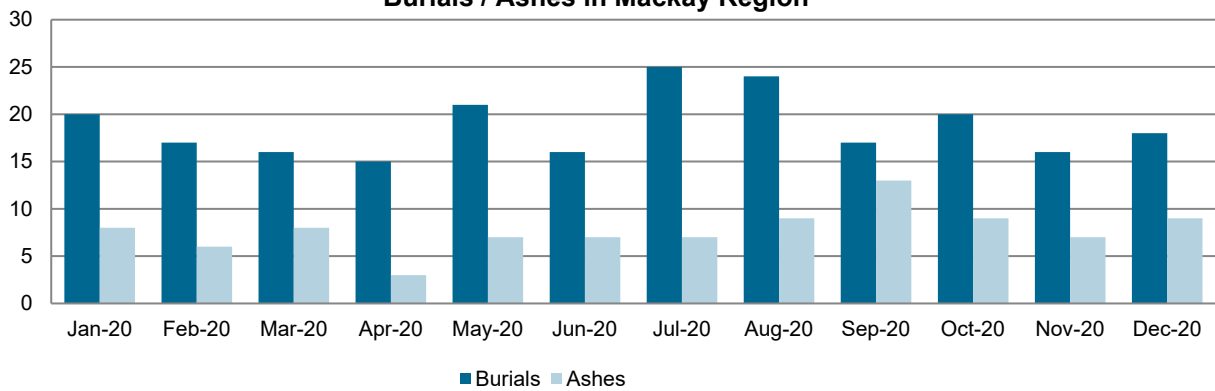
Subscribers	May 20	June 20	July 20	Aug 20	Sep 20	Oct 20	Dec 20
City Centre Facebook Likes	6,453	6,448	6,447	6,456	6,458	6,458	6,461
City Centre Instagram Followers	1,403	1,415	1,415	1,423	1,440	1,447	1,451
City Centre Wi-Fi Sessions	300 users	375 users	Not available	331 users	635 users	680 users	1,084 users
	1,913 sessions	2,195 sessions	Not available	2,009 sessions	4010 sessions	5231 sessions	10,664 sessions

**PARKS, ENVIRONMENT & SUSTAINABILITY**

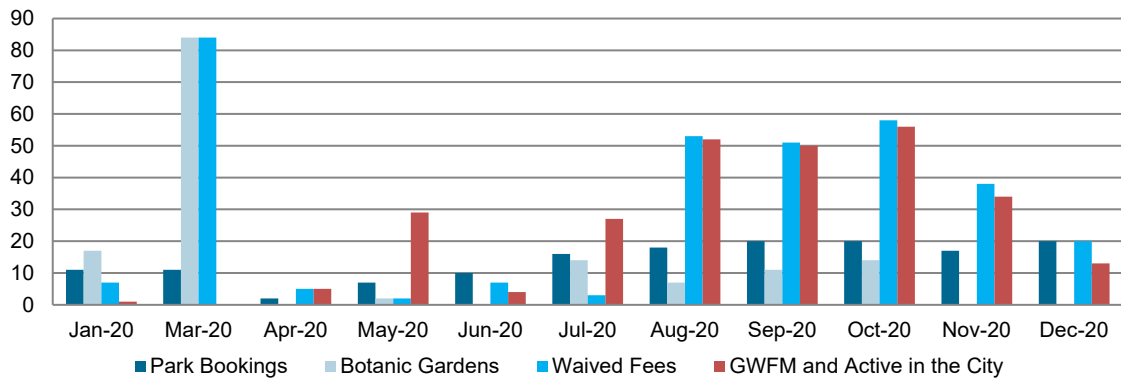
**Play Equipment Inspection and Maintenance**



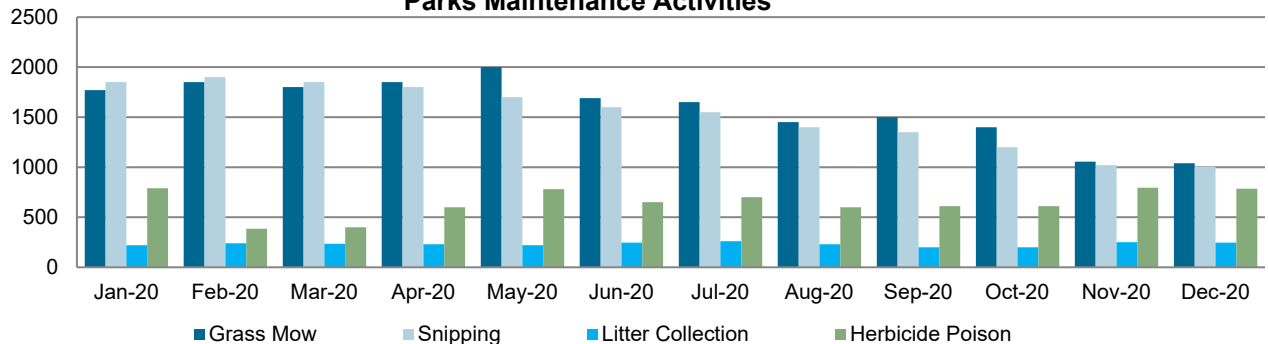
**Burials / Ashes in Mackay Region**



**Park Bookings**



**Parks Maintenance Activities**







<b>Natural Environment Projects</b>		
<b>Project</b>	<b>Status</b>	<b>Description / Update of Project</b>
Coastcare Events	●	A Coastcare event was held at the Mackay Natural Environment Centre in December. Participants found out what happens at the nursery, and took part in activities including sowing seeds, potting up seedlings, taking plant cuttings and watering.
Volunteer Morning Tea	●	The MNEC nursery volunteers were thanked for their efforts with a delicious morning tea at the end of year celebrations. The nursery volunteers attend on Tuesdays and Thursdays to help with nursery tasks and propagate local native plants for the Free Plant Giveaways and local restoration projects.
Local Marine Advisory Committee	●	Staff attended the last meeting of the LMAC for 2020, to report on the variety of activities Council undertakes that protect the reef and our marine environment and to hear about what other organisations are doing to promote reef health.
Surf Lifesaving Contract	●	A two-year contract was awarded for the provision of lifeguard services at patrolled beaches and a media campaign was undertaken about reduced service levels at Harbour Beach.
Sustainability and Environment Advisory Committee (SEAC)	●	The SEAC met in November and received briefings on the Dalrymple Bay Coal Terminal Sustainability Strategy and a local coastal plan development prioritisation system.
NIASA and Ecohort	●	The MNEC nursery was audited for both the Nursery Industry Accreditation Scheme Australia and the Ecohort program and received positive results.

<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 fifty park amenities involving plumbing, carpentry, floor resurfacing and painting was developed. To date, plumbing works have been completed and repairs were completed at fifteen of the public amenities. Carpentry works at forty-one of the amenities is now in progress.
Soft Fall Impact Testing Equipment	●	Electronic playground soft fall impact testing equipment was purchased and delivered in December. Training and assessment of Building Services playground staff has been completed and they are now certified as competent to record testing figures as required by the Australian Standards. Testing of playground soft fall in playgrounds throughout Mackay will commence early in the new year.
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 late January 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 will be completed when the contractor returns in late January.
Brownsey St 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. Additional shade trees will also

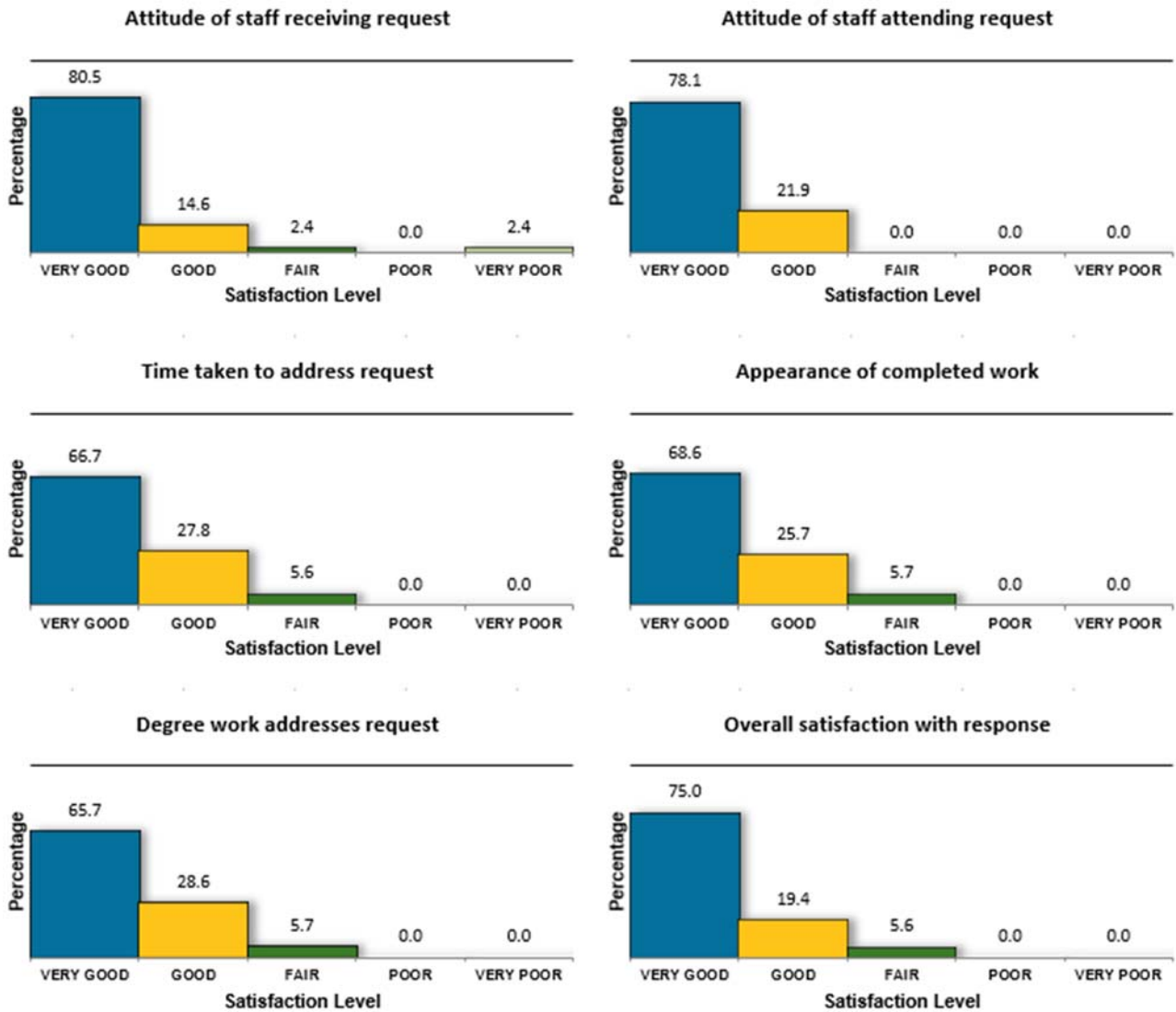


		be planted adjacent to the new facilities. To date, play equipment and the shade structure have been installed and works on concrete edging, sand soft fall, fencing, picnic shelter and fountain are currently in progress.
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Botanic Gardens Projects		
Project	Status	Description / Update of Project
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 now be monitored over the coming months and leachate removed for testing of pollutants.
Two Weeks of Christmas Treats		Due to COVID19 impacts, the Christmas in the Gardens event did not take place in 2020. Instead, in December 2020 'Two Weeks of Christmas Treats' was held at the Botanic Gardens, with both facilitated and self-guided activities provided. All booked activities were fully subscribed, drop-in activities saw up to forty people attend per session and over 400 self-guided activity sheets were printed and used. The self-guided activities were interchanged so people could return on a different day and have a new activity available to them.
Self-guided Walks		Both the standard self-guided walks (available all year) and the family walks with activity sheets have proved popular over the Christmas holiday period, with over 500 brochures distributed since the school holidays began.
Lagoon Weed Management		Water hyacinth is now under control in areas where the weed harvester worked. Unfortunately outbreaks of Salvinia have occurred since the weed harvester was onsite. Due to the Argo breaking down, there was a delay in applying herbicide to weeds not accessible from the banks of the Lagoon. The Argo has been repaired and is back on site and the scheduled spraying program has restarted.

Requests for Maintenance Work

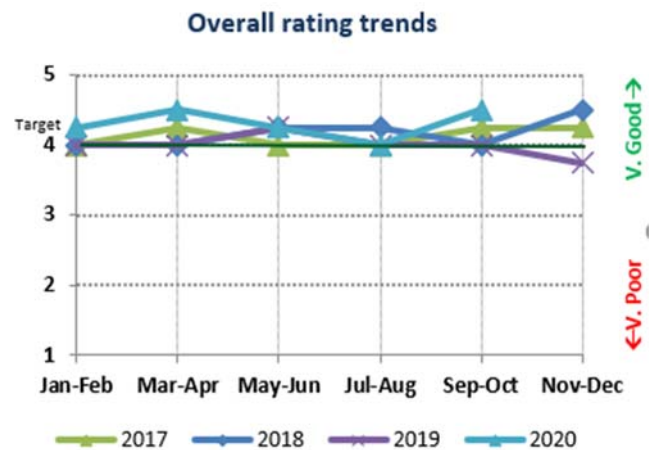
Results of Customer Survey (September/October 2020)






Representative Comments

- Completed the job quickly and cleared all the branches
- Very good and courteous staff at all times
- Great customer service
- Very good
- Good crew tidy work thanks guys.
- Council workers were on the job the next day and a done a great job. Thank you very much.
- Very polite & helpful.
- Completed as asked
- Excellent
- I am happy with the response – thank you.
- The lads that turned up to do the trimming worked well and were thorough. I was impressed by the cordless pole saw. It was quiet! Well done

Trends



**ECONOMIC DEVELOPMENT & TOURISM**

<b>Events and Tourism</b> 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.		
<b>Business Priority</b>	<b>Status</b>	<b>Action</b>
<p><b>Regional Events Strategy Implementation</b></p> <ul style="list-style-type: none"> <li>- Refine and develop the structures, framework and tools within Council to best support and progress new events.</li> </ul>		<p>Economic Development, in partnership with MECC, released a scope of works to engage professional services required to capture, quantify and evaluate the economic, social and environmental impacts of identified events held across the Mackay region. The request for quote went out to QTender in early November 2020 and a supply arrangement is expected to be finalised in early 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 draft scope of works has been prepared to engage a consultant to provide recommendations on alternative models and structures for improved efficiencies and customer service. A supply arrangement is expected to be finalised early in 2021.</p>
<p><b>Regional Events Strategy Implementation</b></p> <ul style="list-style-type: none"> <li>- 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.</li> </ul>		<p>The Economic Development team, in partnership with relevant programs, have commenced process mapping Council's event processes.</p> <p>The Economic Development team, in partnership with Mackay Tourism, has commenced work on organising the 2021 'Events Bootcamp' mentoring and upskilling program.</p> <p>Stakeholder meetings have been coordinated with relevant Council programs and individual event organisers to ensure the event organisers are aware of statutory requirements (including COVID19 and general event permits).</p>
<p><b>Regional Events Strategy Implementation</b></p> <ul style="list-style-type: none"> <li>- Develop and acquire strategic events aligned with council's vision to partner on a local, national and state level for increased opportunities.</li> </ul>		<p>Six events supported by the Invest Mackay Events and Conference Attraction Program were held in the months of November and December:</p> <ul style="list-style-type: none"> <li>• North Australia Surf Life Saving Championships</li> <li>• Queensland Taekwon-do Championships</li> <li>• Brisbane Roar Training Camp &amp; Match</li> <li>• Women's National Basketball League Season</li> <li>• Mackay Outlaw Shootout</li> <li>• North Qld Cricket Alliance U12, U13, and U15 Championships</li> </ul> <p>There was one event bid, seven new events and one conference approved and endorsed through the program in November and December including:</p> <ul style="list-style-type: none"> <li>• North Qld Cricket Alliance U12, U13, and U15 Championships</li> </ul>

	<ul style="list-style-type: none"> <li>• National Economic Development Conference (NEDC)</li> <li>• 2021 – 2023 Rumble on the Reef Partnership</li> </ul> <p>The other events are confidential at this stage, pending announcement.</p> <p>The Economic Development team has been working 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 was engaged by Mackay Tourism in November to undertake an operational feasibility study and full event costing, with the consultant due to do a site visit in Mackay and review business plans in late January 2021.</p>
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**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><b>Economic Development Strategy Implementation</b></p> <ul style="list-style-type: none"> <li>- Advocacy and Leadership through engagement with State and Commonwealth Governments to promote investment into local infrastructure as a catalyst for future economic development.</li> </ul>	<p>★</p>	<p>The below media statements were published that promote positive economic development initiatives:</p> <ul style="list-style-type: none"> <li>• 6/11/2020 MRC Media Release - “Women take centre stage at sporting events”</li> <li>• 9/11/2020 Mackay Life – Campaign launched calling for people to move to regional Australia</li> <li>• 12/11/2020 WNBL Twitter - “Love what you've witnessed on Court in Mackay”</li> <li>• 19/11/2020 Economic Development Australia - Media Release – “National Economic Development Conference 2021”</li> <li>• 19/11/2020 Daily Mercury – “Sweet taste for Sarina distillery after winning silver”</li> <li>• 20/11/2020 Economic Development Australia – Facebook post - Announcement of NEDC Conference 2021 coming to Mackay</li> <li>• 21/11/2020 Daily Mercury - Next steps in making Pioneer Valley bike trail a reality</li> <li>• 23/11/2020 Daily Mercury - Brisbane roared at footy festival finale</li> <li>• 24/11/2020 Daily Mercury – ‘Year of transformation’ Mackay to host national conference</li> <li>• 24/11/2020 Twitter - Developing Northern Australia Conference – Breaking New Ground: Mackay Waterfront and City Centre</li> <li>• 4/12/2020 Daily Mercury – Finalists in pitch to restart Mackay beach horse race</li> <li>• 7/12/2020 Mackay Life - Mackay to Host NEDC</li> <li>• 7/12/2020 Mackay Life - Nice over ice wins national accolade</li> <li>• 8/12/2020 Daily Mercury - Luscious limited edition rum to bring festive cheer</li> <li>• 9/12/2020 Daily Mercury - Plan to kickstart Mackay’s sluggish housing market</li> <li>• 16/12/2020 Daily Mercury - Council votes on future of dam boating, camping and fishing</li> <li>• 16/12/2020 Gold Coast Suns Website - 2021 NAB AFLW Fixture Announced</li> <li>• 16/12/2020 Twitter – Andrew Hiebel - NEDC 2021</li> </ul>

	<ul style="list-style-type: none"> <li>• 18/12/2020 MRC Media Release - Fishway to help thousands</li> <li>• 20/12/2020 State Government Media Release - WNBL a win for North Queensland.</li> </ul> <p>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.</p>
<p><b>Economic Development Strategy Implementation</b></p> <ul style="list-style-type: none"> <li>- Investment Attraction activities to promote and market investment opportunities.</li> </ul>	<p>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.</p> <p>Four individual business enquiries were received during November and December. 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 Mackay Region Chamber of Commerce through the provision of information and investor support.</p> <p>The annual review of the Facilitating Development in the Mackay Region Policy continued during November, with the revised version endorsed by Council on 9 December 2020.</p> <p>In early 2020, Council submitted a comprehensive bid proposal to host the National Economic Development Conference 2021 (NEDC21) in Mackay. The bid proposal was successful and in November 2020 Mackay has officially been announced as the host for NEDC21. The flagship event of Economic Development Australia (EDA), NEDC is Australia's largest gathering of economic development leaders, and will be held from 13 - 15 October 2021.</p>
<p><b>Economic Development Strategy Implementation</b></p> <ul style="list-style-type: none"> <li>- Industry Development through engagement with local businesses and industry groups, providing support and assistance for growth.</li> </ul>	<p>The Economic Development Program is represented on the Project Advisory Group for the MIW METS Export Hub project. The expressions of interest for the International In-Market study were received during December and shortlisting was conducted. The successful consultant will be notified in the new year.</p> <p>The Mountain Bike Alliance met on 3 December 2020. The focus of this meeting was on the Mountain Biking School of Excellence Program lead by Peter Lister at Mackay Christian College (MCC) to create passion for mountain biking in young people. Peter Lister and three students presented at the Alliance meeting and shared their experiences being involved in this program. The next meeting will be held on 18 March 2021. The Alliance agreed to meet quarterly in 2021.</p> <p>The Pioneer Valley Mountain Bike Trails Planning, Economic Development and Engagement working group meets quarterly to work on:</p> <ul style="list-style-type: none"> <li>• Development of a comprehensive Stakeholder &amp; 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 targeted at the Eungella and Finch Hatton communities is planned for February 2021.</p>

	<p>In collaboration with Mackay Tourism, a funding application was submitted to the Local Buying Foundation in November 2020 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. If the application is successful, the program is expected to be delivered in mid-2021.</p> <p>The Economic Development program, 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 being developed to be launched during the summer months encouraging anglers to send through their video footage which will form a series of fishing videos to be uploaded to the Youtube Channel. Local fishing celebrities will also be approached to see if they would like to share any of their footage. The Hooked-on Mackay Instagram platform was launched, receiving over 100 followers in the first month. To coincide with the Christmas holidays, and to further promote the Hooked-on Mackay brand, merchandise and marketing collateral was placed in the Council run caravan parks during December. Further investigations are being made with Mackay Tourism to ensure Hooked-on Mackay marketing collateral is supplied to accommodation providers.</p> <p>The Economic Development program worked with Info Fish in planning the fifth annual Net Free Fishing Forum in Mackay on 10 November. The forum was attended by local government and fishing industry representatives from Mackay, Cairns and Rockhampton, to discuss the performance of the Net Free Zones and the implementation of the three councils' fishing strategies.</p> <p>The inaugural Recreational Fishing Strategy Steering Group meeting was held on 30 November. The group included key regional stakeholders and will provide direction on Mackay's Recreational Fishing Strategy. The group will meet quarterly to work through the strategy implementation.</p> <p>Based on the findings in the Mackay Regional Camping Analysis Report, officers presented a report for Council recommending that Council does not pursue the option of managing the operation of the Sunwater owned recreational sites at Kinchant, Teemburra and Eungella Dams. The Officer's recommendation was endorsed at Council's Ordinary Meeting on 9 December 2020.</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 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. There are ten participants involved in the program, of which six completed the Start-up Onramp Pre-accelerator Program.</p>
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		<p>The Building Improvement Rebate replaces the superseded 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 facilitate and support the revitalisation of 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 fourteen applications have been received with nine applications approved.</p> <p>Through the Activate My Place (AMP) funding, two projects are now underway:</p> <ul style="list-style-type: none"> <li>• 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 Mackay Hospital Foundation are still progressing with the project, which has been slightly delayed due to COVID19. The unveiling date has been postponed to early 2021.</li> <li>• 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. The project is currently underway with the Finch Hatton Progress Association gathering information on the families. The group have advised the project will be completed in either February or March weather permitting.</li> </ul> <p>The AMP guidelines are being refined with the grant program to be launched again in March.</p> <p>The Economic Development program has been participating in meetings with the Office of the Queensland Small Business Commissioner with a view to being a Small Business Friendly Council. Initial consultation has been held with the Mackay Region Chamber of Commerce who are supportive of the initiative.</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>Initial discussions have been held with the Resource Industry Network and Greater Whitsunday Alliance (GW3) regarding the creation of promotional material and expanded web-based platform to assist industry sectors attract workforce to the MIW region. GW3 are currently preparing a project brief and timeline for the project with the support of the Greater Whitsunday Council of Mayors.</p>

<b>Sarina Sugar Shed</b>		
To manage and operate a sustainable tourism facility, which provides a range of tourism products and experiences to promote the region's heritage		
<b>Strategy / Project</b>	<b>Status</b>	<b>Description / Update of Project</b>
<p>Operate a successful tourism facility which meets its performance targets</p>		<p><b>Festive hampers</b></p> <p>The Sarina Sugar Shed (SSS) launched its hamper season in November with some advertising and promotions on Star-FM and 4MK plus communications on social media. The hampers provided a strong revenue stream during December, with corporate orders higher than previous years including several orders for 20+ hampers. A special packing area was set-up in the tasting room, and additional staff were called in to cope with the</p>

	<p>demand for orders.</p> <p><b>Product releases</b>                  In December, the SSS released two new limited-edition alcohol products - the Sugar Shed Classic and the Tropical NOI - which provided a boost to revenue. 224 bottles of the Classic sold out in eight days, while 179 bottles of Tropical NOI were produced and selling well prior to Christmas.</p> <p>December also saw the release of a new product in the Chefs' Gusto range, Beetroot Relish. This was the first product to feature the new Chefs' Gusto label design and has quickly become one of the best-sellers.</p> <p>About 120 bottles of the signature Sugar Shed Rum were released in November, with around half of these allocated to pre-orders. The remainder were distributed through the retail store and sold out within four days. A popular favourite, the Coconut Rum Liqueur, was also re-released in November 2020 due to customer demand.</p> <p><b>Supply challenges</b>                  The production of alcohol products continued to be hampered by low quantities of base rum spirit (due to previous distilling decisions) and delays in the supply of essential ingredients for blending. This meant that stocks of some products were exhausted, such as the Sugar Shed Rum, 10<sup>th</sup> anniversary rum liqueur and the Spiced Rum, and this impacted on potential sales in December.</p> <p>To help counter this, twenty-one new barrels were ordered, and are due for delivery in January 2021. These barrels will allow the distiller to store more base spirit (to be turned into rum) and to also make a variety of blends using the various infused barrel flavours of tokay, port, muscat and sherry.</p> <p><b>Packaging</b>                  New labels were designed by Council's Graphic Designer for the Chefs' Gusto range to modernise the appearance of these products. The redesigned labels will be printed and progressively rolled out during production in January and February 2021. The plastic bottles for the sauces were replaced by glass bottles in November for a more professional look, and new more-stylish jar sizes were introduced for the chutneys and relishes.</p>
<p>Implement the Sarina Sugar Shed Business Review 2020.</p>	<p><b>Year One</b>                  A number of the recommendations for Year One in the Business Review 2020 have been implemented or are well-advanced in the planning/implementation stages.</p> <p><b>Reimagining the space (interim solutions)</b>                  Soft refurbishment work has been undertaken to update the facility and ensure that it is presented with a contemporary look while still retaining its rustic feel, as per the Business Review recommendations.</p> <p>The refurbishment work undertaken in October, which included the painting of the café and kitchen, continued in November and December with the painting of the tasting room and the amenities. New contemporary signage was designed by the Corporate Communications team, and this signage was installed just prior to Christmas. This almost completes the soft refurbishment of the SSS, achieving this recommendation from the Business Review 2020.</p>



	<p><b>Enable operational efficiencies</b></p> <p>Cooperation with the Finance team continued in November to support the introduction of the new point of sale system, SwiftPOS, triggering a streamlined chart of accounts and improved inventory management systems. Work also began on the installation and set-up of a new ticketing system. This transition is scheduled for completion by January 2021.</p> <p>The development of new visitor experiences continued during November with the introduction of tasting-only sessions. These will be reviewed for continued improvement. A new Distiller's Sensory Tour was also introduced in November, with a focus on the distilling side of the operations rather than the sugar cane processing. It is a 45-minute experience conducted by the distiller and uses all senses to capture the essence of the distilling process. This experience is conducted once weekly (midweek), and although there have been some bookings, the timing and frequency will also be reviewed for improvement. Several other new experiences, including a review of the current one-hour guided tour, are planned for early 2021.</p> <p>Visual merchandising has been significantly improved through a re-design of the current stock, and promotion of products/items for sale using the blackboard walls in the retail store. Preliminary discussions have been held with local producers through the Greater Whitsunday Food Network to stock in the Sugar Shed retail store.</p>																																													
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**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	Data not available	Data not available
Lots Endorsed <sup>^</sup>	7	44	54	37	80	Data not available	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
Invested in Mackay Subscribers	560	563	564	570	566	567	565
Mackay Region Joblink Analytic Report	856 users	925 users	940 users	946 users	953 users	875 users	948 users
	7,617 views	8,339 views	4,206 views	3,964 views	4,631 views	3,175 views	3,195 views
Sarina Field of Dreams Usage Wi-Fi	21 users	NA	28 users	45 users	54 users	34 users	33 users
	154 sessions	NA	137 sessions	354 sessions	383 sessions	190 sessions	221 sessions
Hooked on Mackay Facebook	3,450	3,548	3,572	3,642	3,698	3,740	3,785
Hooked on Mackay Instagram							156 followers
Hooked on Mackay Youtube (Subscribers)				12	16	16	22
Net Free Zone Voluntary Code	583	583	583	583	583	585	589
Mackay Region Event Organisers Connect Facebook Group	63 members	70 members	78 members	80 members	80 members	81 members	81 members

**Upcoming Events**

<b>Date</b>	<b>Event</b>	<b>Location</b>
13 February 2021 (TBC)	AFLW MATCH - Gold Coast Suns Vs Carlton	Great Barrier Reef Arena, Harrup Park
23 - 24 March 2021	Australian Sugar Milling Council 2020 Industry Safety Conference – <b><i>Invest Mackay Funded</i></b>	MECC
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	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
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