



Community and Client Services

Monthly Review

17 April to 15 May 2016

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Highlights of the Month

PROGRAM	PROJECT	DETAIL
COMMUNITY LIFESTYLE	Thai New Year Celebrations	Support provided to the Thai community to host the Thai New Year celebrations in Mackay
	Domestic Violence Awareness and Prevention	Supported the annual Candle Lighting Ceremony to launch Domestic Violence prevention month on Wednesday May 4.
	Spirit of Anzac Centenary Experience (25-31 July)	Detailed planning around the region's contribution to the Spirit of Anzac Exhibition was commenced to honour the courage, service and sacrifice of locals from the First World War to the present day.
	First Five Forever Early Language and Literacy Program	The "First Five Forever" program was launched at the MECC. The launch was well-attended, with over 1,200 residents participating.
MECC & EVENTS	Sugarland Youth Engagement	The MECC Sales and Engagement team have been working closely with schools and headspace to ensure the activities around the show are well managed due to the nature of the content.
CORPORATE COMMUNICATIONS & MARKETING	ANZAC Day	Planning and coverage of the Anzac Day Dawn service and parade in Mackay. Support and resources provided to 22 services across the region.
	#MackayPride	Extensive collaboration with SEAFM and local business to finalise new #MackayPride promotion to foster pride in our community, incorporating a boat and trailer package giveaway
EMERGENCY MANAGEMENT (EM)	Community Awareness	Promotion and resources provided to the SES for the Winter Moon Festival. Promotion of the EM message "Get Ready Mackay" at the Super Hero Ride (Cycle Fest).

	School Awareness presentation.	EM Team provided a presentation to Grade 6 Eimeo students (approximately 100) on the Cyclone Shelter, on location.
	SES Awards	SES Award ceremony conducted 30 April 2016. Mayor attended the ceremony.
HEALTH & REGULATORY SERVICES	Increased mosquito breeding areas	Vector Control Officers have been working hard treating 830 hectares of mosquito breeding areas.
	2016/2017 Fees and Charges	Council adopted the Health and Regulatory Services fees and charges for 2016/2017, with a new category to make it easier for mobile food vendors and market stall holders. Overall no increase in fees and charges for 2016/17.
	Food safety training sessions	Training was conducted with non-profit organisations and businesses operating temporary food preparation areas for upcoming events and festivals

Community Lifestyle

Overview

- Consultation occurred during May with over 90 residents providing input into the 2016-2020 Arts and Cultural Plan. Ten community consultations sessions were held across the region. All sessions were well attended and those unable to attend in person were provided an opportunity to provide input via the Connecting Mackay website, with 19 residents completing the online survey. There were 212 visits to the consultation page. <http://connectingmackay.com.au/> Internal consultation sessions took place with 28 staff members and external individual consultations were held with 12 key stakeholders. 366 members joined the SOAR Arts and Cultural Plan Review Facebook page created by the consultants.
- As part of the "Re-Activate You" program, the second round of physical activities commenced.
- The Superhero bike ride and Ride to Work Breakfast events as part of the annual Bike West festivities were very popular and encouraged community to explore the Bluewater Trail.
- Artspace coordinated the launch of 3 new exhibitions:
 - Their Name Liveth Evermore;
 - RSL Sub Branch, Carmila Veteran's Portrait Project;
 - Greyscale and Captive Audience: Recent works by Rosemary Payne
- The "First Five Forever" early language and literacy program was launched at the MECC. The launch was well-attended, with over 1,200 residents participating.
- Who Does She Think She Is? Workshops held in the City Library in partnership with ABC Local – completion of an 8 week course where 10 participants researched a female ancestor using various different research tools.
- "DNA: The secrets of your spit" – Genealogist Louise Coakley introduced DNA testing as a tool and its application in family history research. Sessions were held at both Gordon White and City libraries.
- Dudley Denny City Library: Work is progressing and builder on track to hand over by the end of October.

Community Programs

Number of Community Enquiries - 556

Number of Emergency Relief Assistance Packages Provided - 10

Community Development

Activities

- Revitalising the Reconciliation Action Plan Working Group
- Supporting the Strengthening Communities Forum on 29 April
- Planning for the annual Greenmount Heritage Fair on 29 May
- Preparing for the final round of the RADF program
- Consultation around the review of the Arts and Cultural Plan
- Support for the Embracing 2018 Commonwealth Games Working Group
- Development and distribution of the Art Is In Calendar and Creative Mackay e-Bulletin

- Support for the Australian South Sea Islander Emerging Leaders program and the Wellbeing Day and Expo
- Consultation planned for the Accessible Communities Action Plan
- Planning for the Homeless Expo to be held on 25 May
- Attendance at safeTALK suicide prevention training
- Coordination of council's support for the Spirit of Anzac Centenary Exhibition, including community engagement – encouraging visitors to experience other Mackay attractions whilst in town
- Planning for Global Grooves 2016
- Planning for the 2016 Senior Expo
- Community Development Officer acted as Em Cee at the Candle Lighting Ceremony for Domestic Violence prevention month
- Draft Volunteer Research Report completed and coordination of activities for Volunteer Week
- Chillax anti-violence youth expo held on 13 May with a strong one-punch-can-kill campaign message

Community Meetings / Events / Interagency Meetings.

127 meetings and events were held, highlights included:

- Mackay NAIDOC Inc. - AGM
- Binbi Tok Olgeta Indigenous Interagency Meeting,
- Reef Catchments - coastal planning
- Eungella Community Development Association
- Yamadi - The Living Well Multicultural Program
- Frangipani Arts – developing plans for 2017
- Senior Interagency
- City Safe
- Mackay Child Friendly Community Action Group

Sister Cities

3 events/meetings were held, which included:

- 2016 Matsuura Youth Ambassador – separate students and parents information sessions

Sport & Recreation

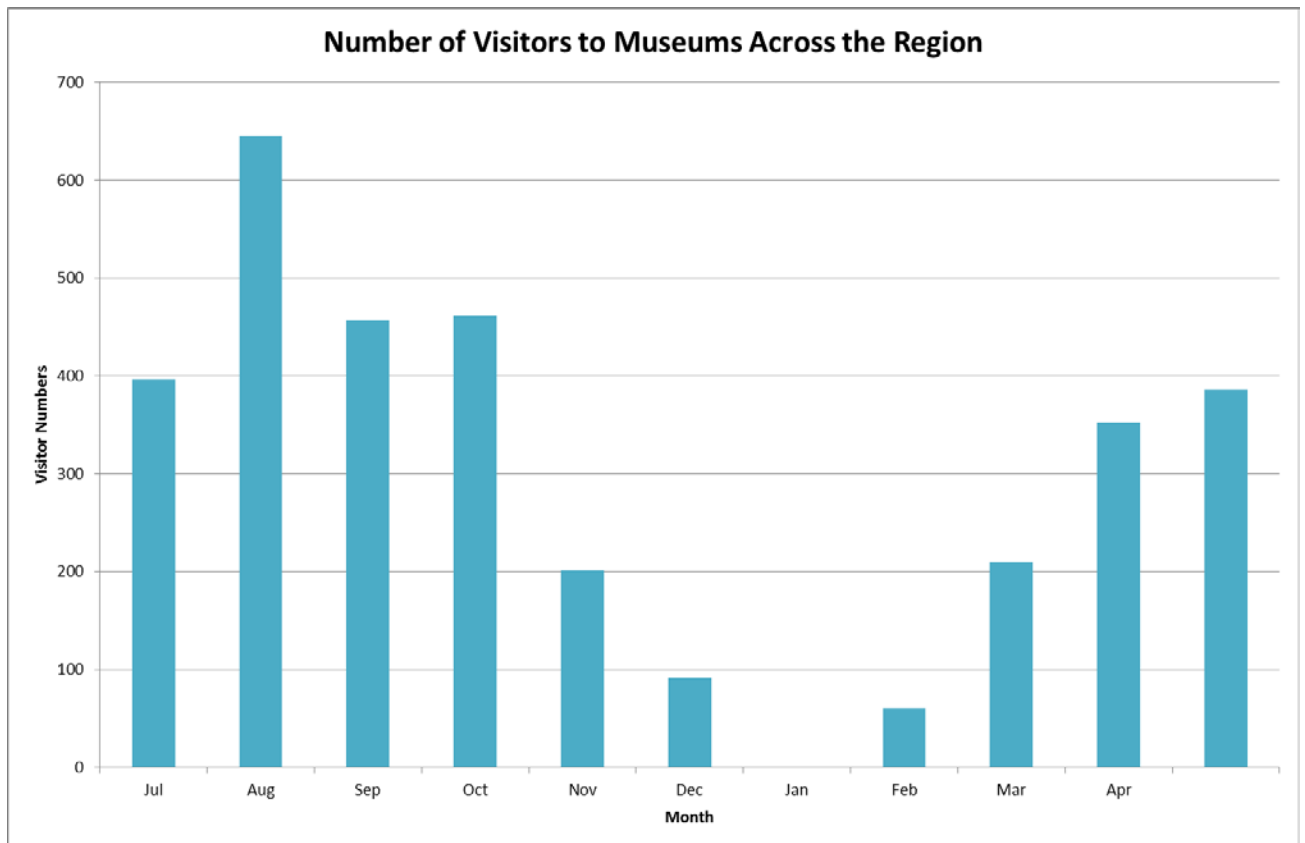
17 events/club meetings were supported. Events coordinated included:

- Bike Week, which was well-supported across the region
- Finalisation of consultations around the development of the South Mackay Sports Precinct Masterplan.
- The second block of activities under the 'Re-Activate You' (a state government-funded initiative) providing active opportunities for at risk and disadvantaged women and girls.

Community Grants and Sponsorships

Community Grants and Sponsorships	\$ Value Provided to the Community
Grants	
In-kind	\$2,317.00
Junior Sporting Bursaries	\$300.00

Museum Attendance



January's visitors: the volunteer-run museums are traditionally closed during the summer months.

Libraries

Service/Activity	YTD Achievement	Annual KPI	RAG Status	Comment
New Library Members	4,530	-	🟢	Membership numbers are on par with 2014-15
Physical Loans	510,260	600,000	🟢	There is gradual trend away from physical to electronic loans
Electronic Loans	59,783	40,000	🟢	There is gradual trend away from physical to electronic loans
Database Hits	20,801	10,000	🟢	Database content is meeting community demand
Social Media Followers	1,532	700	🟢	Reflective of a deliberate social media campaign leading to increased engagement
In-Person Visits	358,608	380,000	🟢	Reflective of increased program delivery including "First Five Forever (F5F)" program
Web Visits	278,941	300,000	🟢	Reflective of the trend to on-line access to resources
Heritage Collection Visits	-	600	🟡	Heritage Collection Room closed to enable deaccessioning prior to relocation to DDCL
Active Volunteers	66	70	🟢	Numbers remain

				static
Programs/Events/Classes	47,444	30,000	★	Increased program delivery due to State Library of Queensland funding, e.g., F5F, Tech Savvy Seniors and Portahub (technology hub)
Public Computer Hours	24,533	-	★	Public computer access is on par with 2014-15

Artspace Mackay

Service/Activity	Monthly Achievement May 2016	Monthly Achievement May 2015	Comment
Visitors	1,871	4,416	During the same period last year, Artspace ran a very popular local exhibition "Have you see the old Mackay?"
Web Visits	1,750	1,393	
Total Number of e-Newsletter Subscribers	1,310	1,348	Users are switching to Facebook for their information about the gallery.
Facebook Subscribers (Artspace Mackay + Rock Paper Scissors)	3,231	N/A	
Exhibitions	6	6	
Public Program Participants	512	1,101	School children programs increased 2015 numbers.
Workshops	8	11	

Current Exhibitions

Artspace Mackay

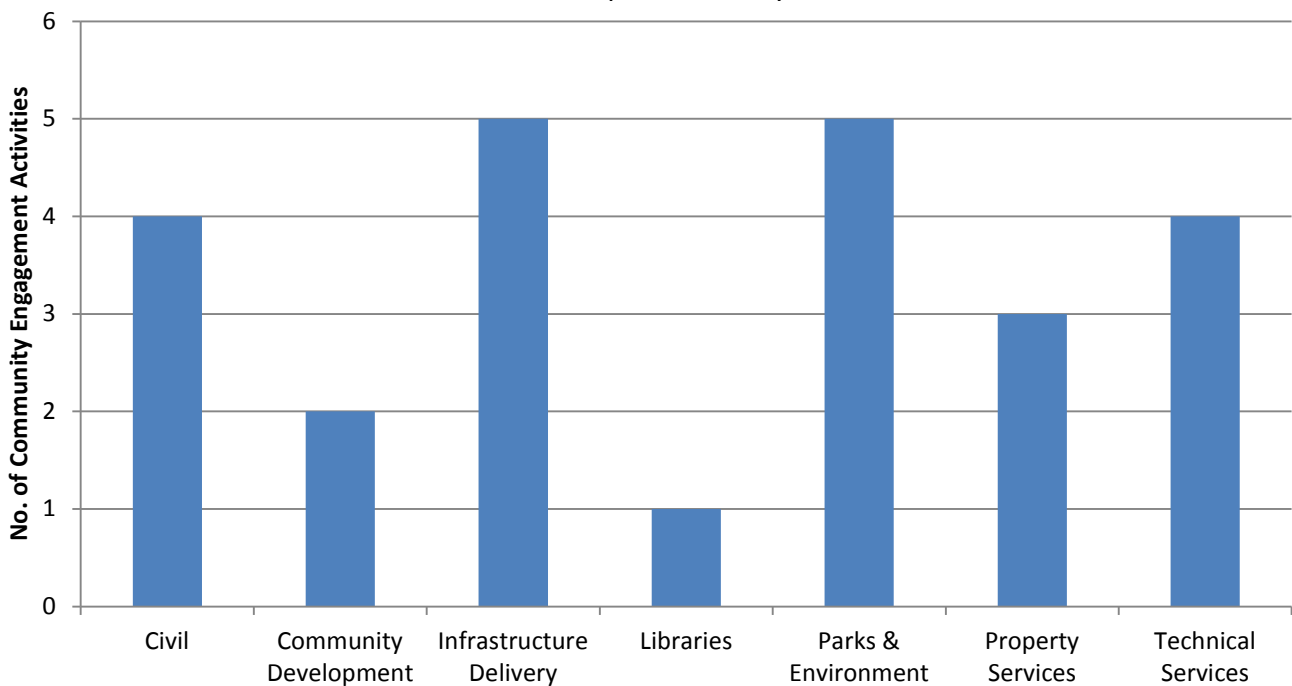
- *Being Tiwi*
- *Carl Warner: Where We've Been; Travels in the Pacific*
- *Their Name Liveth Evermore: RSL Sub Branch, Carmila Veteran's Portrait Project*
- *Greyscale*
- *Captive Audience: Recent works by Rosemary Payne*

Community Exhibition Program

- *Not just tea and scones: QCWA Sarina Branch craft display – Sarina Art Gallery*

Community Engagement

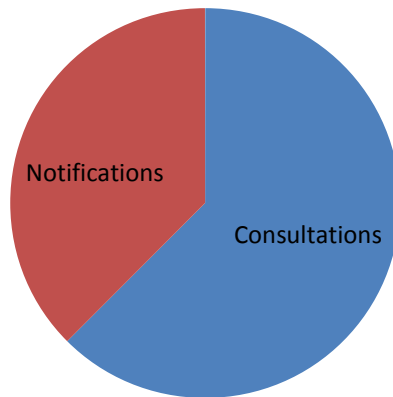
Community Engagement Activities by Program*
17 April to 15 May 2016



*Further breakdown of this data is contained on the following page.

Types of Engagement

17 April to 15 May 2016



Community Engagement Project Status

Project Name	Status of Engagement	Program/Area	Department	Type of Engagement
Grasstree Beach stairs replacement	Completed	Parks, Environment & Sustainability	Development Services	Notification
Mackay Cemetery maintenance project	Completed	Parks, Environment & Sustainability	Development Services	Notification
Kellys Road, Walkerston levee bank construction	Completed	Civil Projects	Engineering & Commercial Infrastructure	Notification
Matsura Drive ramp construction	Completed	Civil Projects	Engineering & Commercial Infrastructure	Notification
Boundary Road East water main realignment	Completed	Water & Waste Services	Engineering & Commercial Infrastructure	Consultation
2016-2020 Arts and Cultural Heritage Policy	Current	Community Lifestyle	Community & Client Services	Consultation
2016-2020 Accessible Communities Action Plan	Current	Community Lifestyle	Community & Client Services	Consultation
Dudley Denny City Library - consultation with businesses	Current	Community Lifestyle	Community & Client Services	Consultation

Project Name	Status of Engagement	Program/Area	Department	Type of Engagement
regarding changes to car parking				
Construction of Northern Link Road (Rosewood Drive)	Current	Development Engineering	Development Services	Consultation
Advise community regarding remediation works at Gooseponds (fish ladders)	Current	Parks, Environment & Sustainability	Development Services	Consultation
Fig tree removal at Brewers Park Sporting Precinct	Current	Parks, Environment & Sustainability	Development Services	Notification
Armstrong Beach stairs replacement	Current	Parks, Environment & Sustainability	Development Services	Consultation
Construction of new beach access at Far Beach, South Mackay	Current	Parks, Environment & Sustainability	Development Services	Notification
Oak Street & Bedford Road intersection - slip lane & footpath construction	Current	Civil Projects	Engineering & Commercial Infrastructure	Notification
River Street bus stop temporary relocation and footpath construction	Current	Civil Projects	Engineering & Commercial Infrastructure	Consultation
New footpath at Shakespeare Street, West Mackay	Current	Civil Projects	Engineering & Commercial Infrastructure	Notification
New kerb & channel at Albatross Street, Slade Point	Current	Civil Projects	Engineering & Commercial Infrastructure	Notification
Fourways Flood Barrier Project	Current	Technical Services	Engineering & Commercial Infrastructure	Consultation
Vincent Street reconstruction	Current	Technical Services	Engineering & Commercial Infrastructure	Consultation
Bus bays at Malcomson Street, North Mackay	Current	Technical Services	Engineering & Commercial Infrastructure	Consultation
McCreadys Creek	Current	Water & Waste	Engineering &	Consultation

Project Name	Status of Engagement	Program/Area	Department	Type of Engagement
Gravity Sewer Main project		Services	Commercial Infrastructure	
Improving access to Anzac Avenue Sewerage Pump Station	Current	Water & Waste Services	Engineering & Commercial Infrastructure	Consultation
Proposed lease to Clay Pigeon Shooters	Current	Property Services	Organisational Services	Consultation
Proposed lease to Sarina Ski Boat Club at Middle Dam	Current	Property Services	Organisational Services	Consultation

Financial

Operational Budget




Service Area Mar 16	YTD Budget	YTD Actual	Target	Comment
Operations	\$197,550	\$192,444	★	On track
Artspace Mackay	\$658,991	\$654,667	★	On track
Community Engagement	\$164,258	\$153,520	★	On track
Community Programs	\$4,530,896	\$3,897,866	★	On track
Library Services	\$2,643,737	\$2,408,436	★	On track

Mackay Entertainment & Convention Centre and Events

Overview

- The MECC and Economic Development teams have been working with the Beach Horse Races team on administration and strategy for the 2016 event.
- The sales and marketing team have been working closely with the Mackay Musical Comedy players on the marketing plan of the musical Mary Poppins.
- The Australian authored play Sugarland had strong schools attendance, High schools from Moranbah, Proserpine, Middlemount and other regional high schools attended with extremely positive feedback and strong social and mainstream media coverage.

Performance	Target	as at April 2016		Comments
Non-Financial Indicators	KPI	Year to date		
Number of Performances fully cost recovered	50%	50%	★	On track
Minimum number of catered functions (excluding performances)	140	90	★	Economic climate
Average attendance at events	Auditorium 550	Auditorium 388	★	Economic climate
	Foyer/space 100	Foyer/space 92	★	On track
	Halls 600	Halls 617	★	On track
	One Hall only 200	One Hall only 281	★	On track
Number of non-utilised days	90	80	★	On track
Number of Performances at the MECC	200	193	★	On track
Number of Conferences/Expos	20	18	★	On track
Number of Events with Attendance from outside Mackay Region LG area (Post Code Data)	40	24	★	Combination of less patrons from the western towns and competition in the ticketing market
Number of Student Attendances	2,000	3,038	★	On track
Number of workshops > Youth	6	5	★	On track
Number of engagement workshops/activities	8	10	★	On track
Yearly occupancy of facility	175,000	128,551	★	Monitoring visitation

Customer Hire Satisfaction	80%	93%		On track
Number of regional events assisted through either financial or in-kind assistance	6	6		On track
Number of regional events ticketed	8	9		On track

Budgets

Income April 2016



- Budgeted \$587,169.76 and Actuals \$443,485.40
two catered events planned at budget period had date changes to May

Expense April 2016



- Budgeted \$844,040.22 and Actuals \$579,299.24
Savings are reflective of lower number of catered events for the month.

Festivals and Events

Mackay Festival of Arts

- The team is putting final touches on plans to deliver the Mackay Mazda Festival of Arts Launch on Saturday 28 May.
- The launch gives the public the first look at the program and tickets will go on sale at this time and be available for purchase at the Pop Up Box Office on the night.
- Planning continues for delivery of all festival events over 10 days in July.
- Many new forms of marketing have been developed and built into this year's campaign including acknowledgement videos and tie ins with sponsors, satellite event organisers, accommodation and dining partners and more to increase Mackay's ownership of the festival and build word of mouth advertising.
- Planning is also underway for the 2017 Mackay Festival of Arts which will be celebrating its 30th anniversary.

Global Grooves

- Festival and Events and the Community Development Teams have started meeting regarding the event and committee meeting structure for 2016.
- Expressions of interest have opened to cultural and community groups who are seeking to be involved in the event. Both team are also actively seeking new groups and assisting them with information on how they can get involved.
- Points of discussion for the 2016 event are how the \$20k funding will be best utilised for not only this year but future years, location within park, timing of event, sun smart policy.

New Year's Eve

- Programming is underway for the event to be held again at Bluewater Quay.
- Sponsorship Proposals for the event will go out in May 2016.

Corporate Communications and Marketing

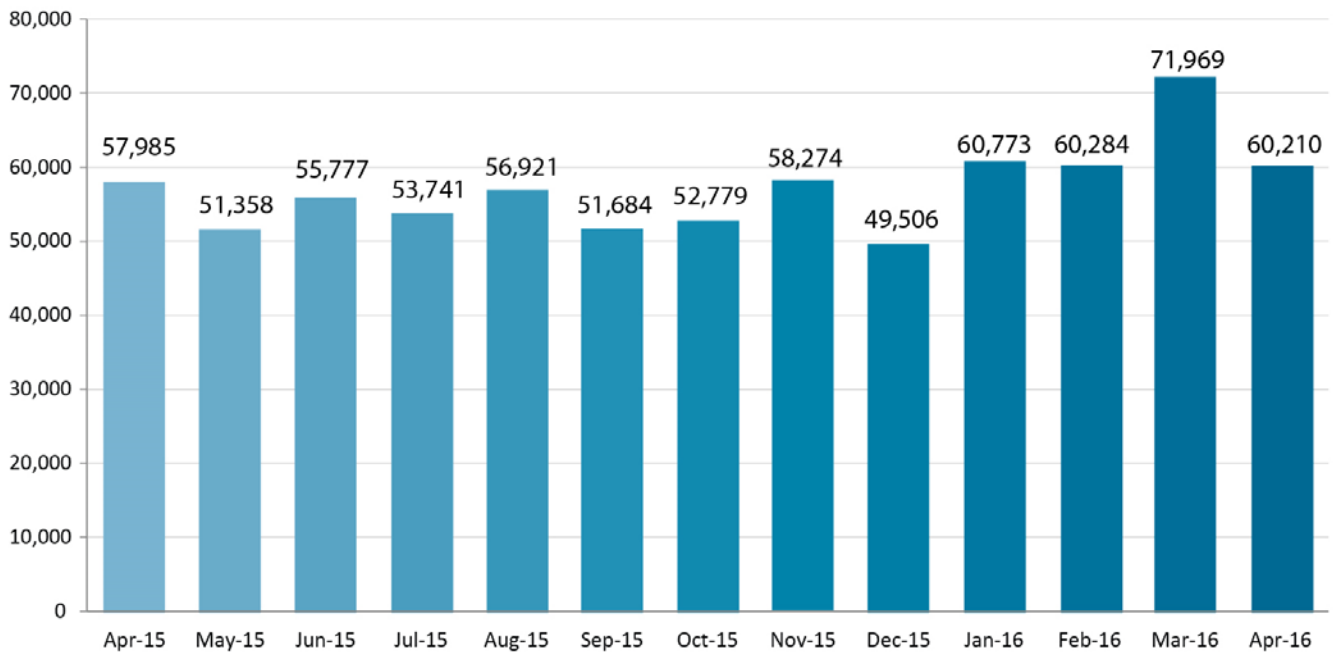
Overview

Social Media training delivered for Communication program staff as well as several other staff in council. This provided a good insight into effectiveness of social media and new ideas to implement.

Extensive collaboration with SEAFM and local business Sugar City Marine to finalise new #MackayPride promotion incorporating a boat and trailer package giveaway to foster pride in our community. This will be drawn after Mackay Show in late June.

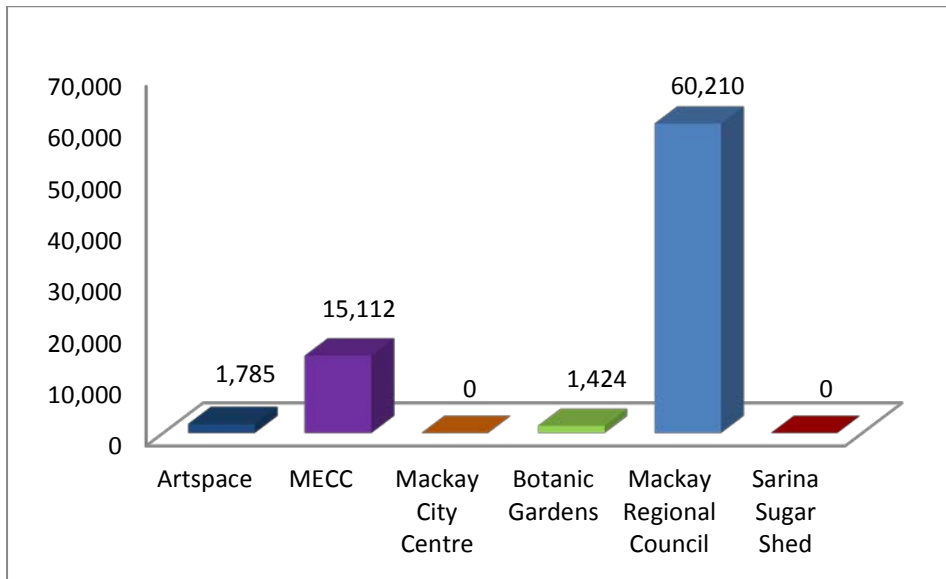
Assisted in delivery of Anzac Day Dawn service and parade in partnership with Civil Operations crew.

Website visits to Corporate council website for 15/16



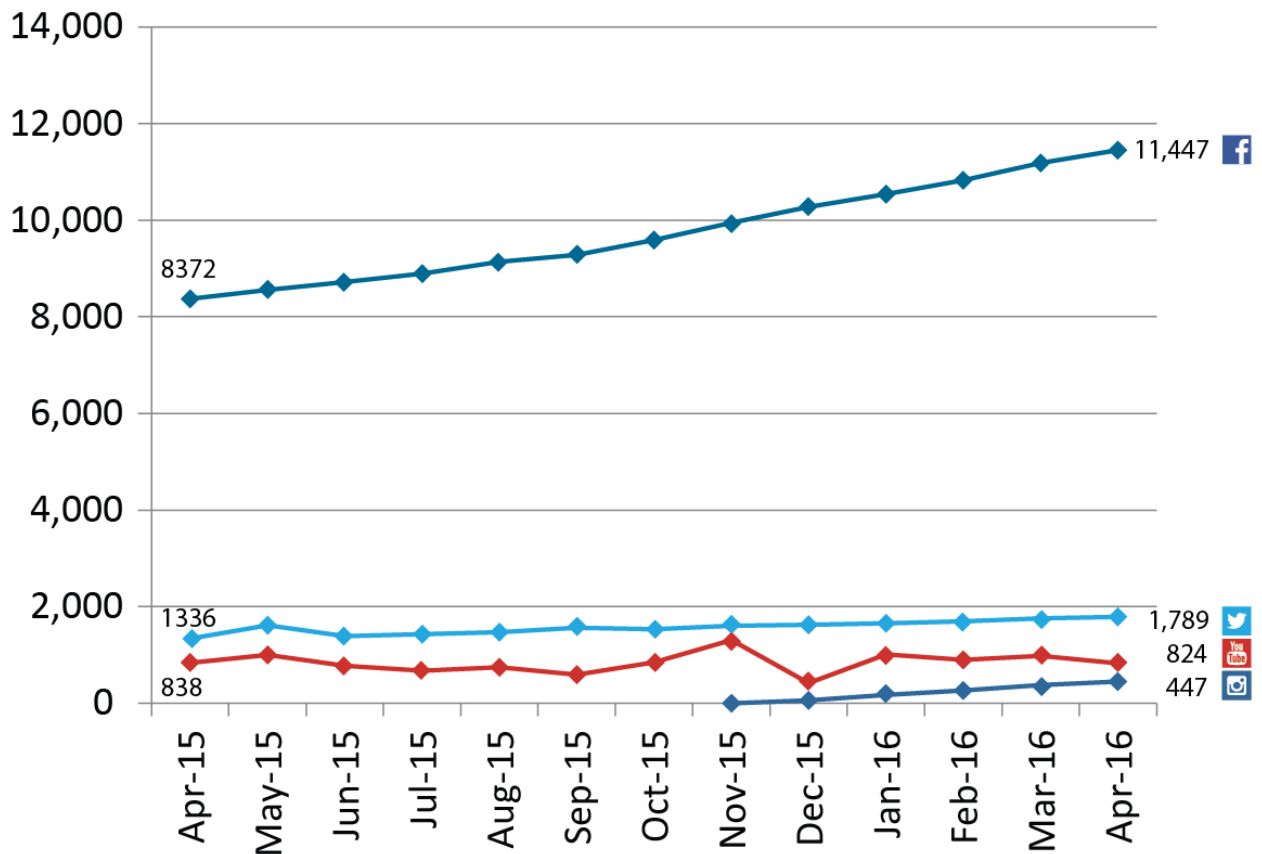
Significant increase in traffic in March due to Local government election. The Anzac Day webpage and Libraries were the most visited during the month of April.

Visits to other Council websites for month of April



Sarina Sugar Shed has launched a new website and hasn't installed Google Analytics yet – Have notified provider HipFish to install it, but yet to be rectified.

Social Media trends for 15-16



eNewsletter Subscribers

Artspace: 1257 (Last month: 1276)

Botanic Gardens: 795 (Last month: 803)

Community Development: 809 (Last month: 817)

Council Connect: 804 (Last month: 815)

Library: 1950 (Last month: 1997)

Creative Mackay Ebulletin: 881 (Last month: 893)

Recreation Services: 656 (Last month: 653)

City Centre Business Network: 788 (Last month: 808)

Regional Focus: 304 (Last month: 304)

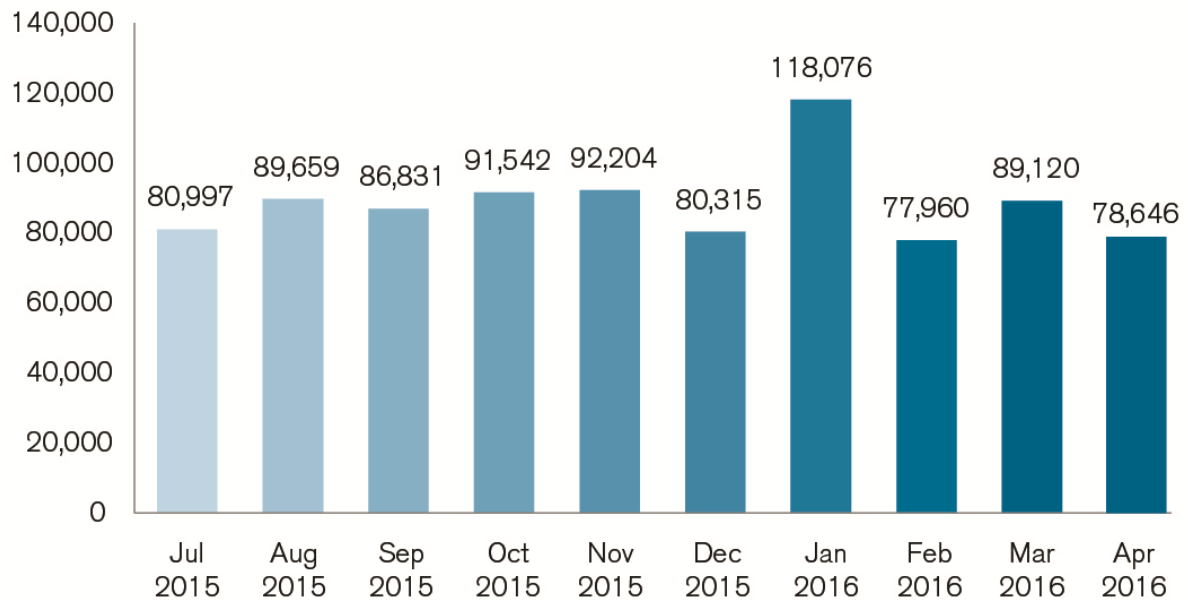
Sarina Focus: 287 (Last month: 287)

City Deals Club Subscribers: 3, 396 (Last month: 3473)

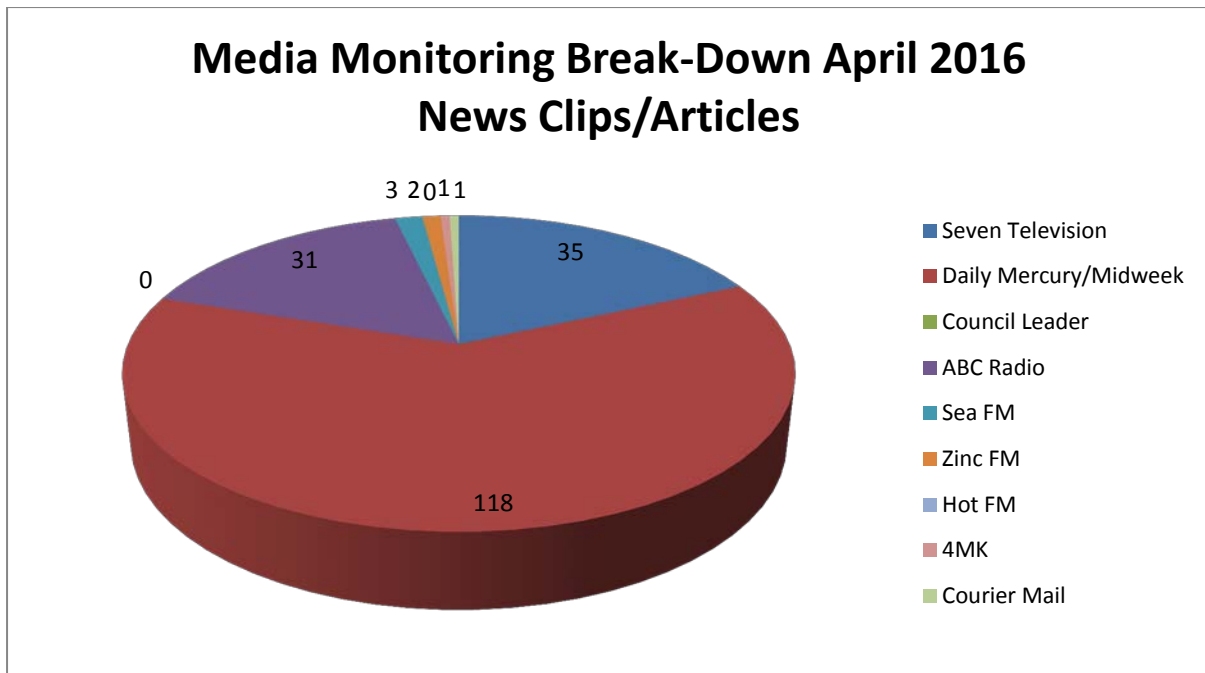
Evans Avenue 122 (Last month: 122)

All email newsletters are now on "Mailchimp" software. This provides a more accurate picture of the subscribers compared to previous software.

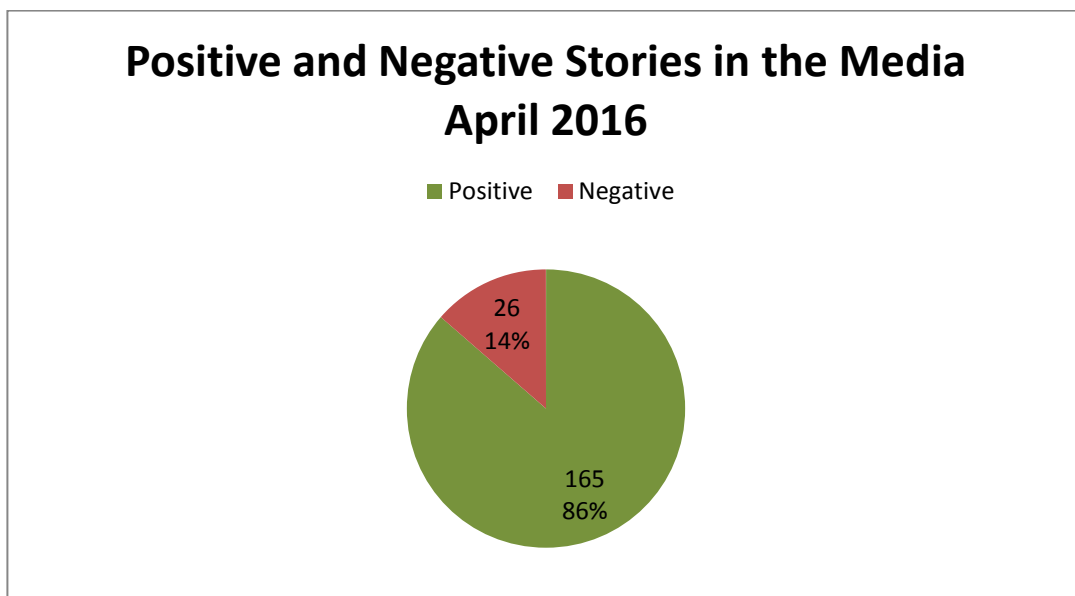
Advertising-Marketing & PR spend across all council programs to April 2016



Operational advertising spend 15/16 within budget ✓



191 council-related Media stories for month of April



- 38 media releases issued for April
- Average 3 to 4 media requests a day during April

General

- Provided assistance to RSL to deliver main Anzac Day service and parade
- Extensive work to finalise the Mackay Festival of Arts program. Now finalising the advertising-marketing of the festival for July
- Finalised the new #MackayPride promotion for its May 23 launch in collaboration with SEAFM and local business Sugar City Marine
- Work continues on engaging staff to prepare council's stand at the Mackay Show
- Facilitated good media exposure for two major announcements for the Invest Mackay Events Attraction Program – The four-nation Cricket Australia series and WNBL Spectacular

Emergency Management

Overview

During this month the Team has continued to focus on community awareness and preparedness by providing resources to the SES for the Wintermoon Festival and attending stalls at the Super Hero Ride as part of Cycle Fest at Bluewater Quay.

EM Staff will be involved at state level in working groups to develop strategies to building resilience in communities and the development of an MOA between QFES (SES) and local governments.

Feedback to Engagement Plus in the development of the Accessible Communities Action Plan for Council.

Currently voluntary SES Controller in place. Selection process for a paid Controller will be undertaken in the near future.

Exercises

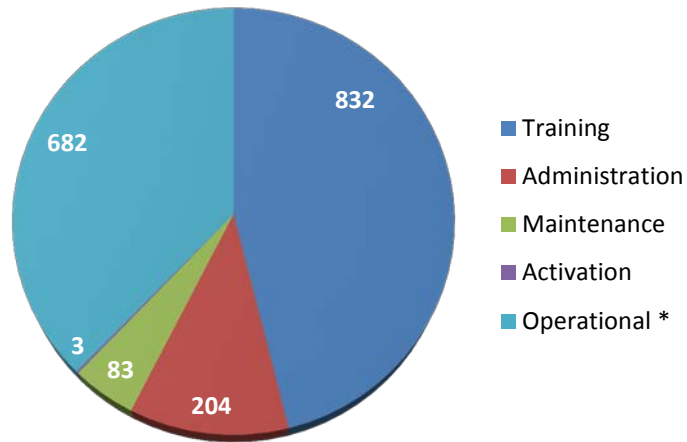
- Nil

Activity	Event	Comments
Emergency Management Operations		Nil operations for this period.
SES Activations	Missing Persons	Assisted Queensland Police Service (QPS) with missing persons boat search in Cape Palmerston Area. SES flood boats were activated.
State Government Engagements	IGEM Network Forum	Emergency Management Coordinator and Technical Officer attended the IGEM Networking Forum in Cairns.
	BoM Briefing	Local BoM briefing on the current resource changes for the Mackay Area – 29 April 2016.
	Australian Red Cross meeting	Meeting with Red Cross to discuss current Red Cross MOU with Local Governments – 9 May 2016.

Emergency Management Capital Projects & Facility Upgrades

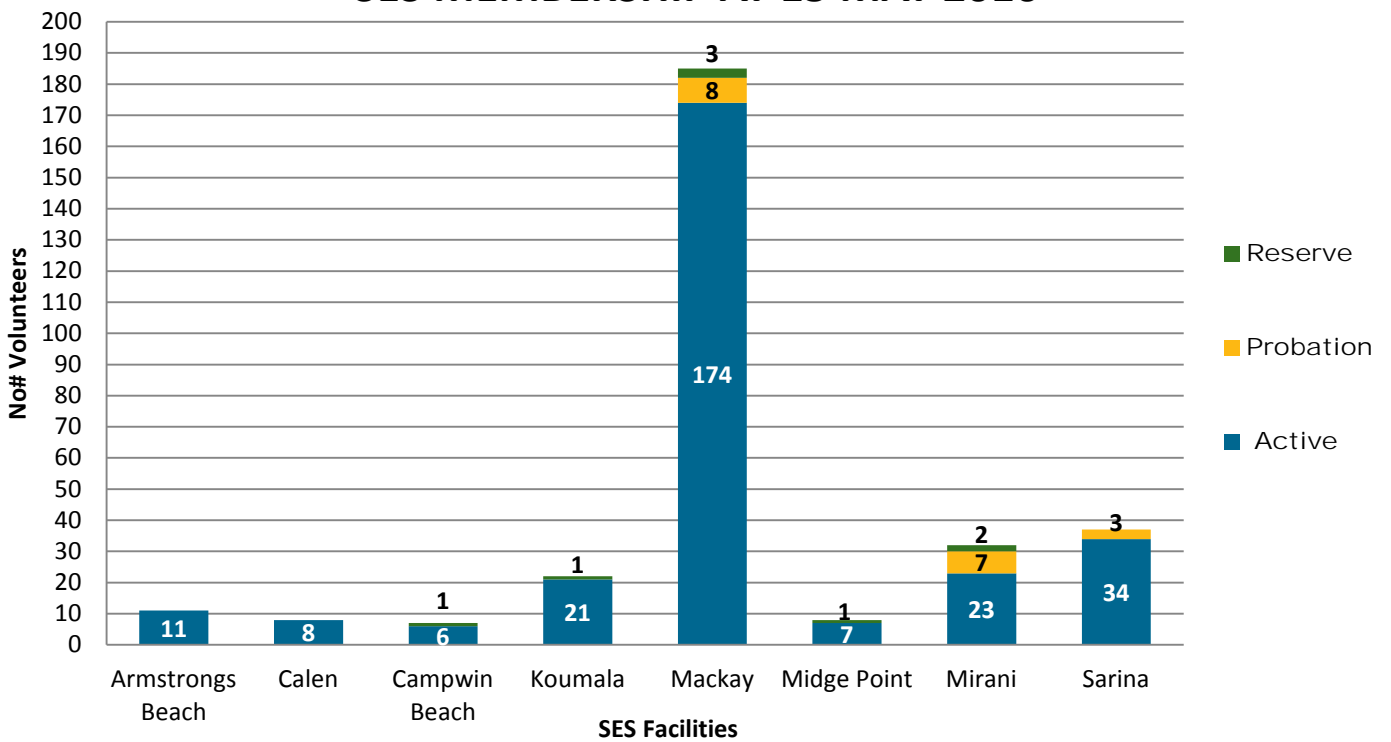
Project	Phase	Phase % Completion	Budget	Time	Comments
Ness Street SES Facility Upgrade Project.	Plan	5%	★	★	Tender evaluation of the Plan for Removal of Redundant Fuel Tanks has been completed and contractors, Aecom Australia Pty Ltd have been successful in conducting the works. The next stage is to conduct contaminated earth testing and compilation of a removal management plan. Interim report will be available on 21 May and final report to be tabled 30 June on outcome of fuel tanks.

SES Volunteer Hours



* Operational Hours: Agency Assistance with Anzac Day Services, Nebo Rodeo, Zach Mack and Wintermoon Festival.

SES MEMBERSHIP AT 15 MAY 2016



- **284 Active** = Number of Current Active Members
- **18 Probation** = New SES Recruits on 3 Months' Probation
- **8 Reserve** = Members who have stood down for a period of time; e.g. Work Commitment, Sickness, Maternity Leave

Numbers have been recorded in this way since August 2015. There has been an increase of 15% in active members over this period.

Health and Regulatory Services *

Client Requests

Overall, numbers of client requests received decreased slightly when compared to the previous month. The largest decreases were seen in Local Laws, Development Compliance and Environmental Health.

Decreased numbers of requests relating to overgrown properties were received by Local Laws Officers. This is attributed to the drier weather allowing residents to remove overgrown vegetation around their properties.

The statuses of requests are constantly monitored. Teams and Officers consider risk to the community and prioritise accordingly.

Average timeframes are used to predict the expected completion time for each request type, however, depending on the circumstances of each individual matter and the speed at which compliance can be achieved using compliance processes, timeframes for completion can be influenced.

Sicklepod control along road sides has been a prominent activity of Pest Management Officers this month. Warmer than usual weather has allowed weeds to flourish and Officers, with the help of contactors, have been responding accordingly.

The yearly cycle of outdoor events has begun and Environmental Health Officers have been assessing increased numbers of applications and carrying out inspections with respect to conditions of approval and temporary food.

Vector Control

The table below represents the mosquito control work carried out by the Vector Control team in April 2016.

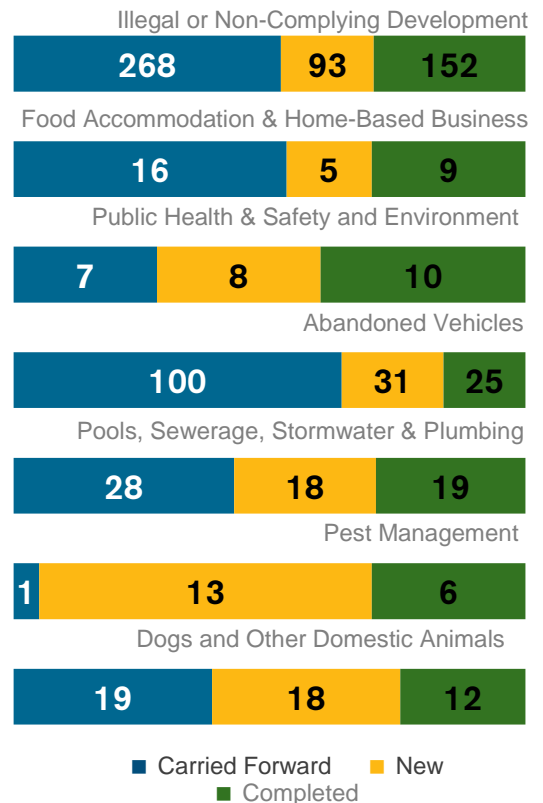
Sites Inspected	Sites Treated	Hectares Treated
247	97	830 Ha

Inspections

This table shows the premises inspected calendar year to date, by the Environmental Health Officers.

Type	Inspections	Type	Inspections
Caravan Park	2	Environmental Relevant Activity	1
Food	151	Outdoor Entertainment / Event Permit	1
Accommodation (Hotel, Motel, Backpackers, Holiday Flats & Units, Bed & Breakfast	33	Skin Penetration Licence	0
Swimming Pools	26	Temporary Food Permit (Commercial)	5
Footpath Dining, Itinerant & Static Vendors	8	Temporary Home Permit	0

Volume of Operations No. of Client Requests Processed

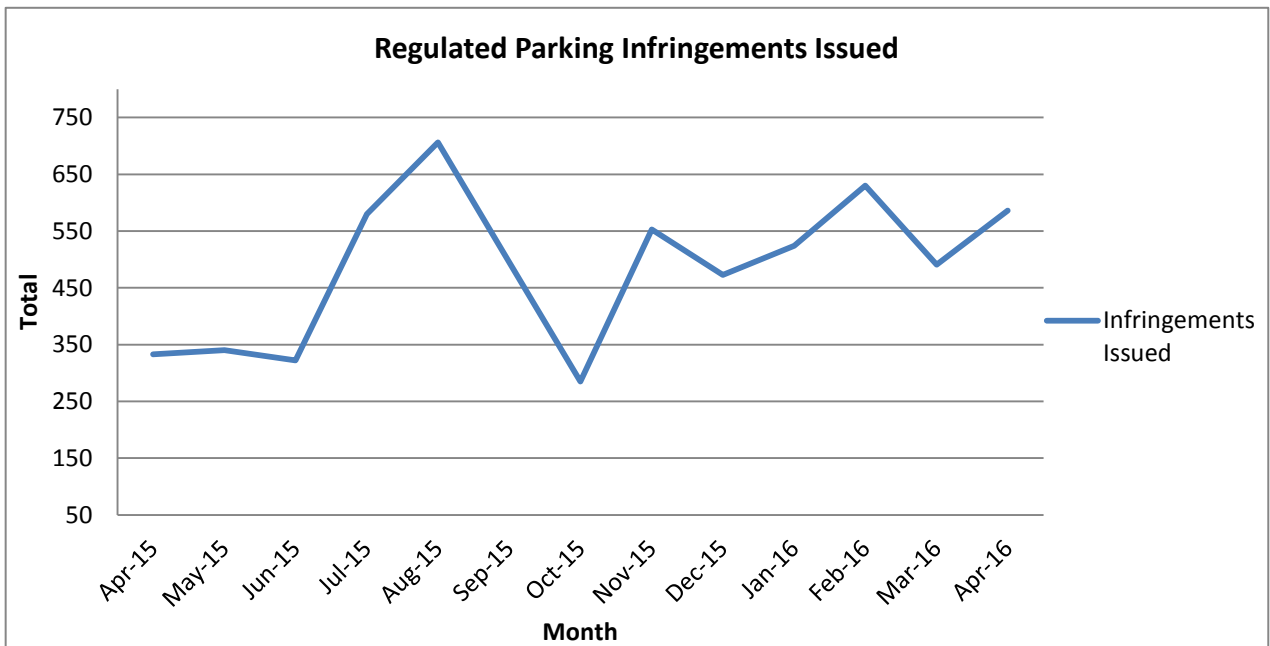


Operational Finance Performance

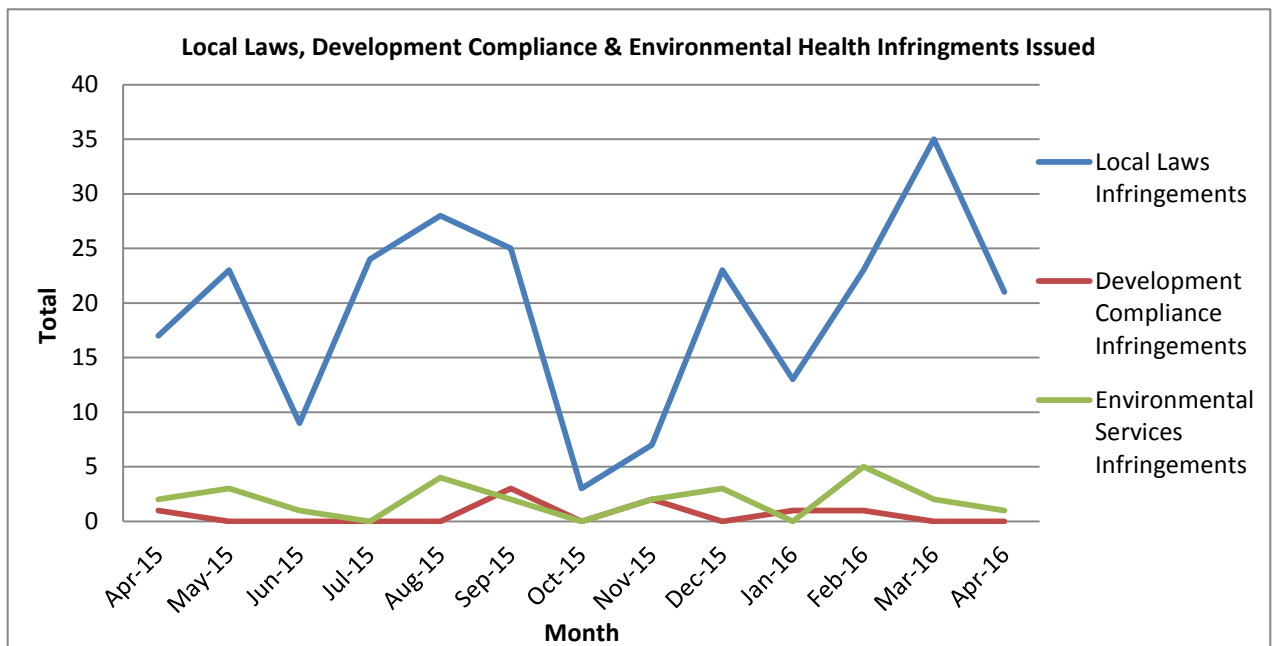
Health and Regulatory Services' operational expenditure and revenue continue to track consistently with budget projections. To the end of May, the balance of expenditure and revenue was \$2,330,795, just below the budget forecast of \$2,377,963.

MONTHLY INFRINGEMENTS ACTIVITY

The graphs below provide a summary of infringement activity for Health & Regulatory Services over the past 13 months from 01 April 2015 to 30 April 2016.



Officers regulate 2,525 on street car parks, off street car parks, loading zones and car parks designated for disabled people, daily.



RECOVERY RATES – 1st July 2013 to date

Total Infringements issued from 01 July 2013 to 30 April 2016 is 17,700. To the end of April 2016, 74.4% of all infringements issued since 1 July 2013 have been paid. Outstanding infringements are transferred to our collection process where they are issued a reminder notice and finally referred to the State Penalties and Enforcement Registry (SPER) for recovery.

* There is further work occurring to provide enhanced detail in the Health & Regulatory section of the report. This work will be completed by 31 July 2016.