



# Development Services

Monthly Review Report

March 2021

## Executive Summary

### DEVELOPMENT SERVICES

This report is for Development Services for March 2021. Some highlights from this period are as follows:

- A high level of development activity is continuing within the Region. A large number of development applications and other requests are being received and assessed by Council's Development Assessment and Development Engineering teams.
- A funding application was submitted to the Federal Government Building Better Regions Fund for the Riverside Precinct public realm improvements within the Mackay Waterfront Priority Development Area. The total project value of the package of works included within the funding application is \$9.1M.
- The Community Reference Group and Agency Reference Group established for the Northern Beaches Community Hub project met on 30 March 2021. Further valuable input towards the project was provided by both groups during this meeting.
- A water quality management plan has been developed and implemented for Platypus Beach. Up to date water quality information is now available on Council's website and signage has been installed on site to advise recreational users about how they can access the most recent information on water quality.
- Works are well advanced on the Nell Baker Park upgrades. The play area, play equipment and shade structure over the play area has been replaced and works are in progress on paths to connect the basketball court, new play area and picnic facilities, new drinking fountain, painting of park assets and new tree plantings.
- The Activate My Place (AMP!) grant program was launched on 15 March. The Economic Development team is promoting the AMP! program to all eligible applicants across the region including not-for-profit groups, registered businesses, entrepreneurs, sole traders, partnerships and progress associations.
- On 10 March the Queensland Small Business Commissioner, Maree Adshead, co-signed the Queensland Small Business Friendly Councils (SBFC) Charter with Mayor Greg Williamson and Mackay Region Chamber of Commerce committee member Madeleine Connors. The Charter includes a commitment by Council to communicate and engage; raise small businesses profile and capability; support resilience and recovery; simplify administration and regulation; ensure fair procurement and prompt payment terms; and promote place-based activities.



**Aletta Nugent**  
*Director Development Services*

The announcement of the 2021 NQ Rock'N Country Music Festival took place on Friday, 12 March at P. Comino and Sons. This event is proudly sponsored by the Invest Mackay Events and Conference Attraction Program



# Development News 03/2021

Updates on Significant Developments Currently Being Assessed by Council

## APPLICATION APPROVED

DA-2019-128/A

235 Connors Road, Paget

Council has approved a High Impact Industry use on the subject site for a fragmentizer to compliment the existing approved use as a metal recycling facility.



## APPLICATION APPROVED

COW-2021-6

Lot 498 Bruce Highway, Bakers Creek

Civil construction works commenced for Stage 5 of The Waters at Ooralea, consisting of 35 residential lots.



## APPLICATION LODGED

DA-2021-23

100 Hodges Road, Shoal Point

Council has received an application for a small shopping centre as part of the Shoal Point Bay residential development at Hodges Road. The proposed development is intended to provide convenience-based services for residents of the estate and those utilising the adjacent parklands and open space areas.



## APPLICATION APPROVED

OW-2020-42

Lot 512 Rosalind Vista, Richmond

Sugarview Estate Stage 6A, consisting of 22 residential lots, was approved. Approved works include roadworks, stormwater drainage, water and sewerage infrastructure, earthworks, and landscaping.





## Monthly Safety Review

### Summary

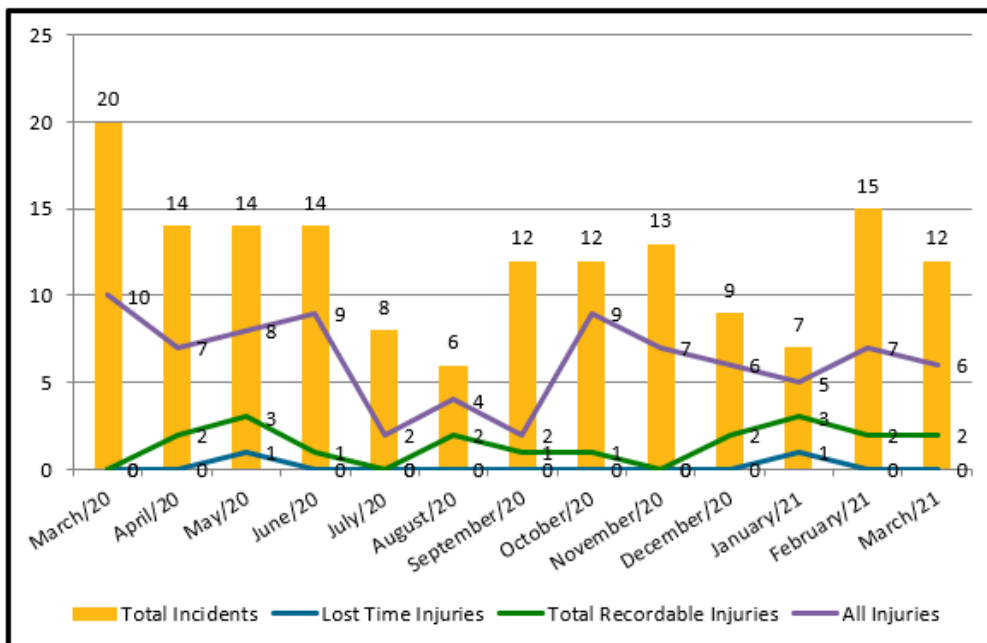
In March 2021:

- Fifty-eight safety interactions were undertaken.
- Six site safety inspections were undertaken.
- 93% of monthly action plans activities were carried out.

Twelve incidents were reported in March, involving Development Services employees and members of the public.

One lost time injury was recorded, following surgery that was required for an injury that occurred in August 2020.

### Incidents and Injuries



The following injuries to Development Services employees were reported during March:

- Shoulder pain while operating a mower.
- Minor heat illness whilst whipper snipping.
- Knee pain after stepping into an unseen depression while whipper snipping.
- Multiple wasp stings while trimming palm tree.
- Wrist pain while whipper snipping.
- Allergic reaction (rash) after exposure to unknown item (possibly a vine).

The following asset damage incident involving a Development Services employee was reported during March:

- While mowing and whipper snipping, returned to work truck to find damaged window.
- While driving in park, the door of a toolbox on back of truck struck a tree branch, damaging the door.
- Driving through a gate, the side of truck tray scraped a signpost, resulting in damage to sign post brackets and gate.
- While parked at Paget green waste facility the facility's loader was pushing waste and something has

come through and hit the trucks tool box, causing damage.

The following near miss incident was reported during March:

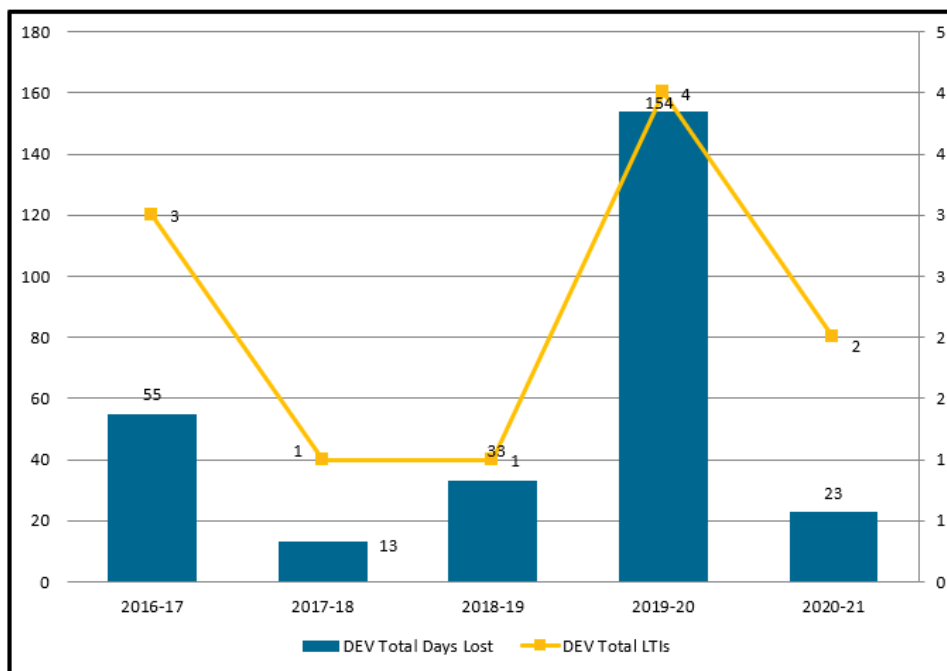
- While using pressure cleaner to clean work vehicle, water has sprayed back into face due to crack in the nozzle of gun.

The following incident involving a contractor was reported during March:

- While whipper snipping, allergic reaction (rash) from exposure to unknow item (possibly a vine).

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

**Lost Time Injuries & Days Lost**



Department	2016-17		2017-18		2018-19		2019-20		2020-21	
	LTI	Days Lost	LTI	Days Lost	LTI	Days Lost	LTI	Days Lost	LTI	Days Lost
Development Engineering										
Development Assessment										
Parks, Environment & Sustainability	3	55	1	13	1	33	4	154	2	23
Strategic Planning										
Economic Development & Tourism										
<b>Development Services Total</b>	<b>3</b>	<b>55</b>	<b>1</b>	<b>13</b>	<b>1</b>	<b>33</b>	<b>4</b>	<b>154</b>	<b>2</b>	<b>23</b>

For the 2020-21 year, one lost time injury has been recorded:

- In August 2020, a worker injured their shoulder while operating a pole saw. To support a full recovery, surgery was required and was undertaken in March 2021. Sixteen days have been lost as they receive treatment.
- In January 2021, a worker sustained burns to fingers / hand, when a fire broke out while refuelling a mower. Seven days were lost as the worker recovered.

# Financial Report

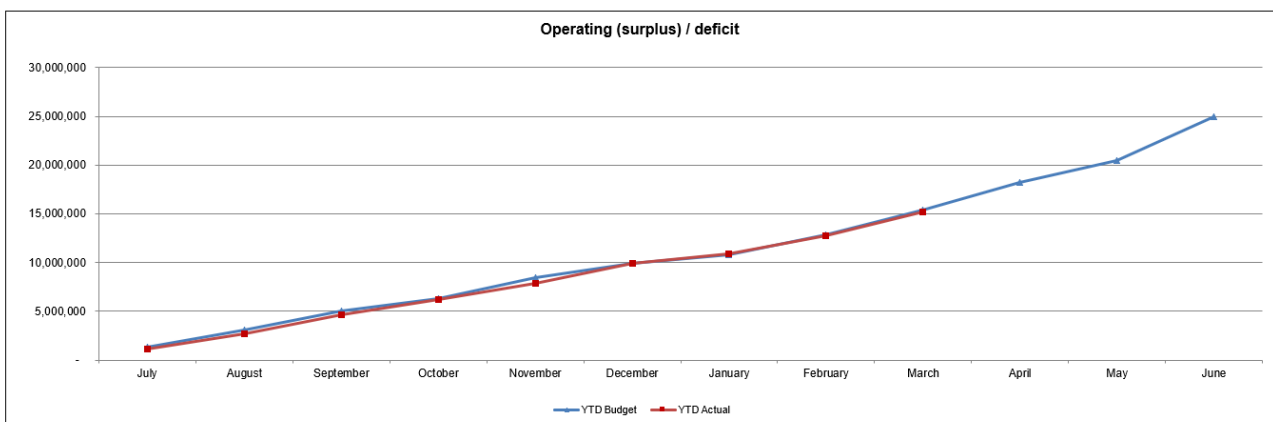
The Development Services Management, Strategic Planning and Economic Development & Tourism budgets are tracking well, with only minor variances. The Development Assessment and Development Engineering budgets are both showing positive budget variances as a result of revenue from development related applications again tracking above budget. The Parks, Environment & Sustainability budget is showing a minor negative variance but expenditure is overall tracking well across the program.

Operating Results	YTD Budget	YTD Actual	Variance	Status
Development Services Management	606,630	577,524	(29,106)	🌿
Strategic Planning	1,233,250	1,202,873	(30,377)	🌿
Development Assessment	(103,246)	(182,951)	(79,705)	🌿
Development Engineering	(272,720)	(450,933)	(178,213)	🌿
Economic Development & Tourism	1,712,448	1,732,927	20,479	🌻
Parks, Environment & Sustainability	12,236,392	12,362,884	126,492	🌻
<b>TOTAL OPERATIONAL</b>	<b>15,412,754</b>	<b>15,242,324</b>	<b>(170,430)</b>	🌿

Legend	
🌿	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

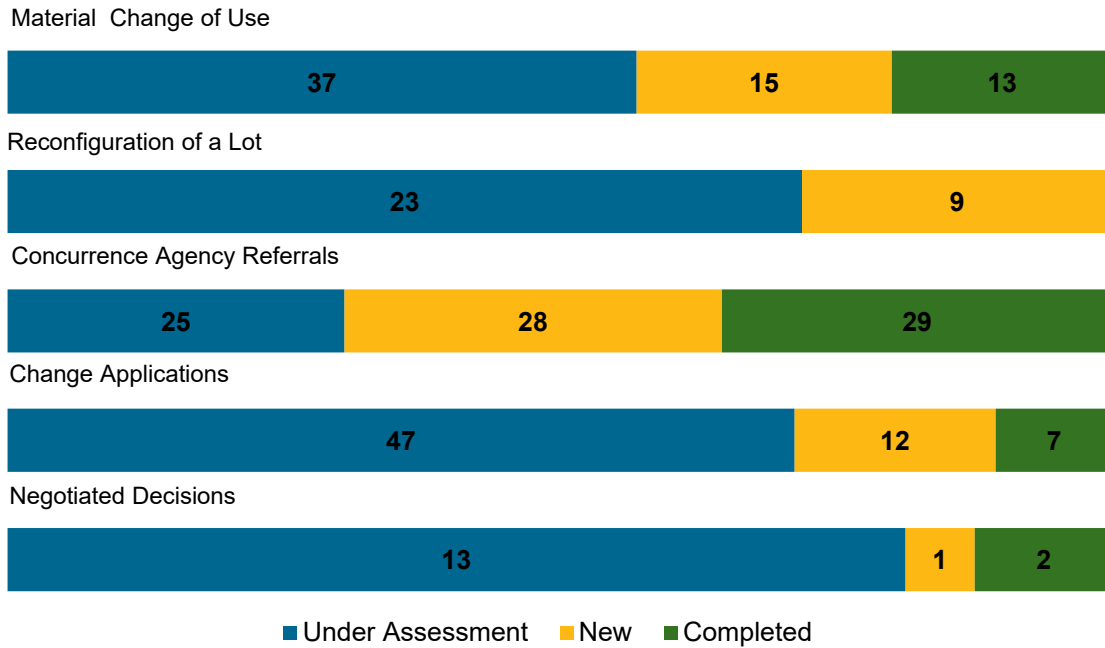


# Review of Operations

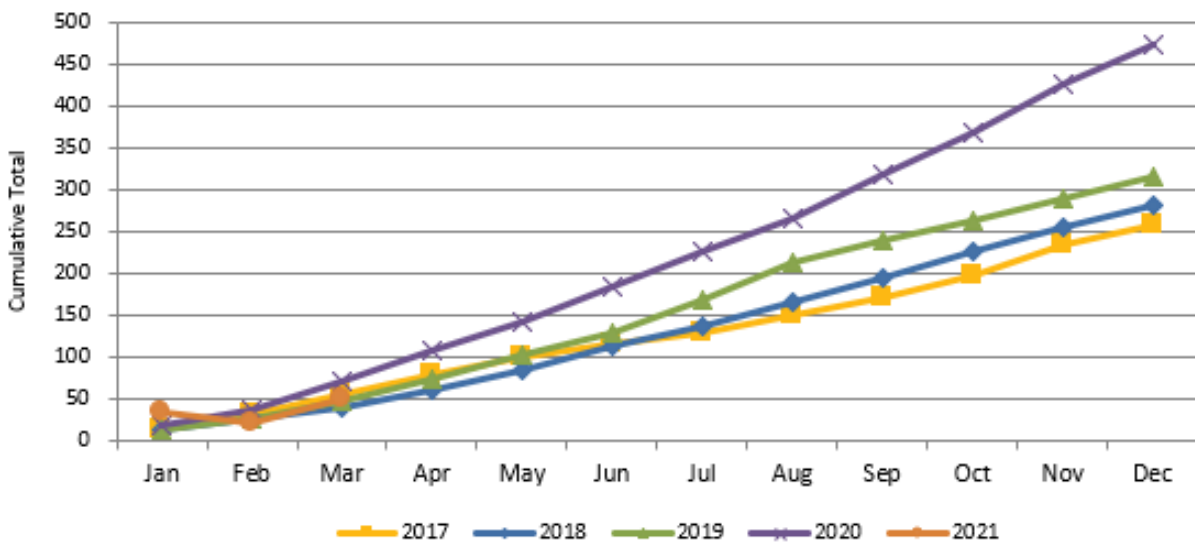
- On Track
- Potential Issue
- Definite Issue

## DEVELOPMENT ASSESSMENT

### Volume of Operations



### Cumulative Number of Approved Development Assessment Applications

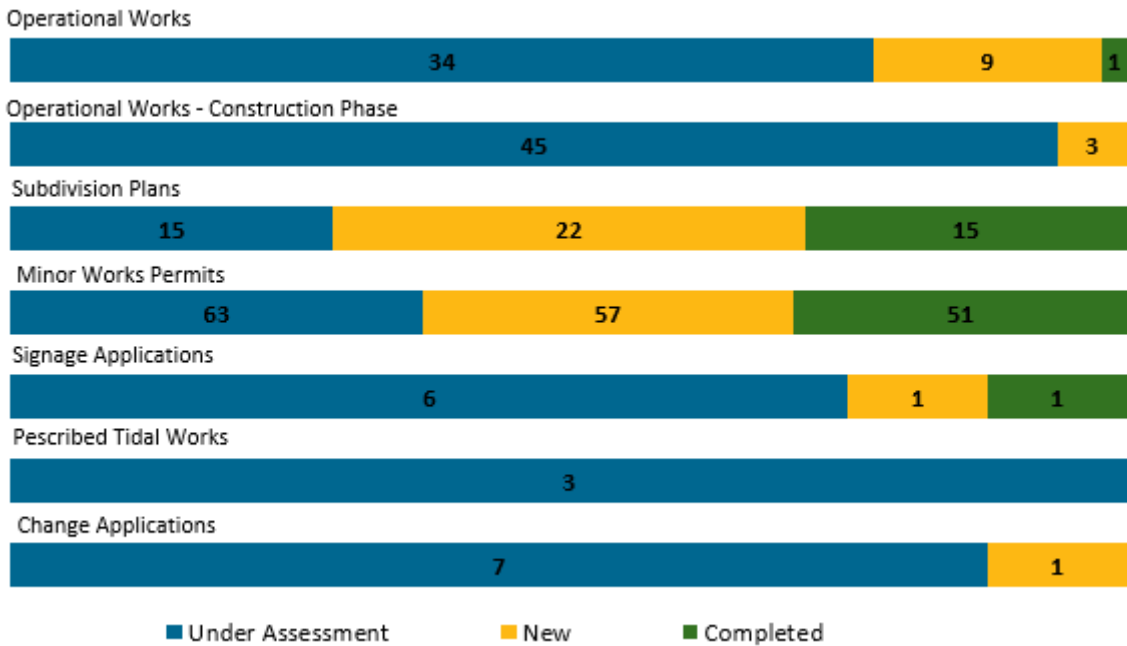


### Development Assessment Performance Against Legislative Timeframes

Application	Status	% Decided
MCU Code (85% in 35 Days)	●	100% decided in 35 days.
MCU Impact (50% in 35 Days)	●	50% decided in 35 days.
ROL (85% in 35 Days)	●	100% decided in 35 days.
Concurrence Agency (85% in 10 Days)	●	90% decided in 10 days.

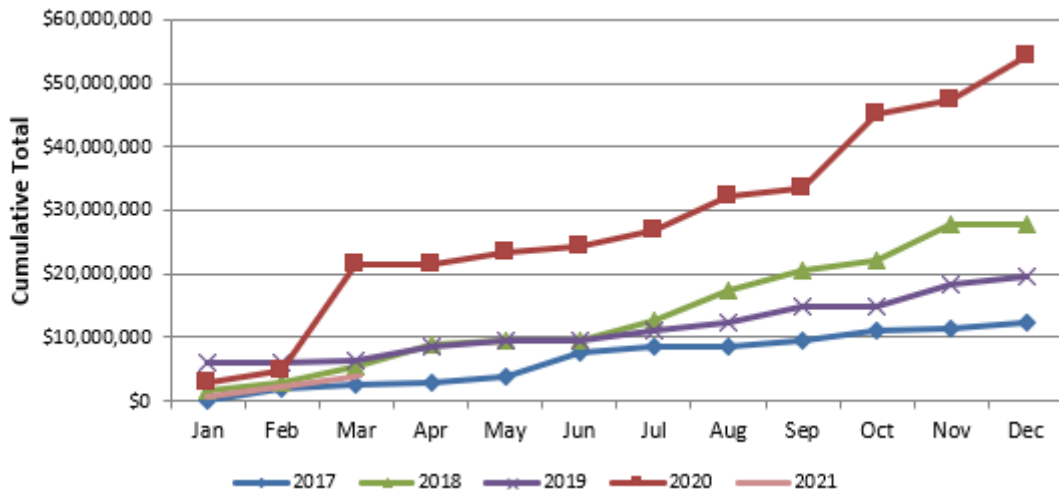
## DEVELOPMENT ENGINEERING

### Volume of Operations



### Cumulative Value of Approved Operational Works

One Operational Works applications was approved in March with a total value of works of \$1,378,115.



### Development Engineering Performance Against Legislative Timeframes

Application	Status	% Decided
Minor Works (85% in <20 Days)	🟡	72% decided in 20 days. High volume of applications and construction workload is resulting in a delay in approving minor works applications.
Signage Applications (85% in <20 Days)	🟢	100% decided in 20 days.
Operational Works (85% in 35 Days)	🟢	100% decided in 35 days.
Plan Sealing (85% decided in 20 days without action notice)	🟢	100% decided in 20 days without Action Notice.



**STRATEGIC PLANNING**

Regional and Local Area Planning		
Projects	Status	Description / Update of Project
Mackay Region Industrial Land Provision Study	*	Council is investigating high level development options for the six future industry investigation zones in the planning scheme. Reports on these investigation zones are being finalised in the first half of 2021.
Mackay Region Planning Scheme - Minor amendment 5	*	Preliminary work has commenced in preparation for Minor amendment 5 that is proposed to incorporate the recently adopted flood studies for North Mackay, West Mackay and Andergrove/Beaconsfield into the Flood and coastal hazards planning scheme overlay. In addition, the proposed minor amendment will seek to update State planning policy mapping to ensure the planning scheme reflects up to date state mapping.
Mackay Region Planning Scheme – Major amendment 2	*	<p>The purpose and general effect of the proposed amendment is to update and improve various parts of the planning scheme:</p> <ul style="list-style-type: none"> <li>• as a result of new information and studies;</li> <li>• in response to a number of workability matters identified since the planning scheme commenced in 2017;</li> <li>• to reflect completed development approvals; and</li> <li>• to improve clarity, remove redundant wording and improve alignment with the <i>Planning Act 2016</i>.</li> </ul> <p>Council has received a notice from the Minister stating the State interest review for the Major amendment 2 is completed and Council can proceed to public consultation. Public consultation is planned during April/May 2021.</p>
Mackay Region Planning Scheme – Planning Scheme Policy (PSP) review	*	<p>The review of the Planning Scheme Policies (PSPs) continues to progress through a governance process by relevant internal programs.</p> <p>PSP amendment 3 was adopted by Council at its ordinary meeting on 10 February 2021 and commenced on 1 March 2021. The following PSPs were amended in this round:</p> <ul style="list-style-type: none"> <li>• Planning scheme policy - subsurface drainage design</li> <li>• Planning scheme policy - structures - bridge design</li> <li>• Planning scheme policy - cycle facilities and pathway design</li> <li>• Planning scheme policy - pavement design</li> <li>• Planning scheme policy - site regrading</li> </ul> <p>Internal review of the Planning scheme policy – bushfire is complete. Public consultation on this PSP will be undertaken at the same time as the public consultation period for the Major amendment 2 as it is related to proposed changes within the planning scheme.</p> <p>Internal review of the following PSPs are progressing and planned to be completed later during 2021:</p> <ul style="list-style-type: none"> <li>• Planning scheme policy – geometric road design</li> <li>• Planning scheme policy – operational works application and construction requirements</li> <li>• Planning scheme policy – healthy waters</li> <li>• Planning scheme policy – constructed lakes</li> </ul>

		Further information on the project is available on Connecting Mackay.
Finch Hatton and Eungella local planning framework	★	<p>A local planning framework for the Finch Hatton and Eungella townships is being prepared to support the implementation of the mountain bike strategy.</p> <p>A community information session to provide a general update on the progression of the Pioneer Valley Mountain Bike project was held in February 2021 and the draft Finch Hatton local area planning framework is being prepared for consultation. Community engagement on the Eungella local planning framework is scheduled to commence in April.</p>
Mirani Community Precinct Master Plan and Concept Design	★	<p>A Concept Design Report is being finalised for Council consideration during April. The Concept Design Report is supported by a Design Options Report and other technical reports to be considered as part of the detailed design process. Consultants will be engaged during April to prepare the detail designs of the precinct which will bring the project to shovel ready status and support future funding applications.</p> <p>The planning and design stage of this project is funded by the Queensland Government and Mackay Regional Council. Construction is subject to external grant funding.</p> <p>Further information on the project is available on Connecting Mackay.</p>
Northern Beaches Community Hub	★	<p>A masterplan for the Northern Beaches Community Hub site has been finalised for consultation with the community reference and agency groups. The masterplan describes the staged development of the site over time. The preferred building option is a multi-level centrally located community hub providing access to a range of community facilities. Further work on the building concept is continuing.</p> <p>Site Infrastructure concept options were finalised and consultants will be engaged during April to continue with the detail design of infrastructure.</p> <p>The Community Reference Group and Agency Reference Groups established for the project met on 30 March 2021.</p>

### Transport & Infrastructure Planning

Projects	Status	Description / Update of Project
Growth Allocation Model	★	<p>The Mackay Growth Allocation Model allocates and maps future urban growth over a 20-year projection period based on growth scenarios. The 2020 model review was undertaken with due consideration of published Queensland Government Population Projections. The reviewed model will be used to inform the review of the Local Government Infrastructure Plan during 2021.</p> <p>Lead and lag statistics are continually monitored to measure growth projections against actual economic activity and population movements.</p>
Mackay Region Transport Strategy	★	Public consultation on the draft Mackay Region Integrated Transport Strategy concluded on 15 January 2021. Consideration

		of submissions and feedback received is underway.
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Stormwater		
Projects	Status	Description / Update of Project
Mackay Region Coastal and Inland Flood Hazard Adaptation Strategy (CIFHAS)	*	The current project stage to prepare hazard assessments has been finalised. Implementation of further stages will be subject to external grant funding.
Mackay Floodplain Management Plan	*	A draft flood study and management plan has been completed and includes the identified and tested mitigation options. A high-level peer review suggested recommendations that are being considered prior to community consultation, which is planned to commence in the coming months.
Flood Intelligence Plan	*	<p>The Flood Intelligence Plan project currently includes two main projects:</p> <ul style="list-style-type: none"> <li>• A “pilot” flood emergency assessment and action plan; and</li> <li>• A Total Flood Warning system.</li> </ul> <p>The two projects are expected to be finalised in coming months. This project has received funding from the Australian and Queensland Governments through the Far North and North Queensland Monsoon Trough Flexible Funding Grants Round One.</p>

**MACKAY CITY AND WATERFRONT**

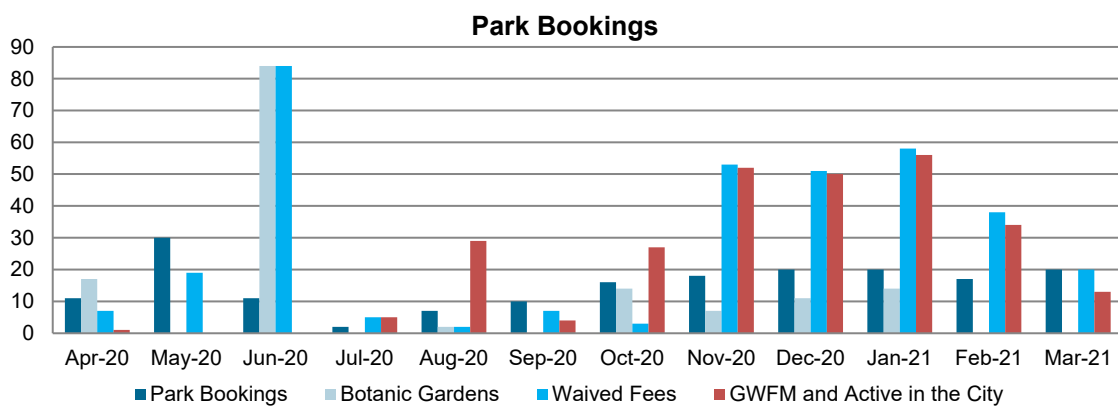
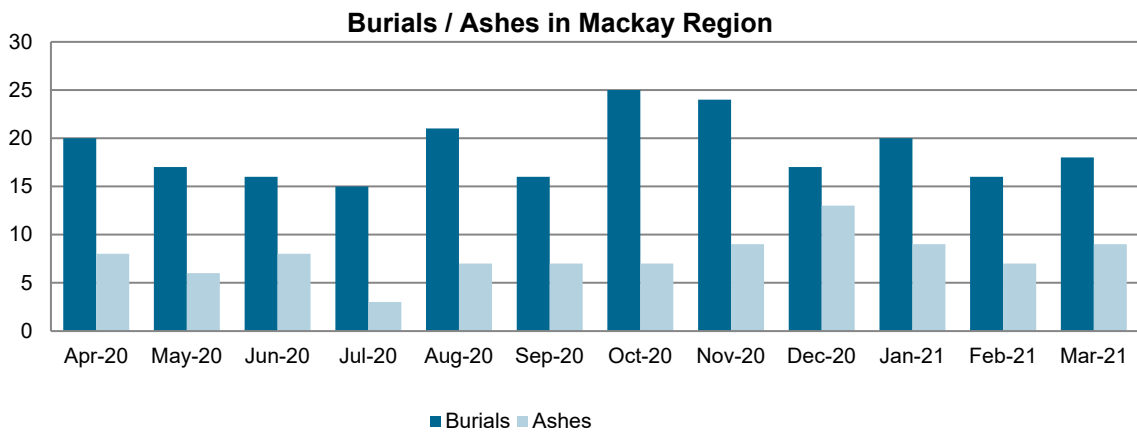
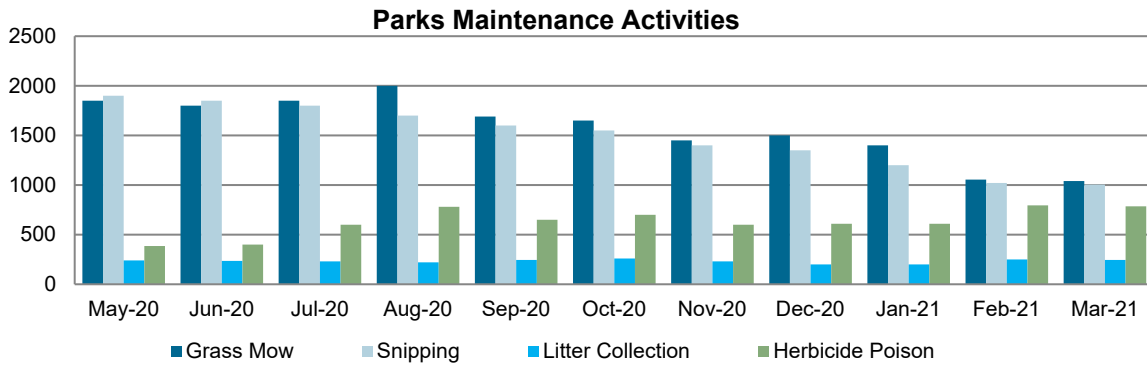
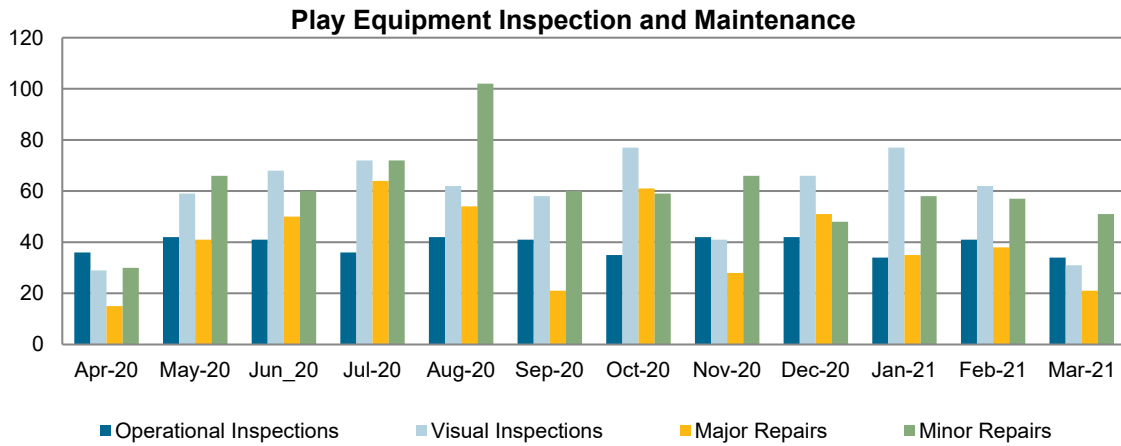
Mackay City and Waterfront		
Projects	Status	Description / Update of Project
Riverside Public Realm upgrades	*	Council is currently prioritising design efforts on the Riverside Precinct, with design for the area between Paxton's and the Fish Market being finalised to support construction in 2021. The demolition works for the former Seafresh shed at 6 River Street are nearing completion, and recycled timber from the building has been stockpiled for use in the coming stage. There are less pylons remaining than anticipated due to poor structural condition, however those remaining will still be featured in the final design. A funding application for this package of work to a total project value of \$9.1M has been submitted for the Federal Government Building Better Regions Fund Round Five.
River and Sydney Street Intersection upgrade	*	Designs for the upgrade to the intersection located at River Street and Sydney Street to improve pedestrian and cycling safety along the Bluewater Trail have now been finalised. The Department of Transport and Main Roads have submitted a funding application for this project into the Active Transport Infrastructure Project fund. Council will continue to work closely with the Department of Transport and Main Roads on the project.
Mackay Waterfront Investment Opportunities	*	Council continues to engage with property owners and investors in relation to development opportunities within the PDA.
Expression of Interest (EOI)	*	Council endorsed an Expression of Interest (EOI) process for development opportunities on Council owned freehold land in the project area. There were six sites offered for consideration, including three in the Mackay City Centre Precinct and three in the Riverside Precinct. ReNew Mackay Pty Ltd (a consortium of local professionals) and Sentinel Group Holding were selected from seven submissions. Council has continued conversations and negotiations with the two short-listed parties with the intent of working the issuing of Tender documentation. The Tender documentation is now being finalised, with the intent to release before the end of the financial year.
Neighbourlytics 'Launch City' Program	*	Council recently partnered with Neighbourlytics as part of their 'Launch City' tailored 6-month program to help Council measure, benchmark and adopt a data-driven approach to citizen well-being. Neighbourlytics is a digital platform dedicated to measuring the quality of life and wellbeing in neighbourhoods based on their unique data footprint and is being used by a number of regional Councils across Australia. This project has now commenced and the Mackay City and Waterfront team has established an internal working group for the project. The working group collaborated to identify fifty 1km radius areas of interest within the region for which specific data will be collated for analysis. The whole region base line report was presented by the Neighbourlytics team to Council staff in December and gave viewers an understanding of how to begin to interpret the data and use the dashboard. The Neighbourlytics internal working group continue to meet monthly to determine Council's priorities in getting the most value from the program and data.
Activate Mackay City Centre	*	<b>Fifth Lane resurfacing works</b> A project to resurface Fifth Lane and install festoon lighting began in February and is due to be complete this financial year. The

		<p>resurfaced and decorated laneway will allow neighbouring properties to consider opportunities to open up to this space and will allow for small activations.</p> <p><b>City Centre Reference Group</b>  Council continues to work with the City Centre Reference Group (a sub-group of the Mackay Region Chamber of Commerce). Officers from Economic Development and the Mackay City and Waterfront team have been attending regular meetings since June 2020. The group discusses issues and opportunities affecting the Mackay City Centre and provides leadership and direction on initiatives and improvements.</p>
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**e-Statistics**

Subscribers	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21	March 21
City Centre Facebook Likes	6,458	6,449	6,461	6,459	6,453	6,452
City Centre Instagram Followers	1,447	1,448	1,451	1,448	1,454	1,456
City Centre Wi-Fi Sessions	680 users	597 users	658 users	618 users	496 users	507 users
	5231 sessions	5437 sessions	6538 sessions	6864 sessions	5235 sessions	5052 sessions

**PARKS, ENVIRONMENT & SUSTAINABILITY**



<b>Natural Environment Projects</b>		
<b>Project</b>	<b>Status</b>	<b>Description / Update of Project</b>
Platypus Beach	●	A water quality management plan has been developed and an ongoing monitoring program has been implemented. Up to date water quality information is now available on Council's website and signage has been installed on site to advise recreational users about how they can access the most recent information on water quality.
Reef Guardian Council Program	●	Staff attended the Reef Guardian Council Working Group meeting on 10 March 2021 and discussed opportunities for collaboration, information sharing and collective action to address issues that affect the reef across the region.
Reef Assist Program	●	Council staff have been collaborating with the Pioneer Catchment and Landcare Group to discuss potential sites for on-ground weed control and revegetation activities as part of the Reef Assist Program funding that the group has received.
Schools Program	●	Students from C&K Kindy received thank you certificates for being 'Gooseponds Guardians' and taking care of the natural environment.
Coastcare Program	●	A weeding, planting and litter collection event was held at Far Beach on 27 March 2021 as part of the Coastcare Program.

<b>Capital Works Projects</b>		
<b>Project</b>	<b>Status</b>	<b>Description / Update of Project</b>
Works for Queensland COVID19 Funding	●	A list of repairs/refurbishments to approximately fifty Parks amenities involving plumbing, carpentry, floor resurfacing and painting was developed. To date, plumbing works have been completed at fifteen of the public amenity buildings. Carpentry works at forty-one of the amenity buildings are almost complete, and works have commenced on resealing/replacement of epoxy flake floors in nine of the amenities.
Canecutters Drive Park Ooralea Play and Picnic Facilities	●	Works are continuing on the replacement of play equipment, installation of a solid roofed shade structure to the play area and refurbishment of picnic shelters at Canecutters Drive Park. Additional paths are being constructed to add to the play experience. The works are almost complete. The old play equipment has been removed, new equipment and shade structure installed and concrete paths constructed. Minor works to complete the project including painting of existing picnic shelters, installation of turf and planting of trees are currently underway.
Nell Baker Park Paulsen St Marian	●	Works are well advanced on the Nell Baker Park play equipment replacement and park refurbishment. Total replacement of the play area, play equipment and shade structure over the play area has been completed. Works currently in progress include paths to connect the basketball court, new play area and picnic facilities, new drinking fountain, painting of park assets and new tree plantings.
Brownsey Street Park Play and Picnic	●	This project involved the construction of new play equipment with a solid roofed shade structure, childproof fencing, picnic shelter and drinking fountain. Additional shade trees were planted

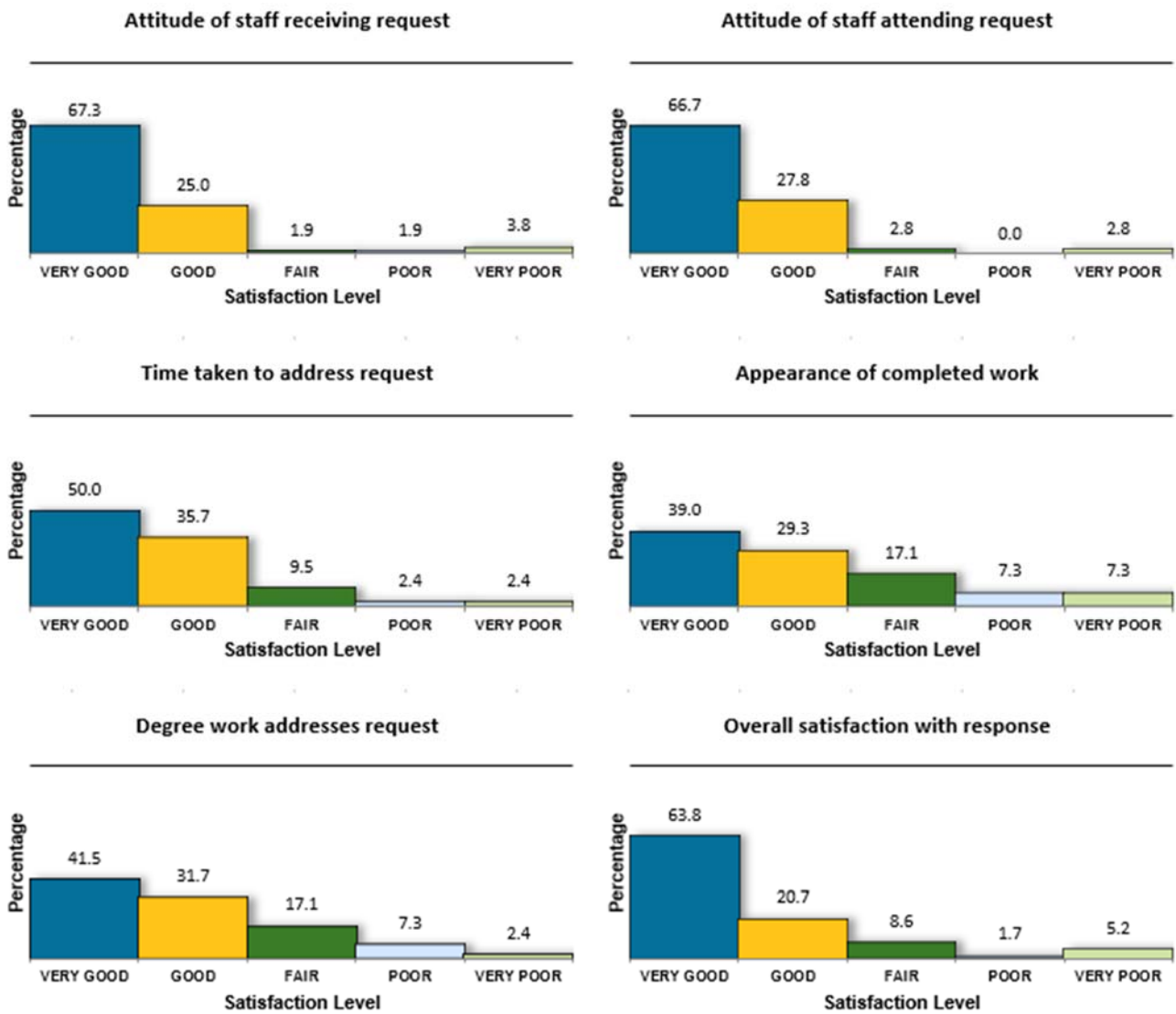
Facilities		adjacent to the new facilities. Works have been fully completed and the playground was opened to the public prior to Easter.
Cone Street Park Shoal Point	✱	Upgrading of Cone Street Park is currently underway. Paths connecting O'Brien Esplanade with Cone Street, new half basketball court, new picnic shelter and pedestrian bridge on the walkway are currently being constructed.

Botanic Gardens Projects		
Project	Status	Description / Update of Project
Desilting trial project	✱	<p>The desilting trial aims to find a solution to create a usable product out of the silt which needs to be removed from the Lagoons at the Botanic Gardens.</p> <p>The recent wet weather has been great for producing leachate for testing. First samples have been collected for baseline testing. An update from the contractor has indicated the initial leachate test has come back showing good signs. Toxicity levels were within acceptable limits. It should be noted that these are early results and further samples will be collected over the next six months.</p> <p>Visual inspections have noted weeds and grasses growing well in all trial plots (excluding the two covered in black plastic). This is a good indicator that the silt could be reused onsite once treated.</p>
Lagoon weed Management	✱	<p>A long arm excavator has cleared a large section of the lagoon leading into the Lansdowne Road culvert.</p> <p>Spraying has recommenced with some favourable weather in an effort to maintain the sections the excavator has cleared. Ongoing spraying will continue.</p>
South Sea Islander Eagle Monument	✱	<p>Works are planned to revitalise the South Sea Islander (SSI) Eagle monument below the Islander Hut.</p> <p>A new pole had been procured by MADASSIA with plans to remove the original eagle head carving from the old pole and fix it to the new pole. The timber wings will also be replaced and the entire monument will be repainted in SSI colours.</p>
Regional Forest Expansion	✱	<p>A section of the Regional Forest is planned to be extended as part of a joint effort by Mackay Regional Botanic Gardens (MRBG) and the Society for Growing Australian Plants (SGAP).</p> <p>A working bee is scheduled for 14 April with SGAP members and MRBG staff to work together to plant a range of trees and plants on the day.</p>



Requests for Maintenance Work

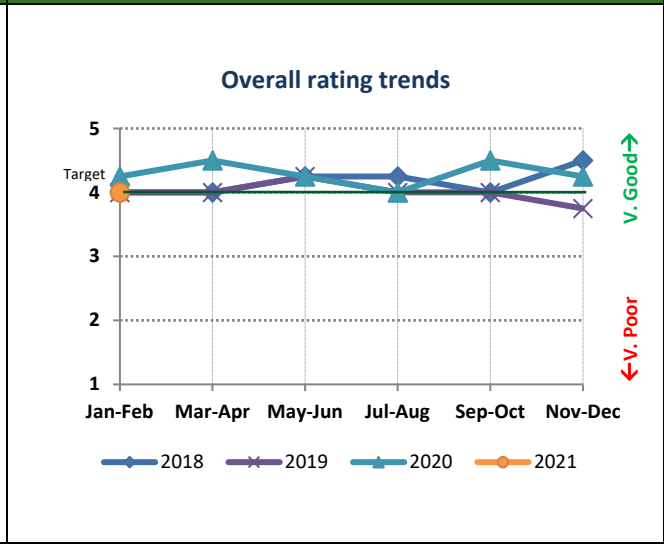
Results of Customer Survey (January / February 2021)






Representative Comments

- The team did a great job, were very helpful and were a credit to the council.
- The workforce sent were very courteous & tidied up after the job.
- Response time was unreal. Thanks guys.
- Very prompt.
- The guys did a fantastic job & it is obvious they take pride in what they do.
- Grass was very long but think due to the time of year they were rushed. Pleased I wasn't paying for the job.
- They left mounds of grass everywhere. It wasn't mowed properly.
- Grass got cut but end product was poor.
- I appreciate that the maintenance team have a large area to maintain but would really enjoy being able to use the park land for this area.

Trends



**ECONOMIC DEVELOPMENT & TOURISM**



Events and Tourism		
To develop the Mackay region as a leading regional tourism and events destination through the implementation of the Mackay Region Event Strategy 2020-2025 and Destination Tourism Plan 2017-2022.		
Business Priority	Status	Action
<b>Regional Events Strategy Implementation</b> - Refine and develop the structures, framework and tools within Council to best support and progress new events.		<p>The supply arrangement for professional services to capture, quantify and evaluate the economic, social and environment impacts of identified events held across the Mackay region was finalised and awarded to IER in February 2021. The baseline survey is expected to be reviewed and finalised in mid-April.</p> <p>As a component of the event evaluation project, event organisers will receive training on intercept surveying and post-event surveying techniques, so they are able to effectively survey their event attendees. Selected event organisers will then receive a post-event outcome report to measure the triple bottom line outcomes from the event.</p> <p>Luminair consulting has been engaged to complete a structural efficiencies audit which will focus on:</p> <ul style="list-style-type: none"> <li>• The whole of Council spend on events and staff resourcing (particularly given the span of events across three different directorates and numerous teams).</li> <li>• Resourcing requirements, including allocation of resources, to provide better services to event organisers in relation to permits, health and regulatory requirements and traffic management plans.</li> <li>• Alternative models and structures for increased efficiencies within areas of event facilitation and delivery.</li> </ul> <p>To inform the audit process, a baseline survey has been developed by Luminair to be issued to event organisers that interact with Council. The aim of the survey is to understand the customer service experience and identify areas of improvement so council can provide a better service to event organisers.</p> <p>This audit is expected to be finalised by 30 June 2021.</p>
<b>Regional Events Strategy Implementation</b> - Create the correct environment for event success and sustainability via supporting programs, increased awareness of Mackay as an events destination and increased leverage of event benefits for the region.		<p>An article was published in the <a href="#">Economic Development Australia Journal, Volume 14</a> (March 2021 edition) on the 'Tourism and Events Industry Recovery Program' that was conducted in 2020. The article focuses on the partnership between Council and Mackay Tourism to deliver 'Events the Road Ahead – Using This Time Wisely'. This program aimed to increase event delivery capacity, resilience, and event sustainability for event organisers in the Mackay, Isaac, Central Highlands and Whitsunday local government areas.</p> <p>Following on from the 2021 Events Bootcamp that was held in February, event mentor Krista Hauritz will undertake 10 x one on one mentoring sessions with local event organisers.</p>
<b>Regional Events Strategy Implementation</b> - Develop and acquire strategic events aligned with council's vision to partner on a local, national and		<p><b>Invest Mackay Events and Conference Attraction Program</b></p> <p>One conference was held in the month of March:</p> <ul style="list-style-type: none"> <li>• Australian Sugar Milling Council Industry Safety Conference</li> </ul> <p>There were two new event bids, four event sponsorships and two conference sponsorships approved and endorsed through the program in March including two confidential event bids.</p>


<p>state level for increased opportunities.</p>	<p><b>Mackay Beach Horse Races – Expression of Interest</b>            Council has been working in partnership with Mackay Tourism Ltd and key stakeholders on the future of the Mackay Beach Horse Races event. Stakeholders agreed to seek Expressions of Interest from professional event management firms to investigate the potential to deliver a refreshed version of the Mackay Beach Horse Races.</p> <p>The preferred candidate, Sound Australia, was engaged by Mackay Tourism Ltd in November to undertake an operational feasibility study and full event costing. A feasibility study will be presented to Mackay Tourism and officers in April 2021.</p>
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**Economic Development**

To encourage sustainable and diversified jobs and investment in the Mackay Region through the implementation of the Mackay Region Economic Development Strategy 2020-2025.


<b>Business Priority</b>	<b>Status</b>	<b>Action</b>
<p><b>Economic Development Strategy Implementation</b>            - Advocacy and Leadership through engagement with State and Commonwealth Governments to promote investment into local infrastructure as a catalyst for future economic development.</p>	<p style="text-align: center;">*</p>	<p>The below media statements were published that promote positive economic development initiatives:</p> <p>March:</p> <ul style="list-style-type: none"> <li>• 01/03/2021 – Daily Mercury - Fees slashed to make ‘basic’ Mackay campsites good value</li> <li>• 05/03/2021 - Daily Mercury - Mackay to host elite level basketball championships</li> <li>• 05/03/2021 - Twitter - Basketball Australia - Mackay to host Basketball Championships in 2021 and 2022</li> <li>• 08/03/2021 - Daily Mercury - New two-bedroom unit blocks approved near city supermarket</li> <li>• 10/03/2021 - Daily Mercury - Artificial reefs to lure bigger fish to Mackay piers</li> <li>• 10/03/2021 - Daily Mercury - Where plans are at for Pioneer Valley Mountain Bike trails</li> <li>• 10/03/2021 - Facebook - Resource Industry Network - Mackay Mentoring Network 2021</li> <li>• 11/03/2021 - Daily Mercury - \$15.4M works for Mackay Isaac Whitsundays projects</li> <li>• 12/03/2021 - Daily Mercury - Craft beer brewery and taproom to open in Mackay CBD</li> <li>• 15/03/2021 - Daily Mercury Facebook poll - Will you use the Pioneer Valley Mountain Bike Trails when it's built</li> <li>• 15/03/2021 - Infrastructure Magazine - Further \$200 million for Works for Queensland</li> <li>• 18/03/2021 - Daily Mercury - 3 designs for Pioneer Valley Mountain Bike Trails revealed</li> <li>• 18/03/2021 - The Courier Mail - Concept design for Pioneer Valley Mountain Bike Trails revealed</li> <li>• 18/03/2021 - Twitter - Delighted to welcome Channel 7's Weekender team to the Sarina Sugar Shed today</li> <li>• 19/03/2021 - Mackay Life - Artificial river reefs to help anglers get hooked on Mackay</li> <li>• 20/03/2021 - Greater Whitsunday Alliance - XR Workshop Introduction in virtual reality</li> <li>• 23/03/2021 - Daily Mercury - New Launchpad supports region's startups and businesses</li> <li>• 26/03/2021 - Facebook - Mackay Local News - Mackay Waterfront Riverside Precinct</li> <li>• 26/03/2021 - Mackay Life - Old sugar mill site to be transformed into a mountain bike trailhead</li> </ul>

		<ul style="list-style-type: none"> <li>• 26/03/2021 - Mackay Local News - Bike Trail Planned for Finch Hatton</li> <li>• 26/03/2021 - Mackay Local News - Hooked on Mackay goes viral</li> <li>• 26/03/2021 - Twitter - Inside Local Government – AMP!</li> <li>• 29/03/2021 - Daily Mercury - ‘Maybe now’s the time to buy before everybody catches on’</li> <li>• 29/03/2021 - Daily Mercury - Mackay residential dwelling approvals almost double in 3yrs</li> <li>• 29/03/2021 - EDA Journal - Tourism and Events Recovery the Road Ahead</li> </ul>
<p><b>Economic Development Strategy Implementation</b></p> <p>- Investment Attraction activities to promote and market investment opportunities.</p>		<p>Eight external business enquiries were received during March. Support continues to be provided to Mackay Tourism, UDIA, Split Spaces and Mackay Region Chamber of Commerce through the provision of information and potential investor support.</p> <p>Council is working with an external Professional Conference Organiser (PCO) and Economic Development Australia (EDA) on the coordination of the National Economic Development Conference 2021 (NEDC21). A project governance structure with subcommittees has been proposed. A site visit with EDA Directors of the Board is planned for April, pending travel restrictions.</p>
<p><b>Economic Development Strategy Implementation</b></p> <p>- Industry Development through engagement with local businesses and industry groups, providing support and assistance for growth.</p>		<p>On 11 and 18 March workshops were held with the Mackay Region Mountain Bike Alliance and the Finch Hatton community to discuss Council’s draft masterplans for the Finch Hatton trailhead as part of the Pioneer Valley Mountain Bike Trails project. Specialists from World Trail attended the sessions to provide expertise and collate feedback. Both sessions were well attended. Community members could also provide feedback on the draft masterplans through an online survey via Connecting Mackay.</p> <p>Council, in conjunction with Mackay Tourism, continues to deliver the Recreational Fishing Strategy <i>Hooked On Mackay</i> marketing campaign which supports the promotion and awareness of the Mackay Region as a world-class fishing destination.</p> <p>To launch the opening of the barramundi season, a social media competition was launched. The competition involved Mackay ‘fishos’ sharing their best ‘barra’ photos, tagging and following the <i>Hooked On Mackay</i> social media platforms, with the winners announced in early March. Over 300 people entered the competition across the social media platforms. During the campaign, the <i>Hooked On Mackay</i> Facebook page received an additional 204 likes and Instagram received 148 additional followers.</p> <p>The <i>Hooked On Mackay</i> Ambassador campaign is also underway, giving local fishing celebrities the opportunity to be an ambassador.</p> <p>Council, Mackay Tourism and the Mackay Area Fish Stocking Association (MAFSA) have been successful in engaging Steve Starling to do a fishing familiarisation tour of the Mackay region. The familiarisation tour will coincide with the World Sooty Grunter Championship in May. <i>Hooked on Mackay</i> and Mackay Tourism are working actively to promote Championships through their social media channels.</p> <p>The second Recreational Fishing Strategy Steering Group meeting was held on 25 March. To ensure the group can work through the strategy actions in a timely manner, the meeting frequency has been changed from quarterly to bi-monthly.</p>

		<p>The Building Improvement Rebate continues to support the revitalisation of commercial facades throughout the Mackay region. Rebates of up to \$3000 to upgrade the appearance of a property, or up to \$1000 for exterior cleaning fees are available. To date, 13 applications have been received and approved. Of those 13 applications, 5 of the applicants have completed the works and received their rebate payment.</p> <p>The Activate My Place (AMP!) grant program was launched on 15 March. The Economic Development team is working actively to promote the AMP! program to all eligible applicants across the region including not-for-profit groups, registered businesses, entrepreneurs, sole traders, partnerships and progress associations. Through the last round of AMP! funding, two projects are currently underway:</p> <ul style="list-style-type: none"> <li>• The Mackay Hospital Foundation is creating an Indigenous Meeting Place and Healing Garden at Mackay Base Hospital that will support and preserve Aboriginal and Torres Strait Islander language, arts, and culture within the hospital. The project has experienced some delays due to COVID19 and the unveiling date will be during NAIDOC Week 4-11 July 2021.</li> <li>• The Finch Hatton Progress Association has commenced Stage 2 of the Finch Hatton Flood Wall which involves installing large sepia photographs to the already painted flood wall near the entry to the showgrounds. A local artist has sourced images from pioneering families in the immediate area showcasing various historical scenes involving the cane industry. The artwork is in the process of being printed and UV protected. The association anticipates the artwork will be installed in April with the unveiling occurring in May.</li> </ul> <p>Queensland Small Business Commissioner, Maree Adshead, co-signed the Queensland Small Business Friendly Councils (SBFC) Charter with Mayor Greg Williamson and Mackay Region Chamber of Commerce committee member Madeleine Connors on 10 March 2021. The SBFC Charter includes a commitment to communicate and engage; raise small businesses profile and capability; support resilience and recovery; simplify administration and regulation; ensure fair procurement and prompt payment terms; and promote place-based activities.</p>
<p><b>Economic Development Strategy Implementation</b></p> <ul style="list-style-type: none"> <li>- Workforce and Skills Development through partnerships to upskill residents and attract new workers to the region.</li> </ul>		<p>Discussions are being held with the Resource Industry Network regarding the creation of an expanded web-based platform to assist industry sectors attract workforce to the MIW region. A project brief is being prepared which will include initial costings and scope of the project. The intent is to broaden the concept to engage the construction, agricultural and health industries.</p>

**Sarina Sugar Shed**

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

Strategy / Project	Status	Description / Update of Project
<p>Operate a successful tourism facility which meets its performance targets</p>		<p><b>Financial performance</b></p> <p>There was additional expenditure on minor assets during March that impacted on expenditure, including a new espresso coffee machine, slushie machine, glass washer, barbeque (for events), small café equipment and additional bottles for chutney/sauce. The standard of coffee, including improved coffee beans, has attracted positive comments, and the slushie machine will provide an additional revenue</p>

		<p>stream for the café. The glass washer will assist with the café obtaining a 5-star food safety rating and will reduce the need for expensive single-use plastics.</p> <p>In terms of revenue, the month started slowly but built steadily in the final two weeks, in the lead up to Easter. The threat of immediate lockdowns and uncertainty over sudden border closures due to COVID19 has had an impact.</p> <p>There was a concerted push on social media and through an advertising campaign on Star-FM and 4MK to encourage advance bookings online, particularly for the school holidays, and there were early indications of success from these promotional activities.</p> <p>On 28 March 2021 the Sugar Shed successfully hosted the Mackay Isaac Whitsundays Regional Community Forum dinner attended by the Hon. Stirling Hinchcliffe, Minister for Tourism Development and the Hon. Shannon Fentiman, Attorney General.</p> <p>There were no new product releases in March, however a new batch of the Sugar Shed Rum was released and made available for pre-order to the Sarina Rum Club database which continues to grow in numbers. Several new potential Chefs' Gusto products were trialled and tested in March and will continue to be developed. Development of a new liqueur flavour for Mother's Day also continued.</p>
<p>Implement the Sarina Sugar Shed Business Review 2020.</p>	<p>✱</p>	<p>The new ticketing system, TicketSearch, is providing improved data for management decision making, and has allowed the creation of some marketing packages (for example, a discounted cheese platter with a booked tour) and the monitoring of specific campaigns using promotional codes.</p> <p>The brand refresh and a new website build with the possibility of e-commerce capabilities continues to progress with significant work being undertaken during March.</p> <p>The Sarina Rum Club database also continues to grow with 233 active contacts, an increase of 56 contacts from February. A regular e-newsletter is being developed to engage with this database.</p> <p>Sarina Sugar Shed was a Gold package partner in Mackay Tourism's winter campaign, their largest to date. A strong offer of 'adults at child's rates' was part of this campaign and results are yet to be finalised.</p> <p>Sarina Sugar Shed is beginning to attract interest for hosting events at the facility, including the Regional Community Forum dinner in March, and the planned Sarina Business Week function in May. This is an aspect of the business that will be pursued.</p> <p>Sarina Sugar Shed also continues to engage with the local Sarina and Mackay communities, with the first 'Sunday Sesh' held in March. Attendance was promising with 38 people, including families, which was promising given inclement weather over that weekend. Another event is being planned.</p> <p>Sarina Sugar Shed continues to be an active player in regional tourism, working with several accommodation, tour, attraction, and activity operators to create some bookable packages. Some of this connection commenced in December last year and was continued at the Packaging for Profit workshop conducted by Mackay Tourism.</p>

Business Operations (excluding accruals)		Item	March	YTD	Annual Target
	★	Tour Visitation (Paid)	403	7,858	10,000
		Visitation (Total)	1,746	18,668	-
		Volunteer Hours	199	2,892	-
		Item	March	YTD	Annual Budget (Original)
	★	Ticket Sales	\$8,173	\$141,527	\$165,000
	★	Retail Sales	\$32,518	\$483,852	\$502,589
	★	Total Income (incl. Ticket income)	\$40,691	\$625,379	\$667,589
	★	Total Expenses	\$107,261	\$698,420	\$1,070,867

**Economic Indicators (Quarterly)**

Indicator	Mar 19	Jun 19	Sep 19	Dec 19	Mar 20	Jun 20	Sep 20
<b>Employment</b>							
Unemployment rate	4.4%	5.8%	6.3%	6.4%	5.8%	5.2%	5.5%
Employed persons	62,527	56,751	56,122	56,709	58,906	60,582	61,530
<b>Real Estate</b>							
Median house sale	\$330,000	\$340,000	◦\$360,000	\$360,000	\$355,000	\$360,000	\$379,000
Res vacancy rate	2.9%	1.5%	1.7%	2.5%	2.5%	1.3%	0.6%
<b>Residential Lot Supply</b>							
Lots Approved <sup>^</sup>	60	18	11	53	31	118	13
Lots Endorsed <sup>^</sup>	7	44	54	37	80	32	179

*\*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> In previous reports incorrect data was reported on. This has now been corrected and the report will now contain published Queensland Government data (QLD Treasury).*

*◦ Incorrected values reported. The values have now been corrected with REIQ published data.*

**e-Statistics**

<b>Subscribers</b>	<b>Sep 20</b>	<b>Oct 20</b>	<b>Nov 20</b>	<b>Dec 20</b>	<b>Jan 21</b>	<b>Feb 21</b>	<b>Mar 21</b>
Invested in Mackay Subscribers	570	566	567	565	566	566	567
Mackay Region Joblink Analytic Report	946 users	953 users	875 users	948 users	961 users	1,001 users	1,010 users
	3,964 views	4,631 views	3,175 views	3,195 views	3,043 views	1,522 views	2,908 views
Sarina Field of Dreams Usage Wi-Fi	45 users	54 users	34 users	33 users	21 users	38 users	50 users
	354 sessions	383 sessions	190 sessions	221 sessions	276 sessions	282 sessions	674 sessions
Hooked on Mackay Facebook	3,642	3,698	3,740	3,785	3,821	4,025	4,139
Hooked on Mackay Instagram	-	-	-	156 followers	190 followers	338 followers	415 followers
Hooked on Mackay Youtube (Subscribers)	12	16	16	22	25	28	30
Net Free Zone Voluntary Code	583	583	585	589	599	600	604
Mackay Region Event Organisers Connect Facebook Group	80 members	80 members	81 members	81 members	83 members	86 members	87 members



**UPCOMING EVENTS**

Date	Event	Location
16 - 17 April 20 - 21 August 2021	Free Native Plant Giveaway days	Mackay Natural Environment Centre (MNEC) Nursery
5 May 2021	Mackay Regional Botanic Gardens Open Day	Mackay Regional Botanic Gardens
1 – 2 May 2021	16 <sup>th</sup> World Sooty Championship <b>- Recreational Fishing Strategy Funded</b>	Eungella Dam
1 – 3 May 2021	Great Barrier Reef Arena Bash for Cash <b>- Invest Mackay Funded</b>	Great Barrier Reef Arena, Harrup Park
3 – 7 May 2021	Australian Junior Basketball Championships <b>- Invest Mackay Funded</b>	Mackay Basketball / Multi-Sports Stadium
22 May 2021	Steve Dinsdale Memorial Two Day Motorcross <b>- Invest Mackay Funded</b>	Gum Valley, Koomala
28 – 29 May 2021	2021 NQLA Conference <b>- Invest Mackay Funded</b>	MECC
22 May 2021	Mackay Italian Street Party - cancelled <b>- Mackay City Centre Funded</b>	Mackay City Centre
28 - 29 May 2021	2021 NQLA Conference <b>- Invest Mackay Funded</b>	MECC
2 – 4 June 2021	Queensland Association of State School Principals (QASSP) Conference <b>- Invest Mackay Funded</b>	MECC
6 June 2021	Mackay Marina Run <b>- Invest Mackay Funded</b>	Mackay Harbour
18 – 20 June 2021	F5WC Regional Qualifier tournaments <b>- Invest Mackay Funded</b>	Mackay Basketball / Multi-Sports Stadium
4 July 2021	Grasstree Beach Motorbike Races <b>- Invest Mackay Funded</b>	Grasstree Beach
7 – 10 July 2021	Basketball QLD U14 Girls State Championship <b>- Invest Mackay Funded</b>	Mackay Basketball / Multi-Sports Stadium
10 July 2021	The Platypus Paddle <b>- Invest Mackay Funded</b>	Mackay Harbour
10 July 2021	Mackay Bluewater Fling Scottish Festival <b>- Mackay City Centre Funded</b>	Bluewater Quay
13 – 14 July 2021	2021 Queensland Motocross Championships <b>- Mackay City Centre Funded</b>	Mackay Junior MX
29 – 30 July 2021	Australian Water Association Queensland Conference (AWA) <b>- Invest Mackay Funded</b>	MECC
20 – 22 August 2021	NQ Rock'N Country <b>- Invest Mackay Funded</b>	Mackay showgrounds
23 – 27 August 2021	Bowen Basin Symposium <b>- Invest Mackay Funded</b>	MECC
18 – 20 September 2021	Softball Qld U16 Boys State Championships <b>- Invest Mackay Funded</b>	Theo Hansen Park, Beaconsfield
20 – 26 September 2021	Rumble on the Reef <b>- Invest Mackay Funded</b>	Sugar Bowl Skate Park

8 – 10 October 2021	Freshwater Fishing and Fish Stocking Workshop <b>– Invest Mackay Funded</b>	Windmill Events and Conference Centre
13 – 14 October 2021	National Economic Development Conference (NEDC) <b>– Invest Mackay Funded</b>	MECC