



Development Services

Monthly Review Report July 2016

Executive Summary

Development Services

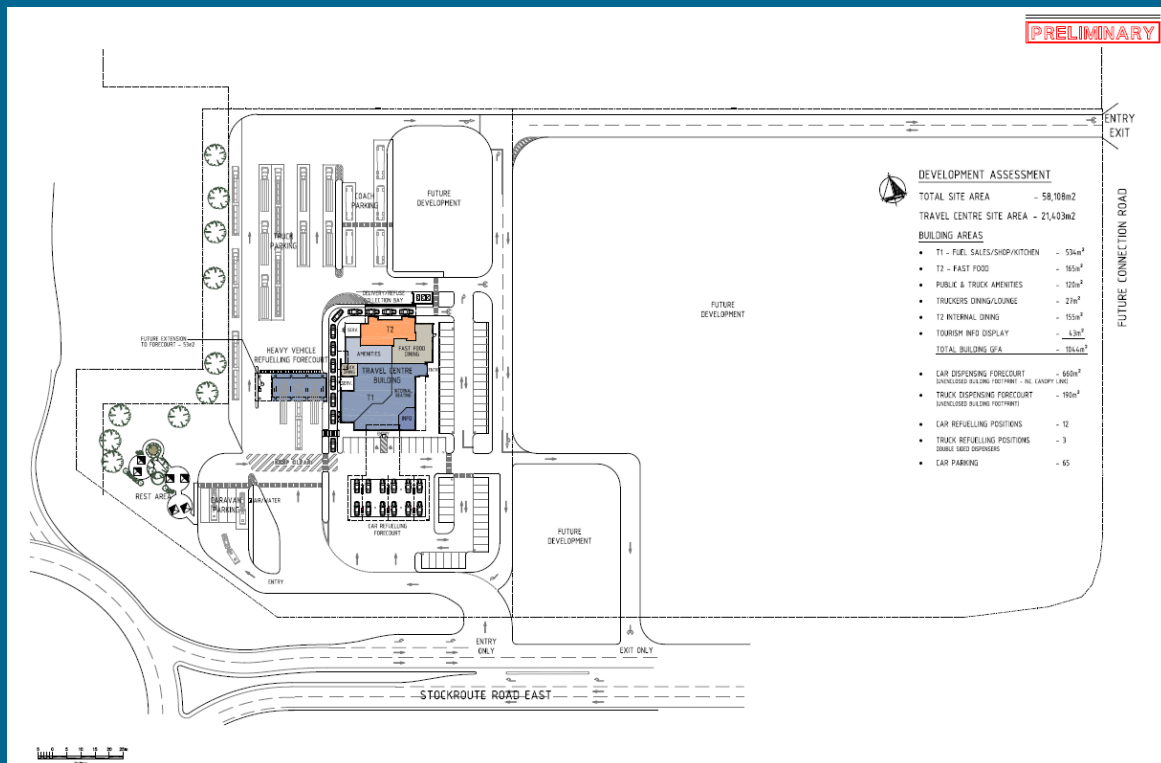
It is very pleasing to see an application lodged this month for a major new transit centre which will be located near the entrance to the Mackay Ring Road which will be built over the next few years. This facility will provide important services to the heavy vehicle industry as well as the travelling public and Council has provided significant concessions to assist this project. It is also very pleasing to see other significant projects such as the 24 new unit development at the Wongabeena Aged Care Facility in Sarina moving closer towards construction with an approval issued this month for that development.

Council has also moved closer towards the declaration of a priority development area (PDA) for the river and oceanfront precincts in and adjacent the central business district with the initial formal approach made to the State Government expressing Councils desire to develop a PDA. This initial process sets in train a detailed process of engagement and negotiation with the State Government to set the parameters of a PDA and it is pleasing to complete this important first step in the process.

In the Parks program planning for the next stage of works in the Jubilee Park masterplan is well advanced with physical works to commence in August. This multiyear project has transformed Jubilee Park into an outstanding facility for our veterans and their families to use on important days such as Anzac Day and Remembrance Day and it is fantastic to see the next stage of works read to commence.

In the Economic Development program July was a busy month with numerous events taking place which were funded under Council's Events and conference attraction funding as well as a visit from a large group of students from our Sister Region in China Yantai. August is another busy month for the program with the annual Twilight City Spectacular happening at the end of the month in the City Centre. This event is the largest annual event held in the city centre and an exciting array of activities are planned for families as part of this year's event.

Gerard Carlyon
 Director Development Services



Application received for development of a 'Transit Centre' consisting of a Service Station, Catering Shop and Tourist Facility located north east of the Stockroute Road / Bruce Highway roundabout.

Development News 07/2016

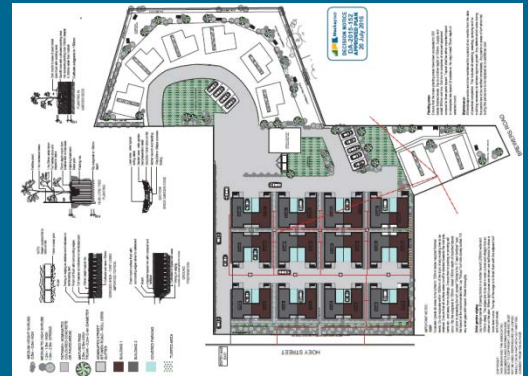
Updates on Significant Developments Currently Being Assessed by Council

APPLICATION APPROVED

DA-2015-152

4-10 Hoey Street, SARINA

An approval has been issued for the development of 24 new units in the Wongabeena Aged Housing facility in Sarina. 24 new units will replace 16 existing units on-site, providing modern accommodation that meets the requirements of current users. It is expected that the development will be staged, with construction proceeding based on funds obtained via grants and fundraising for the facility.



OW LODGED

OW-2016-20

Civil Works - Residential - Plantation Palms Stage 4B1 - 27 Lots

Lot 968 Sonoran Street, RURAL VIEW

Works included in this application include road works, earthworks, stormwater, water supply, sewerage, electrical network, gas reticulation and landscaping.

PLANS SEALED

SPCOM-2016-30

SP278028 - Plan of Lots 10-12 and Easements B & C in Lot 11

49 & 51 Milne Lane, West Mackay

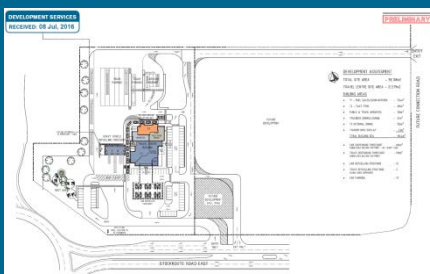
Endorsed 29/07/2016



NEW APPLICATION

DA-2016-65

Lot 900 Diesel Drive, PAGET



Application lodged for the development of a Service Station, Catering Shop and Tourist Facility on land located on the north east of the Stockroute Road / Bruce Highway roundabout.

The proposed development is intended to be a facility catering to the highway traffic, with facilities for truck drivers and travellers. The site is strategically located where the Mackay Ring Road will re-join the existing Bruce Highway. Access to the site will be via the partial construction of a new road (Stockroute Road East) which ultimately will connect though to Connors Road.

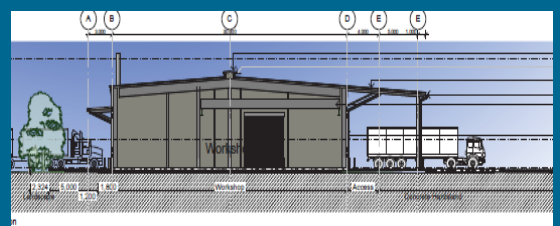
OW APPROVED

OW-2016-14

Civil Works – Industrial

77-83 Michelmore Street, PAGET

The works included in this application were earthworks, stormwater quantity and quality systems, carparks, concrete and gravel pavements and retaining structures on approx. 10 ha site for a proposed wheel refurbishment workshop and office.



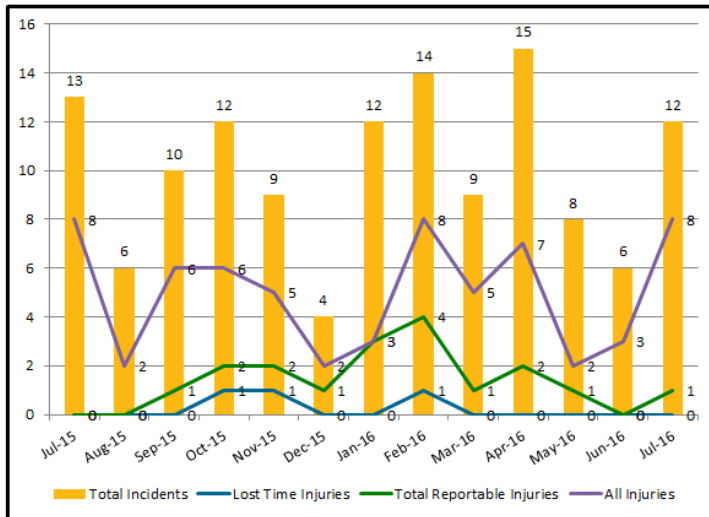


Monthly Safety Review – July 2016

Summary

Development Services recorded 12 incidents in the month of July. Eight of these were injuries: five muscular stress, two bite/stings and one fall on the same level.

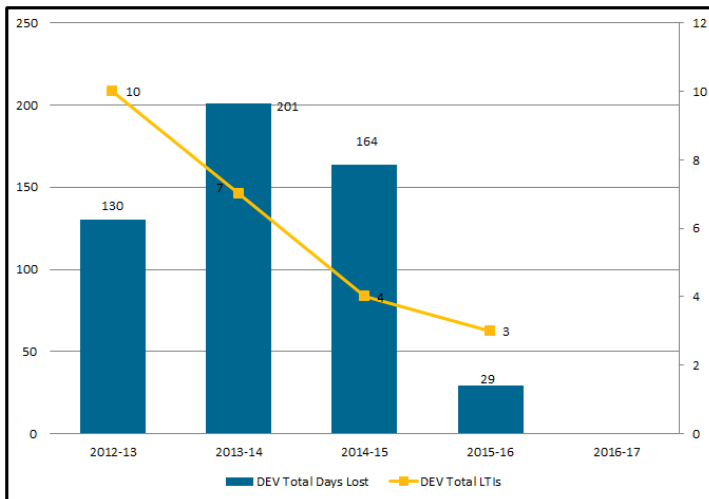
Incidents and Injuries



There has been a spike in workplace health and safety incidents this month which is disappointing following two very good months but it is pleasing that no significant incidents were recorded.

Management are continuing to place a high priority on safety and new arrangements have been put in place to ensure Managers spend more time in the field with staff engaging about safety matters through a safety interaction process which Managers will be undertaking every month.

Lost Time Injuries & Days Lost



Department	2012-13		2013-14		2014-15		2015-16		2016-17	
	LTI	Days Lost	LTI	Days Lost	LTI	Days Lost	LTI	Days Lost	LTI	Days Lost
Development Engineering										
Development Assessment										
Parks	9	130	6	179	4	164	3	29		
Strategic Planning										
Economic Development			1	22						
Development Services	9	130	7	201	4	164	3	29	0	0

Review of Operations

- On Track
- Potential Issue
- Definite Issue

STRATEGIC PLANNING

Regional and Local Area Planning		
Projects	Status	Description / Update of Project
Draft Mackay Region Planning Scheme	●	Subject to State and Council review. New plan to progress this project is being prepared.
Mackay City 3D Model Project	●	3D model of current and potential future development for the Mackay City Centre currently being developed.
City Centre Heritage Register	●	Statement of significance for each property on the local heritage register is being compiled in accordance with the Queensland Heritage Act. Finalised heritage citations for current heritage places will be rolled out progressively during 2016/17.
Mackay Region Industrial Land Provision Study	●	Long term study to consider infrastructure options for developing industrial precincts identified in the draft planning scheme. The eastern Paget/ Airport precinct is being investigated. Initial findings of planned infrastructure capacity limit development capacity to planning scheme projections. Study will be ongoing for 2016/17.
Planning Scheme Policy – Open Space Policy	●	Draft policy to set service standards for open space provisions under the draft scheme. Consultation on the draft policy planned after completion of the draft planning scheme.
Growth Allocation Model	●	A model to allocate and map future urban growth over a 20 year projection period based on growth scenarios. The model is being updated with new population projections.
Communities Facility Strategy	●	Communities Facility Strategy is in draft form.
Project Update: Mackay Potential Development Area Council, in consultation with Economic Development Queensland, has commenced with investigating the potential development and activation opportunities of the Pioneer River and Binnington Esplanade waterfront areas. Investigations will include a range of contextual studies and reports to inform and define the extent, intensity and location of a potential Priority Development Area declaration. Potential development opportunities of Mackay's waterfront areas seek to enliven these spaces to create memorable places and contribute to the liveability and appeal of Mackay.		

Transport & Infrastructure Planning		
Projects	Status	Description/Update of Project
Transport Modelling	●	Transport model developed and further scenario testing to be undertaken during 2016/17.
Development of a Local Government Infrastructure Plan	●	Project planning and preparation for the project is underway. Development of the Draft LGIP is scheduled to commence in the fourth quarter of 2016 and set to be completed by June 2018.
Road Hierarchy Review Project	●	A review of the Mackay Regional Council road hierarchy in the context of current land use and transport planning framework across Council. Stage 1 review to be completed in 2016/17.

Waterways		
Projects	Status	Description/Update of Project
McCready's Creek South Stormwater Trunk Infrastructure Study	●	Study to consider existing flooding and stormwater drainage issues in the McCreadys Creek south catchment (which includes parts of Glenella, Mt Pleasant, Richmond & Beaconsfield) and identify acceptable solutions for trunk stormwater infrastructure for the next five years and potential ultimate development in the catchment.
Bakers Creek Stockroute Road East Stormwater trunk infrastructure Strategy	●	Study to consider existing flooding and stormwater drainage issues in the Bakers One catchment (which includes parts of Ooralea, Bakers Creek and Paget) and identify acceptable solutions for trunk stormwater infrastructure for the next five

Waterways		
		years and potential ultimate development in the catchment.
Voluntary mechanism for Stormwater Quality Management – projects	★	Projects which are undertaken when Developers take up the option to contribute to regional stormwater quality projects instead of undertaking these projects on their development sites.
Mackay Region Coastal and Inland Flood Hazard Adaptation Strategy	★	Project to identify the Mackay Regions coastal and flood hazards and identify adaptation options to minimize the adverse impacts of these hazards.
Urban Stormwater Quality Management Plan for Mackay	★	A Plan for how stormwater quality is managed in the Mackay Region. Review of previous plan underway.
Minor Stormwater system design standard for residential areas	★	Proposed reduction of minor stormwater system design standard from existing 18% AEP (Q5) to 39% AEP (Q2). Interim arrangements to consider the changed standards of service have been developed.
Flood Gauge Mapping	★	Development of interactive mapping showing the flood footprint linked to the Forgan Bridge flood gauge height.
Mackay Regional Flood and Stormwater Management Strategy	★	The Flood and Stormwater Management Strategy will be a ten year strategy which will allow Council to plan and undertake measures to manage flood and stormwater, to minimise the risks to the community.
Inundation Simulation modelling for Mackay	★	Terrain visualisation system of Pioneer River flooding.
Mackay Floodplain Management Plan	★	Preparation of Mackay Floodplain Management Plan Project Brief is underway.
Catchment Data and Studies Review	★	Organise and consolidate existing stormwater catchment data and studies, presenting it in a GIS-referenced format with links to relevant data sources (such as studies, future planned works, infrastructure-related agreements, drawing index, etc.). Review to be completed in 3 rd Quarter of 2016.
Stormwater Design Guidelines Review	★	Produce new stormwater design guidelines for inclusion in Planning Scheme Policy SC6.12-10. Amendments process to commence after adoption of the Mackay Region Planning Scheme, generally aligning with recommendations from QUDM.
Storm Tide Mapping Update	★	Updating Storm Tide Mapping using the 2015 LiDAR. Project commenced May 2016.

DEVELOPMENT ASSESSMENT

Volume of Operations

Material Change of Use – Code, Impact & Compliance



Reconfiguration of a Lot – Code, Impact & Compliance



Combined Applications – Code and Impact



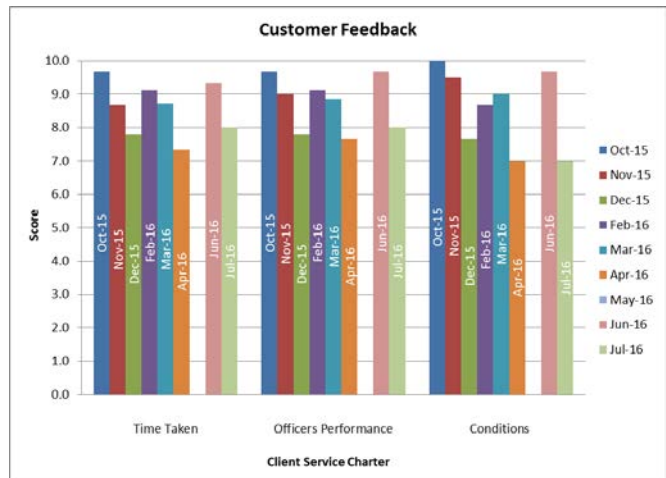
Concurrency Agency



Amended Applications



■ Under Assessment ■ New ■ Completed



Performance Against Legislative Timeframes

Application	Status	% Decided
MCU Code (85% in 40 Days)	🟢	100% decided in 40 days
MCU Impact (50% in 40 Days)	🟡	33% decided in 40 days. Of the three impact assessable applications approved in July, only one was approved in less than 40 days. The remaining two exceeded the KPI due to negotiations about conditions with the applicant and the timeframes associated with the Director Development Services making a decision to present the applications to the Economic Development and Planning Committee for consideration rather than being decided under delegated authority.
ROL (85% in 40 Days)	🟢	100% decided in 40 days.
Concurrence Agency (85% in 10 Days)	🟢	7 decided in 10 days.

DEVELOPMENT ENGINEERING

Volume of Operations

Development and Compliance Permits



Plan Sealing



Minor Works



Signage Applications

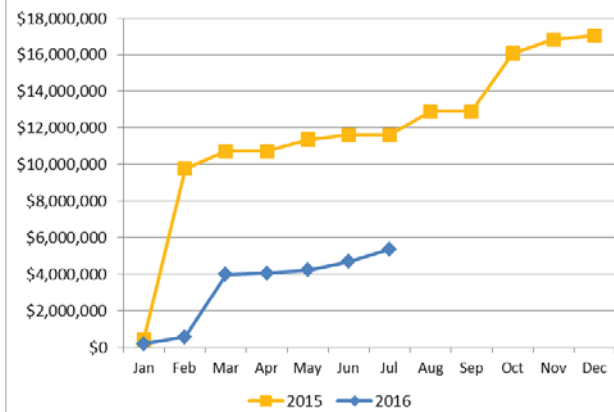


Prescribed Tidal Works



■ Under Assessment ■ New ■ Completed

Value of Approved Operational Works Cumulative value of works to date



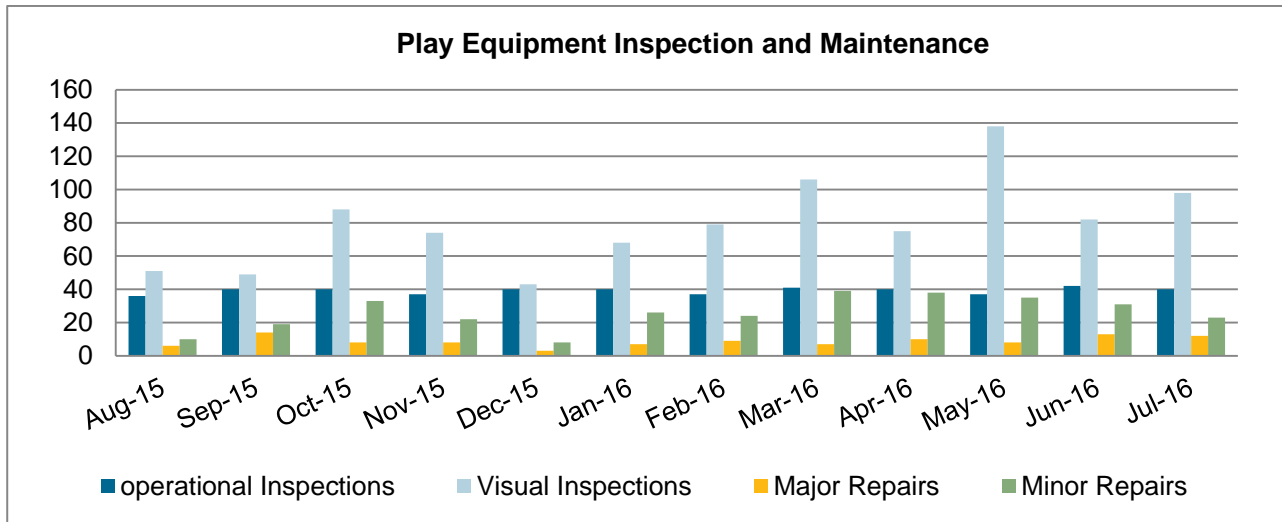
Five Operational Works applications were approved in July 2016 with a total value of works of \$684,467.

Performance Against Legislative Timeframes

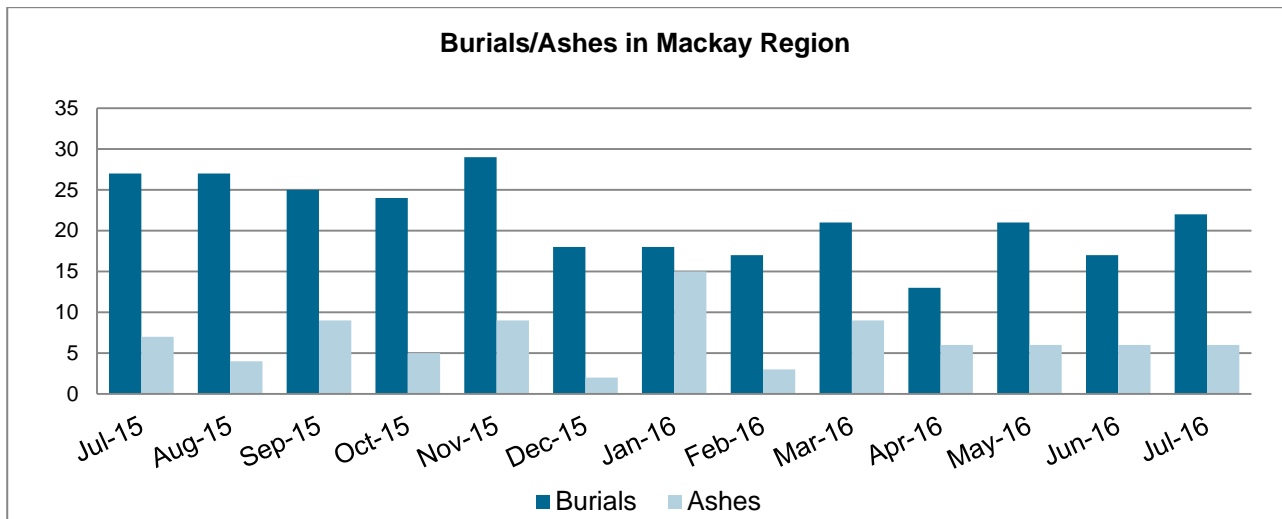
Application	Status	% Decided
Minor Works (85% in <10 Days)	🟢	81% decided in 10 days.
Signage Applications	🟢	No applications received.
Operational Works (85% in 40 Days)	🟢	100% decided in 40 days.
Plan Sealing (85% decided in 20 days without action notice)	🟢	100% decided in 20 days without action notice.

PARKS AND ENVIRONMENT

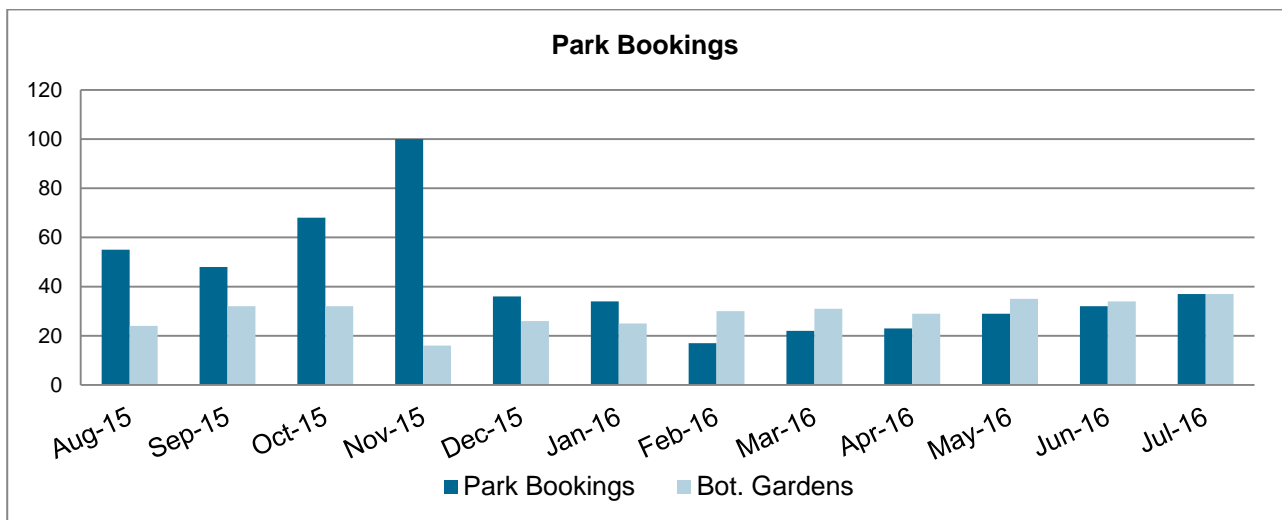
Parks Building Services Activities



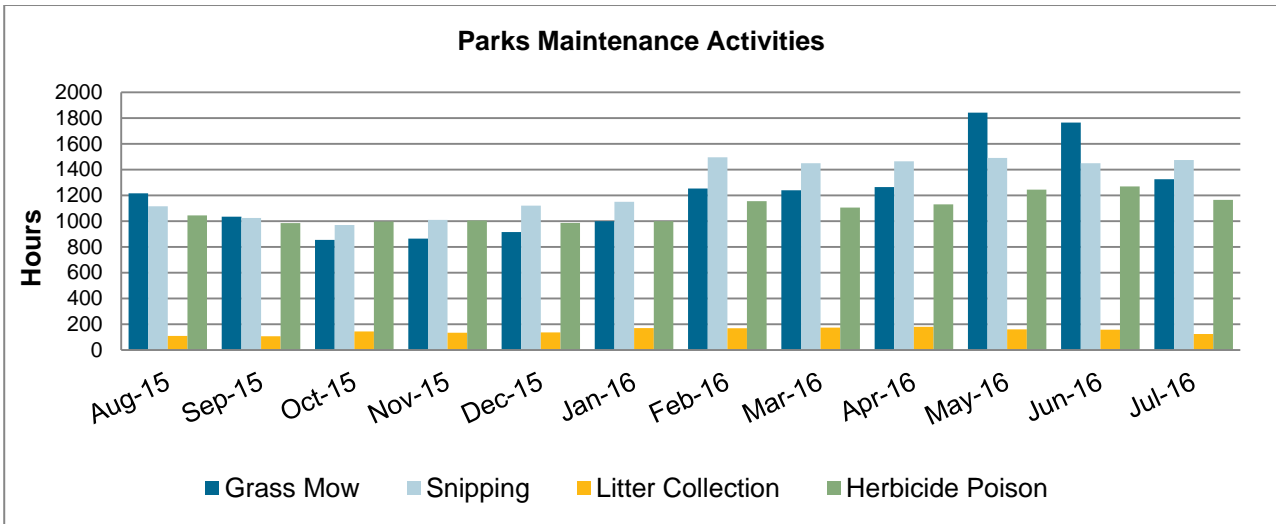
Cemeteries



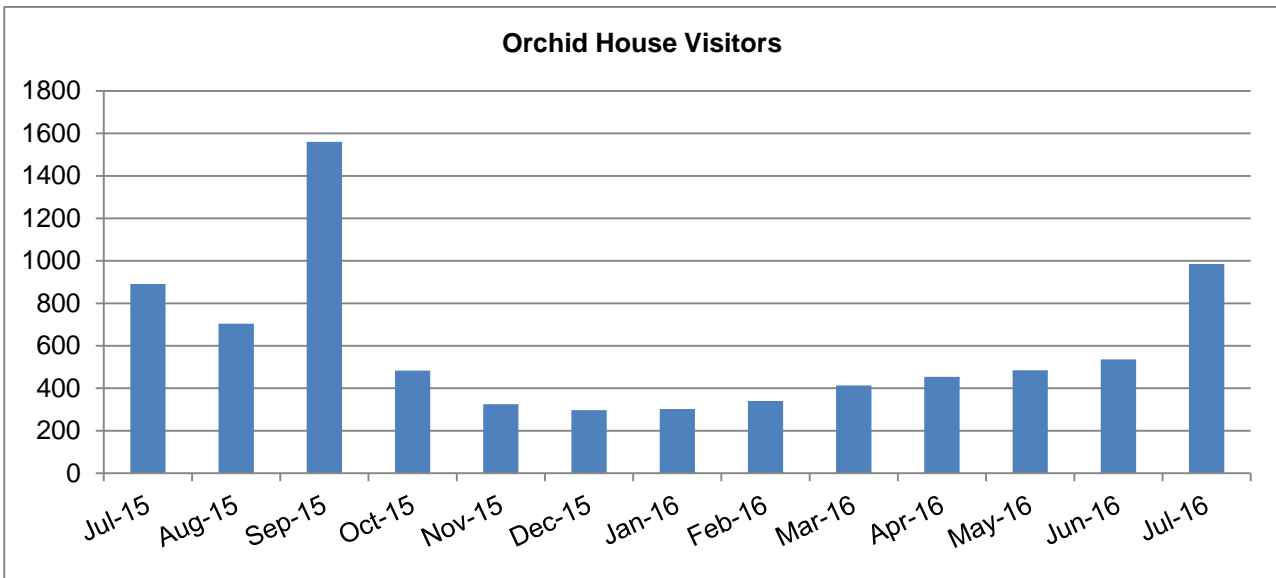
Administration – Parks Bookings



Grass Maintenance Activities



Horticulture



Plants Grown in the Nursery and Planted out by Horticulture Staff:

140mm Plants – 5495

Larger Plants – 525

Natural Environment Projects		
Project	Status	Description of Project
Lagoons Creek Rejuvenation	★	Complete - Planted on National Tree Day.
Beach Plan Review	★	In progress – First draft plans and community consultation plan received and under review.

Capital Works Projects		
Project	Status	Description of Project
Fairmeadow Dr Park Upgrade	★	Park upgrade completed. Trees, gardens, turf and revegetation areas on three month establishment maintenance contract.
Ron Anderson Park Upgrade	★	Park upgrade completed, Trees, gardens and turf on three month establishment maintenance contract.
Amenity Upgrades	★	Ongoing upgrades and refurbishments to the regions public amenities.
Jubilee Park Stage Three	★	Commence works in August - Additional paths and gardens to connect second world war and Vietnam monuments to the previous stages.
Railway Corridor Paradise St -Furniture	★	Exercise equipment, picnic settings, park seats and drinking fountains to be installed on recently completed section of Cross City Link.

Botanic Gardens Projects		
Project	Status	Description of Project
Interpretation and Direction signage	★	Improve garden interpretation and wayfinding signage.
Irrigation Upgrades	★	Various irrigation upgrades throughout facility.
Cremorne Sector Upgrades	★	Upgrades and improvements to the Cremorne Visitor Centre.
Pathway Upgrades	★	Various pathway upgrades.
Operational Depot Upgrades	★	Construction of Operations depot in Meadowlands.
Meadowlands Detailed Design	★	Full detailed design of balance of Meadowlands site.
Lagoons Desilting	★	Options analysis of potential methods of removing sediment from the Lagoons.
Amphitheatre Upgrades	★	Upgrades and improvements to the Meadowlands Amphitheatre.

ECONOMIC DEVELOPMENT

Program	Activity	Report Period	YTD 16/17	Target	Status	Comments
Investment Facilitation and Business Support	Meetings facilitated with developers / property owners / business owners	3	3	-	🟢	<ul style="list-style-type: none"> Three meetings were held with developers and/or property owners regarding new businesses investing in the region.
	Applications approved under Facilitating Development Policy	0	0	-	🟢	<ul style="list-style-type: none"> One Stage 1 – Expression of Interest submitted and being reviewed and one Stage 2 – application will be assessed by the Standing Committee in early August. A total of eight applications have been approved in the 15/16 financial year.
Industry Development and Networking	Meetings with local businesses/ industry representatives	26	26	100	🟢	<ul style="list-style-type: none"> Staff attended 26 industry development and networking meetings and events.
	Presentations to forums / conferences	0	0	-	🟢	<ul style="list-style-type: none"> No presentations were held in July, however the Economic Development Manager was selected to present at the National Economic Development Australia Conference in October and SEGRA (Sustainable Economic Growth for Regional Australia) also in October. Council is bidding to host both these conferences.
	Northern Queensland Capitals Alliance Program	0	0	-	🟢	<ul style="list-style-type: none"> Work continued in partnership with Cairns, Rockhampton and Townsville Councils on the Northern Queensland Capitals Alliance. A review of existing policy and advocacy groups in Northern Australia is being undertaken.
	Pepper – The robot				🟢	<ul style="list-style-type: none"> Meeting was held with the Pepper Working Group, a collaboration between Central Queensland University and Mackay Regional Council.
	Startup Mackay				🟢	<ul style="list-style-type: none"> Ongoing support provided as required. Work continues to support their official launch and second Startup weekend in November.
	Split Spaces Mackay				🟢	<ul style="list-style-type: none"> Meeting held with Split Spaces to discuss organisations progress.
	QME – Mackay Region Stand				🟢	<ul style="list-style-type: none"> Coordinated a Mackay Region Showcase stand at the 2016 QME in conjunction with Mackay Tourism, Resource Industry Network and the Mackay Airport. Over 740 contacts were established over the three (3) day event. Local produce was also showcased and Sarina Sugar Shed (SSS) fudge was handed out with freshly made Whitsunday Gold coffee. We had direct business from the fudge with people visiting the SSS over the weekend and buying produce and products.
	JMS Mining Services Delegation from India				🟢	<ul style="list-style-type: none"> A follow-up meeting was held with businesses involved in the JMS Mining Services visit. Opportunities for a joint trade delegation to India are being investigated.
	Coal India Delegation from India				🟢	<ul style="list-style-type: none"> A delegation of eleven businessmen and

Program	Activity	Report Period	YTD 16/17	Target	Status	Comments
						<p>partners (21 people in total) from Coal India were welcomed at a Mayoral civic reception during QME.</p> <ul style="list-style-type: none"> • A pitching event involving five local businesses was sponsored by Council. • The delegation visited other local businesses which proved to be successful in opening up trade opportunities.
	Economic Development Profile				★	<ul style="list-style-type: none"> • The Regional Economic Profile has been finalised using June 2016 REMPLAN data. The profile was made available to the public at the Queensland Mining Expo (QME) and is on the Council's website under Economic Development.
	Investment Prospectus				★	<ul style="list-style-type: none"> • A draft of the Investment Prospectus has been finalised. Quotes for the design of the document have been received.
	Caravan Motorhome Club of Australia (CMCA) RV Friendly Town				★	<ul style="list-style-type: none"> • Approval has been received to erect signage on the state-controlled Mackay-Eungella Road. • Signage will be installed in August. • Marketing in the Caravanning Australia Magazine has been secured with the magazine being released in August. • Discussions have continued regarding the development of marking material with the Valley Heart Business Group.
	Caravanning Queensland				★	<ul style="list-style-type: none"> • Mackay region is participating in Caravanning Queensland's Community Welcomes Recreational Vehicles program. The region has obtained a listing on their website, in preparation for their program's official launch – www.communitywelcomesrv.com.au • Caravanning Queensland have provided Economic Development with 'Mackay Region Welcomes Recreation vehicles signage' and discussions regarding the location of the signage has commenced.
Placemaking	Evans Avenue				★	<ul style="list-style-type: none"> • Banners featuring the new 'Evans Ave' branding will be installed on light posts in August. • Discussions have commenced regarding a fence line art project in the Evans Avenue parklet.
Mackay Pride Façade Improvement Scheme	Applications approved	4	4	10	★	<ul style="list-style-type: none"> • The current Round Three has received four applications approved with works due to commence, the grants \$11,000 ex GST will result in \$57,455 inc GST of capital improvements with local contractors. <p>Background:</p> <ul style="list-style-type: none"> • A total of 18 applications were approved in the 15/16 • Round One improvement works nearing completion on the four grants approved, with one out of four left to be completed. • The four Round One grants of \$11,000 ex GST will result in \$51,000 inc GST of capital improvements with local contractors. • In Round Two 14 applications were approved and improvement works have been completed on seven of the approvals with the remaining

Program	Activity	Report Period	YTD 16/17	Target	Status	Comments
						seven currently underway or yet to be completed. <ul style="list-style-type: none"> Round Two grants of \$33,530 ex GST will result in \$132,930 inc GST of capital improvements with local contractors
Invest Mackay Events Attraction and Conference Attraction	Number of events/conferences confirmed or held	4	4	8	🟢	<ul style="list-style-type: none"> Three events were held: <ul style="list-style-type: none"> Bowen Basin Mining Club Contractors Awards Gala Night QME Exhibiter Welcome Drinks Haven Video Games and Pop Culture Expo New events/conferences approved through the program in July include: <ul style="list-style-type: none"> SPERA (Society for the Provision of Education in Rural Australia) Conference to be held at CQU in October 2016, Big Boys Toys Expo to be held at Mackay Showgrounds 2016 North Australian Surf Life-Saving Championships in October 2016 Sponsorship of local Roland Legge (Formula 3 driver) to participate in Mechanos and Wheels Mackay event in August and exhibit his Formula 3 car in Canelands and do a street run through Mackay City Centre in August. A total of 42 events and conferences have been supported during 15/16 and with four so far in 16/17.
	Ongoing meetings with events to provide support and ensure funding obligations are met:				🟢	<ul style="list-style-type: none"> Mackay City Centre Critirum Series Mechanos Wings and Wheels Mackay Mackay Beach Horse Races Sarina Beach Coconut Festival Grasstree Beach Races One Day International Quadrangular Series Farmers Markets Management Committee
Yantai Sister Region	Coordination of delegations				🟢	<ul style="list-style-type: none"> Student Exchange from our sister region, Yantai in China, consisting of 20 students and four teachers spent seven days in the region. Students were hosted by local families from Mackay State High, Whitsunday Anglican School, and Mackay Christian College. Students attended local school for three days and did day trips throughout the region including Central Queensland University, Sarina Sugar Shed, Hay Point Action Challenge, Pioneer Valley and Eungella.

e-Statistics

	February subscribers	March subscribers	April subscribers	May subscribers	June subscribers	July subscribers
City Centre Business Network	819	808	788	764	753	743
Regional Focus Business Network	304	304	304	307	307	310
Sarina Businesses Network	287	287	287	287	288	286
Evans Avenue Network	122	122	122	122	122	122
City Deals Club Subscribers	3,014	3,473	3,396	3,392	3,306	3,299
Mackay Region Joblink Analytic Report www.mackayregionjoblink.com.au	313 users 1,751 views	320 users 1,321 views	336 users 1,825 views	345 users 1,406 views	357 users 1,406 views	365 users 939 views

City Centre Coordination

Program	Activity	Status	Comments
City Centre Taskforce	Taskforce Meetings	🌟	<ul style="list-style-type: none"> No meetings held in July due to the re-establishment of the City Centre Taskforce, post the election, and the current EOI process to fill two vacancies.
City Centre Events / Community Participation	Greater Whitsunday Farmers Market	🌟	<ul style="list-style-type: none"> Weekly attendance of 700 each week remains strong Continued provision of entertainers each week to perform at the Market to enhance the ambience Planning commenced on implementing an Eat Local Wednesday Campaign. The campaign will be two-tiered, aimed at both City Centre businesses and customers. Additional marketing support is being provided to assist in the ongoing success of the Farmers Market, including the production of City Centre electronic materials (e.g. Website and Facebook banners, City Centre WiFi advertising), and the printing of magnets for distribution to restaurants and cafes.
	Active Kids in the City	🌟	<ul style="list-style-type: none"> The Active Kids in the City school holiday program continued into July July's events included Face painting, Active Squirtz, Craft (Still Life Drawing Workshop), Cupcake decorating, Zet Yoga, Zumba Kids & Balloon sculpting The second week of the school holidays was a little quieter than the first, but overall, each activity was well patronised with many participants choosing to shop in the City Centre afterwards. Jellybeans Café in The Dome reported a significant number of lunchtime sales as a result.
	Twilight City Spooktacular – community participation	🌟	<ul style="list-style-type: none"> Preparations are well underway for this event, including event permits, stallholder planning, main act booking, craft stalls, staging, cinema screen, bus service and toilet requirements. Advertising collateral is progressing, with press, radio, TV and magazine advertising commencing in late July.
	Fashion Week Mackay	🌟	<ul style="list-style-type: none"> North Jacklin Mercedes-Benz Fashion Week Mackay (FWM) to be held on 6, 7, 8 October. North Jacklin Mercedes-Benz was confirmed as naming rights sponsor, and was announced at the Media Launch held at Artspace The official launch was held at North Jacklin in late July. FWM committee continues to meet fortnightly.
City Centre Development / Marketing Campaigns	Event Marketing Calendar	🌟	<ul style="list-style-type: none"> An event calendar for distribution to City Centre businesses was distributed at the Business Information Session in June and at subsequent meetings.

	Window Activation Strategy				★	<ul style="list-style-type: none"> • Activation of vacant buildings in the City Centre; July installations include Mavis May Boutique at The Dome. • Installations planned for August include a Twilight Spooktacular display, Greater Whitsunday Farmers Market display, Beach Horse Races display, and Fashion Week Mackay display. • Artwork is designed and to be implemented in August. Booking / cost structure to be finalised, although it is not anticipated that businesses will incur a fee.
	WiFi Strategy				★	<ul style="list-style-type: none"> • Free WiFi to feature in upcoming social media campaign
	City Centre Active Kids and City Centre Active in the City				★	<ul style="list-style-type: none"> • Weekly activities undertaken and renewed for July – December 2016: <ul style="list-style-type: none"> • Lazy Runners Club • Zumba • City Dog Walking
Program	Activity	Report period	YTD	Target	Status	Comments
Business Attraction	Businesses attracted to City Centre	2	2	10	★	<ul style="list-style-type: none"> • Lucifer's Lounge • Claudies Wine Bar and Pizzeria
City Centre Façade Improvement Scheme	Round 1	-	-	-	★	<ul style="list-style-type: none"> • In 15/16 25 applications were approved under Round 1, however, four applications did not proceed • Two further applications were approved leaving a nett result of 23 applications in total • Grants of \$49,000 resulted in \$389,000 of capital improvements with local contractors. • Round 1 outcome reports have virtually been finalised by property owners.
	Round 2	-	-	-	★	<ul style="list-style-type: none"> • In 15/16 eight applications were approved under Round 2 • Grants of \$23,000 resulted in \$152,000 of capital improvements with contractors. • Round 2 outcome reports is being finalised by property owners.
City Centre Digital Statistics						
Facebook	July	June	May	April	March	Feb
<i>Likes</i>	4,175	4,141	4,030	4,002	3,985	3,678
<i>Total Reach</i>	34,739	25,035	35,260	21,899	81,672	100,508
Mackay City Centre Instagram						
<i>Followers</i>	813	702	637	609	590	579
<i>Following</i>	117	113	111	111	111	111
City Centre WiFi						
<i>Total Users</i>	1,342	1,043	1,014	986	962	814
<i>Total Sessions</i>	3,902	2,497	2,383	2,384	2,294	2,637
<i>Average Session Times</i>	15m 53s	15m 32s	14m 4s	15m 22s	12m 24s	1m 52s

Sarina Sugar Shed

Program	Activity	Report Period	YTD	Target 16 /17	Status	Comments
Business Operations	Visitation	1,753	1,753	10,000	🟡	Visitors came from: <ul style="list-style-type: none"> • Mackay Region – 282 • Queensland – 322 • NSW – 176 • Victoria – 207 • Overseas – 204 • SA, WA, NT & WA – 276 • Other – 286
	Ticket Sales	\$23,571.14	\$23,571.14	\$175,000	🟢	<ul style="list-style-type: none"> • July - \$23,571.14
	Total Income (incl. Tickets income)	\$49,376.00	\$49,376.00	\$526,500	🟢	<ul style="list-style-type: none"> • July - \$49,376 • July is high season and this is one which has resulted in a profitable month. • Although really small profit it is exciting to see the facility improving. • Compared to July 2014 revenue for July is up over \$10,000.
Business and Product Development	Farm Tour Wagons				🟢	Farm Tours <ul style="list-style-type: none"> • Work is nearly complete on the farm tour wagons. • Draft planning application has been prepared and will be submitted in August. • Tours will commence in late 2016 (subject to approval) and are expected to increase visitation and revenue • Bringing these tours to market has taken almost a year longer than anticipated which means the revenue has not been realised within budget projections
	QME				🟢	<ul style="list-style-type: none"> • Showcased Sarina Sugar Shed (SSS) fudge at QME which was handed out on the Mackay Region Showcase stand. • Direct business from this resulted in people visiting the SSS over the weekend, doing the tours and buying produce and products.
Marketing and Media	10 Year Celebration				🟢	<ul style="list-style-type: none"> • Preparations have commenced on the 10 year celebrations to be held in September 2016.