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Executive Summary

Outlined in this report is the range of projects and activities delivered by the Economic Development Program (ED) during the month of April.

Mrs Teona Cousin commenced with Council as the Principal Economic Development Officer and brings a wealth of local and federal government experience to the team.

ED continues to actively work in partnership with key industry stakeholders and business groups such as Resource Industry Network (RIN), Mackay Regional Chamber of Commerce, Evans Avenue Business Group and Bowen Basin Mining Club.

Ongoing work with Department of State Development on a range of projects including Regional Showcase (formerly RegionsQ), Mackay Isaac Whitsunday (MIW) Digital Economy Strategy, MIW Food and Agritourism Project and involvement in the MIW Regional Development Group. Work also continued with Trade and Invest QLD on exploring a number of international market opportunities for the region.

In conjunction with the City Centre Taskforce, planning for the next Twilight City Beyond Your Imagine Street is progressed well.

ED, working with AEC Group, the consultant assisting with the development of the Economic Development Strategy and commenced the engagement phase of this project.

Operation of the Sarina Sugar Shed transitioned to the responsibility of ED in April and will be included in reporting from May 2015.

Key Focus May:

- Ongoing involvement in the MIW Regional Development Group
- Continue working on the delivery of the Regional Showcase project scheduled to be held in Brisbane on 12 and 13 June 2015.
- Working in partnership with Resources Industry Network, State Government, Mackay Region Chamber of Commerce and Rio Tinto on finalising the build of the Mackay region Capability and Procurement e-Business Portal and finalise the testing phase.
- Support the finalisation of the Footpath Trading and Structures Policy.
- Ongoing implementation of the Façade Improvement Scheme.
- Assist Evans Avenue Business Group to launch their new precinct branding and seek funding for project implementation.
- Work with City Centre Taskforce on implementing the City Centre Marketing Strategy and preparations for the Twilight City Beyond Your Imagination.
- Work in partnership with State Government, DMLA Agriculture Pillar Group, CQ University and local growers on establishing an alternative food production trial for the region.
- Attend relevant networking and sponsored events such as Mackay Region Tourism Conference and Awards Gala, Resource Industry Network Chairman’s Awards Gala, Bowen Basin Mining Club event, Sarina Community Bank Branch 10 Year celebration and Grant Program Presentation, Mackay Region Chamber of Commerce Business After Hours Networking
- Attend DMLA and Pillar Group meetings
- Man the ED and City Centre stand at the AG Trade Life Expo
- Continue to work with the Regional QLD Capitals Alliance to finalise the joint project.

Debra Howe
Manager Economic Development
Program Overview

Program Main Operations

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<th>City Centre Coordination</th>
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<td>▪ City Centre Website, Facebook &amp; Instagram</td>
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<td>▪ Facilitation of ‘Active in the City’ and ‘Kids Active in the City’</td>
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<th>Sarina Sugar Shed</th>
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<td>▪ Operation of the Sarina Sugar Shed moved to the Economic Development Program and will be included in reporting from May 2015.</td>
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Economic Development

Economic Development Business e-Networks Statistics

City Centre Business Network: 737 current subscribers
Regional Focus Business Network: 297 current subscribers
Sarina Business Network: 284 current subscribers
Evans Avenue Network: 122 current subscribers
City Deals Club Subscribers: 2129 current subscribers

These increased on the March figures, in particular the City Centre Deals Club.

Mackay Region Joblink Analytic Report

April report shows total users at 199 and job views at 2634.

Economic Development Strategy

- The Economic Development Strategy engagement process commenced with over 27 face-to-face and phone interviews completed.

Mackay Region Tourism Conference and Awards Gala

- Principal ED Officer attended the Mackay Region Tourism Conference in Clermont with Cr Gilbert.
- Cr Gilbert and Manager ED attended the Mackay Region Tourism Awards Gala; see below list of 2015 Mackay Region Tourism Awards Winners, including many Mackay based businesses.

Tourist Attraction Award
GOLD: Sarina Sugar Shed
SILVER: Theresa Creek Dam

Mackay Airport Award for Festival & Events
GOLD: Mackay Beach Horse Racing Festival

Specialised Tourism Services Award
GOLD: Mackay Day Spa

Isaac Regional Council Award for Heritage and Cultural Tourism
GOLD: Clermont Historical Centre

QantasLink Award for Tour/Transport Operators
GOLD: Megaforce Charters
SILVER: Mackay Transit Coaches

Mackay Regional Council Award for Adventure Tourism - GOLD: Rainforest Scuba

Tourist and Caravan Parks Award
GOLD: Mackay Blacks Beach Holiday Park

Award for Ecotourism
GOLD: Rainforest Scuba

Channel Seven Award for Destination Marketing
GOLD: 101 things to do in the Mackay Region
SILVER: Caneland Central Wall of Fortune

Daily Mercury Award for Excellence in Food Tourism - GOLD: Sarina Sugar Shed

Tourism and Events Queensland Award for Deluxe Accommodation
GOLD: Quest Mackay on Gordon
SILVER: Mackay Grande Suites
BRONZE: Quest Mackay Tourism
Southern Cross
Austereo Award for New Tourism Business
GOLD: Potters Oceanside Motel
SILVER: The Feathered Nest

Young Achiever Award
GOLD: Rachel Butler, Mackay Grande Suites

Outstanding Contribution by a volunteer/group
GOLD: Sarina Sugar Shed
SILVER: Sarina Tourist Art and Craft Centre

Business Engagement – Investment & Facilitation
- There were four facilitation meetings held with developers/property owners and relevant Council and Government representatives.

Trade and Export Opportunities
- Work continued to progress international trade opportunities, in conjunction with Trade and Invest Queensland.

AusIndustry Innovation Seminar
- Discussions were held with AusIndustry to explore a partnership with DMLA, the Chamber of Commerce, Department of State Development and CQU to deliver an Innovation/Entrepreneurial Seminar in Mackay in mid-June.

Events Strategy and Development
- Feedback on the Mackay Region’s draft Regional Events Strategy was compiled and council endorsed Mackay Tourism taking this draft to community and industry for comment.
- Six event enquiries were fielded in March regarding a range of assistance in event development.

Evans Avenue Rehabilitation / Place Making
- Evans Avenue Business Group sub-committee (now known as Avenue North Business Group) have finalized and approved their new precinct name - ‘Avenue North’ and logo, see below. The wider Avenue North Business Group has been advised of the new precinct name and logo.
- Ergon Energy has granted approval for the implementation banner struts and precinct banners to be erected on 16 of their street poles. The Business Group will work with Council to source funding to undertake the project.

Mirani Business Group
- Facilitated the permits and approvals for the Valley Heart Family Fun Day an initiative of the Valley Heart Business Group.
Digital Enterprise Program

- The final group workshops of the Digital Enterprise Program (DEP) were completed in March, however, a review of the preliminary outcomes revealed that not all the 180 one-on-one/individual sessions were completed.
- An extension was sought from the Department of Communications to undertake a number of marketing activities to attract additional businesses to participate in the individual component of the DEP.
- Confirmation was received from the Department that an extension of service delivery has been granted and that Council has until March 2016 to complete the DEP.
- This is a great outcome for the region and ensures that additional local businesses will have a chance to take up this program.
City Centre Coordination

City Centre Website and Facebook Stats
Stats from April 1 - 30
mackaycitycentre.com.au
Visits: 16,206
Page Views: 39,519

Mackay City Centre Facebook
Likes: 2,636
Total reach: 27,532
Engagement: 3,446

Mackay City Centre Instagram
Followers: 337
Following: 90
Average Love rate: 2.89%
Average Talk rate: 0.16%
Average Spread rate: 0.38%

Mackay City Centre website and social media platforms have all had increased visitation and followers since last month.

City Centre Taskforce
The City Centre Taskforce met on 7 April 2015 and was debriefed on the current status of the City Centre Revitalisation Project as well as the success of the Lanes Easter Carnival. The Taskforce were presented the event concepts for Animating Spaces and Twilight City Beyond Your Imagination and approved synchronisation the events. The Taskforce also approved theme and early design elements for Twilight City.

Future events including Fashion Week Mackay and the Professional Bull Riders televised event in September 2015 were discussed and supported by the Taskforce.

Active in the City
The Active in the City program offered a range of free activities for the community including: City Centre Dog Walking, Zumba®, Rock and Road Cycle Rides and The LRC Runners Club.
Active Kids in the City
The Active Kids in the City program was organized for the April 2015 school holidays with 321 children attending the events and activities. The program offered a wide variety of free activities for the community including: Cupcake decorating classes, bark collage classes, Kevin the Magical Balloon Man shows, Zumba Kids, Library Bag Magic, Yoga Fix, Kindermoves, Still Life Drawing classes and Robot making workshops.

The program held the activities in The Dome on Victoria Street and at Paxton’s Creative Space and was promoted via the City Centre website and social media accounts with strong public response. All sessions were booked out and pre-registration was accepted for the next sessions in June and July.

City Centre Marketing Strategy
Continued to implement the City Centre Marketing Strategy and progress the development of the new City Centre website. Increased City Centre business engagement through social media and provided one-on-one business engagement sessions to assist businesses with their marketing strategies. Strong public engagement increased the City Centre website subscriber base by 352 members.

Marketing and advertising campaigns:
In support of the “Imagine More” branding of the City Centre, the IMAG_NE art was installed place at Bluewater Quay on 1 April. The installation was launched with an IMAG_NE photo competition with two winners received family passes to the Nitro Circus event at Stadium Mackay.
Street Entertainment
Mackay City Centre teamed up with Mackay's Got Talent and organised a full schedule of on-street entertainment over the Easter school holidays to help activate the City Centre streets. This proved to be very popular and many of our locals showcased their talent.

Events
Working with the MECC Entertainment Program and with support from the City Centre Taskforce, Economic Development promoted the Lanes Easter Carnival with a City Centre Easter Treasure Hunt hosted at the Newsxpress Agency. Participants were given the chance to win a family pass to the Nitro Circus event held 18 April at the Stadium Mackay.
Property Owner Engagement

City Centre Facade Improvement Scheme

Continued to work with the applicants of Round One of the Scheme to finalise the current funding agreements. A further five applications are currently waiting signing by the successful applicants.

Buildings started in April

- W-Lane Building
- Australian Hotel

The iconic Australian Hotel Building began its transformation and is due to complete in mid-May.

Buildings completed in April

- W-Lane Building, see photo below.