



# Development Services

Monthly Review Report

October 2019

## Executive Summary

### DEVELOPMENT SERVICES

The month of October was a busy one for Development Services, with development activity still strong and a number of significant projects at key stages and nearing completion.

The first stage of the Camilleri Street Park project, comprising the construction of a skate park, pump track and basketball court, have been completed and is in a maintenance period for turf establishment. The remaining works including new amenities, a dog off leash park and site connectivity are progressing well and are on track for completion in early December.

A number of consultation sessions were held in October with key stakeholders in relation to the Mackay Waterfront Master Plan and the review of Council's Facilitating Development Policy. The outcome of this consultation will be presented to Council in November.

Consultants EarthCheck were appointed in October to undertake a Camping Analysis for the Mackay Region. A baseline analysis and analysis of existing camping facilities by the consultants is underway.

The Mackay City Centre Survey, undertaken by the Mackay Region Chamber of Commerce in partnership with Council, closed on 27 October. 175 responses were received, and this will inform further work by Council and the Chamber to develop a City Centre Action Plan.

As part of the 'Hooked on Mackay' marketing campaign, in October a 1-hour episode of the 7Mate program "The Fishing Show" was filmed in the region. The production team captured land-based fishing around McEwens Beach, Sandy Creek and the Pioneer River, and also caught Barramundi in Constant Creek. The episode has been scheduled to air on Sunday, 24 November.



**Aletta Nugent**  
*Director Development Services*



**Nature passport 1.6km trail for school holiday activities at the Mackay Regional Botanic Gardens**

# Development News 10/2019

Updates on Significant Developments Currently Being Assessed by Council

## APPLICATION LODGED

DA-2019-128

235 Connors Road, PAGET

The application proposes the development of a Medium Impact Industry use and a Warehouse use on land at the corner of Connors Road and Crichtons Road. The 'warehouse' is proposed as a hardstand storage area and the Medium Impact Industry use is specifically intended for the storage and sorting of scrap metal prior to transportation for recycling elsewhere.

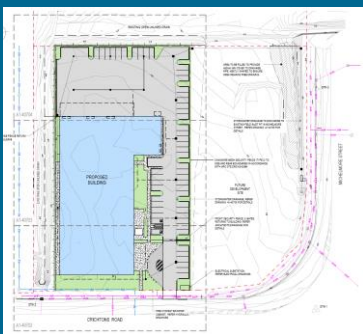


## APPLICATION LODGED

OW-2019-28

65-85 Crichtons Road, Paget

Civil Works – Operational Works for the construction of the Resource Centre of Excellence. Proposed works include earthworks, carparking, stormwater drainage, water and sewerage infrastructure and landscaping.



## APPLICATION APPROVED

DA-2019-79

115 Anzac Avenue, MARIAN

The approval allows for the development of 30 residential lots from three existing lots located adjacent the intersection of Anzac Avenue and Tolchers Lane in Marian.

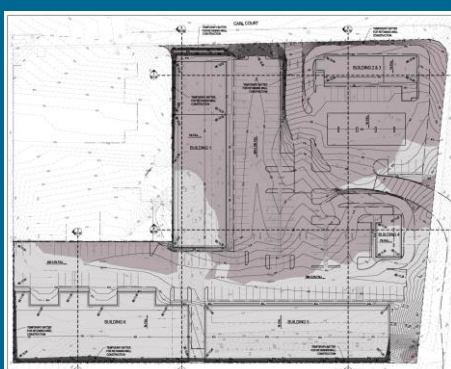


## APPLICATION APPROVED

OW-2019-16

1-11 Carl Court, Rural View

Proposed works include earthworks, sewerage infrastructure and drainage work.





## Monthly Safety Review

### Summary

Twelve incidents were reported involving MRC employees and contractors.

The following injuries to MRC employees were reported in October:

- Minor scald to hand from hot water tap while filling water bottle.
- Jarred knee after stepping on a rock.
- Cut thumb while pruning shrub with secateurs.
- A member of the public entered a closed toilet block while the toilets were being cleaned.
- A small cut to the chest from a piece of cord flicked up from a fence while whipper snipping.
- Wrist pain while digging with a crowbar.
- Aggravation of non-work-related wrist injury.

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

- An unraised trailer stabiliser leg was damaged as a truck / trailer drove off.
- While whipper snipping, a rock flicked up and damaged the window of a parked vehicle.
- While whipper snipping a park, a rock flicked up and damaged the window of a nearby building.

The following near miss incident was reported in October:

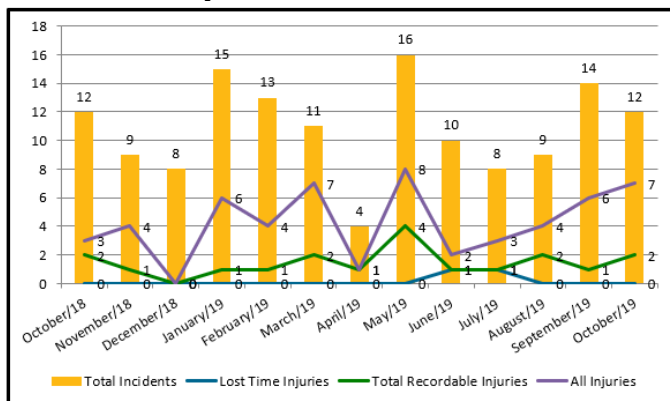
- An aggressive dog approached a work crew, before retreating.

The following incident involving a volunteer was reported:

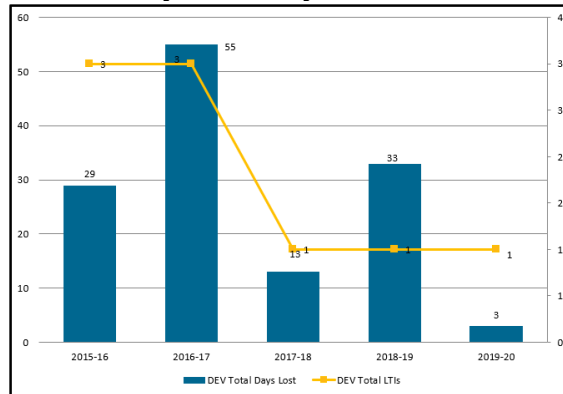
- Lower back pain after undertaking manual tasks.

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										
<b>Development Services Total</b>	<b>3</b>	<b>29</b>	<b>3</b>	<b>55</b>	<b>1</b>	<b>13</b>	<b>1</b>	<b>33</b>	<b>1</b>	<b>3</b>

# Financial Report

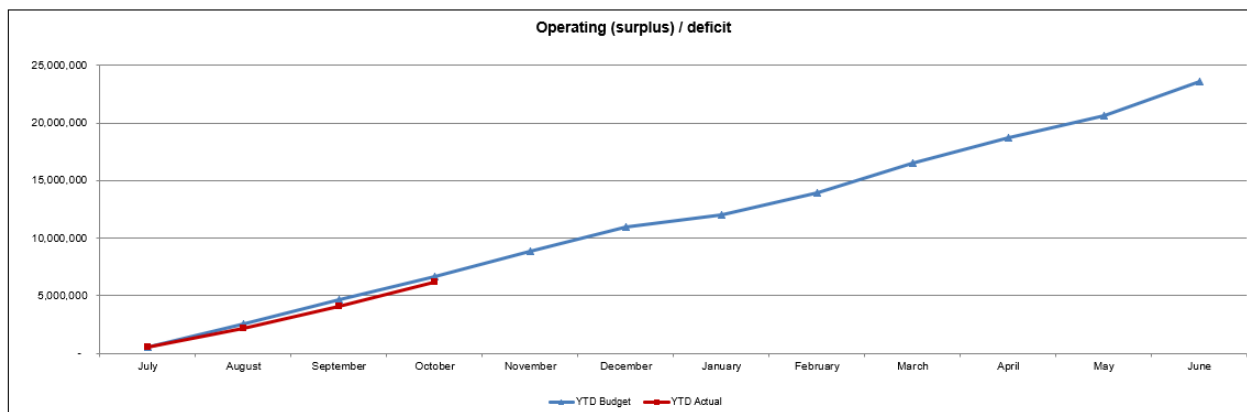
The Strategic Planning budget is showing a positive variance due to vacancies of key positions, however this should partially reduce with the commencement of the new Social Planner in late October. Staff vacancies/absences and revenue tracking slightly above budget projections have resulted in positive variances in Development Assessment and Development Engineering. The Economic Development and Tourism budget is tracking well, with some expenditure delayed while a number of projects are at critical stages or close to completion, requiring significant staff resources. The Parks, Environment and Sustainability program budget is tracking well, showing a small variance also. The negative variance in the Development Services Management budget is related to timing of staff leave.

Operating Results	YTD budget	YTD actual	Variance	Status
Development Services Management	149,427	156,658	7,231	☀
Strategic Planning	682,246	511,125	(171,121)	☀
Development Assessment	18,647	9,371	(9,276)	☀
Development Engineering	(13,699)	(71,985)	(58,287)	☀
Economic Development & Tourism	484,443	448,303	(36,140)	☀
Parks, Environment & Sustainability	5,382,932	5,102,059	(280,874)	☀
<b>TOTAL OPERATIONAL</b>	<b>6,703,997</b>	<b>6,155,531</b>	<b>(548,466)</b>	☀

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

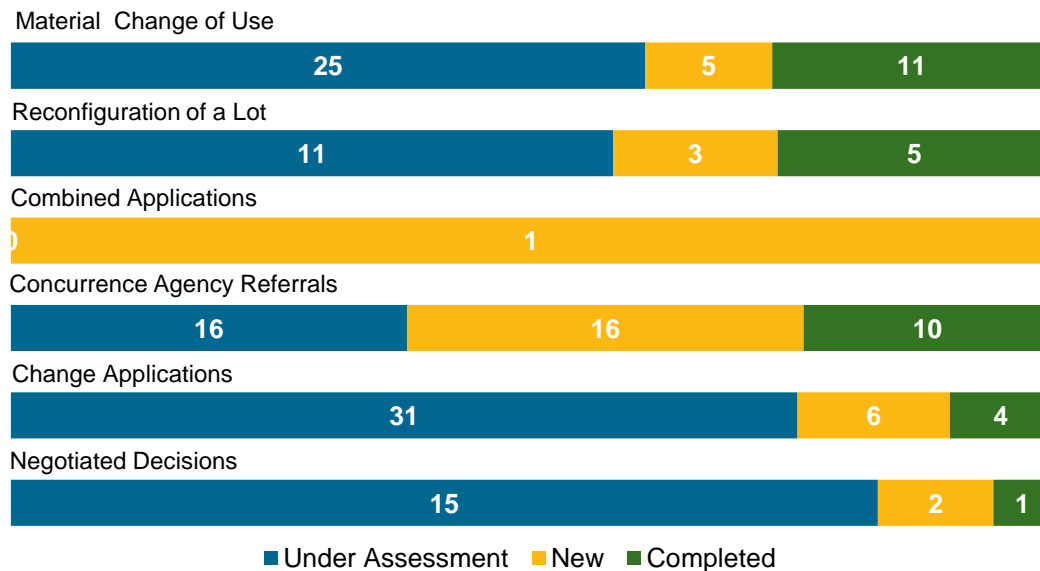


# Review of Operations

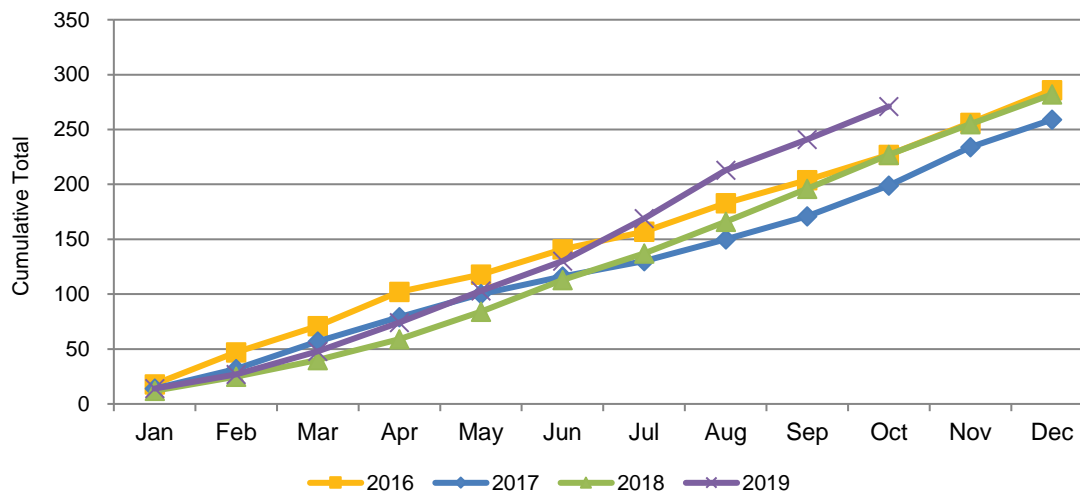
- On Track
- Potential Issue
- Definite Issue

## DEVELOPMENT ASSESSMENT

### Volume of Operations



### Cumulative Number of Approved Development Assessment Applications

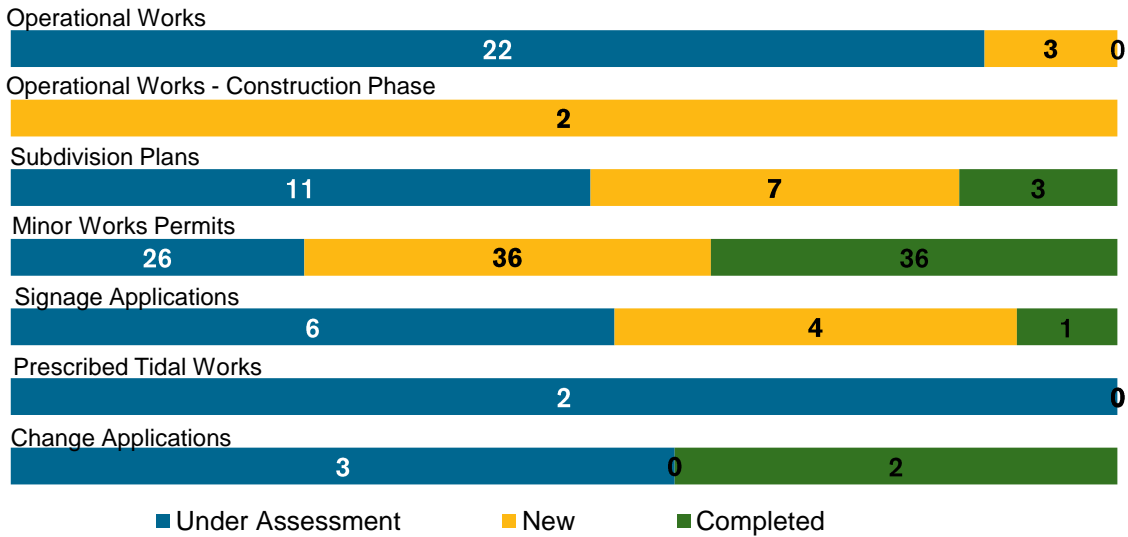


### Development Assessment Performance Against Legislative Timeframes

Application	Status	% Decided
MCU Code (85% in 35 Days)	●	85% decided in 35 days.
MCU Impact (50% in 35 Days)	●	100% decided in 35 days.
ROL (85% in 35 Days)	●	100% decided in 35 days.
Concurrence Agency (85% in 10 Days)	●	89% decided in 10 days.

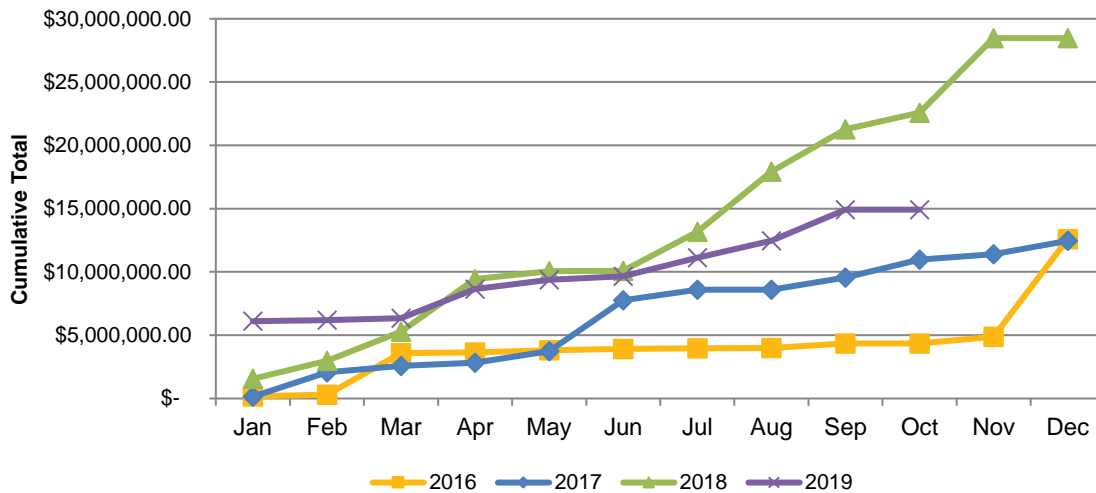
## DEVELOPMENT ENGINEERING

### Volume of Operations



### Cumulative Value of Approved Operational Works

No new Operational Works applications were approved in this reporting period.



### 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)	🟡	0% decided in 20 days. 1 signage application was decided in 21 days due to delays while negotiating payment
Operational Works (85% in 35 Days)	🟢	85% decided in 35 days. No new Operational Works applications approved in October, 100% of changes to Operational Works applications were approved in 40 days.
Plan Sealing (85% decided in 20 days without action notice)	🟢	100% decided in 20 days without Action Notice.

**STRATEGIC PLANNING**

<b>Regional and Local Area Planning</b>		
<b>Projects</b>	<b>Status</b>	<b>Description / Update of Project</b>
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 <a href="#">Connecting Mackay website</a>. A <a href="#">survey</a> 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	✱	Council has requested approval to adopt the proposed amendments from the Minister for State Development, Manufacturing Infrastructure and Planning after consideration of submissions made on the proposed amendments. A response from the Minister is anticipated to be received before the end of the year to allow for the amendment to be adopted and commenced.
Mirani Master Plan	✱	The draft Master Plan for the Mirani Community Precinct and associated Pre-Feasibility Report have been completed. Council is reviewing the way forward on operational and design options for this precinct. A funding application to progress the masterplan and designs has been submitted.
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 are accessible on Council's website. This project is now complete.

<b>Transport &amp; Infrastructure Planning</b>		
<b>Projects</b>	<b>Status</b>	<b>Description / Update of Project</b>
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 was updated in 2018 based on the published Queensland Government Population Projections. Lead and lag statistics are being monitored to measure projections against actual

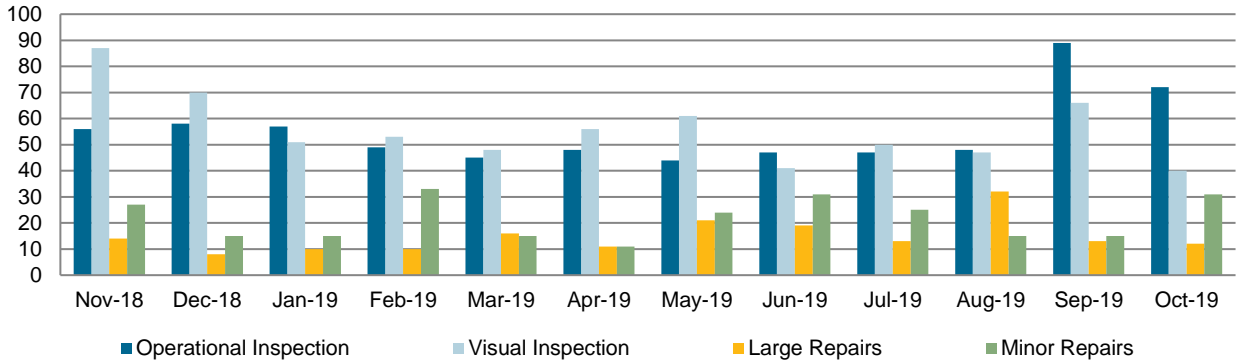


		population movements.
Mackay Region Transport Strategy	★	Consultants have been engaged to undertake the project and have now commenced. A workshop about Emerging Trends and Disruptors has been held with councillors and staff. Contact with key stakeholder groups is planned to commence in November.
Transport 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 the project may take longer to implement and coordinate than originally planned due to integration of various sections of the planning scheme. An administrative amendment to the planning scheme to separate the Planning Scheme Policy documents from the planning scheme will be presented to Council in November 2019. This amendment will streamline future amendments to the Planning Scheme Policies.</p>

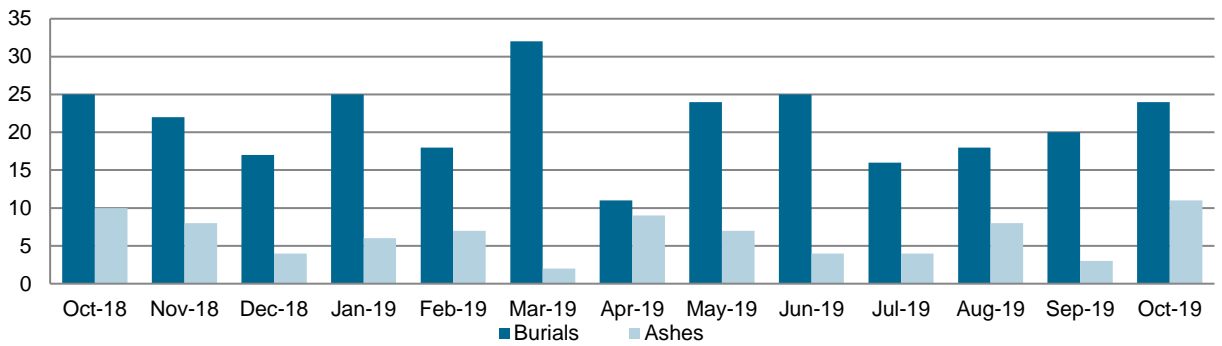
<b>Waterways</b>		
<b>Projects</b>	<b>Status</b>	<b>Description / Update of Project</b>
Mackay Region Coastal and Inland Flood Hazard Adaptation Strategy (CIFHAS)	★	The current project stage to finalise the hazard assessments is progressing and the supporting GIS analysis has been completed. The project 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. Draft flood studies prepared for the Sandy Creek, Rocky Dam Creek and Funnel Creek catchments are complete with another round of community engagement planned to commence in November 2019.

**PARKS, ENVIRONMENT & SUSTAINABILITY**

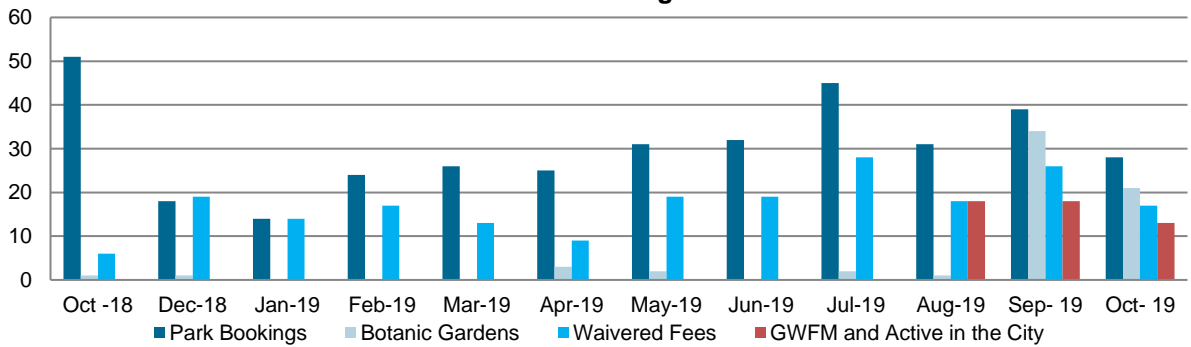
**Play Equipment Inspection and Maintenance**



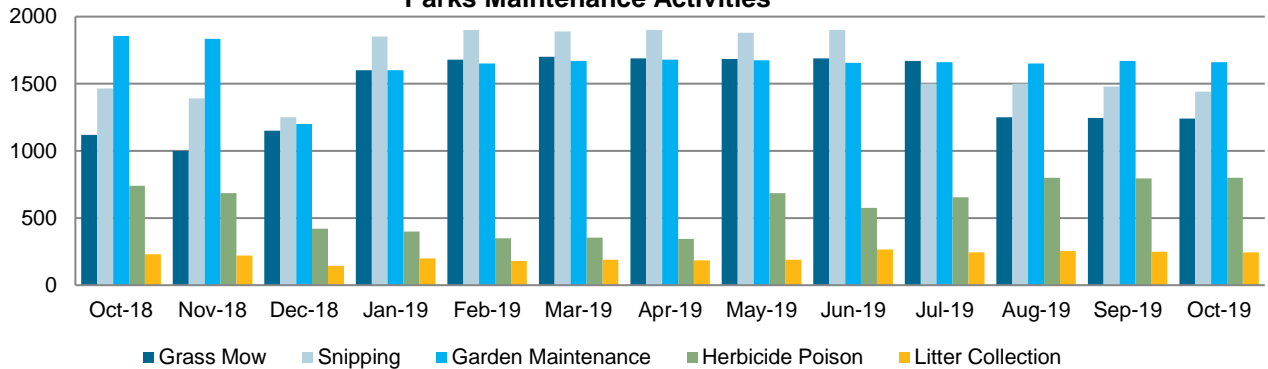
**Burials / Ashes in Mackay Region**



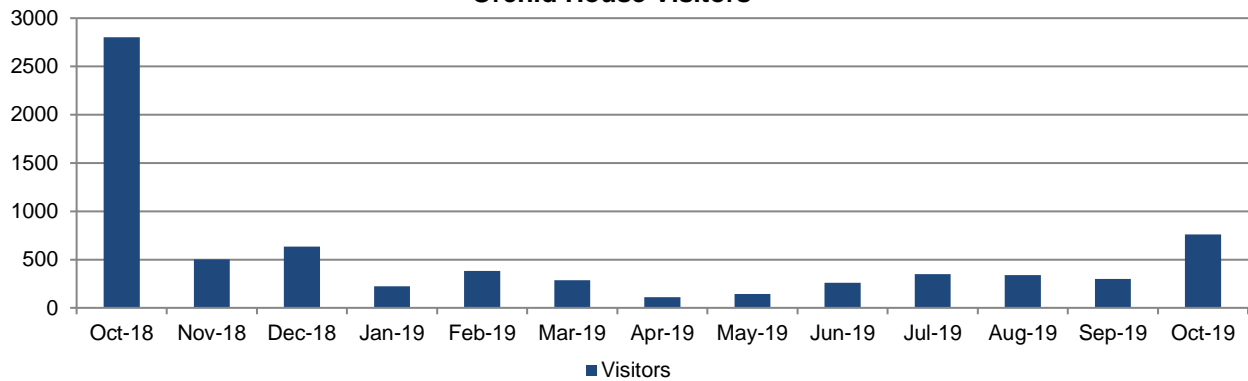
**Park Bookings**



**Parks Maintenance Activities**




**Orchid House Visitors**



Natural Environment Projects		
Project	Status	Description / Update of Project
Local Coastal Plans	★	The St Helens Beach Local Coastal Plan consultation session held in October was well attended by the public, with approximately 120 residents in attendance. A workshop with a smaller representative group has been arranged for November, to work through the feedback received and to inform the development of the plan.
Training	★	Staff attended Mangrove Watch training, a source reduction plan workshop, a stormwater conference and a climate workshop.
Camilleri St District Park planting day	★	Over 60 people attended a planting event at Camilleri St District park. 500 trees and 350 groundcovers were planted.
Gordon White Library gardens revitalisation	★	Staff have been working hard on the Gordon White Library garden revitalisation project, with works set to kick off mid November. This project will incorporate sustainability principles and use local and regional native plants species including plants that are water efficient and wildlife attracting.
Environmental awareness activities	★	Staff supported Birdlife Mackay's Eungella Bird Week, and the Biennial Queensland Waders survey.
Award for Platypus Beach	★	A project to restore Platypus Beach won the National award for Best Regional/Rural Industry contribution at the Parks and Leisure Australia Conference.
Capital Works Projects		
Project	Status	Description / Update of Project
Camilleri Street Park Upgrade	★	<p>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 which includes a skate park, pump track, basketball court and hit up wall and new amenities and a dog off leash park. Construction of Stage 1a, the construction of the Skate Park &amp; Pump Track, commenced in July and are now complete, currently in a maintenance period for turf establishment.</p> <p>Stage 1b and Stage 2 were awarded to local company, Fergus Builders Pty Ltd. Construction commenced in early September. Stage 1b works involving toilet block, water and sewer infrastructure are nearing completion. Slight delays have been experienced with Stage 2 works due to poor ground conditions and redesign of footings for the boardwalk. All works are still on track for completion in early December.</p>
Minor Play	★	Orders for the equipment, identified as needing priority replacement, have been issued. Ongoing replacement of smaller items of equipment,

		in playgrounds throughout the region, will continue to occur as it is received over the coming months. To date, replacement equipment that has already been received and installed is as follows. A swing at Leap Views Park, timber clatter bridges at Jardine Drive and Fairway Drive parks and components to refurbish a range of equipment at John Breen Park.
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 will involve 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 yarning 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 and demolition of redundant structures completed. Works on storm water, new footpaths and electrical installation are currently well advanced. Boxing out of road network is well underway. Signage strategy and logo development are nearing completion. Tenders for the landscape and building package have gone out and will be reviewed in November.</p>
Seaforth Campground Amenities Refurbishment	★	Works on refurbishing the main amenities building at Seaforth Campground are well advanced and nearing completion. Project involved replacing the waterproof membrane on the suspended concrete ceiling, replacing aged handrails and fittings, repairing and replacing cubicle doors and jams, replacing the epoxy flake flooring and a full repaint inside and out.




<b>Botanic Gardens Projects</b>		
<b>Project</b>	<b>Status</b>	<b>Description / Update of Project</b>
Northern Entrance Sign	★	Solar up lights being investigated. Possibility of reusing the solar light from Te-Kowai entrance statement.
Desilting trial project	★	8 treatment beds have been constructed. Final preparation completed November including tarp covering for 4 pits to complete the anaerobic trial.
Signage Upgrades	★	New Self-guided Walk trail through Regional Forests is nearing completion with SGAP providing a review of the brochure and donating \$2,500 to help with the installation of interpretative signage throughout the Regional Forests.
"The Beacon"	★	Sugar Cane has been harvested from the Beacon. Site will now return to being wholly managed by the MRBG. No further projects designated for this site.
School holiday program	★	Successful delivery of school holiday activities by Visitor Services Officer staff including a Nature Passport discovery trail using collection of stamps in a booklet with fun facts about specific plants in the Gardens. Jewellery workshops also a great success with home made beads and local timber and seeds used to tie back in to message of conservation and awareness of our bioregional plants.
Movies in the Meadows	★	Movie night went ahead despite a rain event. The first movie was shown but a second had to be cancelled for the second year running. The date for next year's event will be reviewed.


Orchid Extravaganza		<p>The Orchid Extravaganza went ahead successfully with the Mackay District Orchid Society group taking over running the event due to Queens Park rejuvenation. MRBG put on a display of native orchids with some great cultivation and conservation information.</p>
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**Requests for Maintenance Work**

Customer survey results have not been finalised for this period.

**ECONOMIC DEVELOPMENT & TOURISM**

<b>Events and Tourism</b> 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><b>Regional Events Strategy</b> Phase three (Innovate) of the Strategy is almost completed with the Draft Strategy due for public consultation on 1 November. The Strategy due for completion in late November 2019.</p> <p><b>Invest Mackay Events and Conference Attraction Program</b> <b>Events / conferences held in October:</b> Two events were held in October:</p> <ul style="list-style-type: none"> <li>• Cricket Australia's U17's Male National Championships</li> <li>• Sarina Ute Muster</li> </ul> <p><b>Events / conferences approved in October:</b> Four new events and a conference were approved through the program in October:</p> <ul style="list-style-type: none"> <li>• 2 Confidential Events</li> <li>• Zach Mach Adventure Challenge</li> <li>• 1 Confidential Conference</li> </ul>
Identify new tourism experiences and business opportunities in conjunction with Mackay Tourism Ltd and existing tourism providers.		<p><b>Tourist Drive Signage</b> 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> <p><b>Strategy Implementation</b> Economic Development will work closely with MTL on progressing shared actions identified in the Mackay Region Event Strategy 2020-2025 and Mackay Region Economic Development Strategy 2020-2025 once finalised.</p>
Promotion of the Mackay Region tourism brand		<p><b>Camping Analysis</b> The Economic Development Program has appointed consultant EarthCheck to undertake the Mackay Region Camping Analysis. The purpose of this project is to establish a framework to guide the investment and development of Council's camping facilities and to investigate future development opportunities for camping and recreational facilities at the three Sunwater operated dams.</p> <p>An overview of the project will be presented to Council on 20 November 2019. The project is expected to be completed by the end of February 2020 with the delivery of a comprehensive Analysis and Recommendation Report.</p>

<b>Industry Development and Support</b> 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		<p><b>Business Beacon</b> The Economic Development Program continues to upload new business events to the Business Beacon website. The website is a tool for the</p>



<p>networks with key industry and regional development stakeholders</p>		<p>local business community to better coordinate business events, encourage connections and collaboration, and create awareness of available business assistance.</p> <p><b>Invested in Mackay - Newsletter</b> Bi-monthly, the Economic Development Program publishes the <i>Invested in Mackay</i> newsletter. The update offers industry stakeholders, local 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 December 2019.</p> <p><b>National Economic Development Conference 2019</b> The Economic Development Team were represented at the National Economic Development Conference held in Adelaide (23 – 25 October). The theme for the conference was “Digital Globalism, Digital Localism” providing best practice examples of how cities and regions across the world are leveraging digital technologies.</p>
<p>Identify and support delivery of industry sector priorities</p>	<p>•</p>	<p><b>Resource Centre of Excellence</b> The tender for construction was awarded in early September and construction commenced in October. Economic Development is assisting the Capital Works Department with the ongoing stakeholder engagement.</p> <p><b>Economic Development Strategy 2020-2025</b> The Draft Mackay Region Economic Development Strategy 2020-2025 will be available for public consultation from Friday, 1 November, to Sunday, 10 November. The Draft Strategy sets the framework for Council's role in our region's economic development. It is anticipated that the draft strategy will be submitted to Council for adoption late November.</p> <p><b>Greater Whitsunday Food Network</b> Economic Development is assisting the Network in the delivery of the Regional Agritourism Development Project. The GWFN has appointed a Project Officer to coordinate and deliver the identified initiatives, with Economic Development providing ongoing support throughout the project.</p> <p><b>Finch Hatton Art Trail</b> 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><b>MIW METS Export Hub</b> 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 commenced with 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.</p> <p><b>Study Greater Whitsunday</b> Study Queensland and Tourism and Events Queensland held an</p>


		<p>Edutourism workshop in October for Study Greater Whitsunday members and tourism operators across the greater region. The event was well attended with around 32 participants from Whitsunday, Isaac and Mackay in attendance.</p> <p><b>IMARC</b> A representative from the Economic Development team attended the International Mining and Resources Conference (IMARC) in Melbourne (29-31 October) to support the Resource Industry Network and promote the region as an industrial and engineering hub. Three regional businesses also attended the exhibition and displayed their innovative products to national and international mining businesses.</p>
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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>●</p>	<p><b>Split Spaces Mackay</b> Economic Development sponsored the Pitch Black event held at Split Spaces as part of Indigenous Business Month. The event provided an opportunity to hear Aboriginal and Torres Strait Island businesses or entrepreneurs pitch their ideas to a panel of judges.</p> <p><b>MIW Biofutures Steering Committee</b> 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>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>●</p>	<p><b>Recreational Fishing Strategy</b> 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. Recent initiatives include:</p> <ul style="list-style-type: none"> <li>• Council in collaboration with Mackay Tourism launched the Hooked-on Mackay fishing competition on the 16 September 2019 which aimed to attract keen anglers to travel to the Mackay Region. The competition received over 1500 entries with Shaun Sloan from Dysart winning the main prize. The scope of the entries saw 874 locals enter, with 640 outside region. In terms of State entries, from QLD we had 1379, NSW 86, VIC 19, SA 13, NT 8, WA 5, and TAS 4.</li> <li>• Development of a fishing guide promoting the freshwater fishing opportunities in the region's impoundments and creeks and the Kinchant Dam Habitat Enhancement Project will be released in November to coincide with the closure of the open-water barramundi fishing season.</li> <li>• In October "The Fishing Show" which is aired on 7Mate came to region and filmed an hour episode. The production team captured some land-based fishing around McEwens Beach, Sandy Creek</li> </ul>
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		<p>and the Pioneer River. The crew also headed up around Cape Hillsborough and caught Barramundi in Constant Creek. Jason Medcalf host of “The Fishing Show” advised he has fished most of Australia and believes Mackay has so much more to offer than most regions. The show has been scheduled to air on the Sunday 24 November and will also promote the Hooked-on Mackay and Mackay Region brands.</p> <p><b>Mountain Bike Strategy</b> 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 review and updates were recently provided to Councillors on 18 September and 30 October. Economic Development has undertaken preliminary discussions with relevant State government departments and agencies regarding approvals and future funding opportunities.</p>
Proactive targeting and attracting business to the Mackay region.		<p><b>Facilitating Development in Mackay Region Policy</b> 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"> <li>• Two Stage 2 applications were approved by Council in October.</li> <li>• Eight Expression of Interest applications are currently under assessment.</li> <li>• Seven applications have progressed through the Expression of Interest assessment stage; however, Stage 2 application have not yet been submitted.</li> <li>• Two Stage 2 applications are currently under assessment and will be presented to Council for consideration at a future Council meeting.</li> </ul>
Explore opportunities for growth and development and facilitate investment opportunities		<p>Economic Development’s First Point of Contact service continues to assist with development enquiries as required. The March Quarter Mackay Region Economic Snapshot was published in June.</p>

<b>Liveability</b> 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><b>Activate My Place (AMP) Program</b> The implementation of future initiatives under the Activate My Place program has been reviewed and presented to Council at a Council briefing held on 30 October.</p> <p>Support was received for the delivery of round 2 of the AMP! program. Promotion and launch of the program will occur in early 2020 with assessment of applications and approval of funding to be undertaken by the newly elected Council in late April/May 2020.</p> <p>AMP! guidelines will be reviewed with consideration given to refining scope and reviewing the funding limit.</p> <p>Economic Development will actively engage with community groups and progress associations to educate them on this funding opportunity.</p>

		<p><b>Mackay Pride Façade Improvement Scheme</b> 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> <p>A review and update on the scheme is now in the planning stage, with a briefing to Council scheduled for November.</p>
<p>Activate Mackay City Centre</p>	<p>•</p>	<p><b>Business Engagement</b> <b>Mackay City Centre Business and Property Owner Survey</b> 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 established a Pop-Up Shop at 7/134 Victoria Street to facilitate engagement with businesses and property owners. The survey was extended until 27 October, with results being presented by the Chamber during November. Further engagement with business and property owners will occur in early 2020.</p> <p><b>Bus Adverts and Billboard</b> A festive themed campaign is in the planning stage for five Bus Adverts and a supersize billboard promoting SHOP, DINE, CELEBRATE, in the Mackay City Centre. Installation is scheduled for mid-November and will run until mid-January 2020.</p> <p><b>Retail Guide – SHOP Mackay</b> SHOP Mackay, the new look 2019 Retail Guide is in production with the size and design based on the popular EAT Mackay Dining Guide. The photo shoot for the fashion images have been taken in Fifth Lane. The handy guide is due to go to print in November in time for the festive season shopping spree.</p> <p><b>Activating Vacant Spaces</b> Planning is in place for a creative festive themed activation of 12 vacant shop fronts in the City Centre.</p> <p><b>Mackay Laneway Project – Fifth Lane</b> A program of activations for Fifth Lane are now being planned for the festive season. The maintenance and waste management issues in Fifth Lane are continuing to be addressed with business owners and Council departments.</p> <p><b>Mackay City Centre Façade Improvement Scheme</b> A review and update on the scheme has now taken place with a planned briefing to Council scheduled for November. An application from the City Centre business Eye Q, has been received and approved.</p> <p><b>Mackay Safe Night Precinct</b> Mackay City Centre continues to be an active participant on the Safe Night Precinct Committee, to support initiatives that support the night time economy. The City Centre has funded the purchase of an AED Defibrillator for the Mackay Street Chaplaincy. A recent survey through the Mackay SNP membership found there was no access to a Defibrillator in the proximity of the City Centre Night Clubs.</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</p>

		activities during consultation for the Economic Development Strategy 2020-2025 and Event Strategy 2020-2025.
Support for tertiary education	*	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.

<b>Sarina Sugar Shed</b>					
To manage and operate a sustainable tourism facility, which provides a range of tourism products and experiences to promote the region's heritage					
Strategy / Project	Status	Description / Update of Project			
Operate a successful tourism facility which meets its performance targets	*	<ul style="list-style-type: none"> <li>\$10,444 retail sales at Brisbane Good Food &amp; Wine Show</li> <li>Sold out of 3 of 5 alcohol products across 3-day event</li> <li>Ticket Visitation is 53.35% of 2019-2020 FY Target</li> <li>Ticket Revenue is 2.4% above 2019-2020 YTD Budget</li> <li>Total Revenue YTD is 50% of 2019-2020 Budget</li> <li>Total Expenses YTD is 32.8% of 2019-2020 Budget</li> <li>Retail Revenue is 2.83% above 2019-2020 Budget YTD</li> <li>Produce Revenue is 16.3% above previous 2018-2019 YTD</li> <li>Alcohol Revenue is 20% above previous 2018-2019 YTD</li> <li>Total Expenses are 11% below previous 2018-2019 YTD</li> </ul>			
		*	<b>Item</b>	<b>October</b>	<b>YTD</b>
Business Operations (excluding accruals)	*	Tour Visitation (Paid)	885	5,353	10,000
		Visitation (Total)	1,128	6,344	-
		Volunteer Hours	279.75	1,220.15	-
		<b>Item</b>	<b>October</b>	<b>YTD</b>	<b>Annual Budget</b>
	*	Ticket Sales	\$19,060	\$87,548	\$180,000
	*	Retail Sales	\$35,702	\$152,787	\$303,000
	*	Total Income (incl. Ticket income)	\$54,997	\$243,611	\$487,000
	*	Total Expenses	\$69,873	\$277,049	\$844,872

**Economic Indicators (Quarterly)**

Indicator	Jun 19	Mar 19	Dec 18	Sep 18	Jun 18	Mar 18	Dec 17
<b>Employment</b>							
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
<b>Real Estate</b>							
Median house sale	\$340,000	\$330,000	\$343,000	\$340,000	\$342,000	\$340,000	\$330,000
Res vacancy rate	1.5%	2.9%	1.7%	0.9%	1.9%	3.6%	3%
<b>Residential Lot Supply</b>							
Lots Approved	275	287	297	433 <sup>#</sup>	128	27	51
Lots Endorsed	83	45	52	125 <sup>#</sup>	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.*

*<sup>#</sup>Change in calculation method adopted from this reporting period.*

**e-Statistics**

Subscribers	October	September	August	July	June	May
City Centre Business Network	1,026	1,028	1,098	1,105	1,104	1,104
City Centre Facebook Likes	6,382	6,375	6,332	6,330	6,285	6,269
City Centre Instagram Followers	1,356	1,338	1,328	1,307	1,295	1,290
City Centre Wi-Fi Sessions	994 users	872 users	1,008 users	1,015 users	991 users	1,107 users
	11,063 sessions	10,472 sessions	11,433 sessions	12,281 sessions	9,254 sessions	7,884 sessions
Invested in Mackay Subscribers	500	481	449	442	436	-
City Centre Community	4,327	4,327	4,716	4,642	4,642	4,642
Mackay Region Joblink Analytic Report	632 users	577 users	574 users	572 users	571 users	570 Users
	Not available	3,795 views	3,200 views	2,760 views	3,932 views	2,871 views
Sarina Field of Dreams Usage Wi-Fi*	92 users	83 users	96 users	148 users	100 users	78 users
	579 sessions	719 sessions	715 sessions	1,355 sessions	1,315 sessions	1,467 sessions
Hooked on Mackay Facebook Likes	2,096	1,849	1,335	1,190	1,089	1,044
Net Free Zone Voluntary Code	527	484	453	452	432	335

\* 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
21 November 2019	Events and Conference Briefing	MECC North Foyer
7 December 2019	4MK Carols in the City	Bluewater Quay
13 December 2019	Christmas in the Gardens	MRBG