



Development Services

Monthly Review Report

February 2021

Executive Summary

DEVELOPMENT SERVICES

This report is for Development Services for February 2021. Some highlights from this period are as follows:

- Council has received notice from the State government advising that Council can proceed to undertake public consultation in relation to Major amendment 2 to the Mackay Region Planning Scheme. Major amendment 2 seeks to incorporate new information into the Planning Scheme, address workability matters, reflect completed development approvals and make other minor improvements to the text of the document. It is anticipated that public consultation will commence in April 2021.
- Planning Scheme Policy (PSP) amendment 3 was adopted by Council on 10 February 2021 and commenced on 1 March 2021. PSP amendment 3 includes the following PSPs:
 - Planning scheme policy - subsurface drainage design
 - Planning scheme policy - structures - bridge design
 - Planning scheme policy - cycle facilities and pathway design
 - Planning scheme policy - pavement design
 - Planning scheme policy - site regrading.
- Council has established a Community Reference Group for the Northern Beaches Community Hub project, which had its first meeting on 23 February 2021. An Agency group has also been established with its first meeting also held on 23 February 2021.
- The Fifth Lane resurfacing and festoon lighting works began in February. The resurfaced and decorated laneway will provide opportunities for neighbouring properties and laneway activations. The works are expected to be finalised by 30 June.
- Aged play equipment at Ron Andersen Park has been replaced with a new space themed playground. Most of the works were completed in time for the Christmas holidays, with only the installation of a large basket swing outstanding. This swing has now been installed and the project has been completed.
- The 2021 'Events Bootcamp' mentoring and upskilling program was delivered, with a workshop held on 10 February. Over 50 local event organisers turned out to attend the Bootcamp, where they learnt about the responsibilities of an event manager, were provided with a best practice guide for event management planning and heard from guest speaker Kate Scott, Coordinator of Toowoomba's Carnival of Flowers. This was followed by two days of one-on-one coaching with a mentor and the opportunity to discuss COVID19 event plans with the local public health unit and Tourism and Events Queensland.
- A 'Hooked-on Mackay' social media competition was launched in early February to coincide with the opening of the barramundi season. The competition involved Mackay fishos sharing their best barra photos and tagging and following the Hooked-on Mackay social media platforms.

Aletta Nugent
Director Development Services

Hooked on Mackay – Barramundi Season Opening Competition

Visit Mackay, Queensland, Australia
February 16 at 3:45 PM

Have you entered our Best Barra comp yet? 🎉🎉 All you have to do is click on the below post, tag 3 friends in the comments and like the Hooked on Mackay and Tackle World Mackay pages to win a \$500 Tackle World voucher! 🎁🎁

THE MACKAY REGION'S
Best Barra
COMPETITION

Visit Mackay, Queensland, Australia with Hooked on Mackay and 3 others.
Paid Partnership

Did you know barramundi season opens on February 11? 🎉🎉 To celebrate the world-class fishing The Mackay Region has on offer, we have partnered with HOOKED ON MACKAY... See More

Development News 02/2021

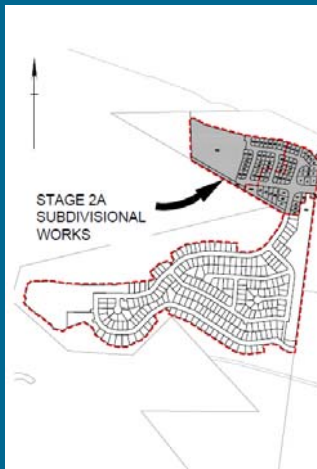
Updates on Significant Developments Currently Being Assessed by Council

APPLICATION LODGED

DA-2007-553/B

86 Holts Road, Richmond

Council has approved a Service Station at the Homemaker Centre as the newest addition to the existing approval for the site.



APPLICATION LODGED

OW-2021-3

Pappy's Beach Stage 2A, Hodges Road, Shoal Point

Operational works for 29 lot residential subdivision. Proposed works to include roadworks, stormwater, water and sewerage infrastructure, drainage works and earthworks

APPLICATION APPROVED

DA-2021-12

48-52 Carlyle Street, Mackay

Council has received an application for a Child Care Centre on Carlyle Street. The proposal will accommodate 97 children and employ 15 people.

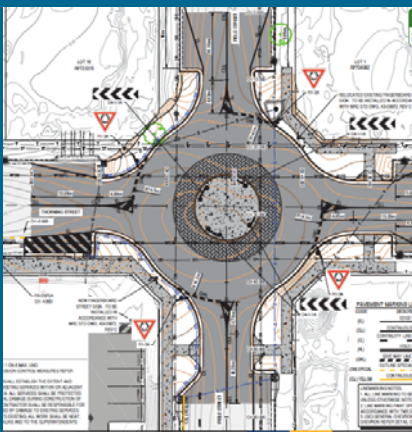


APPLICATION APPROVED

OW-2020-60

South Mackay Catholic Secondary College External Works, Nebo Road, West Mackay

Approved operational works to include roadworks, stormwater drainage works and earthworks.





Monthly Safety Review

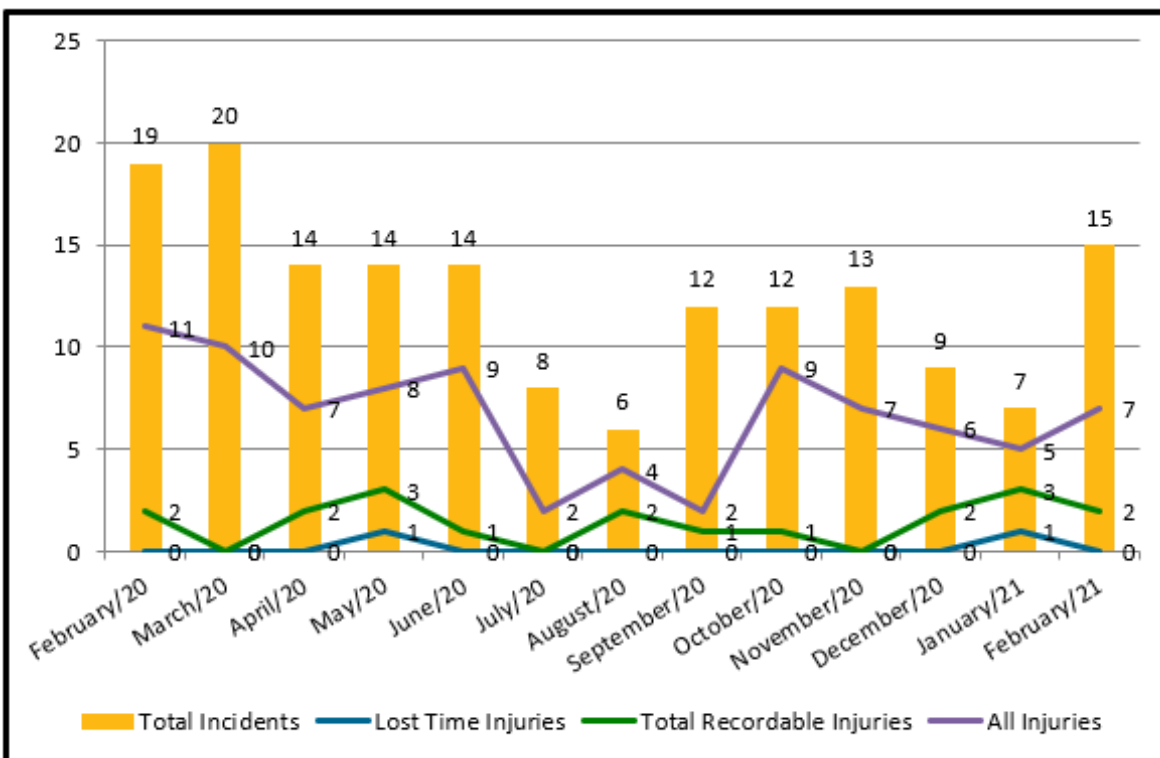
Summary

In February 2021:

- Nine safety interactions were undertaken.
- Four site safety inspections were undertaken.
- 96% of monthly action plans activities were carried out.

Fifteen incidents were reported in February, involving Development Services employees and members of the public.

Incidents and Injuries



The following injuries to Development Services employees were reported during February:

- Laceration on hand after touching blade of hedge trimmer while adjusting telescopic tube.
- Lower back pain at end of day after repetitive lowering and lifting of trailer ramps.
- Spider bite on leg.
- Sprained hands and arms after tripping over a palm frond and reaching out to truck to try and brace fall.
- Leg muscle strain after stepping into a hole that was covered in long grass while whipper snipping.
- Pain after bumping elbow on edge of gate.
- Ankle strain after stepping into a hole that was covered in long grass while whipper snipping.

The following asset damage incident involving a Development Services employee was reported during February:

- Damaged poly water pipe while mowing in long grass.
- While whipper snipping a rock was flicked up, hitting the window of a passing vehicle.
- While mowing, the window of a mower hit a pole, damaging the window.

The following near miss incident was reported during February:

- A MRC vehicle reversing out of a driveway almost hit a member of public vehicle being reversed out of opposite driveway at the same time.
- Staff member found an electrical pillar damaged. The electrical cables were visible but not exposed.
- A truck being driven by member of public failed to give way at intersection, requiring MRC driver to take evasive action.

The following incident involving a contractor was reported during February:

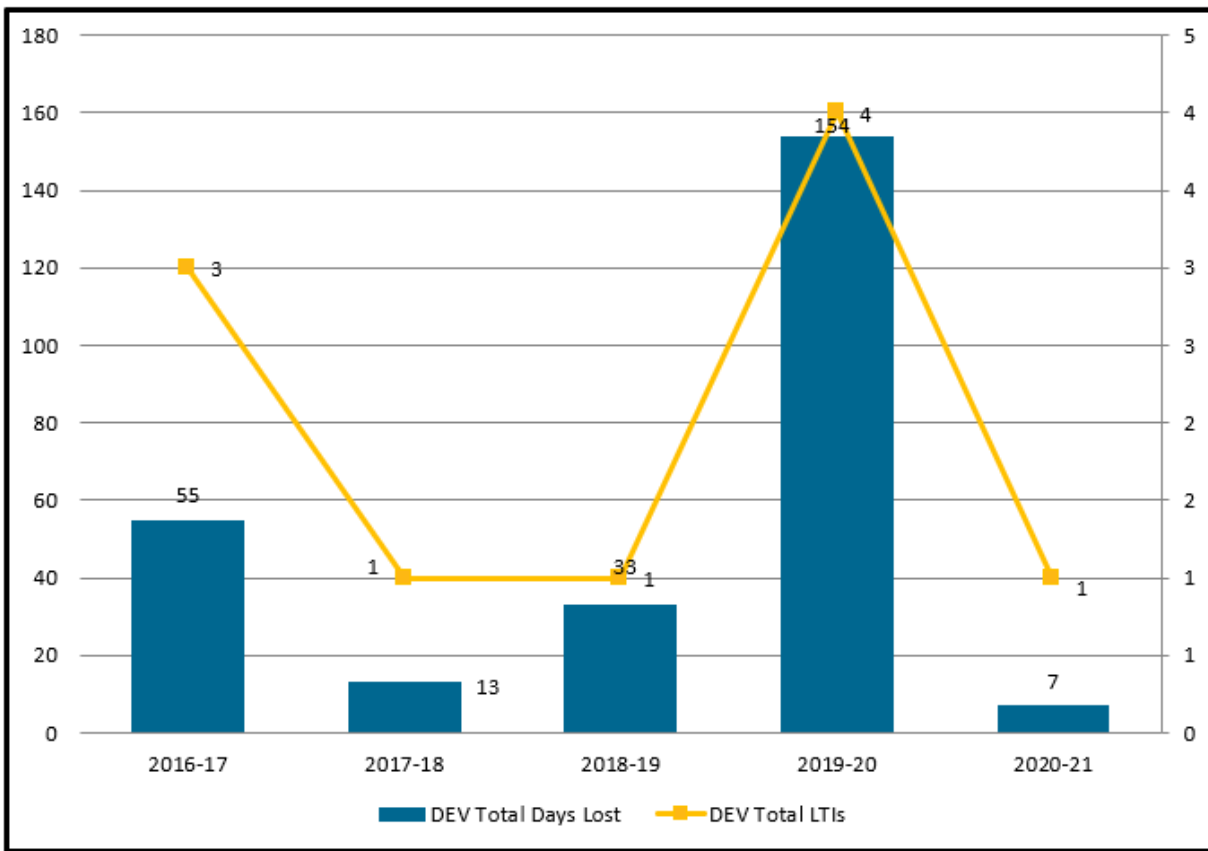
- A whipper snipper flicked up a rock, damaging a vehicle window.

The following incident involving a volunteer was reported during February:

- Minor damage to trailer that was noticed sometime later.

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

Lost Time Injuries & Days Lost



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	1	7
Strategic Planning										
Economic Development & Tourism										
Development Services Total	3	55	1	13	1	33	4	154	1	7

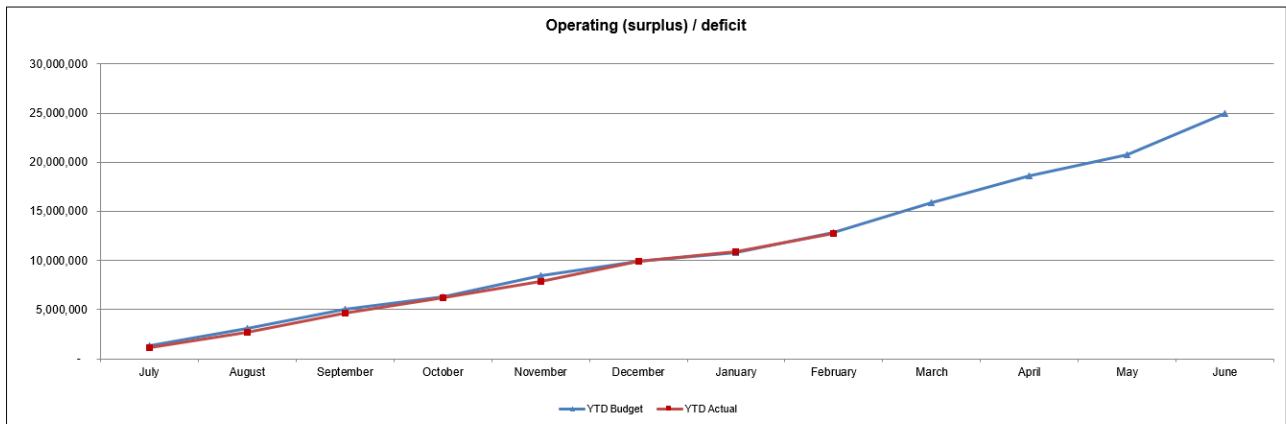
Financial Report

The Strategic Planning, Economic Development & Tourism and Parks, Environment & Sustainability program budgets are tracking well. The Development Services Management budget is showing a surplus due to timing of payment for certain operational expenses. The Development Assessment budget is showing a small deficit in the area of salaries, which should reduce as leave is taken by staff during the rest of the financial year. Above expected revenue continues to result in a surplus for the Development Engineering program.

Operating Results	YTD budget	YTD actual	Variance	Status
Development Services Management	586,245	492,869	(93,377)	🟢
Strategic Planning	1,054,432	1,021,329	(33,103)	🟢
Development Assessment	(174,208)	(158,565)	15,643	🔴
Development Engineering	(316,327)	(405,829)	(89,502)	🟢
Economic Development & Tourism	1,496,205	1,507,527	11,321	🟡
Parks, Environment & Sustainability	10,247,081	10,269,930	22,849	🟢
TOTAL OPERATIONAL	12,893,429	12,727,260	(166,168)	🟢

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

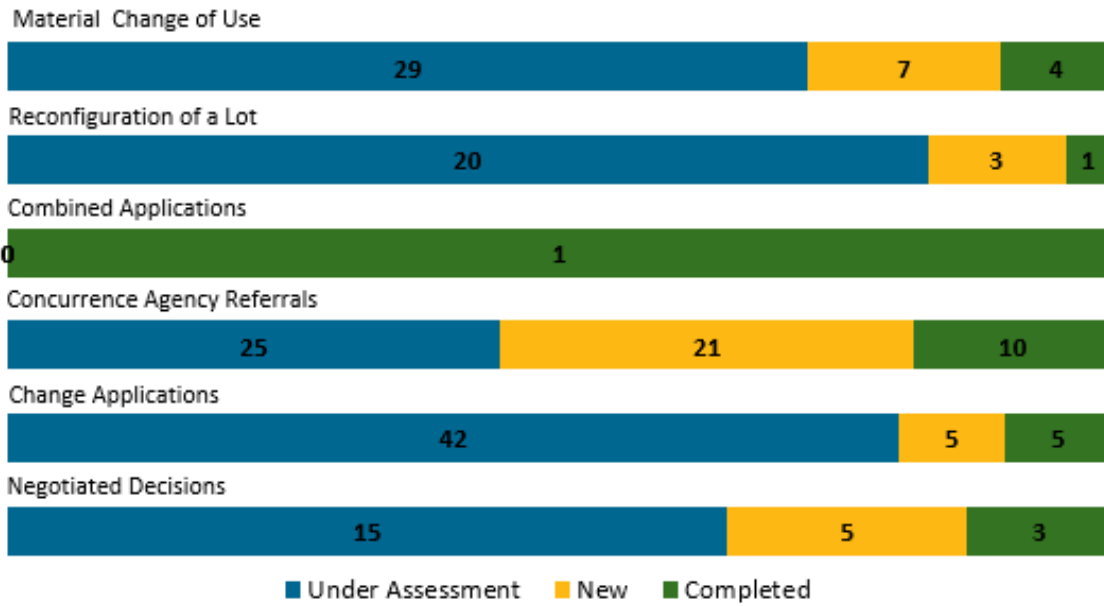


Review of Operations

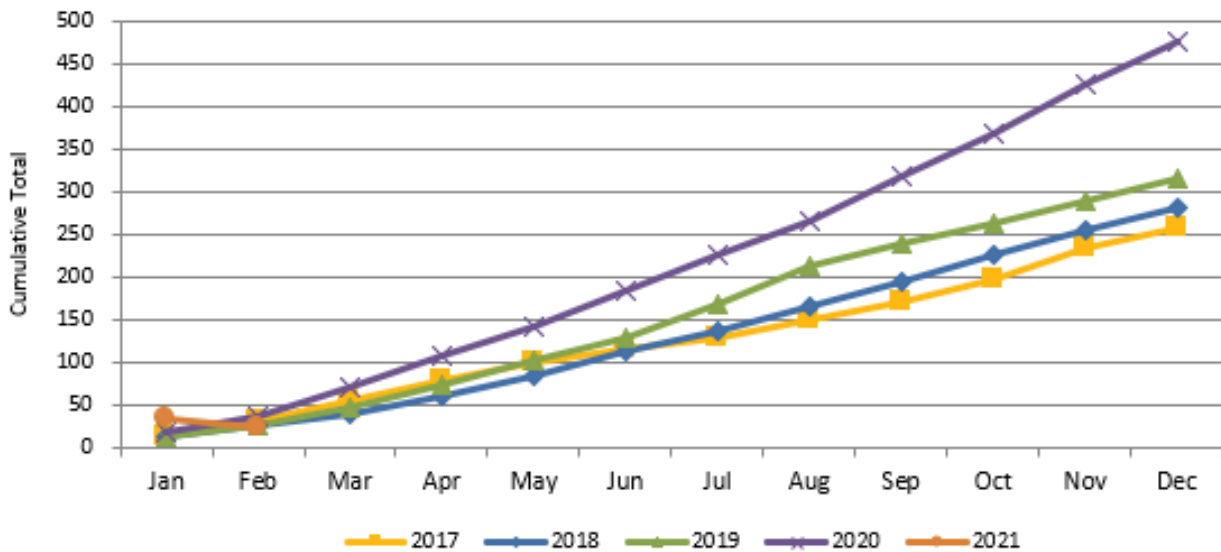
- On Track
- Potential Issue
- Definite Issue

DEVELOPMENT ASSESSMENT

Volume of Operations



Cumulative Number of Approved Development Assessment Applications

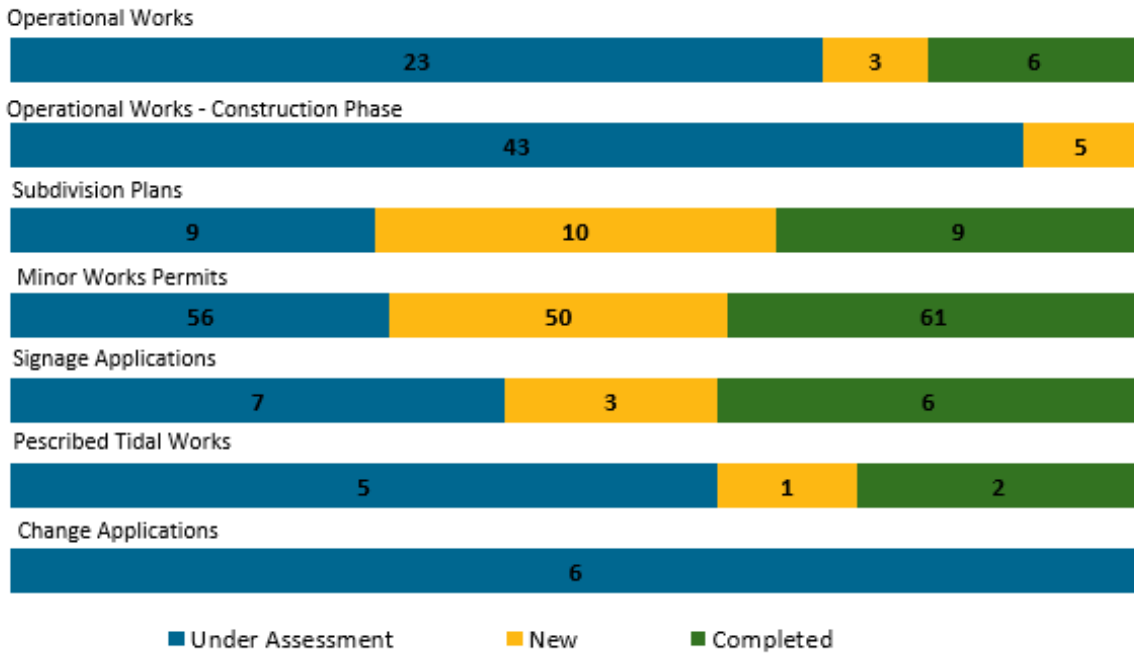


Development Assessment Performance Against Legislative Timeframes

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

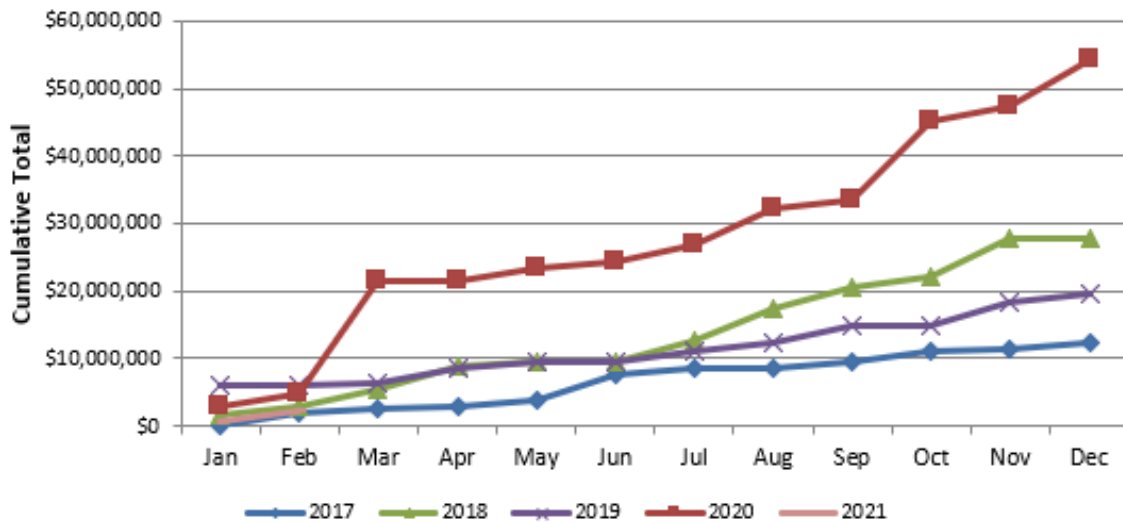
DEVELOPMENT ENGINEERING

Volume of Operations



Cumulative Value of Approved Operational Works

Six Operational Works applications were approved in February with a total value of \$1,633,403.00.



Development Engineering Performance Against Legislative Timeframes

Application	Status	% Decided
Minor Works (85% in <20 Days)	☀	75% decided in 20 days. Backlog of applications decided this month.
Signage Applications (85% in <20 Days)	☀	50% decided in 20 days. Several non-compliant signs required further discussion with applicants.
Operational Works (85% in 35 Days)	☀	100% decided in 35 days.
Plan Sealing (85% decided in 20 days without action notice)	☀	100% decided in 20 days without Action Notice.

STRATEGIC PLANNING

Regional and Local Area Planning		
Projects	Status	Description / Update of Project
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. This project is now complete.</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 are being finalised in the first half of 2021.</p>
Mackay Region Planning Scheme - Minor amendment 5	*	<p>Preliminary work has commenced in preparation for Minor amendment 5 that is proposed to include the recently adopted flood studies for North Mackay, West Mackay and Andergrove/Beaconsfield into the Flood and coastal hazards planning scheme overlay. In addition, the proposed minor amendment will seek to update State planning policy mapping layers to ensure the planning scheme reflects up to date state mapping.</p>
Mackay Region Planning Scheme – Major amendment 2	*	<p>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"> • as a result of new information and studies; • in response to a number of workability matters identified since the planning scheme commenced in 2017; • to reflect completed development approvals; and • to improve clarity, remove redundant wording and improve alignment with the <i>Planning Act 2016</i>. <p>Council has received a notice from the Minister stating the State interest review for the Major amendment 2 is completed and council can proceed to public consultation. It is anticipated that public consultation will commence in April 2021.</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>PSP amendment 3 was adopted by Council on 10 February 2021 and commenced on 1 March 2021. PSP amendment 3 includes the following PSPs:</p> <ul style="list-style-type: none"> • Planning scheme policy - subsurface drainage design • Planning scheme policy - structures - bridge design • Planning scheme policy - cycle facilities and pathway design • Planning scheme policy - pavement design • Planning scheme policy - site regrading <p>Work continues to progress on the internal review of the following remaining PSPs:</p> <ul style="list-style-type: none"> • Planning scheme policy - bushfire • Planning scheme policy – geometric road design • Planning scheme policy – operational works application and construction requirements • Planning scheme policy – healthy waters • Planning scheme policy – constructed lakes.

		<p>The internal review is anticipated to be completed by mid-2021. Consultant reviews may follow and the timing of the adoption of these amendments may depend on necessary planning scheme amendments to support the policy amendments.</p> <p>It is anticipated that public consultation on amendments to PSP – bushfire will be undertaken at the same time as the public consultation period for Major amendment 2 as it is related to the proposed changes within the planning scheme.</p>
Finch Hatton Township local planning framework	●	<p>A local planning framework for the Finch Hatton township is being prepared to support the implementation of the mountain bike strategy. A community information session to provide a general update on the progression of the Pioneer Valley Mountain Bike project was held in February 2021.</p> <p>Work has now commenced on the preparation of the Finch Hatton local area planning framework document.</p>
Mirani Community Precinct Master Plan and Concept Design	●	<p>The Design Options Report for the buildings, landscape and infrastructure is being finalised and a short explanatory document is in preparation. The brief for detailed design has been sent to consultants and is planned to commence late March 2021.</p> <p>The design stage of this project is funded by the Queensland Government in association with Mackay Regional Council. Milestone 3 has been achieved and reporting for Milestone 4 is due 30 April 2021 with a report on the detailed design.</p> <p>Implementing the proposed community precinct is subject to external grant funding.</p>
Northern Beaches Community Hub	●	<p>The masterplan describes the staged development of the site over time. The preferred building option is a multi-level centrally located community hub providing access to a range of community facilities. Further work on the building concept is continuing incorporating future short and long term uses. Infrastructure concept options are being progressed to support the staged development of the site and a brief has been issued for detailed design of the Road and Stormwater trunk infrastructure.</p> <p>Council has established a Community Reference Group for the project, which had its first meeting on 23 February 2021. An Agency group has also been established with its first meeting also held on 23 February 2021.</p>

Transport & Infrastructure Planning


Projects	Status	Description / Update of Project
Growth Allocation Model	●	<p>The Mackay Growth Allocation Model allocates and maps future urban growth over a 20-year projection period based on growth scenarios. The 2020 model review was undertaken 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 during 2021.</p> <p>Lead and lag statistics are continually monitored to measure growth projections against actual economic activity and population movements.</p>
Mackay Region Transport Strategy	●	<p>Public consultation on the draft Mackay Region Integrated Transport Strategy concluded on 15 January 2021. Consideration of</p>

		submissions and feedback received is underway.
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Stormwater		
Projects	Status	Description / Update of Project
Mackay Region Coastal and Inland Flood Hazard Adaptation Strategy (CIFHAS)	*	The current project stage to prepare hazard assessments has been finalised. Implementation of further stages will be subject to external grant funding.
Mackay Floodplain Management Plan	*	A draft flood study and management plan has been prepared and includes 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.
Flood Intelligence Plan	*	<p>The Flood Intelligence Plan project currently includes two main elements:</p> <ul style="list-style-type: none"> • A “pilot” flood emergency assessment and action plan; and • A Total Flood Warning system. <p>The two elements 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	●	<p>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, but have experiencing some delays. The contractor is still working through assessing the pylons and removing the floor. The landscaping and urban design package for the public realm upgrades is also well underway and is expected to be finalised by March.</p> <p>Recycled timber from the 6 River Street building is being salvaged and assessed for incorporation into the design.</p> <p>A funding application for this package of work is currently being compiled for the Federal Government Building Better Regions Fund Round Five.</p>
Bluewater Quay Improvements	●	<p>A 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.</p>
River and Sydney Street Intersection upgrade	●	<p>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.</p>
Mackay Waterfront Investment Opportunities	●	<p>Council continues to engage with property owners and investors in relation to development opportunities within the Mackay Waterfront Priority Development Area (PDA).</p>
Expression of Interest (EOI)	●	<p>Council endorsed an Expression 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 working on 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 from seven submissions. Renew Mackay's proposal included plans of luxury residential properties, retired living, commercial offices and tourism opportunities across majority of the council sites as well as adjoining privately-owned sites. Sentinel Group's submission included the provision for 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 discussions with the two short-listed parties, and further discussions will be held with the proponents in March.</p>
Neighbourlytics 'Launch City' Program	●	<p>Council recently partnered with Neighbourlytics as part of their 'Launch City' tailored 6-month program to help Council measure, benchmark and adopt a data-driven approach to citizen well-being. Neighbourlytics is a digital platform dedicated to measuring the quality of life and wellbeing in neighbourhoods based on their unique data footprint and is being used by a number of regional Councils across</p>

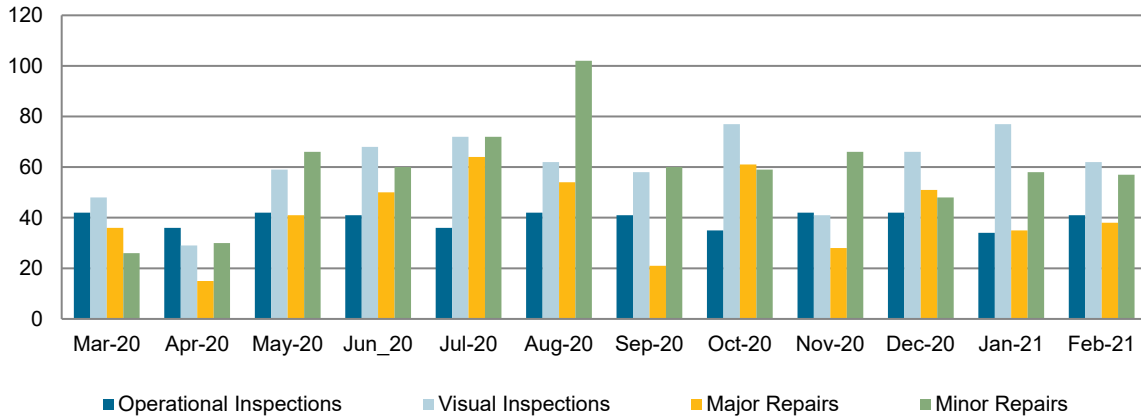
		<p>Australia. This project has now commenced and the Mackay City and Waterfront team has established an internal working group for the project. The working group has collaborated to identify fifty 1km radius areas of interest within the region from which specific data will be collated for analysis. The whole region base line report was presented by the Neighbourlytics team to Council staff in December and provided 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.</p>
<p>Activate Mackay City Centre</p>		<p>Fifth Lane resurfacing works The Fifth Lane resurfacing and festoon lighting works began in February. The resurfaced and decorated laneway will allow neighbouring properties to consider opportunities to open up to this space and will allow provision for small activations. The works are expected to be finalised by the end of the financial year.</p> <p>City Centre Reference Group Council continues to work with the City Centre Reference Group (a sub-group of the Mackay Region Chamber of Commerce). Officers from the Economic Development and Mackay City and Waterfront teams 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

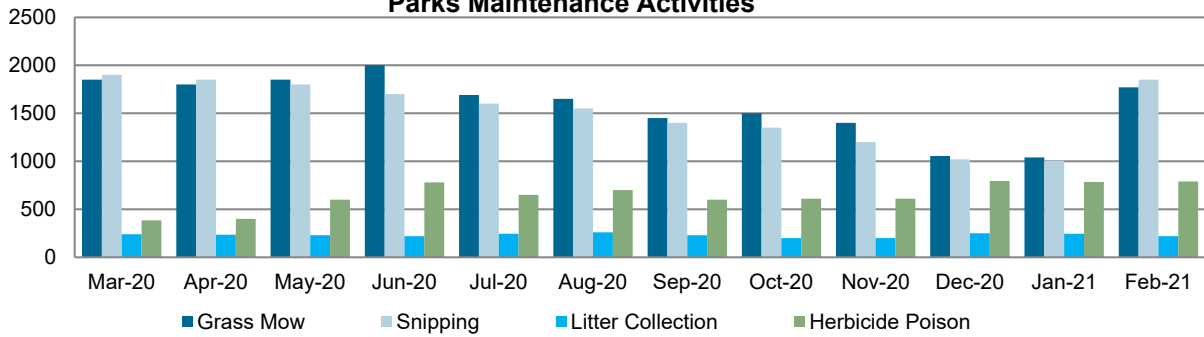
Subscribers	Sep 20	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21
City Centre Facebook Likes	6,458	6,458	6,449	6,461	6,459	6,453
City Centre Instagram Followers	1,440	1,447	1,448	1,451	1,448	1,454
City Centre Wi-Fi Sessions	635 users	680 users	597 users	658 users	618 users	496 users
	4010 sessions	5231 sessions	5437 sessions	6538 sessions	6864 sessions	5235 sessions

PARKS, ENVIRONMENT & SUSTAINABILITY

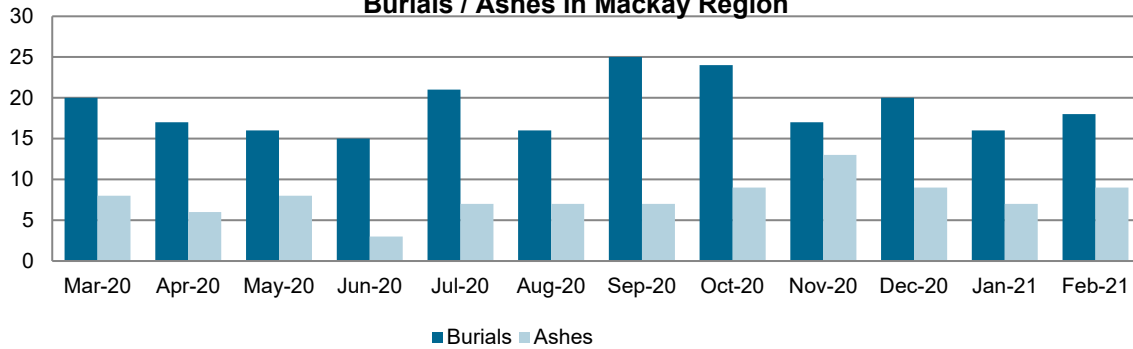
Play Equipment Inspection and Maintenance



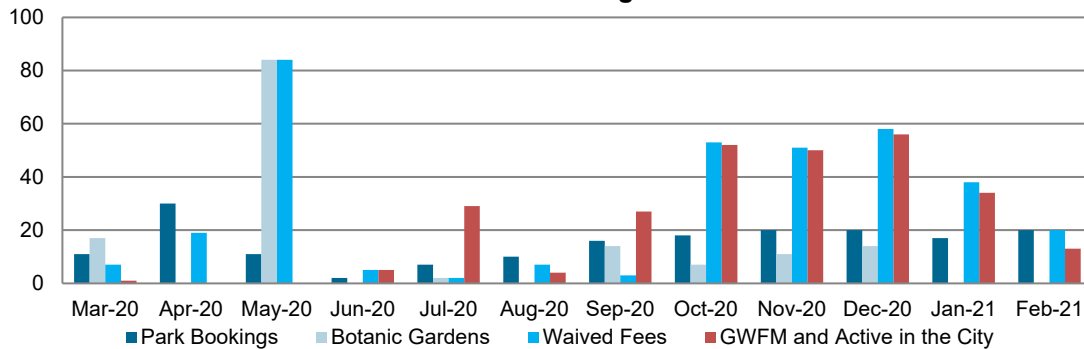
Parks Maintenance Activities



Burials / Ashes in Mackay Region



Park Bookings



Natural Environment Projects		
Project	Status	Description / Update of Project
Platypus Beach	★	Staff have worked with the contractor responsible for undertaking maintenance on the cane train bridge to ensure Platypus Beach could remain open whilst works were being undertaken. Unfortunately, unrelated water quality issues necessitated the beach be closed for a period of time. Water sampling is ongoing and a management plan is in preparation to guide future recreational use given potential water quality issues.
Environmental Sustainability Strategy Action Plan review	★	The Environmental Sustainability Strategy (ESS) Action Plan was updated and adopted by Council following an interim review. Council's Reef Guardian Action plan was included in the ESS Action Plan given the strong alignment between the two plans.
Nursery volunteers	★	The Mackay Natural Environment Centre's nursery volunteers attend the nursery on Tuesdays and Thursdays. They have been busy potting plant for the upcoming Free Native Plant Giveaway on 16 and 17 April.

Capital Works Projects		
Project	Status	Description / Update of Project
Works for Queensland COVID19 Funding	★	A list of repairs/refurbishments to approximately 50 park amenity buildings involving plumbing, carpentry, floor resurfacing and painting was developed. To date, plumbing works have been completed and other repairs were completed at 15 of the amenity buildings. Carpentry works at 41 of the amenity buildings is now in progress.
Canecutters Drive Park Ooralea Play and Picnic Facilities	★	Works have commenced on the replacement of play equipment, installation of a solid roofed shade structure to the play area and refurbishment of picnic shelters. Additional paths are being constructed to add to the play experience. To date, old play equipment has been removed and works on concrete paths and play area edging are almost complete. Installation of play equipment will occur during March.
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 were completed and the playground opened in time for Christmas holidays. A large basket swing which was not delivered by manufacturers in time for installation has now arrived and been installed. The project is now completed.
Nell Baker Park Paulsen St Marian	★	Works have commenced on the Nell Baker Park play equipment replacement and park refurbishment. The project involves total replacement of the play area, play equipment and shade structure. Other works will include paths to connect the existing basketball court, new play area and picnic facilities, new drinking fountain, painting of park assets and new tree plantings.
Brownsey Street 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. Most of the works are now completed with just some minor tidying up and maintenance of turf and trees. The new playground will be opened to the public mid-March.

Botanic Gardens Projects		
Project	Status	Description / Update of Project
Desilting trial project	☀	<p>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.</p> <p>The recent wet weather has been great for producing leachate for testing, and first samples have been collected for baseline testing. A timeframe for results has been requested from contractor but not received. Further samples will be collected over the next few months, with the trials expected to wrap up within the next 6 months.</p> <p>Preliminary visual inspections have noted weeds growing well in all trial plots (excluding the two covered in black plastic), this is a good indicator the silt could be reused onsite once treated.</p>
Lagoon weed Management	☀	<p>A long arm excavator has been booked in to start removing weeds from near the Lansdowne Road causeway. Due to the wet weather, the land was still too soft to bring in the machine. Works will start as soon as the site is accessible for the excavator.</p>


ECONOMIC DEVELOPMENT & TOURISM
Events and Tourism

To develop the Mackay region as a leading regional tourism and events destination through the implementation of the Mackay Region Event Strategy 2020-2025 and Destination Tourism Plan 2017-2022.



Business Priority	Status	Action
Regional Events Strategy Implementation - Refine and develop the structures, framework and tools within Council to best support and progress new events.		<p>The supply arrangement for the professional services to capture, quantify and evaluate the economic, social and environment impacts of identified events held across the Mackay region was finalised and awarded to consultancy IER in February 2021. IER will develop a baseline survey and will look at dates in March/April to train local event organisers to conduct intercept surveys on event attendees.</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"> • The whole of Council spend on events and staff resourcing, (particularly given the span of activities across three different departments and numerous teams). • Resourcing required to further assist event organisers with their events. • A review of alternative models and structures for improved efficiencies and customer service. <p>Following the internal review of the findings, a draft scope of works was issued to engage a consultant to provide recommendations on alternative models and structures for improved efficiencies and customer service. The draft scope of works went to out for quote and a supply arrangement is expected to be finalised by mid-March 2021.</p>
Regional Events Strategy Implementation - 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.		<p>Council, in partnership with Mackay Tourism, has completed the 2021 'Events Bootcamp' mentoring and upskilling program. Over 50 local event organisers turned out to attend the Events Bootcamp Series, which kicked off with a workshop on 10 February, where local event organisers learnt about the responsibilities of an event manager, a best practice guide for event management plans and heard from guest speaker Kate Scott, the Coordinator of Toowoomba's Carnival of Flowers. The series was followed by two days of one-on-one coaching with a mentor and the opportunity to discuss COVID19 event plans with the local public health unit and Tourism and Events Queensland.</p>
Regional Events Strategy Implementation - Develop and acquire strategic events aligned with council's vision to partner on a local, national and state level for increased opportunities.		<p>Invest Mackay Events and Conference Attraction Program No events were held in the month of February. There were two new event bids approved and endorsed through the program in February. The event bids are confidential at this stage, pending a decision from the event organiser.</p> <p>Mackay Beach Horse Races – Expression of Interest Council has been working in partnership with Mackay Tourism and key stakeholders on the future of the Mackay Beach Horse Races event. Stakeholders agreed to seek Expressions of Interest from professional event management firms to investigate the potential to deliver a refreshed version of the Mackay Beach Horse Races.</p> <p>The preferred candidate Sound Australia was engaged by Mackay Tourism in November to undertake an operational feasibility study and full event costing. A feasibility study will be presented to Mackay Tourism and officers in March 2021.</p>

Economic Development To encourage sustainable and diversified jobs and investment in the Mackay Region through the implementation of the Mackay Region Economic Development Strategy 2020-2025.		
Business Priority	Status	Action
Economic Development Strategy Implementation - Advocacy and Leadership through engagement with State and Commonwealth Governments to promote investment into local infrastructure as a catalyst for future economic development.		<p>The below media statements were published that promote positive economic development initiatives:</p> <ul style="list-style-type: none"> • 2/02/21 – Daily Mercury – How catching a barra could snag you a \$500 fishing voucher • 08/02/21 – 4MK – More support for local farmers key in boosting agritourism • 10/02/21 – Daily Mercury – Mackay teahouse plans RV-friendly parks to bolster tourism • 12/02/21 – Mackay Regional News – Progress on projects will tap into tourism • 15/02/21 – Mackay Life – Barra season underway with beat prize • 15/2/21 – Daily Mercury – Final touches to be added to colourful Mackay laneway • 24/02/21 – Council to vote on changes to campsite fees • 25/02/21 – 4MK – Camping costs drop at Ball Bay, St Helens Beach • 25/02/21 – The Courier Mail – Sugar Shed distillery expansion plans • 26/02/21 – Online – Fees slashed at Qld campgrounds • 26/02/21 – Daily Mercury – Harrup Park to fight for Olympic events in Mackay • 26/02/21 – Daily Mercury – Why Qld as preferred 2032 Olympic candidate benefits • 26/02/21 – Online – The big cane toad in Sarina • 28/02/21 – Daily Mercury – Fees slashed to make ‘basic’ Mackay campsites good value. <p>An informal 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). At this stage, the group progresses opportunities as they arise.</p>
Economic Development Strategy Implementation - Investment Attraction activities to promote and market investment opportunities.		<p>Seven external business enquiries were received during February. 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 potential investor support.</p> <p>One new application and one extension request were approved under the Facilitating Development in the Mackay Region Policy during February.</p> <p>Council has started to work with a Professional Conference Organiser to manage and coordinate the National Economic Development Conference 2021 in collaboration with Economic Development Australia. A local organising committee with external stakeholders has been formed.</p>
Economic Development Strategy Implementation - Industry Development through engagement with local businesses and industry groups, providing support and assistance for		<p>On 7 February a community update was held in Eungella and Finch Hatton to inform communities about the progress of the Pioneer Valley Mountain Biking Trails project. The session in Eungella was attended by 26 community members, and the session in Finch Hatton was attended by 47 community members. Overall, both communities are supportive of the project and were eager to hear about the project. The information presented on the day has been made available via www.connectingmackay.com.au.</p> <p>The next Mountain Bike Alliance meeting will be held on 11 March 2021.</p>

<p>growth.</p>	<p>On 26 February, a meeting with members of the Yuwi Aboriginal Corporation was held to provide an overview of the project.</p> <p>A 'Hooked-on Mackay' social media competition was launched in early February to coincide with the opening of the barramundi season. The competition involved Mackay fishos sharing their best barra photos and tagging and following the Hooked-on Mackay social media platforms, with the winners being announced in early March.</p> <p>Mackay Area Fish Stocking Association, Council and Mackay Tourism and have been successful in securing Steve Starling to do a fishing familiarisation tour in the Mackay region. The familiarisation tour will occur in May and coincide with the World Sooty Champions held in Eungella.</p> <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, 13 applications have been received and approved. Of those 13 applications, 3 of the applicants have completed the works and received their rebate payment.</p> <p>The Activate My Place (AMP!) guidelines have been revised and will be grant program will be launched in March. The grant will be actively promoted to all eligible applicants across the region including not-for-profit groups, registered businesses, entrepreneurs, sole traders, partnerships and progress associations. Through the last round of AMP! funding, two projects are currently underway:</p> <ul style="list-style-type: none"> • The Mackay Hospital Foundation is creating 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 project has experienced some delays due to COVID19 and the unveiling date will now be in March. • The Finch Hatton Progress Association has commenced Stage 2 of the Finch Hatton Flood Wall. Stage 2 involves 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 finalising the artwork. The project is due for completion in March. <p>Council officers have been participating in meetings with the Office of the Queensland Small Business Commissioner with a view to Council becoming a Small Business Friendly Council. Consultation has been held with the Mackay Region Chamber of Commerce and they are fully supportive of the initiative. Internal consultation continued during February and formal adoption of the Small Business Friendly Council Charter, in partnership with the Chamber, is planned at a signing ceremony with the Commissioner in March 2021.</p>
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Economic Development Strategy Implementation - Workforce and Skills Development through partnerships to upskill residents and attract new workers to the region.		Discussions are being held with Resource Industry Network regarding the creation of an expanded web-based platform to assist industry sectors attract workforce to the MIW region. A project brief is being prepared which will include initial costings and scope of the project. The intent is to broaden the concept to engage the construction, agricultural and health industries.
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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		
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Strategy / Project	Status	Description / Update of Project
Operate a successful tourism facility which meets its performance targets		<p>Financial performance Overall, February revenue was lower than anticipated in line with the low visitor season during the summer months. However, expenses were also controlled to minimise the impact of the low revenue.</p> <p>Online bookings have significantly increased in 2020-2021, despite the impacts of COVID-19. The centre recorded \$63,490 worth of online bookings from July 2020–February 2021, compared with \$29,570 for the same period in the previous financial year. This compares favourably with \$37,091 for the full 2018-2019 financial year.</p> <p>Retail performance The continued absence of rum products continued to limit the capacity to generate good income from this source. Retail performance was assisted by a few significant orders of the 10th anniversary rum liqueur, for both retail and wholesale orders. The products are available at select locations across the Mackay and Whitsunday region, with frequent orders from stockists such Mifsud's Fresh in Mackay City.</p> <p>The Chunky Orange & Pineapple Marmalade in the Chefs' Gusto range was released in February and the initial batch sold well, and new batches were made. The Beetroot Relish, which was introduced in December 2020, also continues to be a good seller, justifying the decision to introduce this into the range. Most Chefs' Gusto products now feature the new label design to make them visually more appealing.</p> <p>There is significant work being done to revamp and improve the café offerings and this will be introduced during March and April.</p> <p>Production performance The Strawberry NOI was re-introduced in February for the Valentine's Day gift box, in addition to the development a new product, Strawberry Syrup, to utilise the pulp left over from the production.</p> <p>The Limecello (Lime NOI) continues to be a good seller, as well as the 10th anniversary rum liqueur, both of which had short periods of interrupted supply during February.</p> <p>The distiller was able to utilise the new rum barrels purchased in late 2020 and is creating some strong and exciting blends of rum for release throughout 2021. The next release of Sugar Shed Rum is planned for late March.</p>
Implement the Sarina Sugar Shed Business Review 2020.		<p>Business Review Implementation Several the recommendations for Year One of the Business Review have been implemented or are well-advanced in the planning/implementation stages.</p>

		<p>Enable operational efficiencies A new ticketing system, TicketSearch, which is used by the MECC, went live on 1 February 2021 with minimal problems. This system will allow the Sugar Shed to maximise marketing opportunities.</p> <p>Applications have been submitted to amend the current liquor licence which would allow the sale of alcohol from 9.00am and to expand the service area for alcohol on the current site.</p> <p>Marketing and communications Discussions are well underway with the Corporate Communications team in relation to a brand refresh and a new website build with the possibility of e-commerce capabilities.</p> <p>Facebook and Instagram followers continue to build, as does their engagement. A photoshoot was commissioned in February to provide updated external shots and some more stylish shots of Sugar Shed products for social media use.</p> <p>The Sarina Rum Club database also continues to grow with 177 active contacts. This will increasingly be used as a pre-sales opportunity for new product releases.</p>
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Business Operations (excluding accruals)		Item	February	YTD	Annual Target
	★	Tour Visitation (Paid)	287	7,455	10,000
		Visitation (Total)	1,120	16,922	-
		Volunteer Hours	200	2,693	-
		Item	February	YTD	Annual Budget (Original)
	★	Ticket Sales	\$5,929	\$133,354	\$165,000
	★	Retail Sales	\$25,643	\$451,334	\$502,589
	★	Total Income (incl. Ticket income)	\$31,571	\$584,688	\$667,589
	★	Total Expenses	\$78,376	\$591,160	\$1,070,867

Economic Indicators (Quarterly)

Indicator	Jun 19	Sep 19	Dec 19	Mar 20	Jun 20	Sep 20
Employment						
Unemployment rate	5.8%	6.3%	6.4%	5.8%	5.2%	Data not available
Employed persons	56,751	56,122	56,709	58,906	60,582	Data not available
Real Estate						
Median house sale	\$340,000	≈\$360,000	\$360,000	\$355,000	\$360,000	\$379,000
Residential vacancy rate	1.5%	1.7%	2.5%	2.5%	1.3%	0.6%
Residential Lot Supply						
Lots Approved [^]	18	11	53	31	118	13
Lots Endorsed [^]	44	54	37	80	32	179

**Data relates to the Mackay Local Government Area and is updated on a quarterly basis as it is received by Council. There is often a 3-6 month lag from the receipt of data for a previous quarter.*

^ In previous reports incorrect data was reported on. This has now been corrected and the report will now contain published Queensland Government data (QLD Treasury).

° Incorrected values reported. The values have now been corrected with REIQ published data.

e-Statistics

Subscribers	Sep 20	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21
Invested in Mackay Subscribers	570	566	567	565	566 ¹	566
Mackay Region Joblink Analytic Report	946 users	953 users	875 users	948 users	961 users	1,001 users
	3,964 views	4,631 views	3,175 views	3,195 views	3,043 views	1,522 views
Sarina Field of Dreams Usage Wi-Fi	45 users	54 users	34 users	33 users	21 users	38 users
	354 sessions	383 sessions	190 sessions	221 sessions	276 sessions	282 sessions
Hooked on Mackay Facebook	3,642	3,698	3,740	3,785	3,821	4,025
Hooked on Mackay Instagram	-	-	-	156 followers	190 followers	338 followers
Hooked on Mackay Youtube (Subscribers)	12	16	16	22	25	28
Net Free Zone Voluntary Code	583	583	585	589	599	600
Mackay Region Event Organisers Connect Facebook Group	80 members	80 members	81 members	81 members	83 members	86 members

¹ Corrected. In the last report this number was stated to be 583, however the actual subscribers were at 566.

UPCOMING EVENTS

Date	Event	Location
5 March 2021	Mackay Airport Twilight City Run	Starting at Bluewater Quay
16 - 17 April and 20 - 21 August 2021	Free Native Plant Giveaway day	Mackay Natural Environment Centre (MNEC) Nursery
30 April – 3 May 2021	2021 Barrier Reef Congress (Bridge)	500 Pavillion, Mackay Showgrounds
1 – 3 May 2021	Great Barrier Reef Arena Bash for Cash – Invest Mackay Funded	Great Barrier Reef Arena, Harrup Park
22 May 2021	Steve Dinsdale Memorial Two Day Motorcross – Invest Mackay Funded	Gum Valley, Koumala
28 – 29 May 2021	2021 NQLA Conference – Invest Mackay Funded	MECC
22 May 2021	Mackay Italian Street Party – Mackay City Centre Funded	Mackay City Centre
2 – 4 June 2021	Queensland Association of State School Principals (QASSP) Conference – Invest Mackay Funded	MECC
6 June 2021	Mackay Marina Run – Invest Mackay Funded	Mackay Harbour
4 July 2021	Grasstree Beach Motorbike Races – Invest Mackay Funded	Grasstree Beach
7 – 10 July 2021	Basketball QLD U14 Girls State Championship – Invest Mackay Funded	Mackay Basketball / Multi-Sports Stadium
10 July 2021	Mackay Bluewater Fling Scottish Festival – Mackay City Centre Funded	Bluewater Quay
29 – 30 July 2021	Australian Water Association Queensland Conference (AWA) – Invest Mackay Funded	MECC
20 – 22 August 2021	NQ Rock'N Country – Invest Mackay Funded	Mackay showgrounds
23 – 27 August 2021	Bowen Basin Symposium – Invest Mackay Funded	MECC
September 2021 – TBA	2021 Freshwater Fishing & Stocking Association of QLD Workshop – Invest Mackay Funded	Windmill Hotel, Mackay
18 – 20 September 2021	Softball Qld U16 Boys State Championships – Invest Mackay Funded	Theo Hansen Park, Beaconsfield
19 – 22 September 2021	Hockey QLD U15 Girls State Championships – Invest Mackay Funded	TBA
20 – 26 September 2021	Rumble on the Reef – Invest Mackay Funded	Sugar Bowl Skate Park
13 – 14 October 2021	National Economic Development Conference (NEDC) – Invest Mackay Funded	MECC