



Development Services

Monthly Review Report

September 2019

Executive Summary

The draft master plan for public realm improvements within the Mackay Waterfront Priority Development Area (PDA) was released to the public in early September. The master plan will be used to inform public space development priorities within the Mackay Waterfront PDA. Feedback on the draft master plan is being sought, with the closing date for comments being 4 November 2019. Information sessions are being held with various stakeholder organisations during the consultation period.

Consultation also occurred in September in relation to the draft McEwens Beach Local Coastal Plan (LCP). Approximately 30 residents attended a community consultation event held at McEwens Beach on 14 September to discuss the draft LCP.

Sand scraping work was completed at Eimeo Beach at the end of September to help protect tree roots exposed from erosion. This work will also make the area safer for beach users and was completed prior to the turtle nesting season commencing.

Works consistent with the Master Plan for Camilleri Street Park are progressing well, with the youth hub component of the works nearing completion. A contract for the remainder of the works at the Park was awarded to Fergus Builders who commenced on-site in early September.

Focus Group sessions facilitated by Lucid Economics as part of the development of the Economic Development Strategy 2020-2025 were held in September. Representatives from the region's key industries attended these sessions, providing valuable input into the draft Strategy.

The Mackay Region Chamber of Commerce launched the Mackay City Centre Survey on 13 September. Through the support of the Economic Development program, the Chamber has established a Pop-Up Shop at 7/134 Victoria Street to facilitate engagement with businesses and property owners for the survey. The results of the survey are expected to be available in November.



Aletta Nugent
Director Development Services



Etnies Rumble on the Reef – September 23 – 29, 2019 - Sponsored by the Invest Mackay Events and Conference Attraction Program

Development News 09/2019

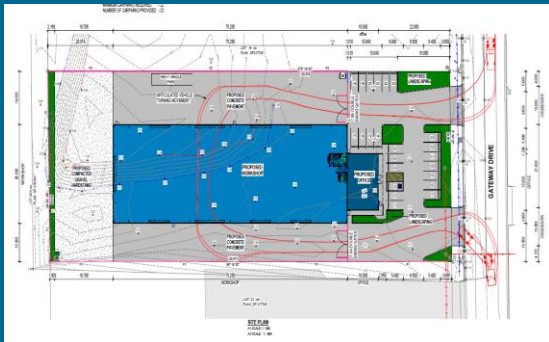
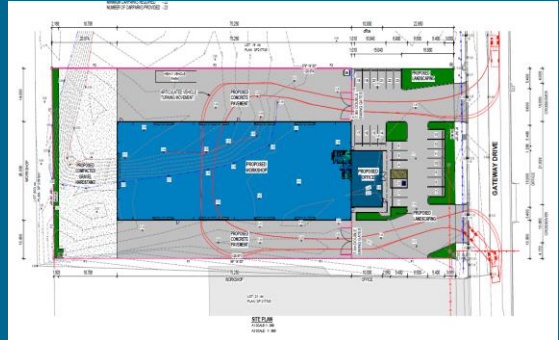
Updates on Significant Developments Currently Being Assessed by Council

APPLICATION LODGED

DA-2019-110

40-44 Gateway Drive, PAGET

The application proposes the development of a new general industry building (nominally a workshop) within Gateway Drive.



APPLICATION LODGED

OW-2019-19

23-25 Schmittkes Road, Oralea

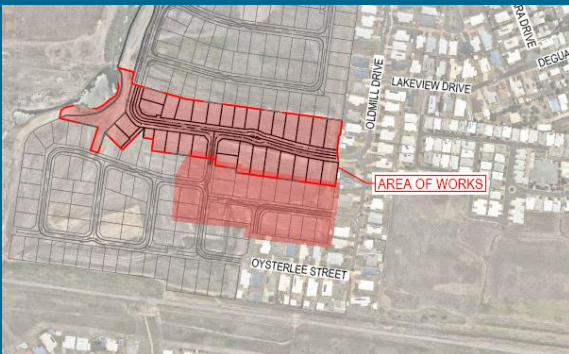
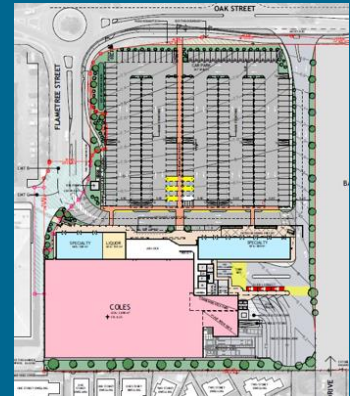
Civil Works – Oralea Gardens Stage 1 – 45 residential lots. Proposed works include roadworks, stormwater drainage, water and sewerage infrastructure, drainage work, earthworks, landscaping and signage.

APPLICATION APPROVED

DA-2018-108

23-39 Oak Street, ANDERGROVE

The approval allows for the construction of a new Coles supermarket (approx. 4,000m² gfa) and 950m² gfa of specialty retail on vacant land adjacent the existing Woolworths supermarket in Oak Street



APPLICATION APPROVED

OW-2019-11

2 Farmhouse Court, Beaconsfield

Civil Works – Beaconsfield Heights Stage 3a and 3b – 49 residential lots. Proposed works include roadworks, stormwater drainage, water and sewerage infrastructure, drainage work, earthworks, landscaping and signage.



Monthly Safety Review

Summary

The following injuries to MRC employees were reported in September:

- Wrist pain while throwing bags of rubbish into a skip bin.
- Back pain while mowing.
- Finger injury after jammed in closing door.
- Grass spike in hand while clearing grass from tree stump.
- Rolled ankle while walking on uneven ground.
- Skin rash while maintaining amenities building using cleaning chemicals.

The following incidents resulting in asset damage were reported in September:

- While whipper snipping, the operator was approached by a member of the public who advised a stone had hit their vehicle's window.
- Opening the tailgate of a truck when a gust of wind caught the tailgate causing it to fly open and hit the back of a passing car.
- A turning vehicle and trailer hit a parked trailer.
- A reversing truck hit a timber bollard.

The following near miss incidents were reported in September:

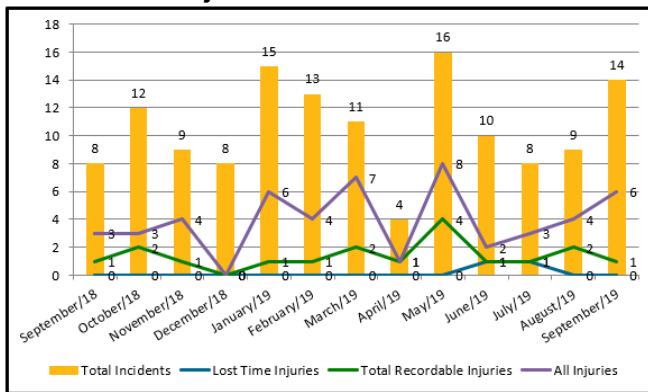
- A member of public vehicle was driven around 'Road Closed' sign (on the footpath / nature strip) and into an active worksite.
- While entering a truck, the foot step broke when stepped on.

The following incident involving a contractor was reported:

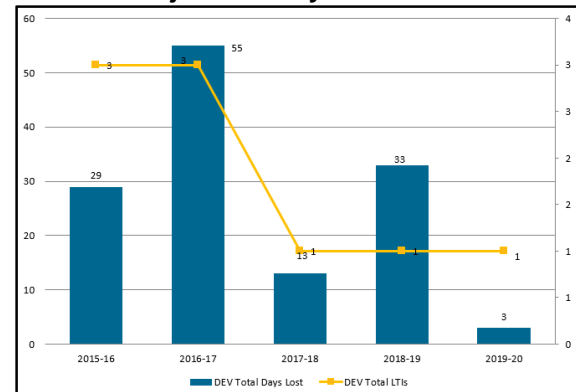
- Bite on wrist while weeding.
- Finger injured while removing equipment from a truck.

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

Incidents and Injuries



Lost Time Injuries & Days Lost



Department	2015-16		2016-17		2017-18		2018-19		2019-20	
	LTI	Days Lost	LTI	Days Lost	LTI	Days Lost	LTI	Days Lost	LTI	Days Lost
Development Engineering										
Development Assessment										
Parks, Environment & Sustainability	3	29	3	55	1	13	1	33	1	3
Strategic Planning										
Economic Development & Tourism										
Development Services	3	29	3	55	1	13	1	33	1	3

Financial Report

The Development Services budget is on-track with a minor variance in Development Services Management arising from timing of leave. There are savings in the Strategic Planning program due to vacancies, but this should reduce with a Social Planner appointed and commencing in late October.

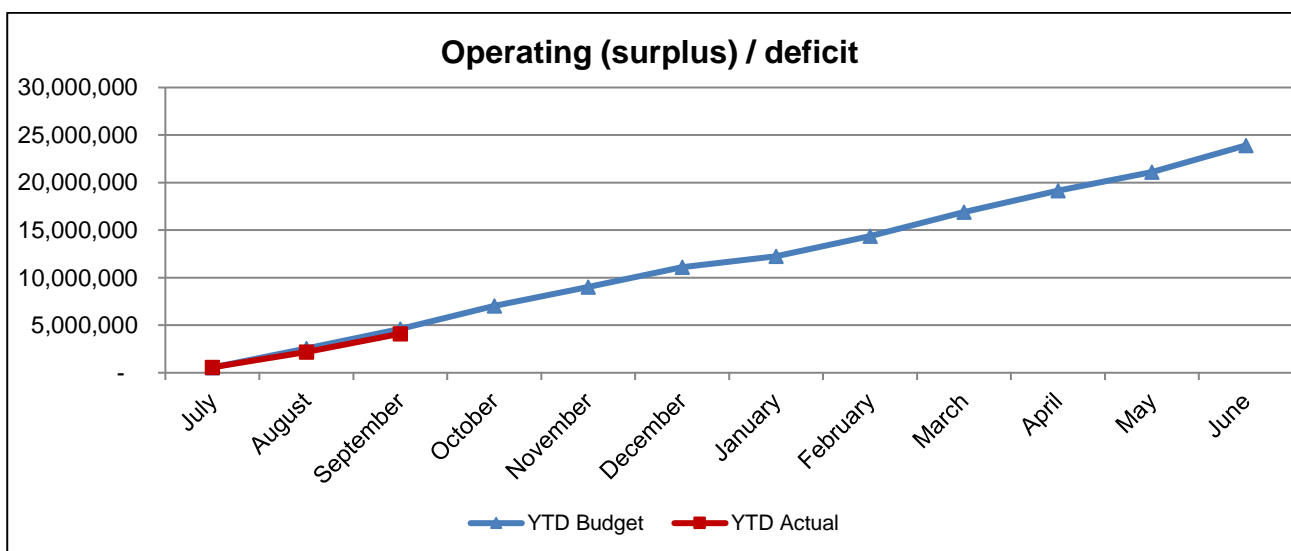
Application numbers for operational works have decreased over the first few months of the financial year, resulting in a reduction in expected revenue and an unfavourable variance in the Development Engineering program budget.

Numbers of development applications are tracking above budget predictions and this along with some savings in wages is leading to a positive variance in the Development Assessment program budget. The Parks, Environment and Sustainability and Economic Development program are also showing positive budget variances. Expenditure for these programs is on-track with a number of activities and initiatives underway.

Operating Results	YTD budget	YTD actual	Variance	Status
Development Services Management	106,854	117,945	11,090	🔴
Strategic Planning	462,117	396,186	(65,931)	🟢
Development Assessment	(38,722)	(61,265)	(22,544)	🟢
Development Engineering	(80,817)	(49,517)	31,300	🔴
Economic Development & Tourism	319,577	177,657	(141,920)	🟢
Parks, Environment & Sustainability	3,837,271	3,519,842	(317,429)	🟢
TOTAL OPERATIONAL	4,606,280	4,100,847	(505,433)	🟢

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

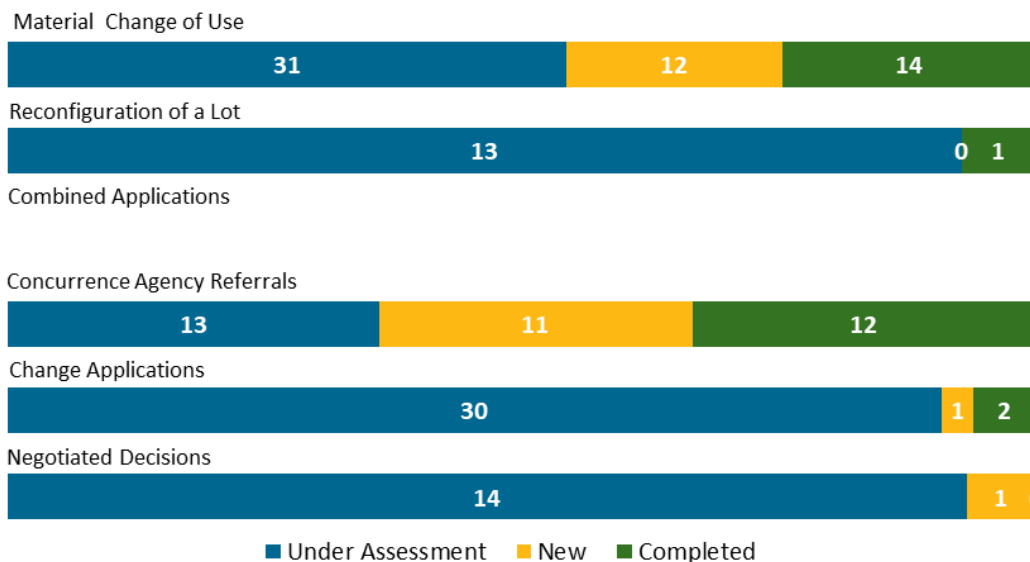


Review of Operations

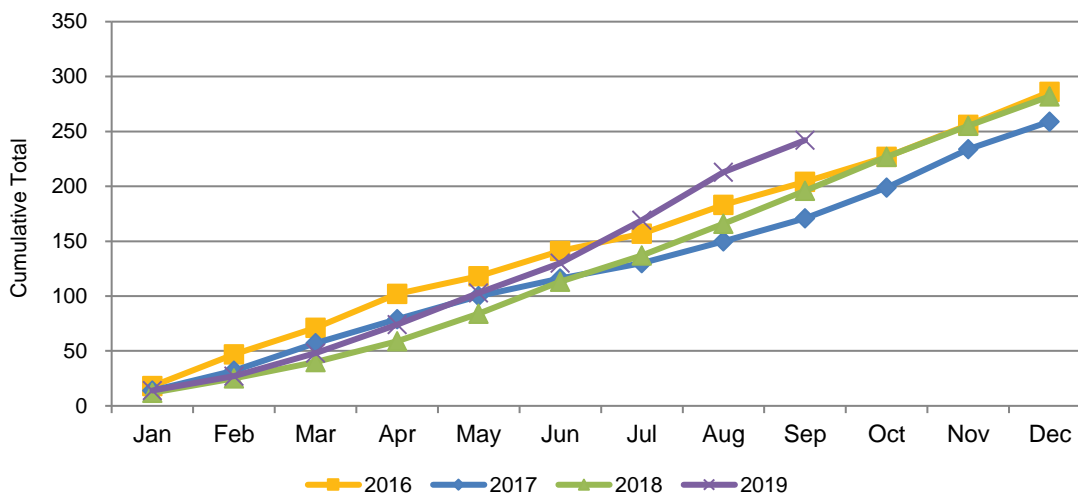
- On Track
- Potential Issue
- Definite Issue

DEVELOPMENT ASSESSMENT

Volume of Operations



Cumulative Number of Approved Development Assessment Applications

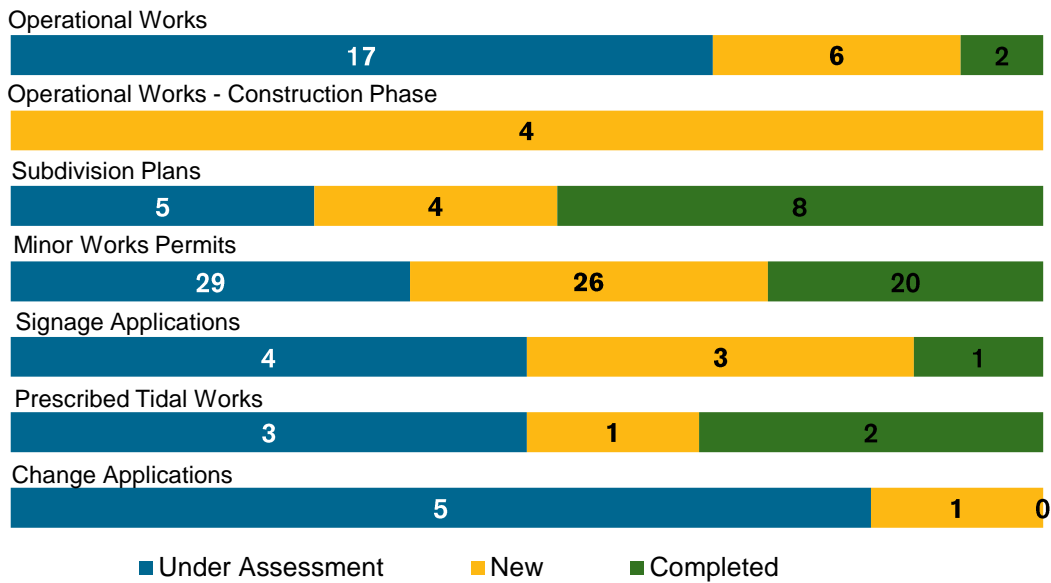


Development Assessment Performance Against Legislative Timeframes

Application	Status	% Decided
MCU Code (85% in 35 Days)	●	93% decided in 35 days.
MCU Impact (50% in 35 Days)	●	No applications decided.
ROL (85% in 35 Days)	●	100% decided in 35 days.
Concurrence Agency (85% in 10 Days)	●	84% decided in 10 days.

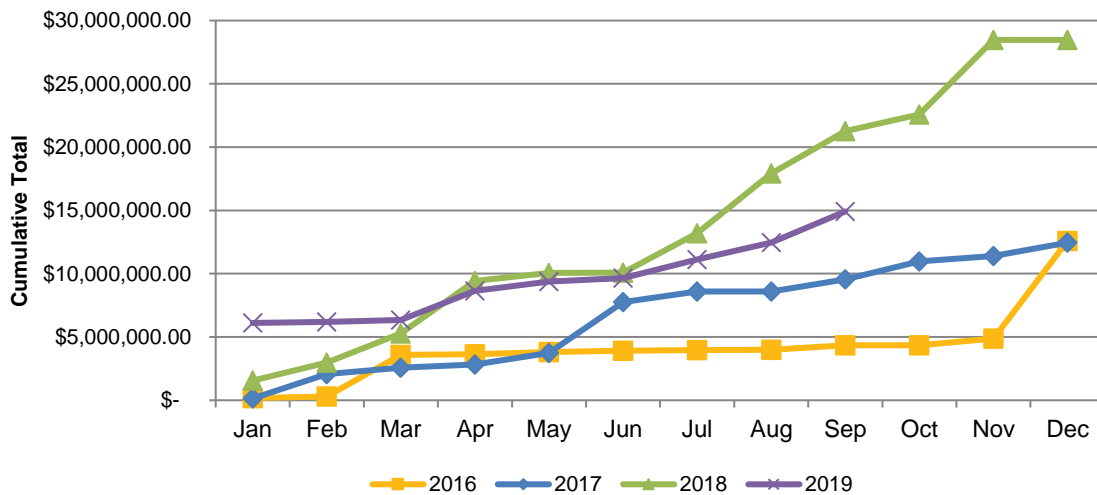
DEVELOPMENT ENGINEERING

Volume of Operations



Cumulative Value of Approved Operational Works

Two Operational Works applications were approved in this reporting period with a total value of works of \$2,453,658.00.



Development Engineering Performance Against Legislative Timeframes

Application	Status	% Decided
Minor Works (85% in <20 Days)	🟢	100% decided in 20 days.
Signage Applications (85% in <20 Days)	🟢	100% decided in 20 days.
Operational Works (85% in 40 Days)	🟢	100% decided in 40 days.
Plan Sealing (85% decided in 20 days without action notice)	🟢	100% decided in 20 days without Action Notice.

STRATEGIC PLANNING

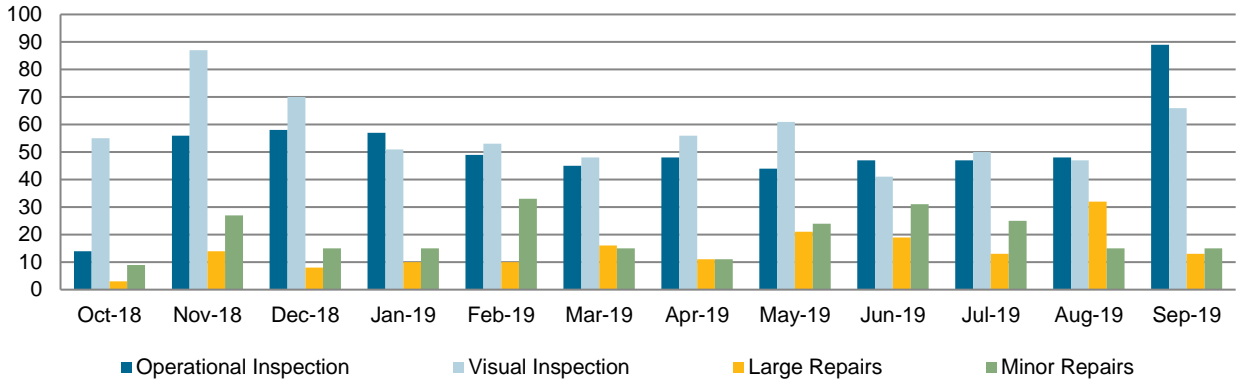
Regional and Local Area Planning		
Projects	Status	Description / Update of Project
Sarina Town Centre Revitalisation Study	*	The technical reports to support the development of a business case for the Sarina Town Centre have been completed. Council will continue to liaise with the State about including the project in future planning.
Mackay Region Industrial Land Provision Study	*	The long term study to consider development and infrastructure options for industry investigation precincts in the Mackay Region Planning Scheme will be ongoing in 2020.
Mackay Waterfront Priority Development Area (PDA)	*	<p>The draft master plan for the Mackay Waterfront, which includes design aspects of the public realm, was released to the public in early September. The master plan will be a key tool used in considering public space development priorities within the Mackay Waterfront PDA. The draft master plan document is available to view and download on council's Connecting Mackay website. A survey is available on Connecting Mackay for the public to provide feedback on or before Monday, 4 November 2019. Information sessions are being held with various stakeholder organisations.</p> <p>Infrastructure and network improvement investigation projects are progressing under the Queensland Government Maturing the Infrastructure Pipeline program and project milestones are on track. This work, in conjunction with the master plan, is enabling cost estimates for the development of public land to be well understood.</p> <p>Council is currently preparing a marketing plan for the Mackay Waterfront to better understand key economic development and investment attraction opportunities for the PDA. Actions from this plan will be considered for implementation in the coming months.</p>
Mackay Region Planning Scheme Amendment	*	Public consultation on the proposed major amendment relating to RV grounds was undertaken from 9 August to 6 September. Council considered submissions made on the proposed amendments on 25 September and have resolved to make changes to the proposed amendment. Council has now requested approval to adopt the proposed amendments from the Minister for State Development, Manufacturing Infrastructure and Planning.
Mirani Master Plan	*	The draft Master Plan for the Mirani Community Precinct and associated Pre-Feasibility Report have been completed. Strategic Planning is reviewing the way forward on operational and design options for this precinct.
Community Growth Profiles	*	Innovative community growth profiles have been developed that present statistics and a growth outlook for geographic locations in the Mackay region. The growth profiles have now been finalised and made available on Council's website.

Transport & Infrastructure Planning		
Projects	Status	Description / Update of Project
Growth Allocation Model	●	The Growth Allocation Model allocates and maps future urban growth over a 20-year projection period based on growth scenarios. The model has been updated in 2018 based on the published Queensland Government Population Projections. Lead and lag statistics are being monitored to measure projections against actual population movements.
Mackay Region Transport Strategy	●	Consultants have been engaged to undertake the project.
Transport Modelling	●	Further transport modelling will be considered as part of preparing the Mackay Region Transport Strategy.
Engineering Design Guidelines Review	●	<p>The Engineering Design Guidelines review considered recent changes to engineering standards and guidelines by external bodies and its application within Council. The review is updating guidelines in order of priority and will be on-going in 2020.</p> <p>The project is in the early stages. Scoping identified that project may take longer to implement and coordinate than originally planned due to integration of various sections of the planning scheme.</p>

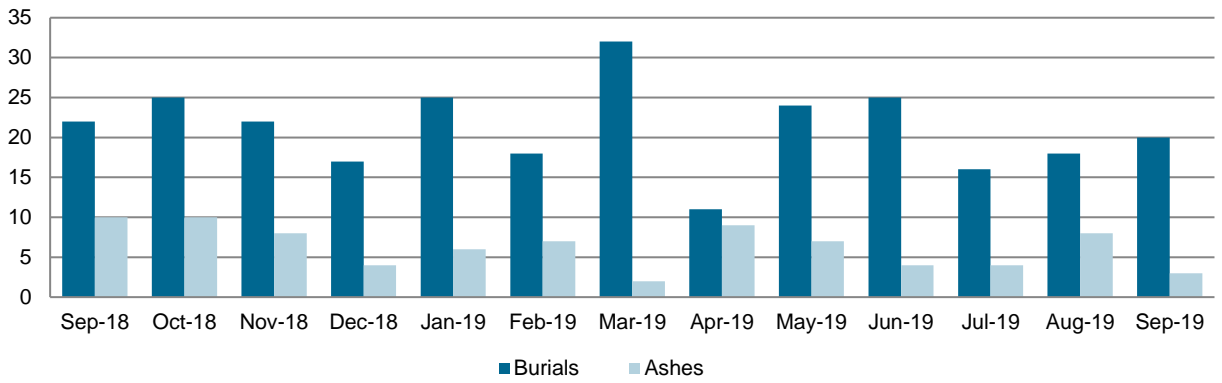
Waterways		
Projects	Status	Description / Update of Project
Mackay Region Coastal and Inland Flood Hazard Adaptation Strategy (CIFHAS)	●	The finalisation of the hazard assessments is progressing. The supporting GIS analysis has been delayed and will be completed before the end of September. The project is on-going in 2020.
Mackay Floodplain Management Plan	●	The Flood Study has been completed and the draft Plan includes the identified and tested mitigation options. Technical peer review of the modelling used to inform the study has been completed and the third party review of the study recommendations is being considered.
Flood Studies for Tropical Cyclone Debbie affected communities	●	Community engagement was completed in June 2019. Drafts of two of four study areas have been submitted for review by Council. Final two drafts are due in October.

PARKS, ENVIRONMENT & SUSTAINABILITY

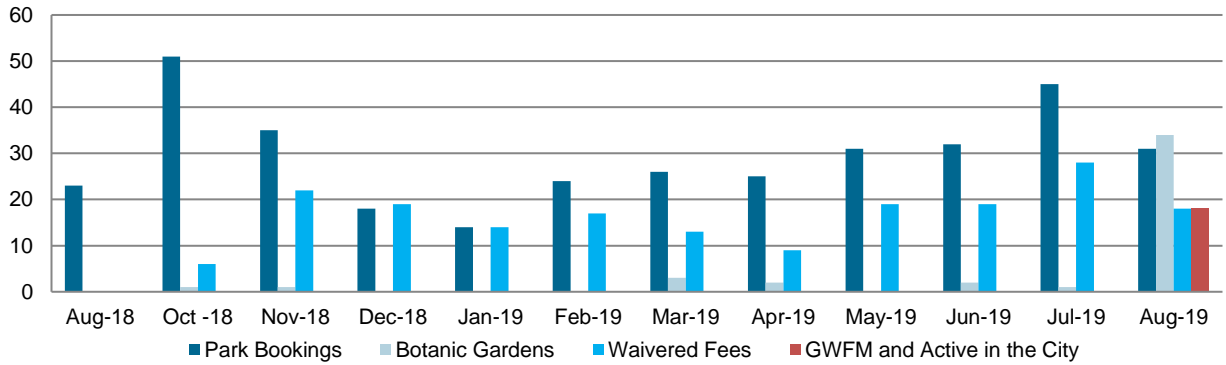
Play Equipment Inspection and Maintenance



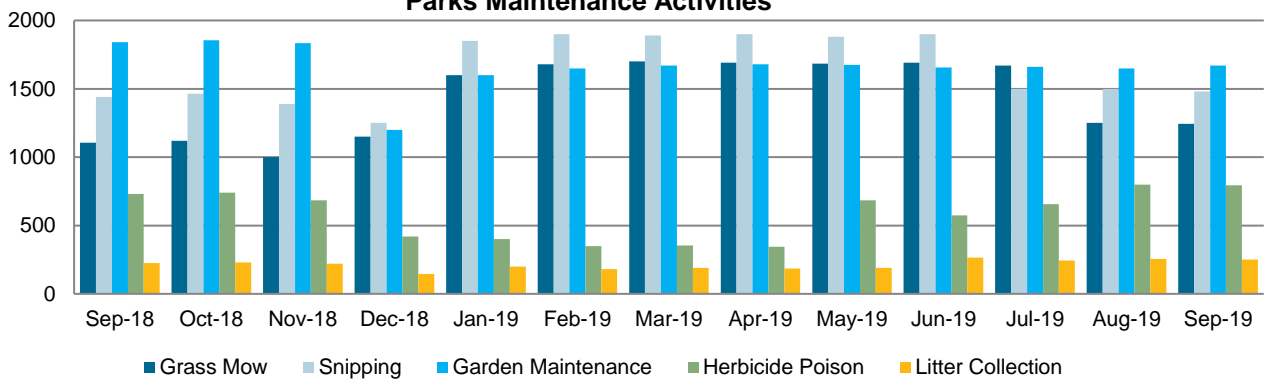
Burials / Ashes in Mackay Region



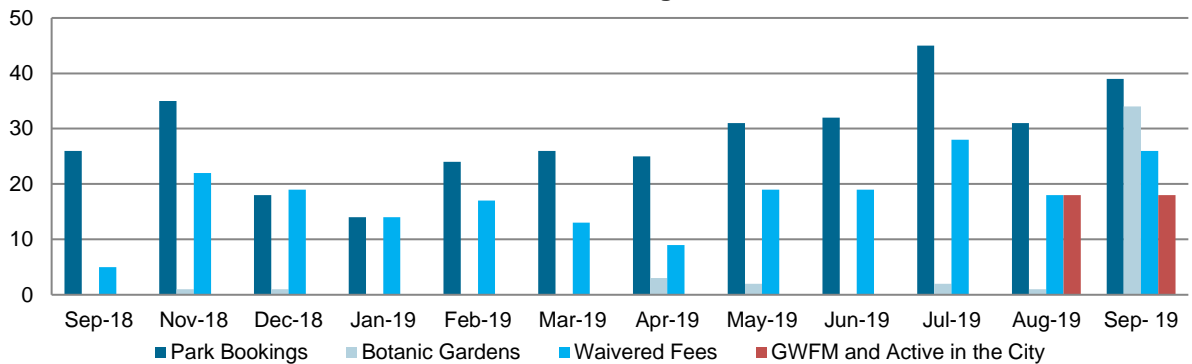
Park Bookings



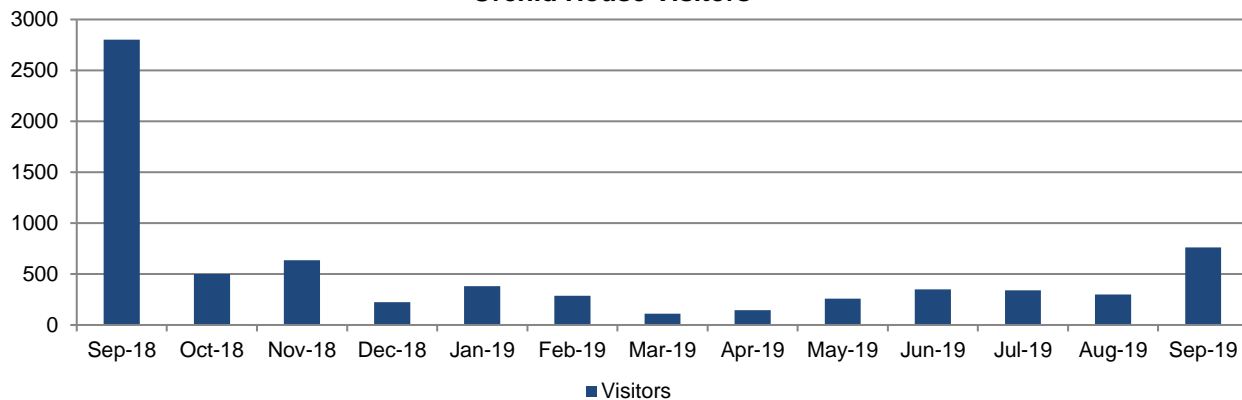
Parks Maintenance Activities



Park Bookings



Orchid House Visitors



Natural Environment Projects		
Project	Status	Description / Update of Project
Free Native Plant Giveaway	★	The final two free plant giveaways for 2109 were held at the Mackay Natural Environment Centre (MNEC) in early September as part of the Free Native Plant Giveaway Program. Staff are now busy growing more plants to giveaway to residents when the program starts again in March 2020. Bottlebrushes were the most popular plants.
Local Coastal Plans	★	Around 30 residents attended a community consultation event at McEwens Beach to discuss the draft Local Coastal Plan (LCP). The draft for St Helens Beach was finalised and consultation is currently open, closing at the end of October.
30 years of Landcare	★	Council supported Pioneer Catchment and Landcare Group to deliver events at Illawong Park and Slade Point Reserve as part of Landcare Week.
Grasstree Beach Races	★	Staff supported the Grasstree Beach Races, including implementing measures to protect coastal vegetation from damage from spectators.
Eimeo Beach sand scraping	★	Sand scraping work was undertaken at Eimeo Beach to help protect tree roots exposed from erosion. This work will also make the area safer for beach users and is in time for the marine turtle nesting season.
Environmental awareness activities	★	Staff spoke at an environmental forum at Slade Point and attended a Reef Guardian networking meeting.
Mackay Natural Environment Centre	★	Mercy College students attended a propagation session at the MNEC, and staff also hosted a Plant Protection Workshop.

Capital Works Projects		
Project	Status	Description / Update of Project
Camilleri Street Park Upgrade	★	<p>Works on Stage 1 and Stage 2 of the Master Plan for Camilleri Street Park have commenced. The Camilleri Street Park project aims to preserve the park's landscape and features (including gully and palm groves), enhance the parks existing recreational uses and create new recreation opportunities. Features will include a youth hub comprising a skate park, pump track, basketball court and hit up wall and new amenities and a dog off leash park.</p> <p>Construction of Stage 1a, the construction of the Skate Park & Pump Track, commenced in July and most works were completed by late September with finalisation anticipated to occur in early October.</p> <p>Procurement for Stage 1b and Stage 2 is complete, with works being awarded to local company, Fergus Builders Pty Ltd. Construction commenced in early September.</p>
Minor Play	★	Scoping of worn, damaged and aged minor play equipment components and the sourcing of quotes for their replacement has been completed. Orders for the equipment, identified as needing priority replacement, have been issued. Smaller items of equipment will be replaced in playgrounds throughout the region over the coming months.
Queens Park Revitalisation	★	<p>Queens Park Revitalisation is an \$8.86 million legacy upgrade project of Mackay's historic Queens Park and works are now underway as part of Severe Tropical Cyclone Debbie recovery efforts. This revitalisation project will reinvigorate the park to reflect its iconic position in Mackay and turn it into a modern urban parkland. The project involves park lighting to improve safety, renovation of existing cricket change rooms, new amenities adjacent to the adventure playground, improved car park facilities, protection and enhancement of Arboretum and Palmetum gardens, a yarnning circle, a dog off leash park and additional picnic shelters, barbeques and seating.</p> <p>To date, Queens Park nursery has been moved to the Botanic Gardens</p>

		and demolition of redundant structures completed. Works on storm water, new footpaths and electrical installation are currently in progress.
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Botanic Gardens Projects		
Project	Status	Description / Update of Project
Northern Entrance Sign	✱	The new northern entrance sign has been completed on Lagoon Street. Landscaping features have recently been completed. Solar up lights are being investigated.
Desilting trial project	✱	Several treatment beds have been constructed on the Meadowlands side of the Lagoons to trial amelioration of the silt contained within the Lagoons. This project aims to find a definitive answer to the final use of the silt that needs to be extracted from the Botanic Gardens Lagoon.
Signage Upgrades	✱	Design manual completed. A selection of wayfinding and interpretative signs will be installed over the coming months.
"The Beacon"	✱	Watershed land art project involving Sugar cane and Sunflowers came to an end on Saturday, 5 October where community stakeholders and members of the public harvested the cane by hand. This project, in conjunction with ArtSpace aimed at demonstrating the principles of Regenerative Agriculture

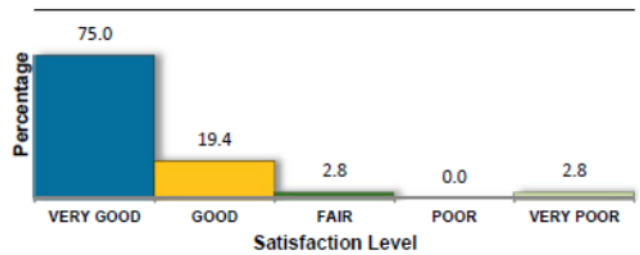
Requests for Maintenance Work

Results of Customer Survey (July / August 2019)

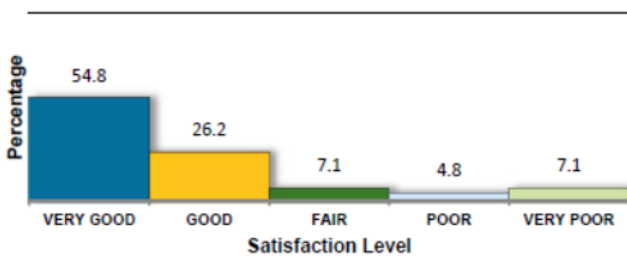
Attitude of staff receiving request



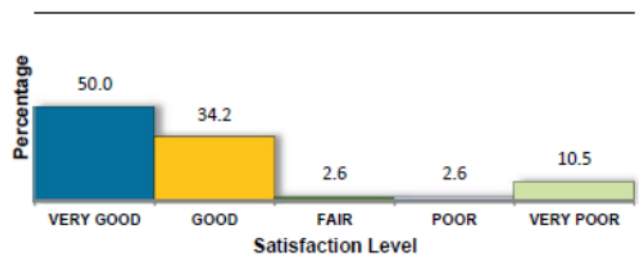
Attitude of staff attending request



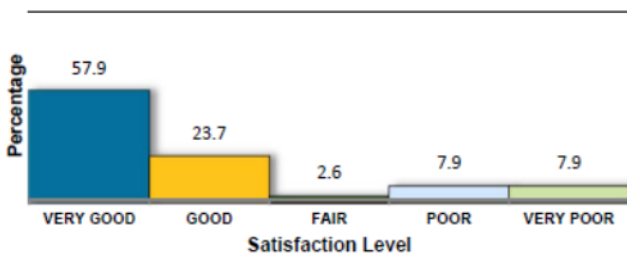
Time taken to address request



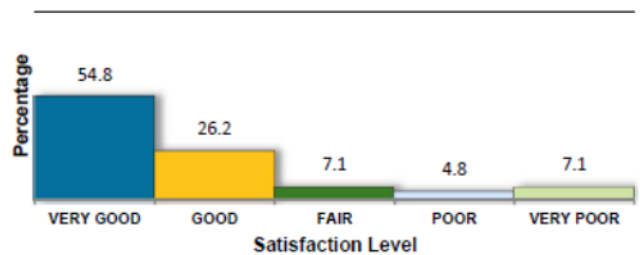
Appearance of completed work



Degree work addresses request



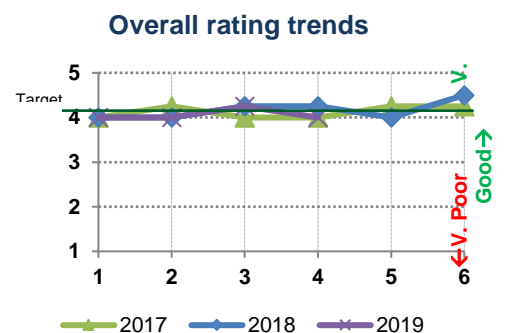
Overall satisfaction with response






Representative Comments


- The receptionist was very helpful, courteous, and informative
- The Natural Environment officer was exceptional. Very prompt, satisfactory job
- [Very Poor] 3 Phone calls over 3 months
- Very Good. Need to be done on Council Maintenance Programme
- They didn't clear all the debris around the tree. They did say someone would come and take those away but as yet no one has come
- Very Good
- Although this tree's lower branches have been trimmed it still doesn't alleviate the problem of a truck with some height e.g., removalist or similar truck needing to avoid the tree by converging onto the opposite side of the road. Combined with a bend for oncoming traffic the issue of a possible accident may not have been properly addressed. This is an aggressively growing tree and will definitely need to be addressed in 12 months for smaller vehicles

Trends





ECONOMIC DEVELOPMENT & TOURISM

Events and Tourism Raise awareness of the Mackay region as a tourism destination, increasing the destination appeal, extended and return visitation		
Business Priority	Status	Update of Project
Attract events which bring economic benefit to the Mackay region		<p>Regional Events Strategy Phase three (Innovate) of the Strategy is underway, with the first draft of the Mackay Region Event Strategy being submitted in September for internal review and a Councillor briefing scheduled for late October. The Strategy is due for completion in late November 2019.</p> <p>Invest Mackay Events and Conference Attraction Program Events / conferences held in September: Six events were held in September:</p> <ul style="list-style-type: none"> • Bowls Multi-Disability State • 2019 Regional Convention of Jehovah's Witnesses • Motorcycle Beach Races at Grasstree Beach • 2019 BMX QLD State Championships • Etnies Rumble on the Reef • Cricket Australia U17 Male National Championships <p>Events / conferences approved in September: Ten new events and conference were approved through the program in September:</p> <ul style="list-style-type: none"> • 8 Confidential Events • Sarina Ute Muster • Women's Big Bash League (Harrup Park)
Identify new tourism experiences and business opportunities in conjunction with Mackay Tourism Ltd and existing tourism providers.		<p>Tourist Drive Signage Tourist guiding road signage has been developed for the Hibiscus Coast and Pioneer Valley tourist drives. The project is designed to encourage regional visitor dispersal which is key to growing overnight visitor expenditure. The majority of the signs have been installed with minor corrections being undertaken by the contractor.</p>
Promotion of the Mackay Region tourism brand		<p>Camping Analysis The Economic Development Program is progressing tender documentation for the Mackay Region Camping Analysis. The Camping Analysis is seeking to deliver a holistic view of Council's camping assets and Sunwater's recreational assets to provide recommendations around future development and investment opportunities and priorities. A consultant will be engaged in October 2019 with council and stakeholder engagement expected to occur in late October / early November.</p>

Industry Development and Support To facilitate collaboration and growth opportunities within and across industry sectors including resources, agriculture, health and tourism.		
Business Priority	Status	Update of Project
Maintain strong partnerships through communication networks with key industry and regional development stakeholders		<p>Business Beacon The Economic Development team continues to upload new business events to the Business Beacon website. The website is a tool for the local business community to better coordinate business events, encourage connections and collaboration, and create awareness of available business assistance.</p> <p>Invested in Mackay - Newsletter Bi-monthly, the Economic Development Program publishes the <i>Invested in Mackay</i> newsletter. The update offers industry stakeholders, local</p>

		<p>businesses, community members and non-local investors an overview of current and future economic development initiatives and opportunities by Mackay Regional Council and industry stakeholders. The next newsletter will be published in October.</p>
<p>Identify and support delivery of industry sector priorities</p>	<p>•</p>	<p>Resource Centre of Excellence The tender for construction was awarded in early September. Economic Development is assisting the Capital Works Program with the ongoing stakeholder engagement.</p> <p>Economic Development Strategy 2020-2025 The tender for the Economic Development Strategy 2020-2025 was awarded to Lucid Economics. Focus Group sessions were held in September with representatives from the region's key industries attending industry sector workshops. The draft strategy is expected to be available for review in early November before being finalised in late November.</p> <p>Greater Whitsunday Food Network Economic Development is assisting the Network in the delivery of the Regional Agritourism Development Project. The GWFN is in the process of engaging a Project Officer to lead this program.</p> <p>Finch Hatton Art Trail Economic Development is currently assisting the Finch Hatton Progress Association to progress their 'Finch Hatton Art Trail' concept. The concept was undertaken by the Progress Association and provides a high-level concept focused on public realm upgrades in Finch Hatton to showcase local art and highlight the natural beauty of the Pioneer Valley. Economic Development is working with the Progress Association to consider priorities, approval processes and funding sources.</p> <p>The Progress Association is currently sourcing quotes and seeking funding sources for several aspects of the concept including an art installation as entry statement to the township.</p>
<p>Support industry sectors to access international markets in accordance with industry sector profile priorities.</p>	<p>•</p>	<p>MIW METS Export Hub The Economic Development Program is represented on the Steering Committee of the MIW METS Export Hub project. The Export Hub Manager position has been finalised and the successful applicant will commence with the Resource Industry Network in October. The Terms of Reference for the Project Advisory Group has been finalised and will include representation from regional councils, economic development organisations, and industry. The scope for the capability mapping and supply chain consultancy will be finalised in October.</p> <p>Study Greater Whitsunday Study Queensland and Tourism and Events Queensland will be holding an Edutourism workshop in October for Study Greater Whitsunday members and tourism operators across the greater region.</p> <p>Trade and Investment Queensland Workshops Trade and Investment Queensland is running a series of business workshops for small to medium-sized businesses in regional Queensland looking to explore and grow their export markets.</p> <p>Dalian, China, Market Development Market opportunities in Dalian, China, are being investigated following the relocation of a key regional stakeholder to this overseas posting. Strategies to support the development of trading relations will be explored.</p>

Investment Attraction and Growth		
To attract new businesses, facilitate investment and support existing businesses to realise growth opportunities		
Business Priority	Status	Update of Project
<p>Support and facilitate investment in emerging industries and opportunities for diversification</p>		<p>Split Spaces Mackay Economic Development continues to engage with Split Spaces to discuss future partnership opportunities.</p> <p>MIW Biofutures Steering Committee Mackay Regional Council is a member of the newly formed MIW Biofutures Steering Committee. The Queensland Biofutures 10-year Roadmap and Action Plan identifies Queensland agricultural regions as playing a key role in the growth of biofutures and the opportunity to grow bio feedstocks. The Mackay Isaac Whitsunday (MIW) region has a range of heritage crops and emerging industrial biotechnologies and bioproducts. The Committee will agree on and deliver MIW biofutures priority actions to position the region for biofutures opportunities.</p> <p>Biofutures Delegation Visit to Mackay Life Sciences Queensland is holding the Asia-Pacific Bioeconomy Policy Summit as part of Bio Innovation Week 10-15 November. The Economic Development team – in collaboration with Greater Whitsunday Alliance (GW3), Regional Development Australia, and Department of State Development, Manufacturing, Infrastructure and Planning – is working with Life Sciences Queensland to coordinate a regional tour for international guests attending the summit. The tour will include a panel discussion and site inspections of our regional biofutures activities.</p>
<p>Support business growth and investment opportunities through the implementation of strategies such as the Mountain Bike Strategy, Recreational Fishing Strategy and Recreational Vehicle attraction.</p>		<p>Recreational Fishing Strategy Economic Development is delivering an action plan linked to the \$100,000 State funding for implementation of the Mackay Region Recreational Fishing Strategy.</p> <p>A large focus of the action plan is delivering the ‘Hooked on Mackay’ marketing campaign which support the promotion and awareness of the Mackay Region as a fishing destination. Current initiatives include:</p> <ul style="list-style-type: none"> • Advertising in fishing magazines. • Partnering with Mackay Tourism and Tourism Events Queensland on the delivery of a Business Case for a locally created fishing event. • Hosting of fishing media personalities to the Mackay region. • Development of a fishing guide promoting the freshwater fishing opportunities in the region’s impoundments and creeks and the Kinchant Dam Habitat Enhancement Project. • Promotion of the Voluntary Code of Practice for the Net Free Zone. • Delivery of the ‘Hooked on Mackay’ Facebook Page. • Development of welcome and interactive signage at boat ramps in the net free zone. • Hooked on Mackay stand at the Mackay Show and the promotion of the Voluntary Code of Conduct. <p>Mountain Bike Strategy The draft Mountain Bike Strategy was adopted by Council on 13 February 2019. The delivery of a Feasibility/Business Case to further investigate the Eungella-Finch Hatton Mountain Bike Park is currently underway by appointed consultants, World Trail and Otium Planning Group. The draft feasibility was received in early September for internal</p>

		review and an update was provided to Councillors on 18 September. Economic Development has undertaken preliminary discussions with relevant State government departments and agencies regarding approvals and future funding opportunities.
Proactive targeting and attracting business to the Mackay region.	★	<p>Facilitating Development in Mackay Region Policy</p> <p>The Economic Development and Strategic Planning Programs have commenced the annual review of the Facilitating Development Policy which was presented to Council for consideration in late August. A further updated will be provided in November.</p> <p>An overview of current applications under the Policy is as follows:</p> <ul style="list-style-type: none"> • Ten Expression of Interest applications are currently under assessment. • Five applications have progressed through the Expression of Interest assessment stage; however, Stage 2 application have not yet been submitted. • Three Stage 2 applications are currently under assessment and will be presented to Council for consideration at a future Council meeting.
Explore opportunities for growth and development and facilitate investment opportunities	★	Economic Development's First Point of Contact service continues to assist with development enquiries as requested.

Liveability To support and promote a vibrant, sustainable and affordable community which encourages people to live, work and play in the Mackay region.		
Business Priority	Status	Update of Project
Activate regional localities to achieve social, economic and environmental potential	★	<p>Activate My Place (AMP) Program</p> <p>All projects from Round 1 of the AMP Program have now been completed.</p> <p>The implementation of future initiatives under the Activate My Place program will now be reviewed and presented to council for consideration for consideration at a Council briefing scheduled on 30 October.</p> <p>Mackay Pride Façade Improvement Scheme</p> <p>Expressions of interest opened on 11 July 2019 and are currently being assessed as received. Three applications have been funded in 19/20, with one application approved with works to be completed. Promotion of the scheme via Facebook has recently occurred with the Economic Development team assisting 2 businesses with the application process.</p>
Activate Mackay City Centre	★	<p>Business Engagement</p> <p>Mackay City Centre during September continued to offer businesses free Wi-Fi advertising, opportunities for marketing their business at the Greater Whitsundays Farmers Market and Twilight Market and free sponsorship of the stage entertainment at the monthly River Street Twilight Market. These promotional opportunities were made possible due to the Mackay City Centre partnership with the GWFN.</p> <p>Mesh Banners for Wood Street</p> <p>5 new mesh banner designs promoting the offer available in the City Centre have been installed in Wood Street. The 15 Business, Shop, Eat Discover and Leisure banners join the 15 banners promoting Fifth Lane.</p> <p>Mackay City Centre Business and Property Owner Survey</p> <p>The Mackay Region Chamber of Commerce officially launched the Mackay City Centre Survey on Friday, 13 September. Through the support of the Economic Development Program, the Chamber has established a Pop-Up Shop at 7/134 Victoria Street to facilitate engagement with businesses and property owners. They survey will</p>

		<p>close on 13 October, with results being presented by the Chamber during November.</p> <p>Dining Guide – Eat Mackay Eat Mackay, the new look 2019 Dinning Guide has proved popular. The new design and size of the Dining Guide has been well received not only from users but from business owners who have been happy to display the publication and we are now receiving requests for further supplies. A Shop Mackay Guide is now in the planning stages.</p> <p>Activating Vacant Spaces A pop-up studio was set up in the vacant space of 95 Victoria Street which back door leads onto 5th Lane. Artspace used the space as a studio for Alfredo and Isabel Aquilizan to prepare their artwork for transferring to an Artspace in Melbourne. The Artists' in Residents also opened the gallery to members of the public who could watch them rework the Take Root (Colony): Project Another Country.</p> <p>Mackay Laneway Project – Fifth Lane A program of further activations for Fifth Lane are now being planned. The maintenance and waste management issues in Fifth Lane are continuing to be addressed with business owners and Council departments.</p> <p>Mackay City Centre Façade Improvement Scheme The Scheme is currently being promoted to City Centre businesses via the business e-Newsletter. A review and update on the scheme is now in the planning stage, with a briefing to Council scheduled for November.</p>
<p>Promote the Mackay Region</p>	<p>•</p>	<p>The Economic Development Program continues to work with Mackay Tourism Ltd on opportunities to promote the Mackay Region. Economic Development has been working closely with Mackay Tourism Ltd on a campaign for visiting friends and relatives (VFR) and the development of a Business Case for a locally developed fishing event and marketing campaign. Mackay Tourism Ltd have been involved in engagement activities during consultation for the Economic Development Strategy 2020-2025.</p>
<p>Support for tertiary education</p>	<p>•</p>	<p>Economic Development continues to work with Central Queensland University and James Cook University as required. Current engagement with the tertiary education sector is focused on opportunities for the Resource Centre of Excellence, Study Greater Whitsunday projects and Economic Development Strategy 2020-2025.</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	★	<ul style="list-style-type: none"> Awarded Gold Award for Volunteer Group Contribution at the 2019 Mackay Region Tourism Awards Gala Dinner. QLD BMX Championships held in Sarina contributed to the strong performance for the month. Total Actual Revenue is 12.6% above 2019-2020 YTD Target Total Actual Expenses are 12.4% below 2019-2020 YTD Target Tour Visitation is 44.7% of 2019-2020 FY Target Produce Sales Revenue 18% above YTD Target Alcohol Sales Revenue 12% above YTD Target 			
Business Operations (excluding accruals)		Item	September	YTD	Annual Target
	★	Tour Visitation (Paid)	1,272	4,468	10,000
		Visitation (Total)	1,469	5,216	-
		Volunteer Hours	275.4	940.4	-
		Item	September	YTD	Annual Budget
	★	Ticket Sales	\$18,916	\$68,488	\$180,000
	★	Retail Sales	\$35,443	\$117,084	\$303,000
	★	Total Income (incl. Ticket income)	\$54,549	\$188,614	\$487,000
	★	Total Expenses	\$61,919	\$207,176	\$844,852

Economic Indicators (Quarterly)

Indicator	Jun 19	Mar 19	Dec 18	Sep 18	Jun 18	Mar 18	Dec 17
Employment							
Unemployment rate	Data not available	4.4%	3.9%	3.7%	3.8%	4.3%	5%
Employed persons	Data not available	62,527	65,291	66,678	65,790	65,359	64,288
Real Estate							
Median house sale	Data not available	\$330,000	\$343,000	\$340,000	\$342,000	\$340,000	\$330,000
Res vacancy rate	Data not available	2.9%	1.7%	0.9%	1.9%	3.6%	3%
Residential Lot Supply							
Lots Approved	275	287	297	433 [#]	128	27	51
Lots Endorsed	83	45	52	125 [#]	74	46	27

*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.

[#]Change in calculation method adopted from this reporting period.

e-Statistics

Subscribers	September	August	July	June	May	April
City Centre Business Network	1,028	1,098	1,105	1,104	1,104	1,092
City Centre Facebook Likes	6,375	6,332	6,330	6,285	6,269	6,261
City Centre Instagram Followers	1,338	1,328	1,307	1,295	1,290	1,287
City Centre Wi-Fi Sessions	872 users	1,008 users	1,015 users	991 users	1,107 users	1,185 users
	10,472 sessions	11,433 sessions	12,281 sessions	9,254 sessions	7,884 sessions	8,404 sessions
Invested in Mackay Subscribers	481	449	442	436	-	-
City Centre Community	4,327	4,716	4,642	4,642	4,642	4,642
Mackay Region Joblink Analytic Report		574 users	572 users	571 users	570 Users	567 users
		3,200 views	2,760 views	3,932 views	2,871 views	2,908 views
Sarina Field of Dreams Usage Wi-Fi*		96 users	148 users	100 users	78 users	103 users
		715 sessions	1,355 sessions	1,315 sessions	1467 sessions	1025 sessions
Hooked on Mackay Facebook Likes		1,335	1,190	1,089	1,044	955
Net Free Zone Voluntary Code		453	452	432	335	325

* Testing of the Sarina Field of Dreams Wi-Fi is being undertaken by the contractor to test for outages and signal strength of the service to investigate reasons for a decrease in users and number of sessions.

UPCOMING EVENTS

Date	Event	Location
Every Friday April – October	Free guided walks	MRBG
18 October 2019	Community consultation event on the draft LCP for St Helens Beach	St Helens Beach Esplanade
2 – 3 November 2019	Rebel WBBL Match - Adelaide Strikers v Brisbane Heat – Invest Mackay Funded	Great Barrier Reef Arena, Harrup Park
13 December 2019	Christmas in the Gardens	MRBG
7 December 2019	4MK Carols in the City	Bluewater Quay