

2020-2021 ECONOMIC DEVELOPMENT & TOURISM REPORT CARD

After a challenging 12 months, Mackay Regional Council's Economic Development and Tourism Program is on track to deliver key strategies and initiatives from the 2020- 2025 Mackay Region Economic Development Strategy and the 2020-2025 Mackay Region Events Strategy.

While COVID-19 continues to impact our regional businesses, overall our local economy has remained remarkably resilient through this difficult period. Associated government stimulus programs have increased development activity across the Mackay region, and employment numbers have continued to increase with an estimated 6000 jobs regained during 2020, even under COVID-19 restrictions.

Of course, certain sectors have seen it tougher than others such as our tourism, events and hospitality sectors. Through on-going consultation with our industry partners, tourism bodies, chamber of commerce, government agencies, and regional development organisations, the Economic Development and Tourism Program has endeavoured to focus on opportunities and activities to best support these industries.

Our team will continue to work with our partners in 2022, delivering exciting projects for our region.



Major Partnerships



MACKAY REGION

RECREATIONAL FISHING STRATEGY



An additional

773

followers on Facebook
(total of 4,300 followers)

Established **two new**
social media platforms



572

Instagram
followers



44

Youtube
subscribers



Hooked on Mackay
Ambassador Program
launched, giving local
fishing celebrities the
opportunity to be an
ambassador



5 local fisho's
have agreed to
be ambassadors
promoting the region
and creating video
content

650

More than 650 people have taken the **Net**
Free Zone Voluntary Code of Practice pledge



Mackay was showcased
in **two National Fishing**
Shows



Council
supported the World
Sooty Grunter
Competition



Inaugural
Recreational Fishing
Strategy Steering Group
formed



Mackay featured in
the broadcast of the
International Fishing
Series - championship
round held at Eungella
Dam

BUILDING

IMPROVEMENT

REBATE

Building Improvement Rebate
supports the **revitalisation of**
commercial facades.



13
Building
Improvement
Rebate approvals



Equating to
\$24,000
in rebates



Generating
\$77,000
spend with local
contractors

MOUNTAIN

BIKE



Mountain Bike
Alliance formed



Local Area **Planning**
Framework for Eungella
and Finch Hatton
progressed



Master **planning workshops** for
Finch Hatton Trailhead held



\$500,000 funding received
from Queensland Government



Small **Business Mentoring**
Program launched



Over **3000 site visits** to
the project's Connecting
Mackay and Invest in
Mackay web pages



185

subscribers signed up
to receive project update
emails



4 **Community Updates** held
in the Pioneer Valley

FACILITATING

DEVELOPMENT

6 Approved concessions for **six new developments** through our Facilitating Development in the Mackay Region Policy.

These six approvals have a combined estimated economic output of \$83.86 million and are estimated to create 155 construction jobs.



AMP!

Activate My Place! (AMP!) is a placemaking grants program that supports communities and businesses across the region to **create and deliver inspiring, inclusive, and vibrant projects in public spaces.**



Engaged with 16 progress associations across the region



Three successful applicants share \$30,000 of funding



Pioneer Valley Showcase Mural



9th Lane Revitalisation Project



Sarina Beach Toilet Block Mural Beautification

INVEST MACKAY EVENTS & CONFERENCE

ATTRACTION PROGRAM



37

Events approved



5

Conferences approved

42 Total approved events & conferences



183,668

Events visitor nights



2,674

Conference visitor nights

186,342 Total event and conference visitor nights



32

Sporting events



5

Culture and lifestyle events



5

Business events



\$39,700,836

Total event economic output

\$742,910

Total conference economic output

\$40,443,746

Total combined economic output

1:80 Average return on investment - events

1:7 Average return on investment - conferences

1:71 Total average return on investment

Major partnerships



KEY ACHIEVEMENTS

TOURISM & EVENTS RECOVERY

– THE ROAD AHEAD



157

participants over the
8-part Webinar Series



40

events received **one-on-one mentoring**



The events industry recovery program allowed the Invest Mackay Events and Conference Attraction Program to retain 19 events in the 2020 calendar, 14 were rescheduled for dates in 2021 and three were rescheduled for dates in 2022.

2021

EVENT BOOTCAMP



The Event Bootcamp Series attracted more than 50 local event organisers from Mackay, Isaac and Whitsunday to learn about the responsibilities of an event manager and best practice guidelines for event management plans.

INNOVATION &

ENTREPRENEURSHIP

The Economic Development team has continued to work collaboratively with Split Spaces and offered support as a major partner.

The partnership enabled Split Spaces to deliver creative initiatives supporting businesses and innovators, offering a thriving co-working space, introducing youth to innovation, creativity and entrepreneurship and bringing global ideas to the Mackay region.



4

Pitch Perfect events



Founders Start-Up Onramp Course delivered



10

businesses received **mentoring**

SMALL BUSINESS

FRIENDLY COUNCIL

In collaboration with the Mackay Region Chamber of Commerce, Council endorsed the Small Business Friendly Councils Charter in March 2021. The charter recognises the commitment by Council to be mindful of small businesses, their issues and priorities when making decisions for the local community.



A working group has been established to drive charter commitments, and work on projects to streamline administrative processes, improve client experience, and implement best practice policies and protocols.

SARINA SUGAR SHED

After 14 years of successful operation, including multiple tourism and distilling awards, Sarina Sugar Shed took the opportunity during 2020-2021 FY to reset, reevaluate and reimagine after a 3-month closure due to COVID-19. The introduction of new experiences and products, coupled with a facility refresh, has strengthened the Sarina Sugar Shed and resulted in strong performances and record outcomes.



Three of the highest revenue months in its operating history

178%

A trading surplus of **178%** against full-year targets



\$148,000 increase in gross profit



\$44,000 increase ticket sales

58%

Reduction in the overall Sugar Shed budget for 2020-2021