



# Development Services

Monthly Review Report

August 2019

## Executive Summary

### DEVELOPMENT SERVICES

Public consultation commenced in August on the proposed major amendment to the Planning Scheme to facilitate RV camping grounds. Two public information sessions were held on 20 and 21 August with one session focused on existing tourist park operators and industry representatives, and the second for the general public.

The annual Splashfest event was held at Slade Point and this year it incorporated a community planting event at Lamberts Beach. As part of this community planting event, approximately 400 coastal ground cover plants were planted on the sand dune at Lamberts Beach, to help stabilise the dune.

The Free Native Plant Giveaway program continued in August, held on 9 and 10 August at the Mackay Natural Environment Centre on Swayne Street, North Mackay. Demand for native plants as part of this program has been strong, with additional plants being purchased on the day. Further Free Native Plant days will be held in September and October.

Work on significant park upgrades are continuing, with the Queens Park Revitalisation project well underway and making good progress. The pump track and skate park at Camilleri Street Park are on track for completion in September/October, and contracts for the final stages of the works to upgrade the Park were awarded in August.



**Aletta Nugent**  
*Director Development Services*



The 30th Anniversary of the Variety Bash started in the Mackay Region at the Mackay Harbour on Wednesday, 28 August – Sponsored by the Invest Mackay Events and Conference Attraction Program

# Development News 08/2019

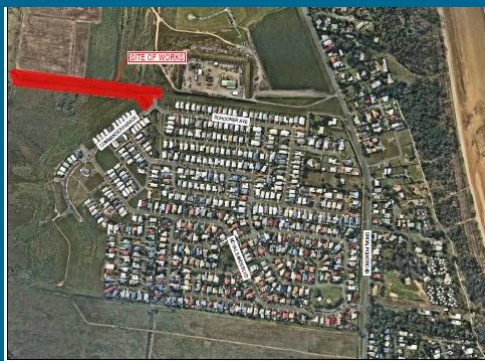
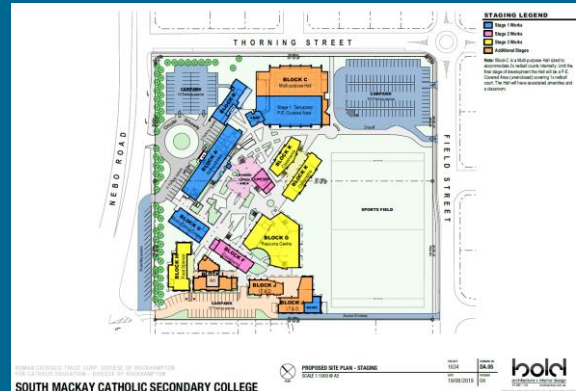
## Updates on Significant Developments Currently Being Assessed by Council

### APPLICATION LODGED

DA-2019-106

239-245 Nebo Road, West Mackay

The application proposes the development of a new secondary college for Catholic Education on the site of the former Sugar Research Institute. The development proposes the re-use of the heritage listed buildings (main building and caretakers residence) with the addition of new classroom and associated ancillary buildings.



### APPLICATION LODGED

OW-2019-18

L 906 Royal Sands Boulevard, Bucasia

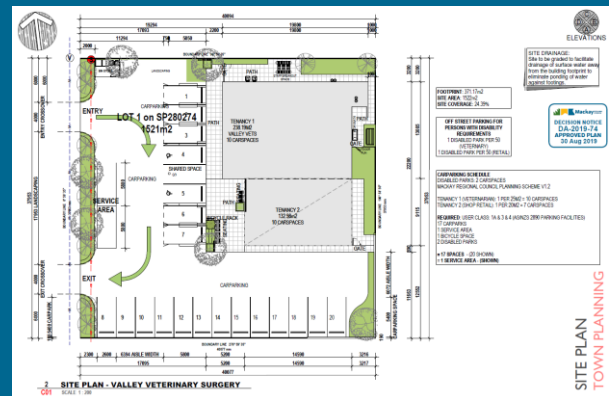
Royal Sands Estate - Northern Drain Construction with proposed works to include drainage works and earthworks.

### APPLICATION APPROVED

DA-2019-74

3 Hadley Street, Marian

The approval allows for the construction of a new commercial building with two tenancies; one specifically for the use by a veterinary surgery and the second as a shop, available for general retail or commercial uses.



### APPLICATION APPROVED

OW-2019-15

109 Sydney Street, Mackay

Civil Works - Carpark & Landscaping for a Indoor Sport & Recreation – Gymnasium with approved works to consist of roadwork, stormwater, earthworks and landscaping.



## Monthly Safety Review

### Summary

The following injuries to MRC employees were reported:

- Forearm pain while clearing grass from concrete.
- Pain after bumping knee against trailer while unloading mulch.
- A staff member intervened to provide emergency assistance to a distressed member of the public. An ambulance was called who provided lifesaving emergency care.
- Stings and bites to the wrist after disturbing an ants nest.

Incidents resulting in asset damage were reported:

- A vehicle was reversed into a fence, damaging the fence.
- While mowing, a rock was flicked up, damaging a house window.
- A mower hit and damaged a gate.

The following near miss incident was reported:

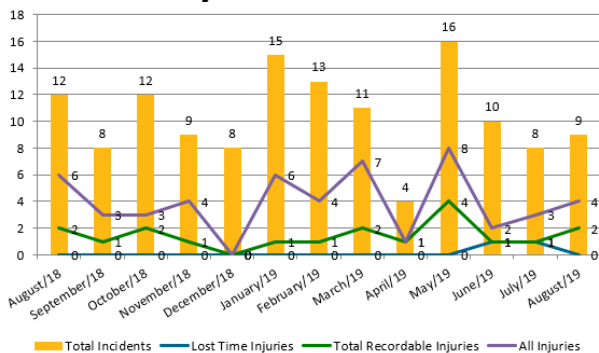
- During a site inspection, an electric lead and switches were found to be non-compliant. Immediate corrective action was taken.

The following incident involving a contractor was reported:

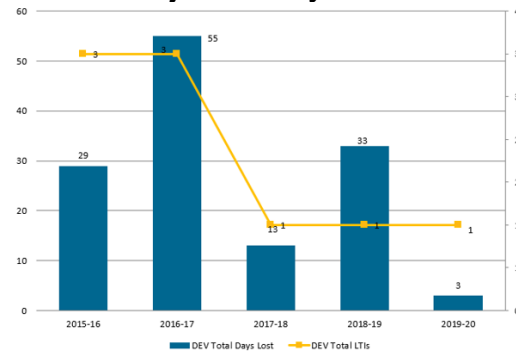
- An underground poly water pipe was damaged while planting trees. The line was not indicated on DBYD plans

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

### Incidents and Injuries



### Lost Time Injuries & Days Lost



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

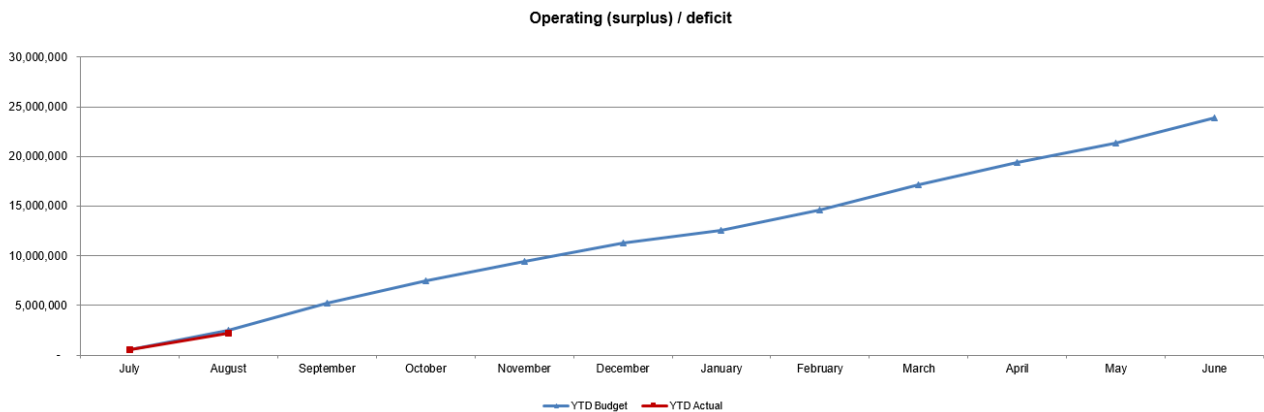
# Financial Report

The Development Services budget is tracking well, despite some negative budget variances arising from timing issues associated with the phasing of salary payments and expenditure evenly throughout the year. These variances should resolve themselves as staff take leave throughout the year and work on several significant strategies draws closer to completion.

Development activity remains strong resulting in a budget surplus in the Development Assessment and Development Engineering programs, arising from above forecast fees and infrastructure charges.

Operating Results	YTD budget	YTD actual	Variance	Status
Development Services Management	66,064	79,241	13,177	✖
Strategic Planning	256,590	276,372	19,782	✖
Development Assessment	(50,785)	(74,654)	(23,869)	✔
Development Engineering	63,665	(94,654)	(158,319)	✔
Economic Development & Tourism	21,782	24,700	2,918	✖
Parks, Environment & Sustainability	2,193,196	1,975,578	(217,619)	✔
<b>TOTAL OPERATIONAL</b>	<b>2,550,512</b>	<b>2,186,583</b>	<b>(363,929)</b>	✔
<b>Legend</b>	<ul style="list-style-type: none"> <li>✔ YTD Variance favourable of budget</li> <li>⚠ YTD Variance unfavourable, between 0% and 5% of YTD Budget</li> <li>✖ YTD Variance unfavourable, more than 5% of YTD Budget</li> </ul>			

## Operating Results

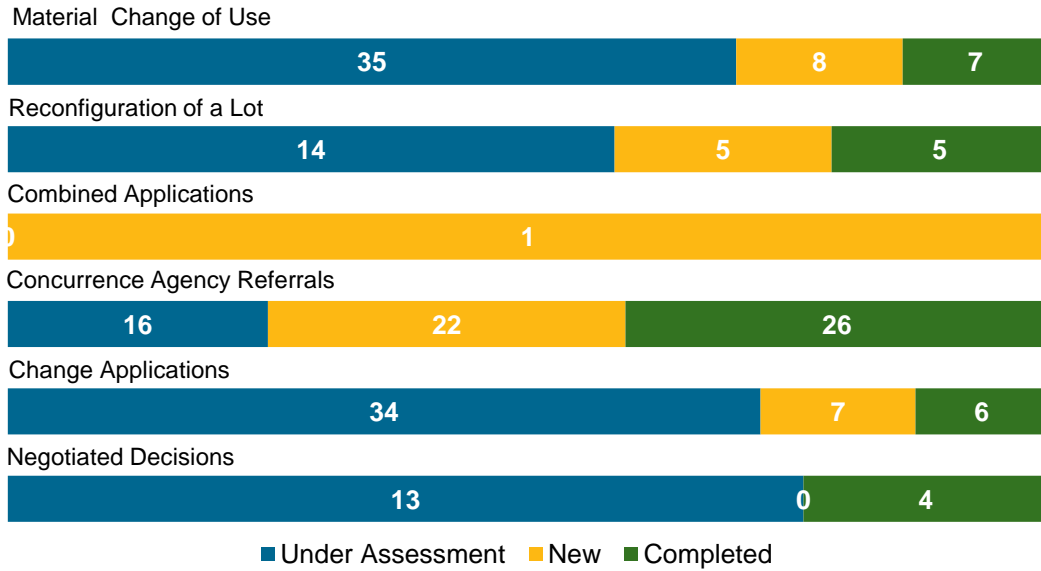


# Review of Operations

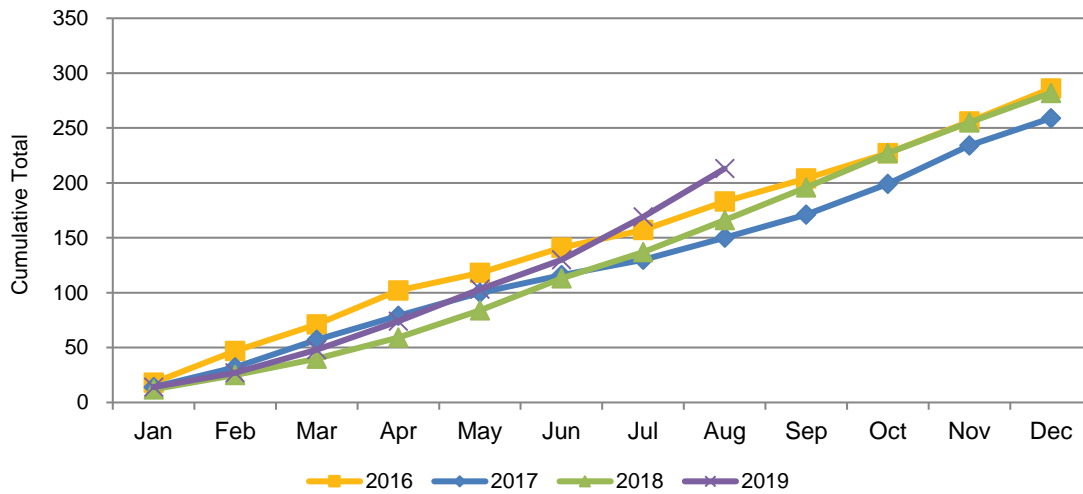
- On Track
- Potential Issue
- Definite Issue

## DEVELOPMENT ASSESSMENT

### Volume of Operations



### Cumulative Number of Approved Development Assessment Applications



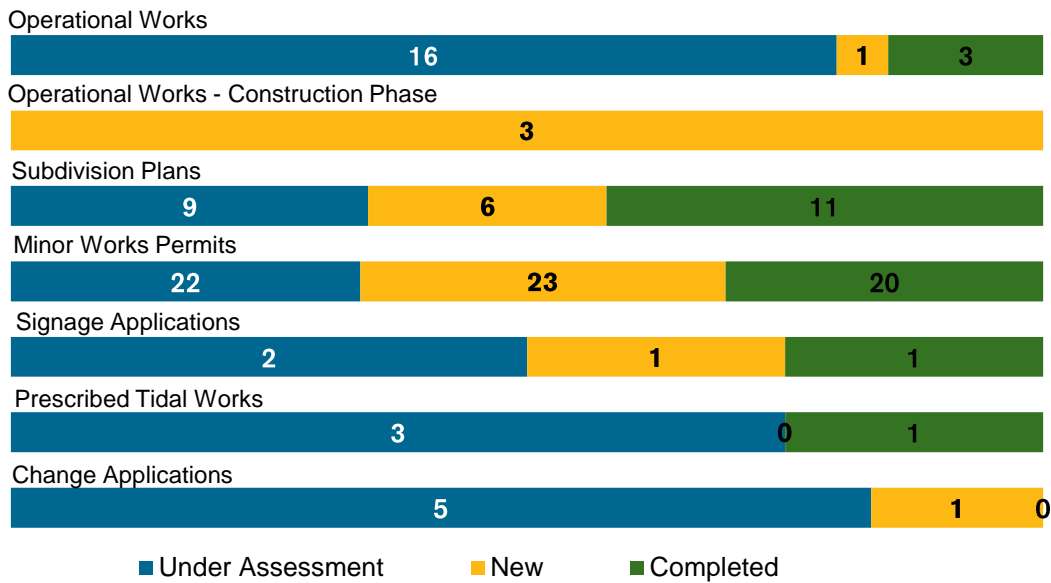
### Development Assessment Performance Against Legislative Timeframes

Application	Status	% Decided
MCU Code (85% in 35 Days)	●	88% decided in 35 days.
MCU Impact (50% in 35 Days)	●	No applications decided.
ROL (85% in 35 Days)	●	100% decided in 35 days.
Concurrence Agency (85% in 10 Days)	●	85% decided in 10 days.



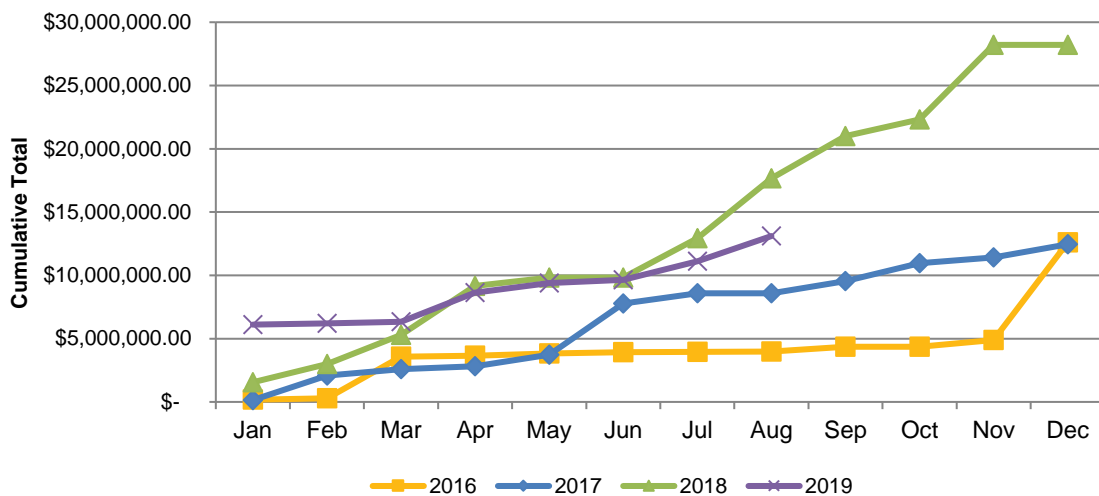
## DEVELOPMENT ENGINEERING

### Volume of Operations



### Cumulative Value of Approved Operational Works

Three Operational Works applications were approved in this reporting period with a total value of works of \$2,699,969.00.







### Development Engineering Performance Against Legislative Timeframes




Application	Status	% Decided
Minor Works (85% in <20 Days)	🟢	100% decided in 20 days.
Signage Applications (85% in <20 Days)	🟢	100% decided in 20 days.
Operational Works (85% in 40 Days)	🔴	66% decided in 40 days. One application was extended by agreement with the applicant.
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 has now been approved by Council and will be 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.</p> <p>Infrastructure and network improvement investigation projects are progressing under the Queensland Government Maturing the Infrastructure Pipeline program and project milestones are on track. This work, in conjunction with the master plan, is enabling cost estimates for the development of public land to be well understood.</p> <p>Council is currently preparing a marketing plan for the Mackay Waterfront to better understand key economic development and investment attraction opportunities for the PDA. Actions from this plan will be considered for implementation in the coming months.</p>
Mackay Region Planning Scheme Amendment	*	Public consultation of the proposed major amendment relating to RV grounds commenced on 9 August and runs until the close of business on 6 September (the public notification period). Two public information sessions were held on the 20 and 21 August for tourist park operators, caravanning industry representative groups, planning professionals and the general public. The public is invited to make a submission during the public notification period. Council will consider submissions once the public consultation period finishes.
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.
Community Growth Profiles	*	Community growth profiles have been developed that present statistics and a growth outlook for geographic locations in the Mackay region. It is envisaged that the growth profiles will be made available on Council's webpage and accessible on smartphones in the near future.

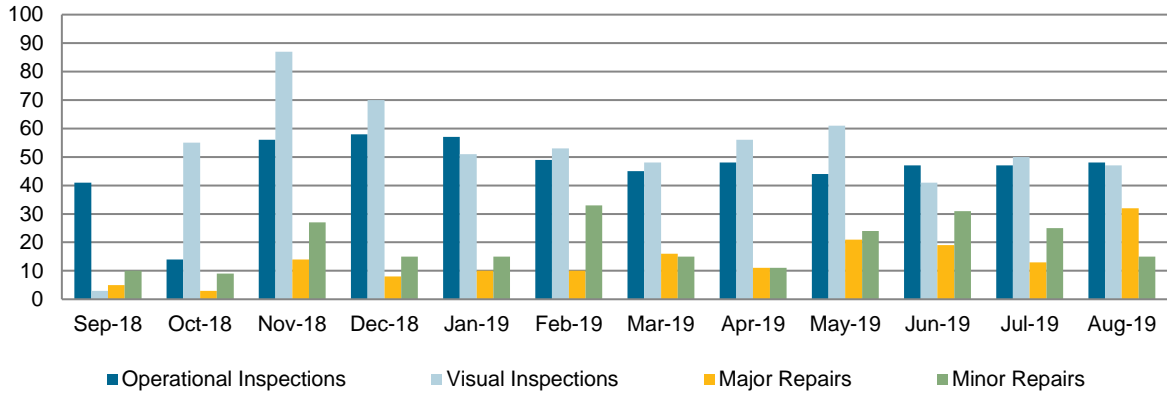


<b>Transport &amp; Infrastructure Planning</b>		
<b>Projects</b>	<b>Status</b>	<b>Description / Update of Project</b>
Growth Allocation Model		The Growth Allocation Model allocates and maps future urban growth over a 20-year projection period based on growth scenarios. The model has been updated in 2018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

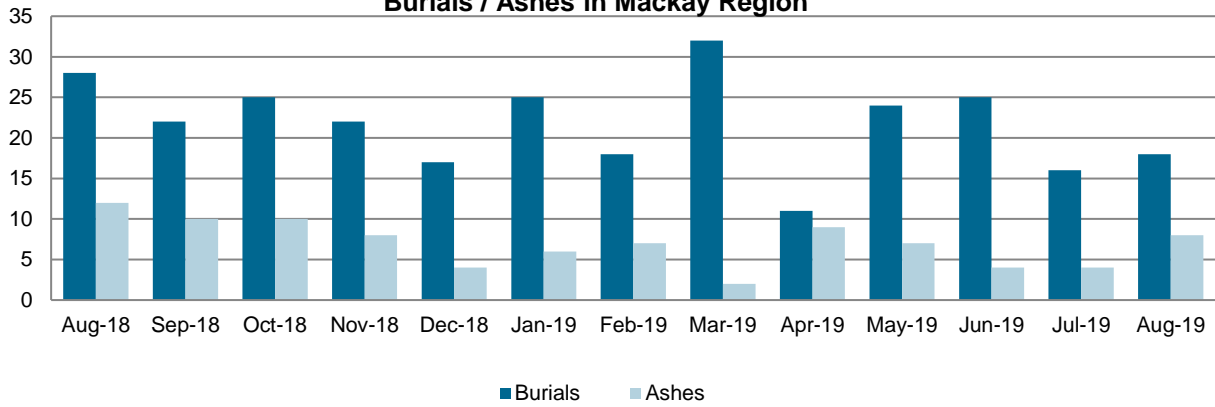
<b>Waterways</b>		
<b>Projects</b>	<b>Status</b>	<b>Description / Update of Project</b>
Mackay Region Coastal and Inland Flood Hazard Adaptation Strategy (CIFHAS)		The current project stage to finalise the hazard assessments is progressing and the supporting GIS analysis have been delayed and will be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

**PARKS, ENVIRONMENT & SUSTAINABILITY**

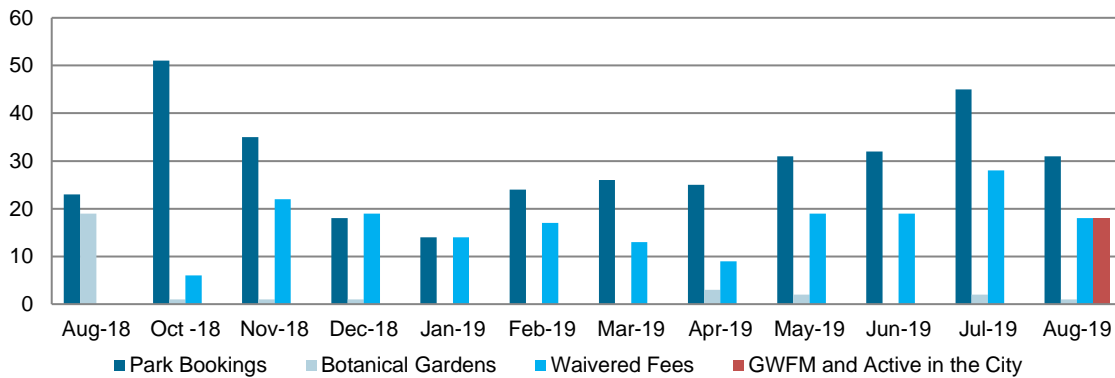
**Play Equipment Inspection and Maintenance**

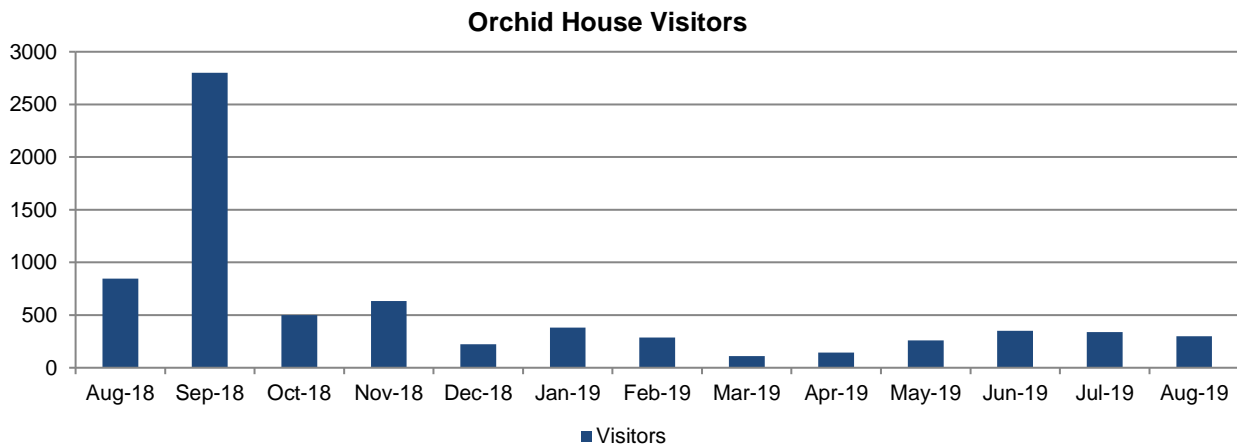
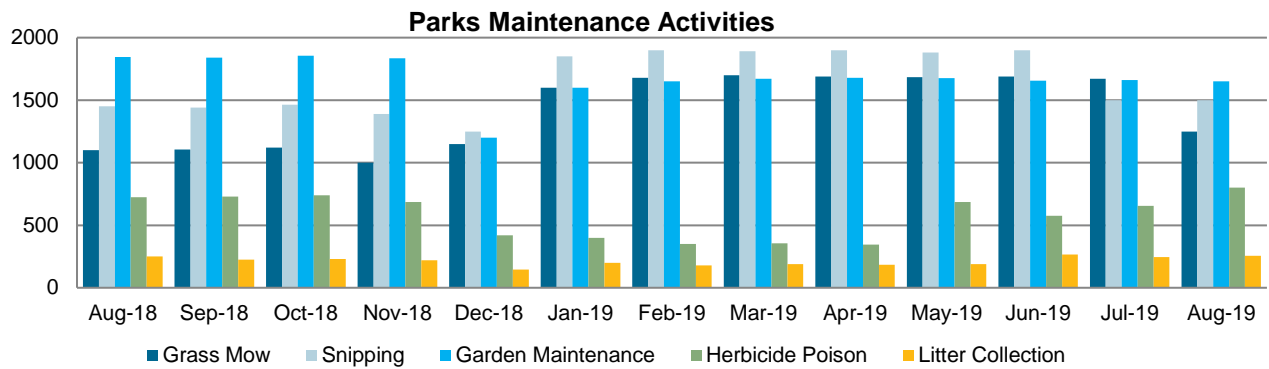


**Burials / Ashes in Mackay Region**



**Park Bookings**










Natural Environment Projects		
Project	Status	Description / Update of Project
Free Native Plant Giveaway	●	Another two days of free plant giveaways were held at the Mackay Natural Environment Centre as part of the Free Native Plant Giveaway program. In addition to the plants given away to residents, plant sales continued to be popular. Plant fact sheets are available on the MRC website, which provide descriptions and care tips for the plants.
Local Coastal Plans	●	The draft Local Coastal Plan for McEwens Beach was finalised, with community consultation due to start in September. The St Helens Beach LCP is in preparation and is due to be released for consultation in October.
Splashfest at Lamberts Beach	●	A community planting event was held as part of Splashfest at Lamberts Beach. Around 400 coastal ground cover plants were planted on the sand dune to help stabilise the dune.
Birdwatching Brochure	●	A brochure has been produced in partnership with Birdlife Mackay highlighting eleven key birdwatching sites across the region, as part of a Birdwatching in Mackay Trail. The brochure is now available from the tourist information centre, the MRBG visitor's centre and other tourist hotspots across the region.
Land for Wildlife field trip	●	Staff assisted with a Land for Wildlife field trip to DeMoleyns Lagoon.
Conferences and workshop	●	Staff attended conferences on streetlighting and coastal management and a workshop on engaging with youth in Landcare.
Mackay Natural Environment Centre	●	Mercy College students attended a propagation session at the MNEC and the nursery also passed a Nursery Industry Association audit.

<b>Capital Works Projects</b>		
<b>Project</b>	<b>Status</b>	<b>Description / Update of Project</b>
Camilleri Street Park Upgrade	●	<p>Works on Stage 1 and Stage 2 of the Master Plan for Camilleri Street Park have commenced. The Camilleri Street Park project aims to preserve the park's landscape and features (including gully and palm groves), enhance the parks existing recreational uses and create new recreation opportunities. Features will include a youth hub which includes a skate park, pump track, basketball court and hit up wall and new amenities and a dog off leash park.</p> <p>Stage 1a, the construction of the Skate Park &amp; Pump Track, commenced in July and is on track for completion in late September with finalisation anticipated to occur in early October. Procurement for Stage 1b and Stage 2 is complete, with works being awarded to local company, Fergus Builders Pty Ltd. Construction is anticipated to commence in early September.</p>
Minor Play	●	<p>Scoping of worn, damaged and aged minor play equipment components and the sourcing of quotes for their replacement has been completed. Orders for the equipment, identified as needing priority replacement, have been issued. Smaller items of equipment will be replaced in playgrounds throughout the region over the coming months.</p>
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.</p> <p>This revitalisation project will reinvigorate the park to reflect its iconic position in Mackay and turn it into a modern urban parkland. 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 in progress.</p>

<b>Botanic Gardens Projects</b>		
<b>Project</b>	<b>Status</b>	<b>Description / Update of Project</b>
Alexandra Street Footpath	●	<p>The new footpath will be installed on the Meadowlands side of the MRBG site this financial year. It will connect the existing concrete path to the Meadowlands amphitheatre providing a safe and accessible circuit throughout the Botanic Gardens. Project at design brief stage.</p>
Desilting trial project	●	<p>Several treatment beds will be constructed on the Meadowlands side of the Lagoons to trial amelioration of the silt contained within the Lagoons.</p>
Signage Upgrades	●	<p>Design manual completed. A selection of wayfinding and interpretative signs will be installed over the coming months.</p>

**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 one (Mobilisation) and phase two (Investigation) of the four-phase strategy have been completed, with phase three (Innovate) currently underway. The draft strategy is due to be submitted in the coming weeks. The Strategy is due for completion in late October 2019.</p> <p><b>Invest Mackay Events and Conference Attraction Program Events / conferences held in August</b> Four events were held in August:</p> <ul style="list-style-type: none"> <li>• 2019 AFL Queensland Schools Cup - North QLD Finals</li> <li>• Girlfriends Gaggle - Red Hat Society Function/Conference</li> <li>• Variety Bash - Starting Region</li> <li>• 2019 Oceania Athletics Masters Athletics</li> </ul> <p><b>Events / conferences approved in August:</b> No new events and conference were approved through the program.</p>
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>
Promotion of the Mackay Region tourism brand		<p><b>Recreational Vehicle Attraction</b> Council's Strategic Planning Program are progressing amendments to the Mackay Region Planning Scheme to reflect the findings of the Camping Choices Regulatory Review. Economic Development team members attended two consultation sessions held with tourist park representatives and the development sector on 20 and 21 August.</p> <p>An Economic Development team member attended the RV Road Tourism Forum 2019 in Brisbane on 12 August. The forum was organised by the Campervan &amp; Motorhome Club of Australia and provided an overview of the evolution of RVs and Caravan Parks, the economic value of the RV industry, legislative barriers and future trends.</p> <p><b>Camping Analysis</b> The Economic Development Program is progressing tender documentation for the Mackay Region Camping Analysis. The Camping Analysis is seeking to deliver a holistic view of Council's camping assets and Sunwater's recreational assets to provide recommendations around future development and investment opportunities and priorities. A consultant will be engaged in October 2019 with Council and stakeholder engagement expected to occur in late October / early November.</p>



<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 networks with key industry and regional development stakeholders		<p><b>Business Beacon</b>                      Committee members met to discuss the next step for the Business Beacon following its launch in June. The committee recognise additional tweaks to the software is required to improve functionality, and a marketing strategy developed to promote the Business Beacon in the community.</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 released in October.</p>
Identify and support delivery of industry sector priorities		<p><b>Resource Centre of Excellence</b>                      The detailed design documentation was finalised in July. The construction tender opened on 20 July and closed on 20 August. The tender for construction will be awarded in early September. Economic Development is assisting the Capital Works Program with the ongoing stakeholder engagement.</p> <p><b>Economic Development Strategy 2020-2025</b>                      The tender for the Economic Development Strategy 2020-2025 was awarded to Lucid Economics. The consultant provided council with an update on the project via a briefing on 26 August and is currently undertaking engagement with key industry stakeholders. Focus Groups with representatives from the region's key industry sectors will be held in early September. The draft strategy is expected to be released at the start of November before being finalised in late November.</p> <p><b>Greater Whitsunday Food Network</b>                      Economic Development assisted GWFN by coordinating a revised application to the Local Buying Foundation, as well as an application to the CQ Bushfires Category C Bushfire Funding Grant program. Both applications have been successful. The funding has been granted to assist the Network to facilitate business skills training, agritourism initiatives, and brand development activities. Economic Development is assisting the Network in the delivery of the Regional Agritourism Development 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. Committee members are finalising the scope for the capability mapping and supply chain consultancy and developing the Terms of Reference for the Project Advisory Group. The Export Hub Manager position has been finalised and is currently being advertised on Seek and shared on social media platforms.</p> <p><b>Study Greater Whitsunday</b> The Brand Activation Project has developed a draft positioning guide for Study Greater Whitsunday which includes key themes, images and testimonials. Study Queensland will forward all materials to the cluster and will deliver training to Study Greater Whitsunday members in the coming months.</p> <p><b>Trade and Investment Queensland Workshops</b> Trade and Investment Queensland is running a series of business workshops for small to medium-sized businesses in regional Queensland looking to explore and grow their export markets.</p>
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<p><b>Investment Attraction and Growth</b> To attract new businesses, facilitate investment and support existing businesses to realise growth opportunities</p>		
<p><b>Business Priority</b></p>	<p><b>Status</b></p>	<p><b>Update of Project</b></p>
<p>Support and facilitate investment in emerging industries and opportunities for diversification</p>	<p>•</p>	<p><b>Split Spaces Mackay</b> Economic Development continues to engage with Split Spaces to discuss future partnership opportunities. Split Spaces have been involved in engagement activities during consultation for the Economic Development Strategy 2020-2025.</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><b>ARCS Conference 2019</b> Mackay Regional Council has approved funding through the Economic Development Program of \$5,000 for Coral Sea Clinical Research Institute (CSCRI) to attend the ARCS Conference 2019 in Sydney from 6-8 August 2019. The initiative was aimed driving growth in the newly established sector of clinical trials in our region, promote our region's medical research capability to a broad range of stakeholders, raise our region's profile among the medical research community nationally and internationally and enhance business skill development and exposure to new technologies improving business capability.</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. Current initiatives include:</p> <ul style="list-style-type: none"> <li>• Advertising in fishing magazines.</li> <li>• Partnering with Mackay Tourism and Tourism Events Queensland on the delivery of a Business Case for a locally created fishing event.</li> <li>• Hosting of fishing media personalities to the Mackay region.</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.</li> <li>• Promotion of the Voluntary Code of Practice for the Net Free Zone.</li> <li>• Delivery of the 'Hooked on Mackay' Facebook Page.</li> <li>• Development of welcome and interactive signage at boat ramps in the net free zone.</li> <li>• Hooked on Mackay stand at the Mackay Show and the promotion of the Voluntary Code of Conduct.</li> </ul> <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. The feasibility study work has entered the detailed investigation phase and Council appointed consultants, World Trail and Otium Planning Group were on-site in April to undertake stakeholder engagement and investigate trail options. The consultants, officers and Councillors met with several stakeholders to discuss the progress of the feasibility study. The consultants are currently progressing the feasibility study based on feedback and investigations to date. The draft feasibility will be received in early September and an update will be provided to Councillors via a Council briefing scheduled for 18 September.</p>
<p>Proactive targeting and attracting business to the Mackay region.</p>	<p>•</p>	<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>• Ten Expression of Interest applications are currently under assessment.</li> <li>• Five applications have progressed through the Expression of Interest assessment stage; however, Stage 2 application have not yet been submitted.</li> <li>• Three Stage 2 applications are currently under assessment and will be presented to Council for consideration at a future Council meeting.</li> </ul>
<p>Explore opportunities for growth and development and facilitate investment opportunities</p>	<p>•</p>	<p>Economic Development's First Point of Contact service continues to assist with development enquiries as requested. The March Quarter Mackay Region Economic Snapshot was published in June.</p>

Liveability		
To support and promote a vibrant, sustainable and affordable community which encourages people to live, work and play in the Mackay region.		
Business Priority	Status	Update of Project
<p>Activate regional localities to achieve social, economic and environmental potential</p>		<p><b>Activate My Place (AMP) Program</b> All projects from Round 1 of the AMP Program have now been completed.</p> <p>The implementation of future initiatives under the Activate My Place program will now be reviewed and presented to council for consideration for consideration at a Council briefing scheduled on 30 October.</p> <p><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>Activate Mackay City Centre</p>		<p><b>Business Engagement</b> Mackay City Centre during July continued to offer businesses free Wi-Fi advertising, opportunities for marketing their business at the Greater Whitsundays Farmers Market and Twilight Market and free sponsorship of the stage entertainment at the monthly River Street Twilight Market. These promotional opportunities were made possible due to the Mackay City Centre partnership with the GWFN.</p> <p><b>Senior Expo – 20 August</b> Mackay City Centre attended the Senior Expo and 150 happy seniors received a Mackay City Centre Cooler Bag. Seniors also had the opportunity of winning a \$250 City Centre Shopping Voucher.</p> <p><b>Mackay Scottish Bluewater Fling – 31 August</b> The first year of a three-year funding support proved to be a huge success with a total of 80 pipers and drummers playing in the massed bands and another 20 Clan banner bearers and clansmen marching across the Forgan Bridge this year - quite a spectacle. City Centre also produced banners for the lamp posts around the City.</p> <p><b>Dining Guide – Eat Mackay</b> Eat Mackay, the new look 2019 Dinning Guide has proved popular. The new design and size of the Dining Guide has been well received not only from users but from business owners who have been happy to display the publication and we are now receiving requests for further supplies. A <b>Shop Mackay</b> Guide is now in the planning stages.</p> <p><b>Mackay City Centre – Summer All Year Round</b> The Summer All Year Round campaign was promoted during August. Radio commercials with the Mackay City Centre jingle being aired as part of the Mackay City Centre Fire in the Sky sponsorship. Free Summer All Year Round sun shades were given away throughout the City by Star FM 109.1 Star Car ensuring that the City Centre is promoted wherever the car is located.</p> <p><b>Mackay Laneway Project – Fifth Lane</b> Social Media reports from the Mackay Laneways Project Facebook Page state 1,248 likes in 3 months. 12,851 Organic Reach from the Laneway Photos. A total of 5,591 Zaps using the AR technology and 9,389 people reached. Local businesses have been using the laneway to promote their business via photos on Facebook.</p>

		<p>A program of further activations for Fifth Lane are now being planned. The maintenance and waste management issues in Fifth Lane are continuing to be addressed with business owners and Council departments.</p> <p><b>Mackay City Centre Façade Improvement Scheme</b>                  This program is open for expressions of interest, however currently no new applications have been received. The Scheme is currently being promoted to City businesses via the business e-Newsletter. A review of the scheme is now in the planning stage.</p>
Promote the Mackay Region	★	<p>The Economic Development Program continues to work with Mackay Tourism Ltd on opportunities to promote the Mackay Region. Economic Development has been working closely with Mackay Tourism Ltd on a campaign for visiting friends and relatives (VFR) and the development of a Business Case for a locally developed fishing event and marketing campaign. Mackay Tourism Ltd have been involved in engagement activities during consultation for the Economic Development Strategy 2020-2025.</p>
Support for tertiary education	★	<p>Economic Development continues to work with Central Queensland University and James Cook University as required. Current engagement with the tertiary education sector is focused on opportunities for the Resource Centre of Excellence, Study Greater Whitsunday projects and Economic Development Strategy 2020-2025.</p>

**Sarina Sugar Shed**

To manage and operate a sustainable tourism facility, which provides a range of tourism products and experiences to promote the region's heritage

Strategy / Project	Status	Description / Update of Project			
Operate a successful tourism facility which meets its performance targets	★	<ul style="list-style-type: none"> <li>Successful collaboration with Goanna Brewery at Harrup Park Beer &amp; BBQ Event – reviewing future event opportunities</li> <li>Participated in the NQBP Mackay Harbour 80th Birthday celebrations</li> <li>Business Review &amp; Options Analysis RFQ applications being finalised</li> </ul>			
Business Operations (excluding accruals)		<b>Item</b>	<b>August</b>	<b>YTD</b>	<b>Annual Target</b>
	★	Tour Visitation (Paid)	1470	3196	10,000
		Visitation (Total)	1672	3747	-
		Volunteer Hours	282	665	-
		<b>Item</b>	<b>August</b>	<b>YTD</b>	<b>Annual Budget</b>
	★	Ticket Sales	\$25,369	\$49,571	\$180,000
	★	Retail Sales	\$38,078	\$51,597	\$303,000
	★	Total Income (incl. Ticket income)	\$66,299	\$134,065	\$487,000
★	Total Expenses	\$74,188	\$145,974	\$844,852	

**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	Data not available	\$330,000	\$343,000	\$340,000	\$342,000	\$340,000	\$330,000
Res vacancy rate	Data not available	2.9%	1.7%	0.9%	1.9%	3.6%	3%
<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	August	July	June	May	April
City Centre Business Network	1,098	1,105	1,104	1,104	1,092
City Centre Facebook Likes	6,332	6,330	6,285	6,269	6,261
City Centre Instagram Followers	1,328	1,307	1,295	1,290	1,287
City Centre Wi-Fi Sessions	1,008 users	1,015 users	991 users	1,107 users	1,185 users
	11,433 sessions	12,281 sessions	9,254 sessions	7,884 sessions	8,404 sessions
Invested in Mackay Subscribers	449	442	436	-	-
City Centre Community	4,716	4,642	4,642	4,642	4,642
Mackay Region Joblink Analytic Report	574 users	572 users	571 users	570 Users	567 users
	3,200 views	2,760 views	3,932 views	2,871 views	2,908 views
Sarina Field of Dreams Usage Wi-Fi	96 users	148 users	100 users	78 users	103 users
	715 sessions	1,355 sessions	1,315 sessions	1467 sessions	1025 sessions
Hooked on Mackay Facebook Likes	1,335	1,190	1,089	1,044	955
Net Free Zone Voluntary Code	453	452	432	335	325

**UPCOMING EVENTS**

Date	Event	Location
Every Friday April – October	Free guided walks	MRBG
6 and 7 September 4 and 5 October	Free Native Plant Giveaways	MNEC – Swayne St North Mackay
14 September	Community consultation event for McEwens Beach Local Coastal Plan	McEwens Beach
23 – 29 September 2019	Etnies Rumble on the Reef – Invest Mackay Funded	Sugar Bowl, Norris Road
23 – 29 September 2019	2019 BMX QLD State Championships – Invest Mackay Funded	Sarina BMX Club, Hoey Street Sarina
11 October 2019	Movies in the Meadow	MRBG
30 September – 10 October 2019	Cricket Australia U17 Male National Championships	Great Barrier Reef Arena, Harrup Park
2 – 3 November 2019	Rebel WBBL Match - Adelaide Strikers v Brisbane Heat – Invest Mackay Funded	Great Barrier Reef Arena, Harrup Park
13 December 2019	Christmas in the Gardens	MRBG