

Economy soars on Rocket Man's back

Elton John concert worth nearly \$3 million to region as it entices 5000 visitors to make trip to Mackay

THIS Friday's Elton John Once In A Lifetime concert is sweet music to the ears of Mackay businesses.

made this signature event an extremely worthwhile investment.

Cr Williamson said there were other economic benefits.

Council helped secure the event — one of only four venues Sir Elton John is playing on this Australian tour — with support from its Invest Mackay Events Attraction Program.

He said of 15,000 concert-goers set to pack BB Print Stadium Mackay for the concert, about 5000 were visitors from outside the region.

"For example, 8000 meals are being prepared locally for sale at the venue on Friday night," he said.

"There will also be an economic boost from locals spending at eateries and bars on the night of the concert and the day after.

Mayor Greg Williamson said the national and international exposure this worldwide superstar's visit was generating, as well as the direct economic benefits,

"That amounts to an estimated visitor expenditure of more than \$3 million.

"The REMPLAN economic modelling is based on 5000 domestic visitors staying two-and-a-half nights.

"We also have our Elton John Still Standing Street Party in the City Centre on Saturday, which is sure to attract



The Elton John concert will provide a lucrative return to the region's economy.

a crowd wanting to soak up the Elton John-inspired atmosphere.

businesses, restaurants and cafes in the City Centre."

Interestingly, about 200 concert-goers are from

overseas, including New Zealand, Spain, United States, Denmark, Israel, Netherlands and the United Kingdom.

>> Proudly supported by the Queensland Government through Tourism and Events Queensland's It's Live! in Queensland events calendar in partnership with council



Enjoying the Elton John vibe at 9th Lane Grind are (from left) Cr Amanda Camm, Adele Maheno, owner Kristy Borg, Jolene Thompson and Elizabeth Fitos.

CBD lights up for Elton activations

ONCE the sun goes down, our City Centre will light up for the Elton John visit.

The Everything Elton Light Up Display will provide colourful displays in Wood Street, between Victoria and River streets.

Light displays will be projected onto buildings within this area, with trees turned pink and yellow, and Wood Street Park will look like it's never looked before.

The Light-up Display will be on show from 6.30pm to 10pm tomorrow (Thursday) and Saturday, as well as 6.30pm to midnight on Friday, the night of the Elton John concert.

Local business Sun City Signs has also created an Elton John-inspired mural on the external Westpac building wall in Fourth Lane, creating Mackay's very own Yellow Brick Road.



A photo frame at Bluewater Lagoon.

CHECK OUT REGION'S TOP 10 GREATEST HITS

TO help locals and visitors celebrate Sir Elton John's visit to Mackay, council has created a collection of the Greatest Hits of the Region.

A total of 10 memorable experiences have been included, such as doing the "wallaby rock" at Cape Hillsborough and flying like the Rocket Man through the rainforest at Finch Hatton.

Rocket Man fans who grab their jet packs and explore the region could win a \$1000

prize package, including a weekend away at a local beach house, half-day fishing trip for two people and two scenic island flights.

To enter, Tiny Dancers need to dance their way around the Hits of the Region and upload a photo to Facebook or Instagram with the hashtag #feelthelovemackay.

The last chance to enter the Greatest Hits of the Region competition and Feel the Love is Sunday, September 24.

>> More details online at mackay.qld.gov.au/feelthelove

YOUR ESSENTIAL ELTON JOHN GUIDE:



ELTON JOHN FREE PARK & RIDE SHUTTLE BUS SERVICE

Park your car and hitch a free bus ride to and from the Elton John *Once In A Lifetime* concert at BB Print Stadium. **Free shuttle buses will run at regular intervals from 4pm until 7.30pm from the following six locations:**

BUS 1: Caneland Central Shopping Centre, Matsuura Drive Bus Stop

BUS 2: MECC, Alfred Street Bus Stop and;

– Nebo Road, Coral Cay Resort Bus Stop

BUS 3: Mackay Turf Club

BUS 4: Mount Pleasant Shopping Centre, Malcomson Street Bus Stop

Bus 5: Northern Beaches Central, Northern Beaches Bus Stop, Mackay-Bucasia Road (near Bowls Club)

At the conclusion of the concert the shuttle buses will commence return services to the six drop-off points.

PLAN YOUR NIGHT, ALLOW FOR CROWD

Elton John is the biggest event in history to be held at Mackay's BB Print Stadium. The advice for concert-goers is to understand services will be at capacity and to plan for early travel in advance. Consider changed traffic conditions and road closures (plus no unauthorised vehicle access to the immediate-surrounding concert precinct), and allow enough time for queues, security checks, and cloaking upon entry to the stadium. To ensure a safe and enjoyable experience, increased security and surveillance measures, including bag-size restrictions, will be in place.

ROAD CLOSURES

Changed traffic conditions will be implemented from noon Friday, September 22, affecting Casey Avenue, Juliet Street, Bridge Road and Leisure Court to ensure

the safety of all patrons at the event.

> Casey Avenue will be closed from noon Friday, September 22.

> Bridge Road between Milton and Lamb streets will be closed by 4pm Friday, September 22.

TAXIS

A designated taxi rank has been set up at the corner of Lamb Street and Bridge Road (behind Mackay Table Tennis) for the concert.

PARKING

There is NO parking permitted immediately surrounding the concert precinct and all patrons are encouraged to make use of the FREE Park & Ride shuttle service. Limited PAID parking, payable on the

night, from 5pm until full, at:
> Mackay Vigoro Grounds onfield parking only – Parking is available via the Juliet Street entrance only.
> Harrup Park Country Club onfield Parking only – Parking is available via the Lamb Street entrance only.

DROP-OFF AND PICK-UP

For people wishing to drop passengers off and pick them up in a central spot, the only designated drop-off and pick-up point is located on Lamb Street.

MOBILITY IMPAIRED PARKING, ACCESS

For those patrons displaying a valid Disability Parking Permit and holding a corresponding authorised concert ticket, drive along the Milton Street end of Bridge Road, turn into Leisure Court and drive straight into Casey Avenue. You will be granted access to park in the stadium car park.

Fans 'STILL STANDING' invited to after-party

ELTON-MANIA is gripping the Mackay region.

And to ensure the vibe from Friday night's concert keeps rocking, a street party will be held in the City Centre the following day (Saturday, September 23).

Economic Development and Planning Committee deputy chair Cr Karen May said the family-friendly street party would be held from 10am to 2pm in Wood Street between Victoria and Gordon streets.

"With plenty of visitors in Mackay for this concert, we wanted to ensure there were activities the following day to entice them to extend their stay," Cr May said.

"We're inviting people to visit the City Centre for brunch the day after the Elton John concert," she said.



Wood Street will come alive for the Still Standing Street Party this Saturday.

Festivities at the street party will include a "Countdown-inspired" live broadcast from Triple M Mackay and the Whitsundays' Jay and Dave.

"There will also be a best-dressed competition, performers, kids craft, free face-painting, quirky photoboards and a photobooth," Cr May said.

"Elton John in concert will also be playing on a large 3m by 4m LCD screen," she said.

"That will ensure the vibe from the Elton John concert will continue long after it winds up Friday night. Come along, bring the family and enjoy a day out in the City Centre."

>> More details on the Still Standing Street Party at mackaycitycentre.com.au

COUNCIL - in brief -

Lease ends

COUNCIL will end its leasing arrangement of City South Carpark on Sydney Street, opposite Sydney Street Markets, from Friday, October 6. This will be the last day motorists can park in this carpark. After that, responsibility for the site will be transferred back to the owner. The decision to end the leasing arrangement will save council about \$145,000 a year. City South Carpark was costing \$175,000 per year to lease and the average occupancy rate was only around 30 per cent, or about \$30,000 a year in paid parking fees.

On the lookout

COUNCIL is calling for feedback on the redevelopment of the North Mackay Rotary Lookout. The lookout at the top of Pollock Street features spectacular views of the city and is a popular location for recreation and fitness. However, the current architecture has aged, is no longer compliant with building standards and some of the landscaping is overgrown. Residents are invited to have their say on connectingmackay.com.au by October 15 or by emailing engagement@mackay.qld.gov.au

Food Drive

COUNCIL'S Anti-Poverty Food Drive kicks off again this coming Monday (September 25) and runs until the end of Anti-Poverty Week on October 21. We are appealing for residents to bring in non-perishable food (in date and undamaged) and toiletries that will then be distributed to Sarina Inter Church Council, Anglicare Mackay and St Pauls Uniting Church. Items can be dropped to the council administration building in the Civic Precinct, the Gordon White Library, Paget council depot and several other locations around the region. For a full list of drop-off points, head to council's website.

New Groovers

GLOBAL Grooves, on October 21 in Queens Park, welcomes some new acts and familiar faces this year. For the first time Respeek Vanuatu will bring traditional song and dance from Vanuatu to the main stage. They will join 16 acts from around the globe and over 20 food vendors.