



# Development Services

Monthly Review Report

July 2019

## Executive Summary

### DEVELOPMENT SERVICES

Development activity remains strong into the new financial year, with development application numbers tracking well. There also continues to be a large amount of activity occurring in progressing residential subdivisions subject to existing development approvals.

In late July Council received approval from the Department of State Development, Manufacturing, Infrastructure and Planning to proceed to public notification of the proposed major amendment to the Planning Scheme relating to self-contained recreational vehicle grounds. Public consultation is scheduled to commence on 9 August.

A very successful National Tree Day event was held at Illawong Beach on Sunday, 28 July. The event was preceded by the Schools Tree Day event on Friday, 26 July which was attended by 330 students and teachers. Around 240 community members attended National Tree Day on the Sunday, with the foreshore and park area transformed over the two days.

A significant amount of work occurred in July to progress the Mackay Region Events Strategy and new Economic Development Strategy. Extensive input from Councillors and external stakeholders is informing these Strategies, which are scheduled to be finalised by the end of 2019.

There was a burst of activity on the Fifth Lane project in July, with artists from Sydney and Melbourne working on the Laneway. This has been an extremely successful City activation project, which is receiving national attention. The open night on 27 July well attended and showed the true potential of the Laneway, with lighting installed and the Zapper App bringing the artwork to life.



**Aletta Nugent**  
*Director Development Services*



**Fifth Lane Artwork Opening**

# Development News 07/2019

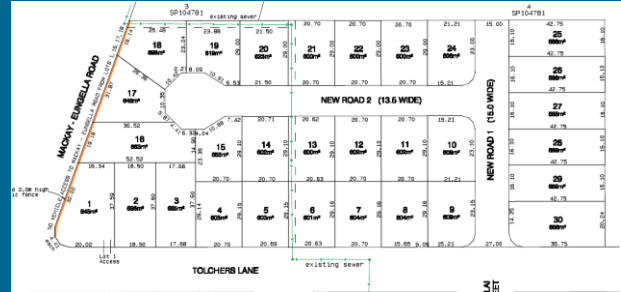
Updates on Significant Developments Currently Being Assessed by Council

## APPLICATION LODGED

DA-2019-79

115 Anzac Avenue, Marian

The application proposes the creation of 30 low density residential lots from 3 existing lots. The site has frontage to Tolchers Lane and Anzac Avenue (Mackay-Eungella Rd) with access to all lots being either directly from Tolchers Lane or a new internal road network off Tolchers Lane.



## APPLICATION LODGED

OW-2019-16

Lot 921 Boveys Road, Richmond

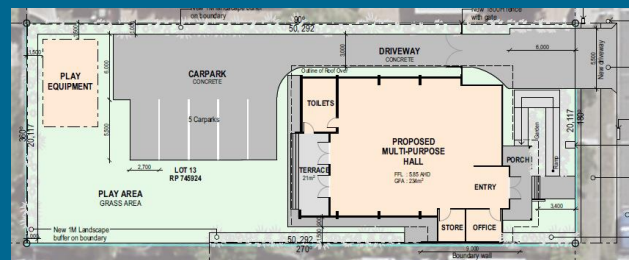
Richmond Hills Estate Stage 7 Civil Works application for proposed 49 Residential Lots with proposed works to be carried out onsite to include roadworks, stormwater, sewerage and water infrastructure, drainage work, earthworks, landscaping, signage and clearing vegetation.

## APPLICATION APPROVED

DA-2019-38

144-150 Shakespeare Street, Mackay

The approval will allow for the expansion of the Mackay Baptist Church onto an adjoining property for the purposes of a new children's play area and a multi-purpose hall. The play area will be constructed as Stage 1, with the hall to follow at a later date.



## APPLICATION APPROVED

OW-2019-5

41-43 Arana Drive, Rural View

BP Service Centre with approved works to be carried out onsite include roadworks, stormwater, earthworks and sewerage and water infrastructure.



## Monthly Safety Review

### Summary

Eight incidents were reported involving MRC employees and contractors; including one lost time injury:

- Back strain while standing up from a crouching position.

The following injuries to MRC employees were reported:

- Pain in right shoulder after completing whipper snipper work.
- Cut finger while clearing rubble.
- Back strain while standing up from a crouching position (lost time injury).

Incidents resulting in asset damage were reported:

- Mower hit the armrest of a park bench, causing minor damage.
- While mowing a drain a rock flicked up and hit a nearby shed.
- Mower hit a water tap, causing damage and a minor leak.

The following near miss incident was reported:

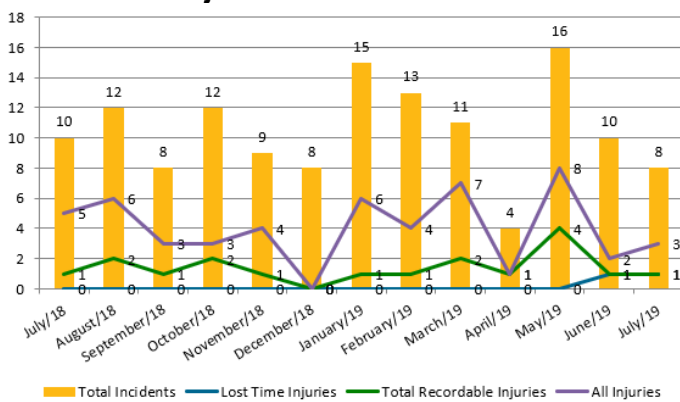
- The driver of a MRC vehicle was forced to take evasive action to avoid a collision.

The following incident involving a contractor was reported:

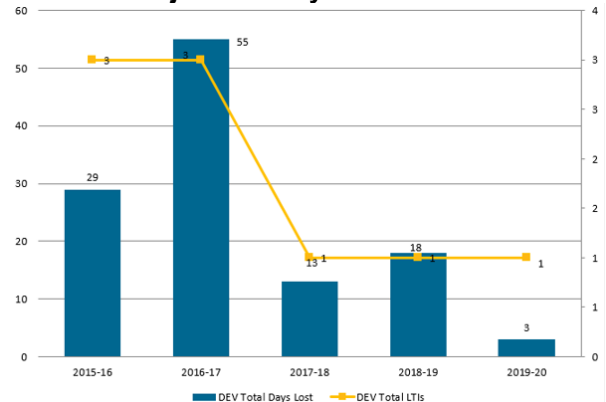
- Insect sting while picking up branches.

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	18	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>18</b>	<b>1</b>	<b>3</b>

# Financial Report

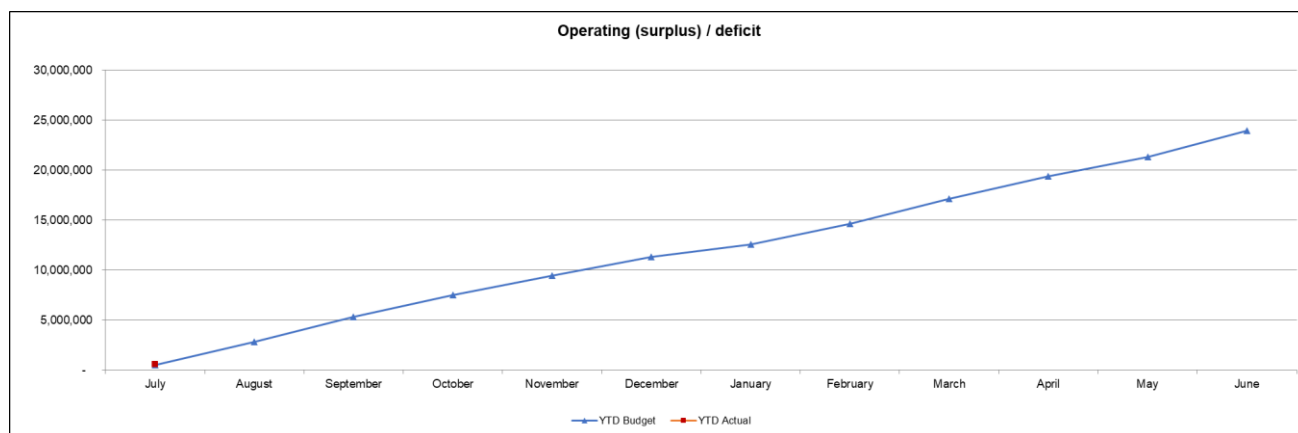
It has been a busy start to the new financial year and the Development Services budget is tracking well. There are a number of variances resulting from the timing of expenditure and income received, but there are no issues of note related to this first month of 2019/20.

Operating Results	Revised Budget	YTD budget	YTD actual	Variance	Status
Development Services Management	441,044	31,492	41,665	10,174	✖
Strategic Planning	2,173,008	127,766	109,299	(18,467)	✔
Development Assessment	(63,308)	(19,493)	(30,304)	(10,811)	✔
Development Engineering	378,477	37,581	36,512	(1,069)	✔
Economic Development & Tourism	2,876,622	(162,334)	(149,280)	13,054	✖
Parks, Environment & Sustainability	18,104,616	530,785	565,542	34,757	✖
<b>TOTAL OPERATIONAL</b>	<b>23,910,458</b>	<b>545,797</b>	<b>573,434</b>	<b>27,637</b>	⚠

<b>Legend</b>	✔ YTD Variance favourable of budget
	⚠ YTD Variance unfavourable, between 0% and 5% of YTD Budget
	✖ YTD Variance unfavourable, more than 5% of YTD Budget

## Operating Results

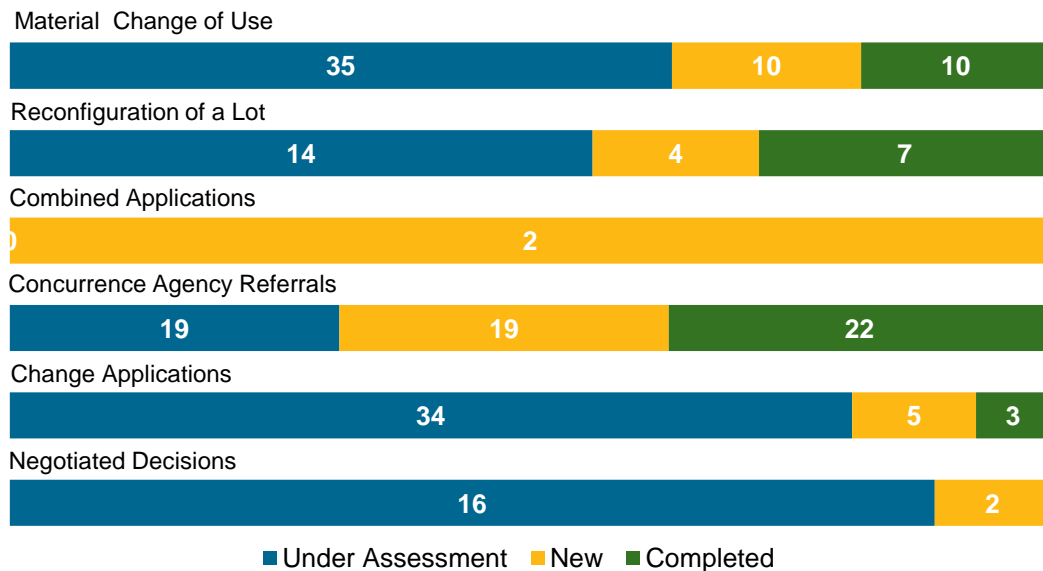


# Review of Operations

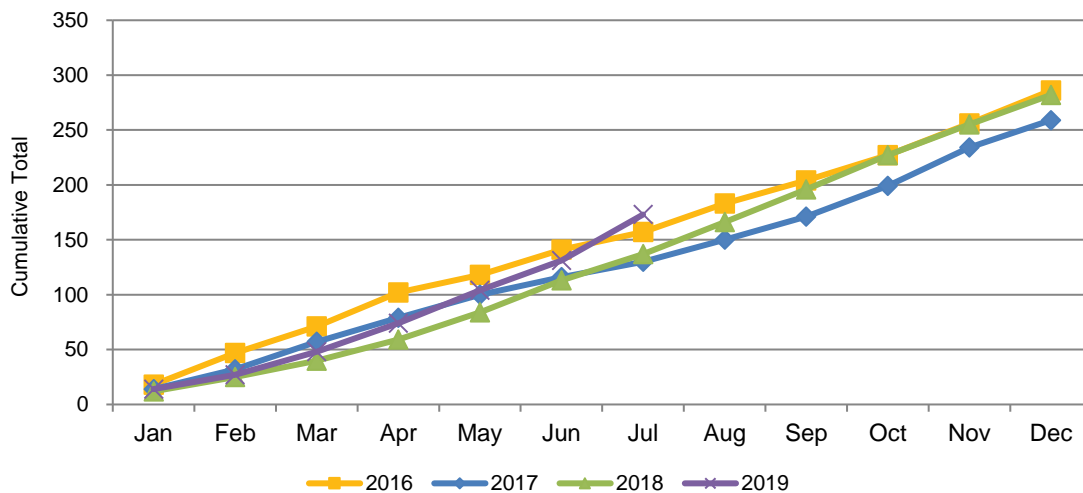
- On Track
- Potential Issue
- Definite Issue

## DEVELOPMENT ASSESSMENT

### Volume of Operations



### Cumulative Number of Approved Development Assessment Applications

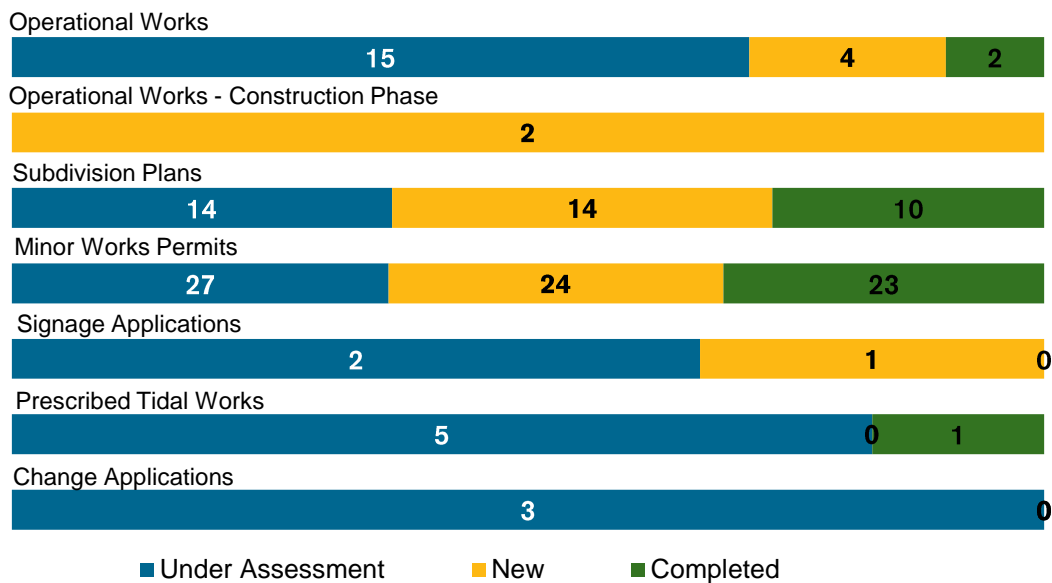


### Development Assessment Performance Against Legislative Timeframes

Application	Status	% Decided
MCU Code (85% in 40 Days)	●	88% decided in 40 days.
MCU Impact (50% in 40 Days)	●	50% decided in 40 days.
ROL (85% in 40 Days)	●	100% decided in 40 days.
Concurrence Agency (85% in 10 Days)	●	77% decided in 10 days. 5 of 21 Concurrence Agency approvals were issued in greater than 10 days. Two were approved in 11 days and three in 13 days.

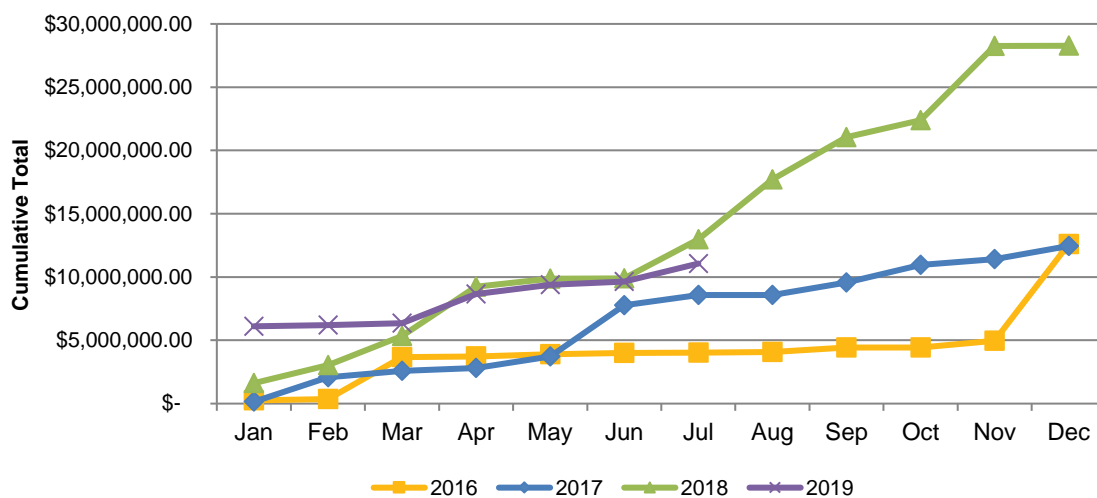
## DEVELOPMENT ENGINEERING

### Volume of Operations



### Cumulative Value of Approved Operational Works

Two Operational Works applications were approved this reporting month, with a total value of works of \$1,416,755.00.



### 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 35 Days)	🟡	66% decided in 35 days. Council agreed to extend the decision-making period for two applications decided in the month of July at the applicants' request.
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.
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>A draft master plan for the PDA which includes design aspects of the public realm is in its final stages with release expected in September. The master plan will be a key tool used in considering public realm development priorities within the Mackay Waterfront PDA area.</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 the cost of the development of public land to be well understood.</p> <p>The PDA Advisory Committee recently met in July a focus on providing feedback and guidance on prioritising elements of the draft master plan and to discuss some marketing aspects of the Mackay Waterfront.</p>
Mackay Region Planning Scheme Amendment	★	The State interest review of the proposed Major amendment 1 relating to self-contained recreational vehicle grounds has been finalised by the Department of State Development, Manufacturing, Infrastructure and Planning. Notice has been received from the Minister for State Development, Manufacturing, Infrastructure and Planning providing approval to proceed to public notification of the proposed amendment. Public consultation is scheduled to commence on 9 August and run until the close of business on 6 September (the public notification period) and include public information sessions. The public is invited to make a submission during the public notification period.
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	★	Project scheduled to commence in August 2019.
Transport Modelling	★	Further transport modelling will be considered as part of preparing the Mackay Region Transport Strategy.
Engineering Design Guidelines Review	★	The Engineering Design Guidelines Review considered recent changes to engineering standards and guidelines by external bodies and its application within Council. The review is updating guidelines in order of priority and will be on-going in 2020. The

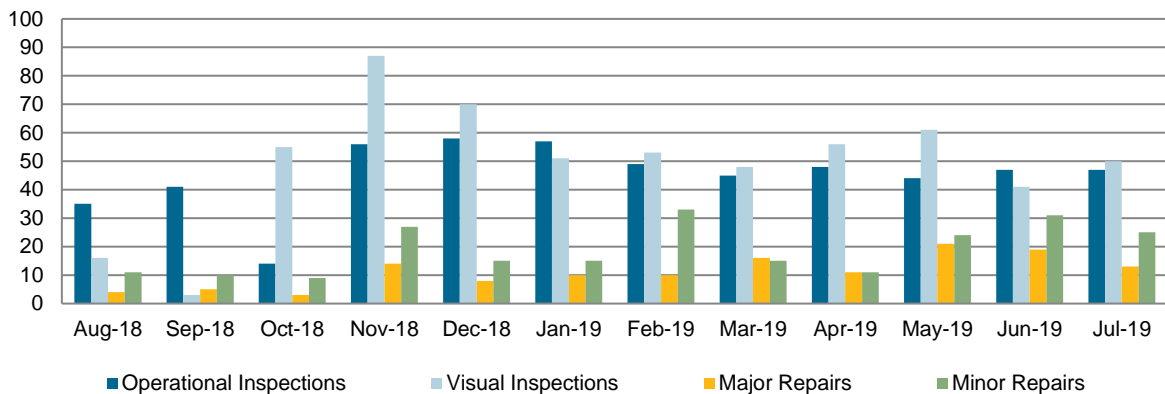


		project is in the early stages. Scoping identified that project may take longer to implement and coordinate than originally planned due to integration of various sections of the planning scheme.
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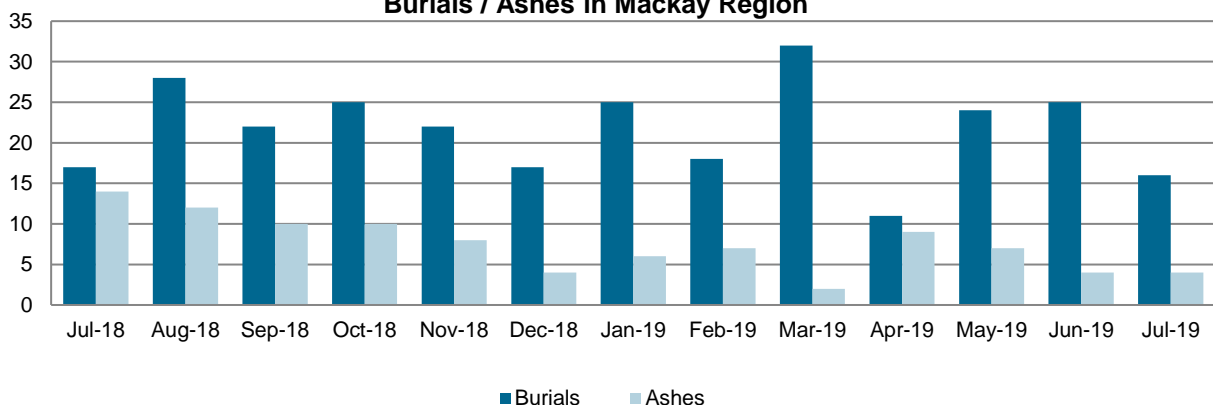
Waterways		
Projects	Status	Description / Update of Project
Mackay Region Coastal and Inland Flood Hazard Adaptation Strategy (CIFHAS)	🟢	The current project stage to finalise the hazard assessments is progressing and the supporting GIS analysis should be completed by July 2019. The project is on-going in 2020.
Mackay Floodplain Management Plan	🟢	The Flood Study has been completed and the draft Plan includes the identified and tested mitigation options. The draft documents are subject to peer review and stakeholder engagement will occur in the latter part of 2019.
Bakers Creek South Mackay Stormwater Trunk Infrastructure Study	🟢	The flood study is complete and adopted. Based on this study, the planning scheme flood overlays was updated in June 2019.
Flood Studies for Tropical Cyclone Debbie affected communities	🟢	Community engagement was completed in June 2019. Flood modelling will progress in the next financial year in July 2019.

**PARKS, ENVIRONMENT & SUSTAINABILITY**

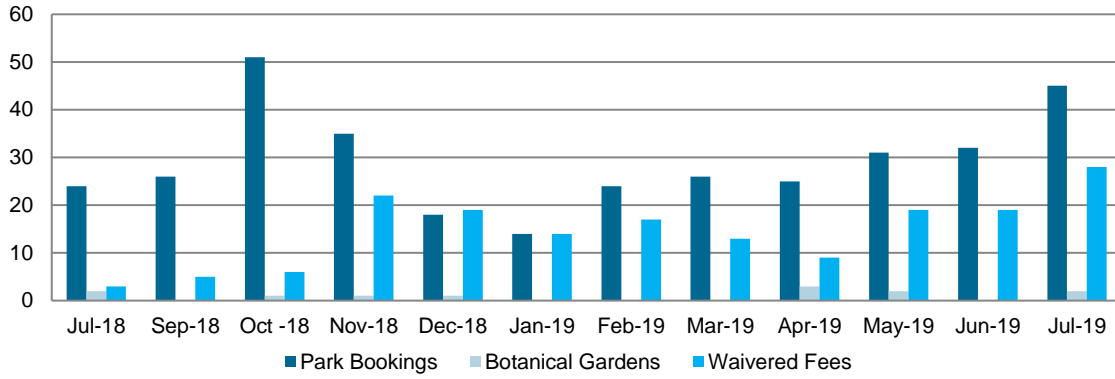
**Play Equipment Inspection and Maintenance**



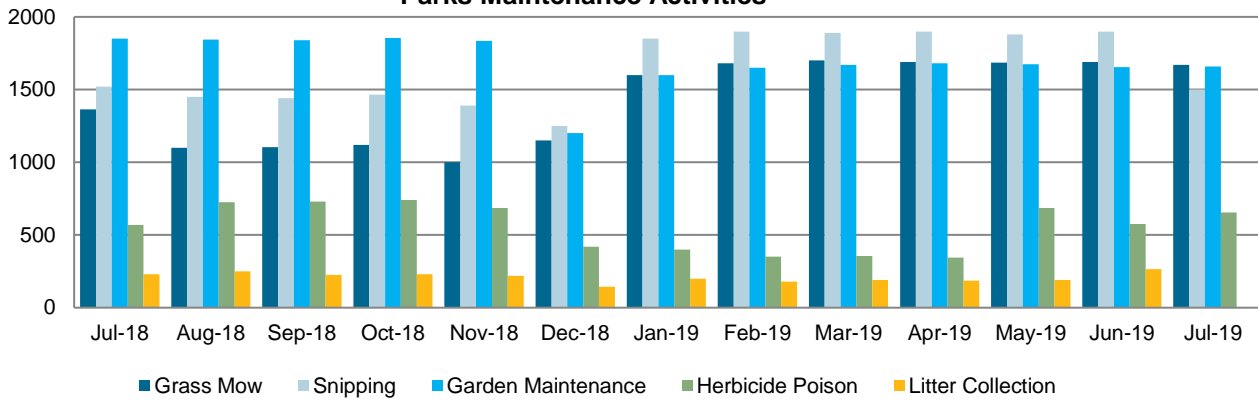
**Burials / Ashes in Mackay Region**



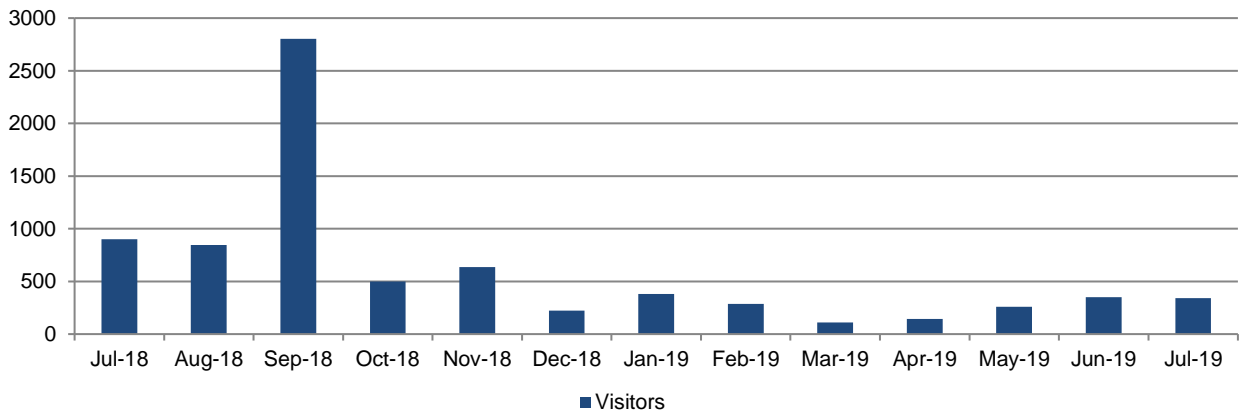
**Park Bookings**



**Parks Maintenance Activities**



**Orchid House Visitors**



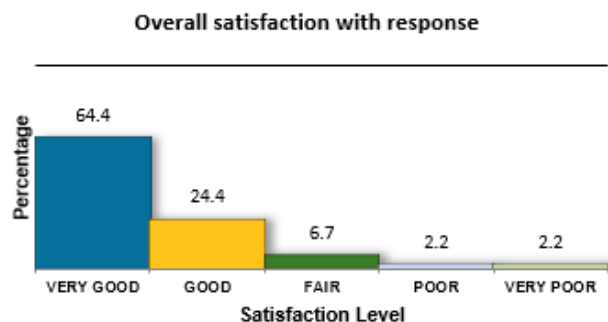
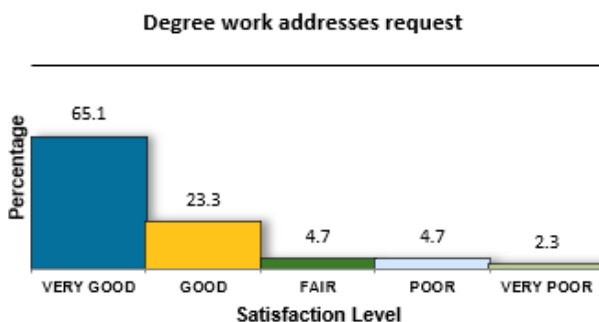
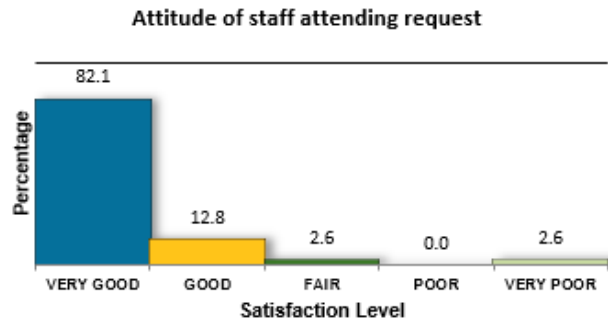
<b>Natural Environment Projects</b>		
<b>Project</b>	<b>Status</b>	<b>Description / Update of Project</b>
Free Native Plant Giveaway	●	The first open day at the Mackay Natural Environment Centre was held as part of the Free Native Plant Giveaway. Over 1500 free plants were given away, and people were keen to purchase additional plants for their gardens, through cash and EFTPOS sales. 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.
National Tree Day	●	Over 4600 local native plants were planted across two days at Illawong Beach as part of National Tree Day. 330 students and teachers attended Schools Tree Day on Friday 26 July around 240 community members attended on the Sunday. The foreshore and park area were transformed over the two days and everyone enjoyed getting their hands dirty.
Birdwatching Brochure	●	A draft 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.
Trainee Award	●	Former trainee Jeanette Timor was the Indigenous trainee award winner for Central Queensland at the QLD training awards.
Gross Pollutant Trap Audit	●	Volunteers sorted out litter from the gross pollutant traps in the city's drainage system. These quarterly audits help track the type and source of debris in the city and can inform mitigation strategies.

<b>Capital Works Projects</b>		
<b>Project</b>	<b>Status</b>	<b>Description / Update of Project</b>
W4Q Barber Drive Park Upgrade	●	The park upgrade involved paths and steps through the park connecting Barber Drive with Chapman Court. A play equipment area, picnic shelter, retaining walls, fencing, garden beds and tree planting were also constructed to complete the upgrade. The park was opened to the public early in July.
Minor Play	●	Scoping of worn, damaged and aged minor play equipment components and the sourcing of quotes for their replacement has commenced. Smaller items of equipment will be replaced in playgrounds throughout the region over the coming months.

<b>Botanic Gardens Projects</b>		
<b>Project</b>	<b>Status</b>	<b>Description / Update of Project</b>
Alexandra Street Footpath	●	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.
Desilting trial project	●	Several treatment beds will be constructed on the Meadowlands side of the Lagoons to trial amelioration of the silt contained within the Lagoons.
Signage Upgrades	●	Design manual completed. A selection of wayfinding and interpretative signs will be installed over the coming months.

Requests for Maintenance Work

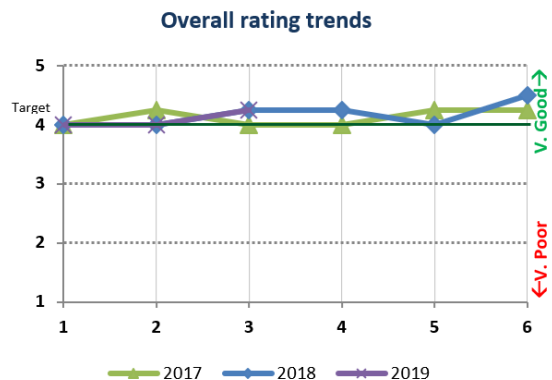
Results of Customer Survey (May / June 2019)



Representative Comments

- Very good.
- Almost immediate.
- Very prompt response and action could not ask more
- Request not actioned.
- Request was never completed, received no notification / correspondence regarding request service overall was very poor.
- Excellent – very tidy.
- They did a great job this time, visibility is much better.
- Initial response prompt, but no further contact other than to advise completion.
- Did exactly as they said they would. Very good.
- I would like to know why the lawn is not mowed on regular basis which will benefit the pedestrian and the city look. The children find hard to walk through the long grass as this has put off walking. Please explain to the land owner and the local council officer.
- Request was carried out in under 24hrs. Very happy!

Trends



**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> Council has appointed Luminair as the consultant to develop the Mackay Region Events Strategy (2020 – 2025). Phase one (mobilization) and phase two (Investigation) of the four-phase strategy has been completed, with phase three (Innovate) currently underway. The Strategy is due for completion in late October 2019.</p> <p><b>Invest Mackay Events and Conference Attraction Program</b> <b>Events / conferences held in July</b> No events were held in July.</p> <p><b>Events / conferences approved in July:</b> Three new events and conference were approved through the program:</p> <ul style="list-style-type: none"> <li>• 2019 BMX QLD State Championships</li> <li>• 2019 Regional Convention of Jehovah Witnesses</li> <li>• 2020 Australian Water Association Queensland Conference (AWA)</li> </ul>
Identify new tourism experiences and business opportunities in conjunction with Mackay Tourism Ltd and existing tourism providers	●	<p><b>Tourist Drive Signage</b> Tourist guiding road signage has been developed for the Hibiscus Coast and Pioneer Valley tourist drives. The project is designed to encourage regional visitor dispersal which is key to growing overnight visitor expenditure. The majority of the signs have been installed with minor corrections being undertaken by the contractor.</p>
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 is providing assistance and will be involved in the public consultation process related to these amendments.</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 are 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> On 14 June, the first edition of the new bi-monthly <i>Invested in Mackay</i> newsletter was launched. 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.</p> <p>This newsletter replaces the previous versions of <i>Regional Focus Business Network</i>, <i>Sarina Focus Business Network</i> and <i>Evans Avenue Network</i>. Objectives of this initiative are to increase the subscriber base and offer a medium to connect and engage with stakeholders and</p>

		<p>industry influencers as well as promote news stories relevant to the economic development of the Mackay region. The next newsletter is scheduled to be sent August 9.</p>
<p>Identify and support delivery of industry sector priorities</p>	<p>✱</p>	<p><b>Resource Centre of Excellence</b> The detailed design documentation was finalised in July. The construction tender opened on July 20 and closed on August 20. The tender for construction will be awarded in late August / 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 has briefed council on the project and is currently undertaking engagement with key industry stakeholders. The draft strategy is expected to be released at the end of September before being finalised in late October.</p> <p><b>Greater Whitsunday Food Network</b> Economic Development has supported a familiarisation program with Greater Whitsunday Food Network (GWFN) agritourism farm tours. This sponsorship has allowed 21 key influencers to participate in the tour, resulting in extensive media coverage.</p> <p>Economic Development also 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 obtaining 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, developing the Terms of Reference for the Project Advisory Group, and preparing the position description for the employment of a Regional Export Hub Manager.</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>

Investment Attraction and Growth		
To attract new businesses, facilitate investment and support existing businesses to realise growth opportunities		
Business Priority	Status	Update of Project
Support and facilitate investment in emerging industries and opportunities for diversification	★	<p><b>Split Spaces Mackay</b> Economic Development continues to engage with Split Spaces to discuss future partnership opportunities.</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>
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><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 supports 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 February 13, 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. An update was provided to Councillors in July and the draft feasibility study is due to be received in August.</p>
Proactive targeting and attracting business to the Mackay region.	★	<p><b>Facilitating Development in Mackay Region Policy</b> The Economic Development and Strategic Planning Programs have commenced the annual review of the Facilitating Development Policy which will be presented to Council for consideration in late August.</p>



		<p>An overview of current applications under the Policy is as follows:</p> <ul style="list-style-type: none"> <li>• Two Stage 2 applications were approved in July.</li> <li>• Eight Expression of Interest applications are currently under assessment.</li> <li>• Five applications have progressed through the Expression of Interest assessment stage; however, Stage 2 applications have not yet been submitted.</li> <li>• Four Stage 2 applications are currently under assessment and will be presented to Council for consideration at a future Council meeting.</li> </ul>
Explore opportunities for growth and development and facilitate investment opportunities	*	<p>Economic Development's First Point of Contact service continues to assist with development enquiries as requested. The March Quarter Mackay Region Economic Snapshot was published in June.</p>

<b>Liveability</b>		
To support and promote a vibrant, sustainable and affordable community which encourages people to live, work and play in the Mackay region.		
<b>Business Priority</b>	<b>Status</b>	<b>Update of Project</b>
Activate regional localities to achieve social, economic and environmental potential	*	<p><b>Activate My Place (AMP) Program</b> Economic Development continues to work with the successful applicants from Round 1 of the AMP Program. Current updates on approvals include:</p> <ul style="list-style-type: none"> <li>• The Mackay Hospital Foundation conducted their event, Cinema under the Stars, on 3 May. Over 250 people attended the event.</li> <li>• The Fifth Lane project has now been completed, with an open night held on Saturday, 27 July. The laneway was activated with lighting, a live painting and a vacant shop was utilised to tell the story of the lane through a short video.</li> <li>• The Slade Point Water Tower has now been completely transformed. Artists Scott Nagy and Cara Sanders started the mural on 14 June 2019 and completed the work in two weeks. The official launch on 28 June was well attended by the community, sponsors and Councillors.</li> </ul> <p>The implementation of future initiatives under the Activate My Place program will now be reviewed and presented to council for consideration.</p> <p><b>Mackay Pride Façade Improvement Scheme</b> Expressions of interest opened on 11 July 2019 and are currently being assessed as received. Two 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>
Activate Mackay City Centre	*	<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>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. The extensive distribution of the Eat Mackay Dining Guide to the regions hotels and motels was also well received,</p>

		<p>ensuring that the City eateries are being promoted to visitors to Mackay, across the region.</p> <p><b>Mackay City Centre – the Heart of Mackay</b> The Heart of Mackay campaign continued in July with 5 back of bus adverts and 3 billboard skins to promote the offer in Mackay City Centre.</p> <p><b>Mackay Laneway Project – Fifth Lane</b> During July, the Fifth Lane Street Art project took on a final surge of creativity with artists from Sydney and Brisbane dropping in to Mackay to work on the Laneway. Fifth Lane is now becoming the talk of the City; the region and has received national attention. The Mackay Laneway Project Facebook page is receiving likes and shares from an admiring and supportive audience. The open night of the laneway on Saturday 27 July proved to be a hit with all ages as the ambient lighting installed for the evening along with the Zapper App brought the artwork and laneway alive. A program of further activations for Fifth Lane are now being planned.</p> <p>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> Expressions of interest opened on 1 July 2019 and currently no new applications have been received. The Scheme is being promoted to City businesses via the business e-Newsletter. A review of the scheme is being planned for the near future.</p>
<p>Promote the Mackay Region</p>	<p>★</p>	<p>The Economic Development Program continues to work with Mackay Tourism Ltd on opportunities to promote the Mackay Region. Economic Development has been working closely with Mackay Tourism Ltd on a campaign for visiting friends and relatives (VFR) and the development of a Business Case for a locally developed fishing event and marketing campaign.</p>
<p>Support for tertiary education</p>	<p>★</p>	<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 and Study Greater Whitsunday projects.</p>

<b>Sarina Sugar Shed</b>					
To manage and operate a sustainable tourism facility, which provides a range of tourism products and experiences to promote the region's heritage					
Strategy / Project	Status	Description / Update of Project			
Operate a successful tourism facility which meets its performance targets	*	<ul style="list-style-type: none"> <li>• Wonder Kids, George Street Neighbourhood Centre attended for a group tour.</li> <li>• Hosted the Sarina Red Hatters Group for morning tea.</li> <li>• The Sarina Sugar Shed participated in the following events:                             <ul style="list-style-type: none"> <li>○ G &amp; S Engineering Wine and Food Day Stall selling gourmet sauces</li> <li>○ Distiller provided tastings experience of spirits at the G &amp; S Engineering Wine and Food Day Long Lunch.</li> </ul> </li> </ul>			
Business Operations (excluding accruals)		Item	July	YTD	Annual Target
	*	Tour Visitation (Paid)	1726	1726	10,000
		Visitation (Total)	2075	2075	-
		Volunteer Hours	383	383	-
		Item	July	YTD	Annual Budget
	*	Ticket Sales	\$24,203	\$24,203	\$160,000
	*	Retail Sales	\$43,564	\$43,564	\$289,000
	*	Total Income (incl. Ticket income)	\$67,767	\$67,767	\$449,000
	*	Total Expenses	\$71,067	\$71,067	\$755,170

\*YTD data will be available commencing 2019/20 reporting year.

### Economic Indicators (Quarterly)

Indicator	Mar 19	Dec 18	Sep 18	Jun 18	Mar 18	Dec 17
<b>Employment</b>						
Unemployment rate	4.4%	3.9%	3.7%	3.8%	4.3%	5%
Employed persons	62,527	65,291	66,678	65,790	65,359	64,288
<b>Real Estate</b>						
Median house sale	\$330,000	\$343,000	\$340,000	\$342,000	\$340,000	\$330,000
Res vacancy rate	2.9%	1.7%	0.9%	1.9%	3.6%	3%
<b>Residential Lot Supply</b>						
Lots Approved	287	297	433 <sup>#</sup>	128	27	51
Lots Endorsed	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**

<b>Subscribers</b>	<b>July</b>	<b>June</b>	<b>May</b>	<b>April</b>	<b>March</b>
City Centre Business Network	1,105	1,104	1,104	1,092	1,027
City Centre Facebook Likes	6,330	6,285	6,269	6,261	6,244
City Centre Instagram Followers	1,307	1,295	1,290	1,287	1,269
City Centre Wi-Fi Sessions	1,015	991	1,107	1,185	1,103 users
	12,281 sessions	9,254 sessions	7,884 sessions	8,404 sessions	10,018 sessions
Invested in Mackay	442	436	-	-	-
Regional Focus Business Network	<i>Replaced by Invested in Mackay</i>	<i>Replaced by Invested in Mackay</i>	140	142	143
Sarina Businesses Network	<i>Replaced by Invested in Mackay</i>	<i>Replaced by Invested in Mackay</i>	161	167	167
Evans Avenue Network	<i>Replaced by Invested in Mackay</i>	<i>Replaced by Invested in Mackay</i>	59	61	61
City Centre Community	4,642	4,642	4,642	4,642	4,241
Mackay Region Joblink Analytic Report	572 users	571 users	570 Users	567 users	614 users
	2,760 views	3,932 views	2,871 views	2,908 views	3,375 views
Sarina Field of Dreams Usage Wi-Fi	148 users	100 Users	78 Users	103 users	103 users
	1,355 sessions	1,315 sessions	1467 sessions	1025 sessions	1,056 sessions
Hooked on Mackay Facebook Likes	1,190	1,089	1,044	955	921
Net Free Zone Voluntary Code	452	432	335	325	315

**UPCOMING EVENTS**

Date	Event	Location
Every Friday April – October	Free guided walks	MRBG
9 and 10 August 6 and 7 September 4 and 5 October	Free Native Plant Giveaways	MNEC – Swayne St North Mackay
18 August	Community planting at Lamberts Beach as part of Splashfest	Lamberts Beach
23 – 25 August 2019	Girlfriends Gaggle - Red Hat Society Function/Conference – Invest Mackay Funded	Mackay Region
28 – 29 August 2019	Variety Bash – Start Region – Invest Mackay Funded	Mackay Harbour
31 August 2019	Mackay Scottish Bluewater Fling	Bluewater Quay
3 – 6 September 2019	Bowls Multi-Disability State – Invest Mackay Funded	Souths Suburbans Bowls Club
31 August – 7 September 2019	2019 Oceania Athletics Masters Athletics – Invest Mackay Funded	Mackay ARC
8 September 2019	Beach Motorcycle Races at Grasstree Beach – Invest Mackay Funded	Grasstree Beach
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 <sup>th</sup> October 2019	Movies in the Meadow	MRBG
2 – 3 November 2019	Rebel WBBL Match - Adelaide Strikers v Brisbane Heat – Invest Mackay Funded	Great Barrier Reef Arena, Harrup Park
13 <sup>th</sup> December 2019	Christmas in the Gardens	MRBG