



# **Development Services**

## **Monthly Review Report August 2016**

# Executive Summary

## Development Services

It is extremely pleasing to see the approval of Stages 3-7 of the master-planned Beaconsfield Heights development this month. The approval, which includes over 200 lots in multiple stages shows that significant level of confidence is returning to the Mackay market. It is also pleasing to see other important applications being lodged such as a new child care centre and the expansion of Magpies Sporting Club which both will deliver important improvements in community infrastructure to growing parts of the region.

In the Parks, Environment and Sustainability program a number of important projects are nearing completion including the Botanic Gardens details design project and the latest stage of the Jubilee Park upgrades. A number of large trees which are regularly dropping branches will be removed progressively from Bridge Road in the coming months and given the high profile location we will conduct some community engagement before removing the trees to inform the community, however unfortunately due to the nature and condition of the trees they must be removed. It is also pleasing to see the Royal Sands playground upgrade almost ready to commence. For the first time staff engaged the community through allowing the young people of the area to choose what equipment they wanted installed and this project was a major success.

In the events space August was action packed with numerous Council supported events occurring across the region including the successful International Cricket at Harrup Park and in other Economic Development news we are about to launch our first Export Ready program which has attracted nominations from 16 local businesses.



**Gerard Carlyon**  
 Director Development Services



**Application Approved for the Development of 228 Lots for Stages 3-7 of Beaconsfield Heights Estate**

# Development News 08/2016

## Updates on Significant Developments Currently Being Assessed by Council

### NEW APPLICATION

DA-2016-77

Lot 900 Mackay-Bucasia Road, BUCASIA

The application is proposing an 89 place Childcare Centre on Moreton Drive within Avalon Estate. The proposed building will be a single storey structure, with car parking provided across part of the frontage. It adjoins residential properties to the south and open space reserve areas to the northeast.



### OW LODGED

OW-2016-24

Stage 2 Car parking for Magpies Sporting Club

12-22 & 24-30 Sweeny Court, Glenella

An application was lodged for additional Car parking (Stage 2) in accordance with Master Plan of Magpies Sporting Club. The works incorporate pavement design, stormwater network and landscaping on the site. The project involved community consultation followed by negotiation with the neighbouring properties to address lighting, landscaping and access issues.



### APPLICATION APPROVED

DA-2013-342

23 Beaconsfield Road, BEACONSFIELD

Approval has been issued for Stages 3-7 of Beaconsfield Heights estate. The approval includes the development of 228 residential lots, parkland along the existing drainage path and provision of a new entrance to the estate, with a roundabout to be constructed at the intersection of Nicklin Drive and Beaconsfield Road. A new road connection to Holts Road will also be constructed in the last stage of the estate. The development also involves the construction of a trunk drainage path through the site; the cost of which will be offset against Infrastructure Charges



### OW APPROVED

OW-2016-16

Rosewood Drive Northern Link to Plantation Palms

Lot 968 on SP264914, Link between Elgans Parade and Rosewood Drive, Rural View

An application for design and construction of a temporary road connection between northern end of Rosewood Drive and Elgans Parade was approved. The engineering components incorporated road embankment, drainage, floodway, footpath and traffic safety measures. Earlier a community consultation was undertaken by Council along with the developer to outline significant benefits of the link to the local as well as the wider community.





## Monthly Safety Review

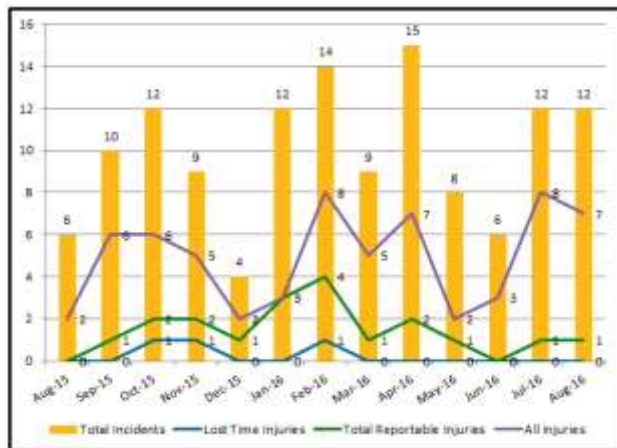
### Summary

Twelve incidents were reported during August. Seven of these incidents resulted in an injury – including a labour hire worker who required medical treatment after they reported ongoing knee pain over a week.

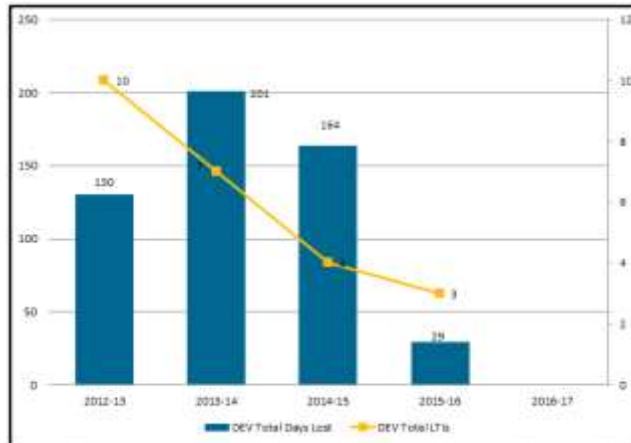
For 2016-17 year to date, there have been no lost time injuries, which is a very positive result.

During August an information session on the roles and responsibilities of elected health and safety representatives was facilitated. Consultation with workgroups plays a key role in helping to create and maintain a safe workplace at Mackay Regional Council.

### Incidents and Injuries



### 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						
<b>Development Services</b>	<b>9</b>	<b>130</b>	<b>7</b>	<b>201</b>	<b>4</b>	<b>164</b>	<b>3</b>	<b>29</b>	<b>0</b>	<b>0</b>

# Review of Operations

- On Track
- Potential Issue
- Definite Issue

## STRATEGIC PLANNING

Regional and Local Area Planning		
Projects	Status	Description of Project
Draft Mackay Region Planning Scheme	<span style="color: red;">●</span>	Subject to State review. New plan to progress this project has been endorsed by Council.
Mackay City 3D Model Project	<span style="color: green;">●</span>	3D model of current and potential future development for the Mackay City Centre currently being developed and is close to completion.
City Centre Heritage Register	<span style="color: green;">●</span>	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	<span style="color: green;">●</span>	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	<span style="color: green;">●</span>	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	<span style="color: green;">●</span>	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 2015 State population projections.
Communities Facility Strategy	<span style="color: green;">●</span>	Communities Facility Strategy is in draft form.
Mackay Priority Development Area	<span style="color: green;">●</span>	Council, in consultation with Economic Development Queensland has commenced investigating the potential development and activation opportunities of the Pioneer River and Binnington Esplanade.
<p><b>Project Update:</b></p> <p>The Character and Heritage Advisory Committee is busy after its second meeting this year. To date, after being reformed under the new Council, the committee has put forward a new terms of reference and received updates on numerous matters in the region including the current audit of State-listed properties by the Department of Environment and Heritage Protection and the Mackay Cemetery Restoration Project. The collation of formal statements of significance for the local heritage list continues and next month the committee will discuss the entry categories for the 2017 Heritage Awards. There have been numerous activities in the region worthy of recognition in the bi-annual Heritage Awards and the committee looks forward to getting the message out to the community for an early 2017 nomination opening.</p>		

Transport & Infrastructure Planning		
Projects	Status	Description of Project
Transport Modelling	<span style="color: green;">●</span>	Transport model developed and further scenario testing to be undertaken during 2016/17.
Development of a Local Government Infrastructure Plan	<span style="color: green;">●</span>	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	<span style="color: green;">●</span>	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.

<b>Waterways</b>		
<b>Projects</b>	<b>Status</b>	<b>Description of Project</b>
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 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. <ul style="list-style-type: none"> <li>• Little McCreadys Creek Rehabilitation Project</li> <li>• Contribution to the Janes Creek Revegetation Project</li> <li>• Community Education through Water Sensitive Urban Design (WSUD) Signage and Erosion and Sediment Control (ESC) Training</li> </ul>
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 is 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. A report to council on the project has been prepared.
Inundation Simulation modelling for Mackay	●	A terrain visualisation system of the Pioneer River flood model is being developed. This will be a display where users can change flood scenarios to show different risks.
Mackay Floodplain Management Plan	●	A brief of the Mackay Floodplain Management Plan Project was prepared and project proposals are being considered. The project is set to commence in late 2016.
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 <sup>rd</sup> 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.
<b>Project Update:</b>		
<p>The Local Government Association of Queensland (LGAQ) is delivering a coastal hazard adaption funding program called QCoast<sub>2100</sub>. The QCoast<sub>2100</sub> program, funded by the Department of Environment and Heritage Protection, allocates funding and various support initiatives rolled out by LGAQ to eligible councils. Council applied for funding for various projects aimed at addressing climate change related coastal hazard risks. Council's QCoast<sub>2100</sub> funding requests are for a community engagement and awareness campaign a coastal hazard risk assessment and a terrestrial LIDAR (light detection and ranging) survey of floor levels of residential and commercial properties within coastal hazard areas. The survey taken at street level from a vehicle would provide much more detailed information on building types and floor levels. The more detailed and accurate data could be used to update a cost damage assessment Council undertook as part of our Flood and Stormwater Management Strategy. QCoast<sub>2100</sub> will be staging a knowledge and information sharing forum in Brisbane in late September 2016 with Mackay Regional Council presenting as a leader among councils across Queensland.</p>		

## 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

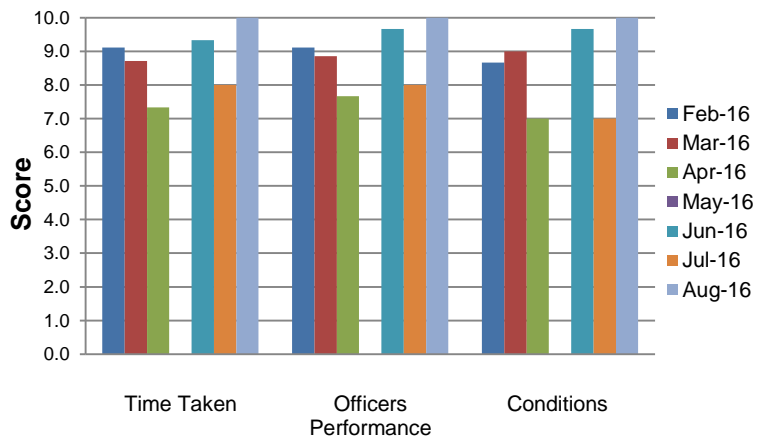


Amended Applications



■ Under Assessment ■ New ■ Completed

### Customer Feedback



## Development Services Performance Against Legislative Timeframes

Application	Status	% Decided
MCU Code (85% in 40 Days)	🟢	100% decided in 40 days
MCU Impact (50% in 40 Days)	🟢	50% decided in 40 days.
ROL (85% in 40 Days)	🟢	89% decided in 40 days.
Concurrence Agency (85% in 10 Days)	🟢	100% decided in 10 days.

## DEVELOPMENT ENGINEERING

### Volume of Operations

Development and Compliance Permits



Plan Sealing



Minor Works



Signage Applications

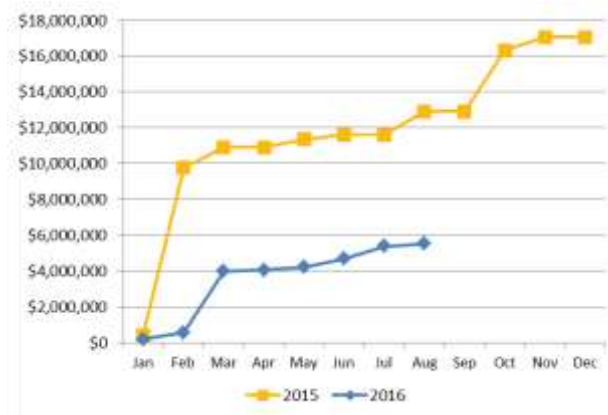


Prescribed Tidal Works



■ Under Assessment ■ New ■ Completed

### Value of Approved Operational Works Cumulative value of works to date

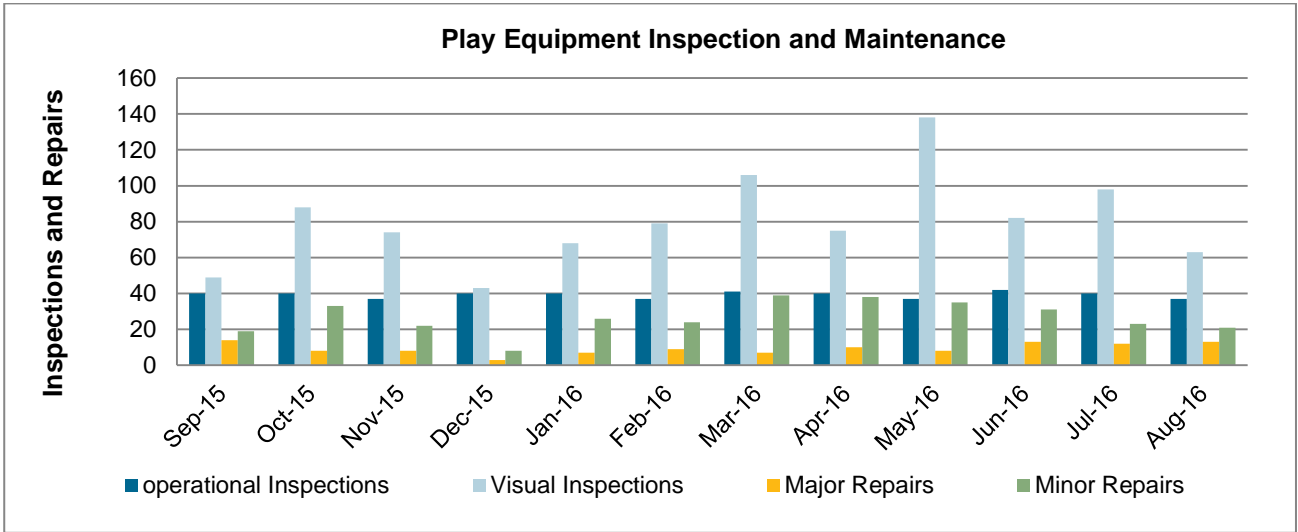


Six Operational Works applications were approved in August with a total value of works of \$136,575.

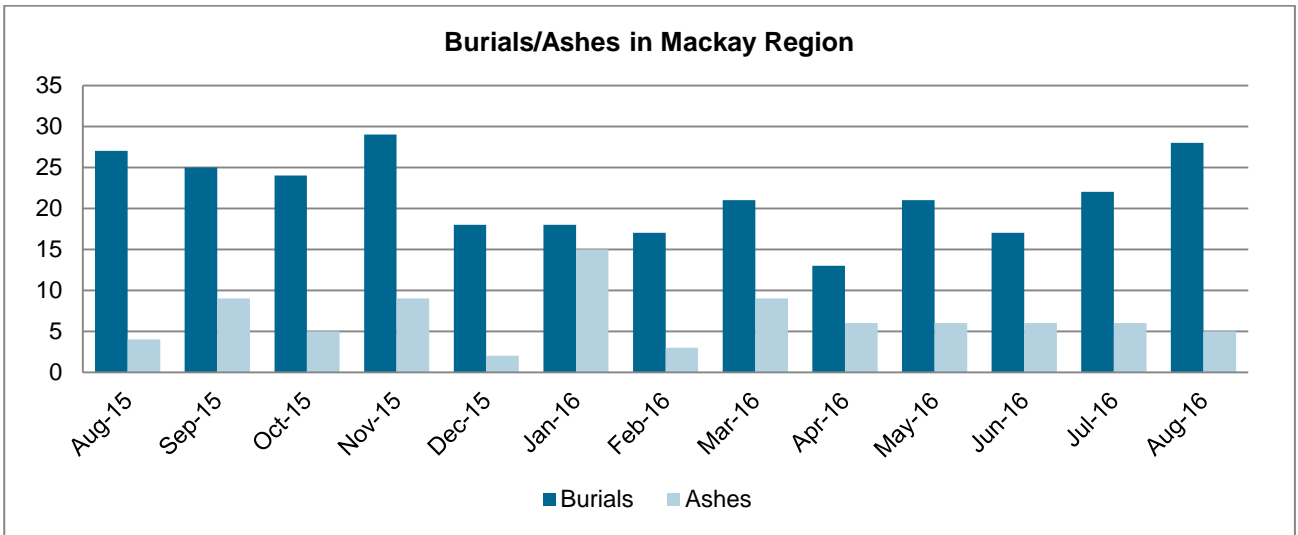
Application	Status	% Decided
Minor Works (85% in <10 Days)	🟢	100% decided in 10 days.
Signage Applications	🟢	Two applications received, both decided.
Operational Works (85% in 40 Days)	🟢	100% decided in 40 days.
Plan Sealing (85% decided in 20 days without action notice)	🟢	100% decided in 20 days without action notice.

**PARKS AND ENVIRONMENT**

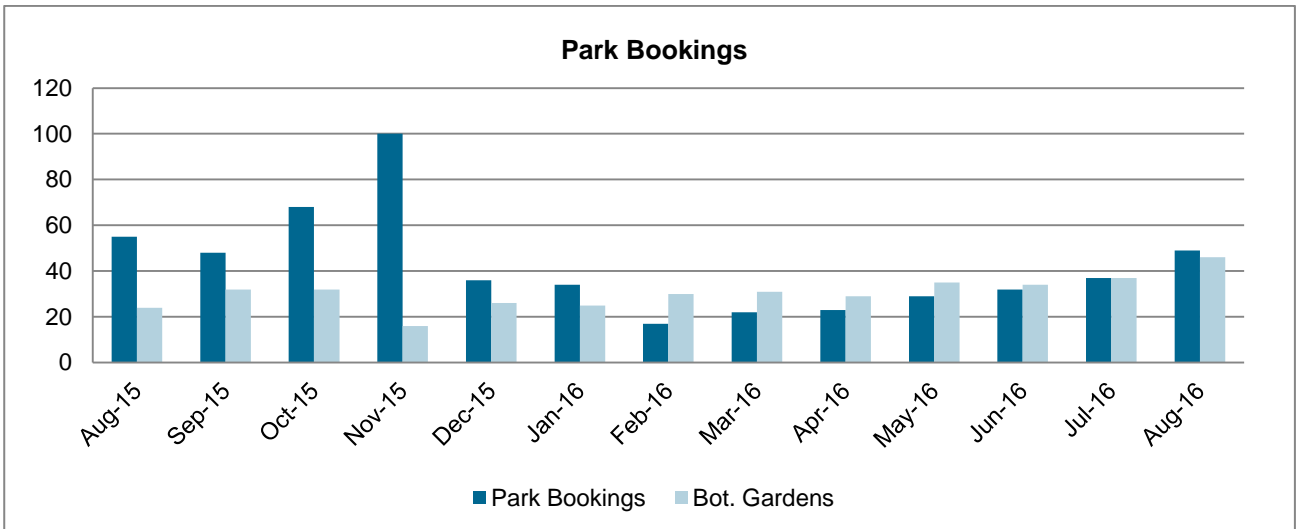
**Parks Building Services Activities**



**Cemeteries**

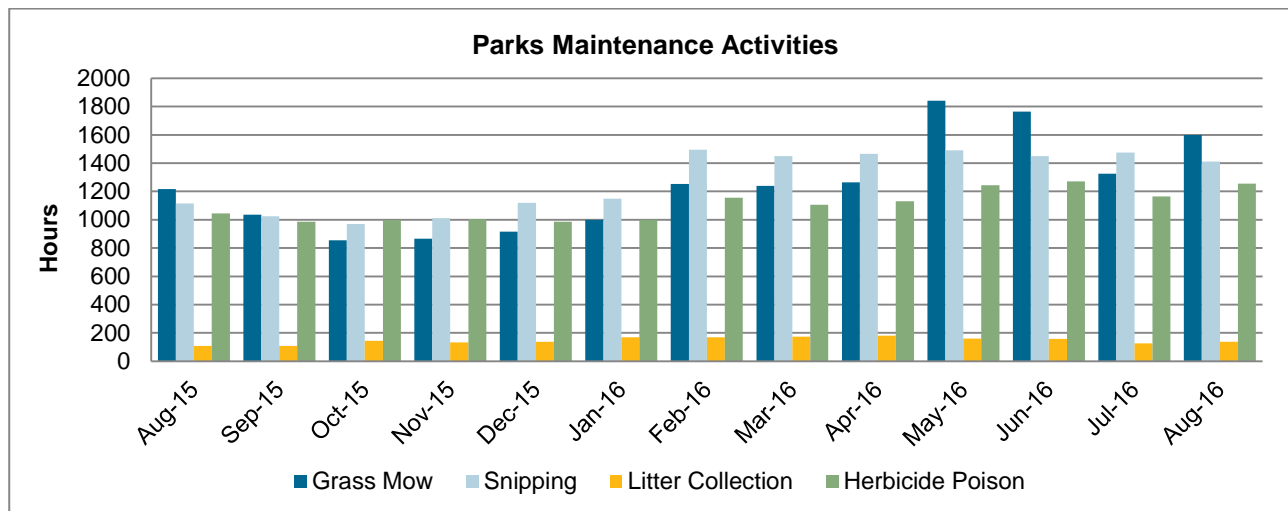


**Administration – Parks Bookings**

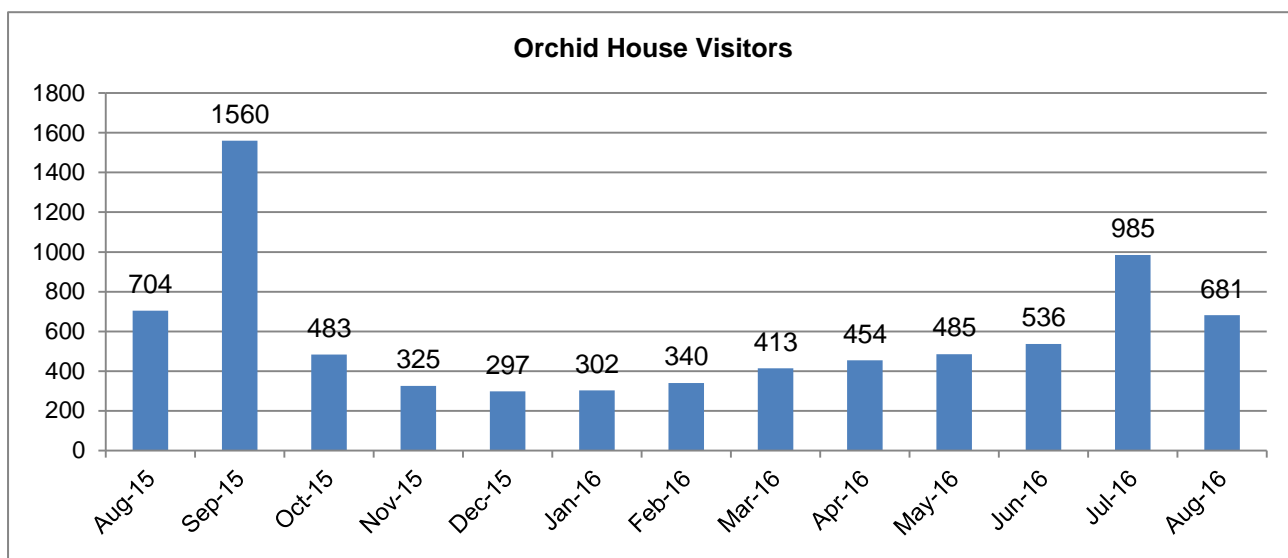




**Grass Maintenance Activities**



**Horticulture**



Botanic Gardens Projects		
Project	Status	Description of Project
Interpretation and Direction signage	🌱	Improve garden interpretation and wayfinding signage.
Irrigation upgrades	🌱	New infrastructure has been installed and MRBG's irrigation is now running on raw water. Technological upgrades to irrigation system due to be installed imminently.
Cremorne sector upgrades	🌱	Upgrades and improvements to the Cremorne Visitor Centre.
Pathway upgrades	🌱	Various pathway upgrades. Pathway upgrades through Balmoral to begin in September.
Operational Depot upgrades	🌱	Construction of Operations depot in Meadowlands is planned for later in 2016-17.
Meadowlands detailed design	🌱	Full detailed design of balance of Meadowlands site will be completed by December 2016.
Lagoons desilting	🌱	Options analysis of potential methods of removing sediment from the Lagoons.
Amphitheatre upgrades	🌱	Upgrades and improvements to the Meadowlands Amphitheatre are under construction.

<b>Natural Environment Projects</b>		
<b>Project</b>	<b>Status</b>	<b>Description of Project</b>
National Tree Day activities	★	Successful planting days were held at Lagoons Creek and Janes Creek and there was extensive media coverage and positive feedback.
Environmental Art grants	★	The wave sculpture made from marine debris, including thongs washed up on our beaches was completed and exhibited at the Beach Horse Races.
Beach Plan reviews	★	The Beach Plans for Blacks Beach, Bucasia, Midge Point and Grasstree Beach are currently being reviewed, with a report scheduled to go to council on 14 September recommending entering the community consultation phase.
Green Army	★	The coastal Green Army team graduated and an official ceremony was held at the Mackay Natural Environment Centre.
Sustainability Strategy	★	The Sustainability Strategy review is progressing and Council will be briefed on the project shortly.
Reef Guardian Future Leaders Program	★	A successful day of environmental activities was held for 55 students, who learnt about fishways and habitats for wildlife, and potted up seedlings at the Mackay Natural Environment Centre and planted vegetation at Lagoons Creek.
Bridge Road Lilly Pilly Trees Removal	★	About to commence removal a large row of Lilly Pilly trees from Bridge Road near the hospital. Whilst these mature trees add to the amenity of the location, they present an unacceptable safety and property risk. They have very large limbs that are unstable and regularly fall. The trees at this location are growing over high traffic areas including the main footpath and road to the Base Hospital. After local public consultation, staff will remove the trees progressively and replace them with more appropriate trees. This will be completed before summer.

<b>Capital Works Projects</b>		
<b>Project</b>	<b>Status</b>	<b>Description of Project</b>
Swallow Street Park, Slade Point	★	Construction of childproof fencing and installation of additional spring toys to the play equipment has been completed.
Cross City Link, Bridge Road to Archibald Street	★	Installation of exercise stations, picnic settings, bench seats, drinking fountains and rubbish bins to the pathway is in progress.
Jubilee Park Stage 3	★	Construction of paths, garden beds, irrigation and drainage, flag pole and turf is in progress.
Amenity Upgrades	★	Repairs to chicane entries, walls, plumbing, flooring and paint at Annie Wood and Carbeen amenities are almost complete. A concrete retaining wall around landscaping at Annie Wood amenities has also been constructed.
Royal Sands Play Equipment and Shade Upgrade	★	Planning, public consultation and ordering of components have been completed for the upgrade of play equipment in Admiralty Way Park. Works will also involve the construction of a permanent shade structure over the equipment, a new half basketball court and picnic shelter. Construction will commence immediately after the September school holidays.

## REQUESTS FOR MAINTENANCE WORK

Results of Survey (May / June 2016)

### Parks & Environment

Attitude of staff receiving request



Attitude of staff attending request



Time taken to address request



Appearance of completed work



Degree work addresses request



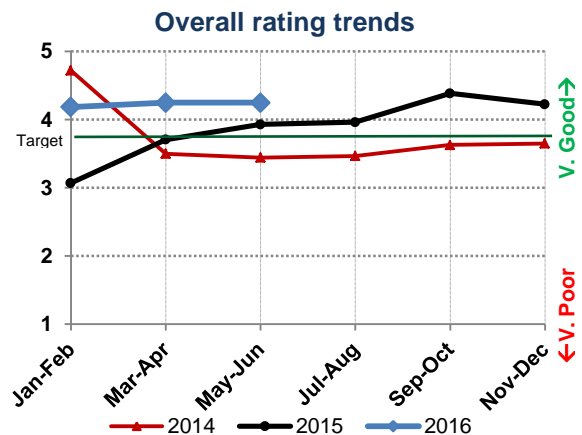
Overall satisfaction with response



#### Representative Comments

- I think it was Andrew and he was very polite and most helpful a lovely gentleman.
- 1 week which I thought was pretty good.
- Almost immediate – top marks!
- Took a few weeks to do some of the work. The work on the corner was done.
- Better than any other time.
- Phoned on Monday – mowing done on Tuesday. Very quick.
- Top.
- Great.
- Very good.
- Good work. Well done to all.
- Mowed park looks quite reasonable now – has continued to be mowed every fortnight since.
- Friendly.

#### Trends



**ECONOMIC DEVELOPMENT**

Program	Activity	Report Period	YTD 16/17	Target	Status	Comments
<b>Investment Facilitation and Business Support</b>	Meetings facilitated with developers / property owners / business owners	8	11	-	★	<ul style="list-style-type: none"> <li>Eight meetings were held with developers and/or property owners regarding investing in the region.</li> </ul>
	Applications approved under Facilitating Development Policy	1	1	-	★	<ul style="list-style-type: none"> <li>One Stage Two application was approved.</li> <li>One Stage One - Expression of Interest application was submitted and is currently being reviewed.</li> <li>A total of nine applications have been approved in the 15/16 financial year.</li> </ul>
<b>Industry Development and Networking</b>	Meetings with local businesses/ industry representatives	21	47	100	★	<ul style="list-style-type: none"> <li>Staff attended 21 industry development and networking meetings and events.</li> </ul>
	Northern QLD Capitals Alliance Program	0	0	-	★	<ul style="list-style-type: none"> <li>Implementation of the Northern Queensland Capitals Alliance Program is currently on hold; however recent feedback indicates that support remains amongst some Northern Queensland Councils.</li> </ul>
	Startup Mackay				★	<ul style="list-style-type: none"> <li>Ongoing support provided as required.</li> <li>Work continues to support their official launch and second Startup weekend in November.</li> </ul>
	Split Spaces Mackay				★	<ul style="list-style-type: none"> <li>Ongoing support provided as required.</li> <li>Split Spaces publically announced that they have secured an office at the Central Queensland University City Campus.</li> </ul>
	Australia India Cricket Business Networking Event				★	<ul style="list-style-type: none"> <li>The Australia-India Business Networking luncheon was attended by over 70 guests including representatives from Australia India Business Council, Federation of Indian Chamber of Commerce and Industry (FICCI), Austrade, Department of Foreign Affairs and Trade, Cricket Australia, Queensland Cricket, Queensland Bulls Masters, Mackay Regional Council and the local business community.</li> </ul>
	Export Ready Program				★	<ul style="list-style-type: none"> <li>Sixteen local businesses have registered to participate in the Export Ready Program due to commence in early September.</li> <li>An introductory event was held between program participants and Austrade and Department of Foreign Affairs and Trade Officers prior to the Australia India Cricket Business Networking Event.</li> </ul>
	International Delegations – Coal India, Simplex Constructions, JMS Mining Services				★	<ul style="list-style-type: none"> <li>Investigations undertaken with Trade Invest Queensland with regards to establishing a trade delegation with</li> </ul>

						local businesses to India in November.
	Investment Prospectus				★	<ul style="list-style-type: none"> <li>The Investment Prospectus is expected to be completed in September.</li> </ul>
	Caravan Motorhome Club of Australia (CMCA) RV Friendly Town				★	<ul style="list-style-type: none"> <li>CMCA RV Friendly Town Signs have been installed on all entry points in to Mirani, Pioneer Valley.</li> <li>Advertising in the Caravanning Australia Magazine and will appear in the spring edition released in September.</li> <li>Discussions have commenced regarding installing tourism advertising signage around high use areas at the Mirani Caravan Park.</li> <li>Discussions have continued regarding the development of marking material with the Valley Heart Business Group.</li> </ul>
	Caravanning Queensland				★	<ul style="list-style-type: none"> <li>'Mackay Region Welcomes Recreation vehicles signage' has been received and proposed locations are currently being investigated in consultation with Mackay Tourism.</li> </ul>
<b>Placemaking</b>	Evans Avenue				★	<ul style="list-style-type: none"> <li>Light post banners have been received by council and installation is scheduled for early September.</li> <li>Discussion has continued with stakeholders regarding a fence line art project in Evans Avenue's parkland.</li> </ul>
	Mirani Business Group/Valley Heart Business Group				★	<ul style="list-style-type: none"> <li>Discussions have been held the Valley Heart Business group regarding the installation of public murals in the Mirani Town Centre.</li> </ul>
<b>Program</b>	<b>Activity</b>	<b>Report Period</b>	<b>YTD 16/17</b>	<b>Target</b>	<b>Status</b>	<b>Comments</b>
<b>Invest Mackay Events Attraction and Conference Attraction</b>	Number of events / conferences confirmed or held	4	8	8	★	<ul style="list-style-type: none"> <li>Four events were held: <ul style="list-style-type: none"> <li>Sugar City Con</li> <li>Mechanos Wings and Wheels Mackay on Sunday</li> <li>Cricket Australia International A Series</li> <li>Mackay Airport Beach Horse Racing Festival</li> </ul> </li> <li>New events/conferences approved through the program include: <ul style="list-style-type: none"> <li>Destination Q Conference</li> </ul> </li> </ul>
	Ongoing meetings with events to provide support and ensure funding obligations are met:				★	<ul style="list-style-type: none"> <li>Sarina Beach Coconut Festival</li> <li>Mackay Bluewater Fling</li> <li>#MackayPride WNBL Spectacular</li> <li>Mackay City Centre Critirum Series</li> <li>The ongoing Greater Whitsunday Farmers Market</li> </ul>
<b>Yantai Sister Region</b>	Coordination of delegations				★	<ul style="list-style-type: none"> <li>Positive feedback received from Yantai delegation in response to their visit.</li> <li>Discussions commenced regarding maintaining communication lines and investigating future delegation and sister region relationship opportunities.</li> </ul>

**e-Statistics**

	March subscribers	April subscribers	May subscribers	June subscribers	July subscribers	August subscribers
City Centre Business Network	808	788	764	753	743	725
Regional Focus Business Network	304	304	307	307	310	310
Sarina Businesses Network	287	287	287	288	286	287
Evans Avenue Network	122	122	122	122	122	122
City Deals Club Subscribers	3,473	3,396	3,392	3,306	3,299	3,306
Mackay Region Joblink Analytic Report <a href="http://www.mackayregionjoblink.com.au">www.mackayregionjoblink.com.au</a>	320 users 1,321 views	336 users 1,825 views	345 users 1,406 views	357 users 1,406 views	365 users 939 views	371 users 667 views

**City Centre Coordination**

Program	Activity	Status	Comments
<b>City Centre Events / Community Participation</b>	Greater Whitsunday Farmers Market	●	<ul style="list-style-type: none"> <li>Weekly attendance of 700 each week remains strong.</li> <li>Continued provision of entertainers each week to perform at the Market to enhance the ambience.</li> <li>Planning commenced on implementing an Eat Local Wednesday Campaign. The campaign will be two-tiered, aimed at both City Centre businesses and Customers.</li> <li>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 &amp; Facebook banners, City Centre WiFi advertising), and the printing of magnets for distribution to restaurants and cafes.</li> </ul>
	Active Kids in the City	●	<ul style="list-style-type: none"> <li>The Active Kids in the City school holiday program is being planned for the September School Holidays.</li> </ul>
	Twilight City Spooktacular – community participation	●	<ul style="list-style-type: none"> <li>Held on August 20, the event is estimated to have attracted approx. 28,000 people to the City Centre.</li> <li>23 City Centre businesses (mostly those located outside of the Event Zone) held Market Stalls.</li> <li>Most stores located within the Event Zone were open and trading throughout the event.</li> <li>Participating businesses reported experiencing significant sales during the event, as well as in the days after.</li> <li>The event hosted kids face painting, kids sports &amp; craft, a teen zone, outdoor cinema, live entertainment featuring local talent as</li> </ul>

						well as Pop Monsters – a well-received group formed especially for this event.
	Fashion Week Mackay				★	<ul style="list-style-type: none"> <li>• North Jacklin Mercedes-Benz Fashion Week Mackay (FWM) to be held on 6, 7, 8 October.</li> <li>• FWM committee continues to meet fortnightly.</li> <li>• Features in On Track and Core magazines were published during August to assist in generating interest and ticket sales for FWM.</li> <li>• Plans are well underway for Mackay City Centre's Streets of Style, to be held on October 8 during Fashion Week.</li> </ul>
	Event Support				★	<ul style="list-style-type: none"> <li>• Assistance provided to council supported event, Mechanos Wings and Wheels, by providing artwork to promote the Covered in Chrome Thunderun.</li> </ul>
<b>City Centre Development / Marketing Campaigns</b>	Event Marketing Calendar				★	<ul style="list-style-type: none"> <li>• An event calendar for distribution to City Centre businesses was distributed at the Business Information Session on June 6 and at subsequent meetings.</li> </ul>
	Window Activation Strategy				★	<ul style="list-style-type: none"> <li>• Activation of vacant buildings in the City Centre; updated displays were prepared for Health Point Chemist &amp; Mavis May Boutique.</li> <li>• August installations included Beach Horse Race Fashion, Greater Whitsunday Farmers Market, and Twilight Spooktacular and Fashion Week Mackay.</li> <li>• Future plans are underway to feature displays for Fredericks/Big on Shoes, Lucy Dillon for Brides/Crafty Cat, and Paxton's Markets.</li> <li>• Improvements to the procedure are currently being investigated and the cost structure for future displays is being investigated.</li> </ul>
	WiFi Strategy				★	<ul style="list-style-type: none"> <li>• Free WiFi to feature in upcoming campaign.</li> </ul>
	City Centre Active Kids and City Centre Active in the City					★
<b>Program</b>	<b>Activity</b>	<b>Report period</b>	<b>YTD</b>	<b>Target</b>	<b>Status</b>	<b>Comments</b>
<b>Business Attraction</b>	Business -es attracted to City Centre	1	3	10	★	<ul style="list-style-type: none"> <li>• Crystal Kingdom Academy</li> </ul>
<b>City Centre Façade Improvement Scheme</b>	Round 1	-	-	-	★	<ul style="list-style-type: none"> <li>• In 15/16 25 applications were approved under Round 1, however, four applications did not proceed.</li> <li>• Two further applications were approved leaving a nett result of 23 applications in total.</li> <li>• Grants of \$49,000 resulted in \$389,000 of capital improvements with local contractors.</li> <li>• Round 1 outcome reports have virtually been finalised by property owners.</li> </ul>
	Round 2	-	-	-	★	<ul style="list-style-type: none"> <li>• In 15/16 eight applications were approved under Round 2.</li> <li>• Grants of \$23,000 resulted in \$152,000 of capital improvements with contractors.</li> <li>• Round 2 outcome reports are being finalised by property owners.</li> </ul>

City Centre Digital Statistics							
Facebook	Aug	July	June	May	April	March	Feb
Likes	4,511	4,175	4,141	4,030	4,002	3,985	3,678
Total Reach	167,133	34,739	25,035	35,260	21,899	81,672	100,508
Mackay City Centre Instagram							
Followers	896	813	702	637	609	590	579
Following	118	117	113	111	111	111	111
City Centre WiFi							
Total Users	1,351	1,342	1,043	1,014	986	962	814
Total Sessions	3,336	3,902	2,497	2,383	2,384	2,294	2,637
Average Session Times	16m 45s	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
<b>Business Operations</b>	Visitation	1,225	2,978	10,000	★	Visitors came from: <ul style="list-style-type: none"> <li>• Mackay Region – 214</li> <li>• Queensland – 415</li> <li>• NSW – 169</li> <li>• Victoria – 127</li> <li>• SA, WA, NT, ACT, TAS – 146</li> <li>• Overseas – 154</li> </ul>
	Ticket Sales	\$18,402	\$41,973	\$175,000	★	<ul style="list-style-type: none"> <li>• August 2016 - \$18,402</li> <li>• August 2015 - \$15,837</li> </ul>
	Total Income (incl. Tickets income)	\$40,546	\$89,922	\$526,500	★	<ul style="list-style-type: none"> <li>• August 2016 - \$40,546</li> <li>• August 2015 - \$42,998</li> <li>• While ticket sales are higher than August 2015, total income is lower due to lower produce and alcohol sales.</li> </ul>
<b>Business and Product Development</b>	Farm Tour Wagons				★	<ul style="list-style-type: none"> <li>• Work is nearly complete on the farm tour wagons.</li> <li>• Works continue to ensure that appropriate planning approvals and processes are followed.</li> <li>• Tours will commence in 2016/17 and are expected to increase visitation and revenue.</li> </ul>
	Alcohol development				★	<ul style="list-style-type: none"> <li>• Bottling of new Batch 7 Rum and a Special Edition Rum Liqueur.</li> </ul>
<b>Marketing and Media</b>	10 Year Celebration				★	<ul style="list-style-type: none"> <li>• Preparations continued on the 10 year celebrations to be held in September 2016.</li> </ul>
	Mackay/Isaac Region Tourism Awards				★	<ul style="list-style-type: none"> <li>• Received three Gold Awards:               <ul style="list-style-type: none"> <li>- Attractions</li> <li>- Excellence in Food Industry</li> <li>- Most outstanding contribution by a volunteer/volunteer group</li> </ul> </li> </ul>
	Farmers Markets				★	<ul style="list-style-type: none"> <li>• Displayed a stall at five markets.</li> </ul>