

Author: DIRECTOR COMMUNITY SERVICES

Purpose

To review Community Services Department highlights and significant issues for the month ending 30 April 2011.

Background and Discussion

Highlights and Significant Issues for April 2011 are as follows: -

COMMUNITY SERVICES MANAGEMENT

- Several meetings were held to bring the reconciliation of Convention Centre defects and acquittal processes to a close with finalisation expected in the coming months.
- Grant program review is progressing well.
- Community Plan stakeholder workshops held.
- Attended Northern Beaches Network meeting, City Focus Advisory, DDA action plan internal reference group, carpooling project team, Rural Affairs Advisory, CQU Engagement, Corporate Projects and Public and Community Transport Committee meetings.
- Held discussions with Cr May and Education Queensland Facilities Manager regarding possible community hub facility in the Northern Beaches.
- Attended REDC Invest Mackay Conference sessions.
- Volunteers Conference held in Sarina.

COMMUNITY DEVELOPMENT AND LIBRARIES

Management

- Interviews held for job-share Locality Officer position
- Attended Excellence Awards in Local Government dinner in Brisbane where Mackay Regional Council received an award for Women in Local Government initiatives
- Attended North Queensland LGMA Compass series at Lake Tinaroo from 6th to 8th of April.
- Re-elected as President of NQLGMA for second term
- Attended State Government workshops for key stakeholders of the Community Plan

Community Development

The 2011 Volunteers Conference – Inspiring the Volunteer in You, was held on Saturday, 16 April 2011 at the Sarina Cultural Hall. Approximately 100 community volunteers attended which represented over 55 organisations. Some of the comments made on the evaluation forms included:

- The time of each session was good. The whole length of the day was well structured. Good array of speakers.
- All aspects were good, a lot of valuable information in all presentations particularly on liability, the value of volunteers and conflict resolution.
- Interesting presentations, great to receive such nice local products as gifts, raffle was a great fun activity.
- Structure was great, speakers were relevant and helpful. The whole conference was very informative. Each and every speaker had great merit – reaching more volunteers.
- The whole thing was extremely good, every session was interesting and just long enough.
- The networking opportunity is invaluable. All speakers presented brilliantly. A lot of relevant information was given and food for thought.
- I will come again next year!
- This would be the best ever. Could there be one workshop in both Mackay and Sarina.
- Suitable venue – interesting and informative speakers – well catered.
- Thank you – can't wait for next year.
- The event was well co-ordinated and conducted excellently.

Sarina Chip First Aid Course – The Sarina Childhood Injury Prevention group is holding free CPR classes at the Sarina markets on Sunday, 29 May 2011. The classes will be available free for anyone who would like to participate and are part of the groups commitment to reducing childhood injuries and drowning in the Sarina region.

National Youth Week was held 1 – 10 April. The Valley District Youth Council's major annual project was held during national Youth Week. This year 4 performances of youth variety theatre with a message: 'Outta This World' was held at the Pinnacle Playhouse. 32 young people were involved in the performance, entertaining around 400 audience members. The Youth Council, through this production, donated \$3,000 to Grapevine, for suicide prevention in the region. This activity has attracted new members to the work of the Youth Council, with new members coming on board throughout and after the project.

Mackay's Got Talent was also held during National Youth Week, with the event being managed and sponsored by community organisations including: Community Solutions, Mackay Youth Support Services, Mackay Regional Council and the Queensland Government Department of Communities. At the conclusion of a series of auditions, fifteen performances were witnessed by an audience of over 300 people. Performances included singing, dancing, theatre and aerial acrobatics as well as guest performances by Charlotte Emily, Josh Geiger (one of the judges) and Mackay Musical Comedy Players. The winner of the competition was Teale Howle and Michaela Nicolson calling themselves "Rap Squared". As a result of this hugely successful event, several young people have been approached by Queensland Cancer Council and Mackay Basketball Association to perform at up and coming events.

Youth Week celebrations in Sarina consisted of SRINA 2 DA XTRME. Families and young people participated in a range of activities including the ' bucking bronco', 'minute to win it games', Sumo Suits and Horizontal Bungee. Food for the event was organised and prepared by young people involved in the Duke of Edinburgh Awards as a fund raiser for their forthcoming activities.

Training has been held for swimming teachers at Marlins Swimming school in preparation for a Muslim Women's Learn to Swim Program.

Through the Northern Beaches Community Network a survey has been conducted in order to determine the key inclusions for a potential Northern Beaches Community precinct.

Community Development have assisted in the development of a pre-prep program at Eimeo State School. This program aims to better connect children and their families to the school community and education system prior to their enrolment in Prep. Due to its success, a similar program is to be established at Bucasia State School.

Mackay's Australian South Sea Islander community will be hosting this year's state-wide Australian South Sea Islander Recognition dinner and other events. Community Development are

providing assistance to the working group around the series of events, and the calendar of events will be launched in the near future.

Libraries

- General

Carbon Warrior Workshop

Mackay Regional Council's Library Services successfully gained \$3000 worth of funding to purchase additional Do It Yourself (DIY) Carbon Warrior Kits through an Ergon Energy Envirofund grant.

Workshops were hosted in April by Ergon's Energy Education Advisor Christine Robertson at five library branches with the official launch at Mackay City Library.

The five workshops held over two days attracted 72 people and resulted in 22 reservations to date on the kits. Usage will continue to be monitored.

Ergon Energy passed on positive feedback saying that "Mackay has raised the bar for other grant recipients. The quality of the kits and advertising is professional and looks amazing. Other Council's in Queensland may want to provide the same borrowing MRC material." Feedback received from those who attended was positive.



DIY Carbon Warrior Workshop – Gordon White Library

Mobile Library

The mobile library was presented for its annual vehicle inspection at Queensland Transport on 7 April 2011. This inspection revealed that several mechanical items required attention and these are being attended to.

To enable the required work to be carried out the mobile library did not operate on Tuesday 12 April 2011 and between Tuesday 19th April and Thursday, 21 April 2011.

The mobile library continues to remain popular with the public. In a two hour period at Seaforth Beach on Wednesday, 13 April 2011 a combined total of in excess of 400 items were borrowed or returned.

A Canadian tourist, Hilary Girman, who visited the mobile library at Seaforth was complimentary in her comments of the service. Ms. Girman took pictures of the mobile library to take back to Canada as they do not have mobile libraries.

- Young People's Services

Our school holiday activity programs were well attended with 133 children coming to their local libraries. The theme was Easter with children decorating an Easter egg and holder in bright and vibrant colours. They also made a pop-up Easter card to give to someone special for Easter.

24 young people watched the film, Scott Pilgrim Vs the World, during the Easter holidays. They enjoyed the movie as well as the pizzas at interval.



Enjoying the Easter school holiday activities

Event	Previous year	Current year
Storytime	984	886
Baby Bounce	61	107

- Statistics

Computer Use and Classes	Previous year	Current year
Discover IT Classes (participants)	46	54
Public Computers - Users	2001	1968
Public Computers – Bookings	2918	2789
Public Computers – Express Computers	963	974
Public Computers – Wireless (hrs)	352	367.5

Information Requests	Previous year	Current year
Ask a Librarian Queries	13	13
ILLs – Requests Made	161	141
ILLs – Requests Received	88	90

Top Website Page Views	Previous year	Current year
Total Website Page Views	17,393	14,855
Page Views - Home	10,677	7,422
Page Views - Catalogue	2414	4,372
Page Views - Locations & Hours	641	764
Page Views - Online Resources	452	419
Page Views – Ask the Library	291	217
Page Views – Heritage Collections	159	186
Page Views – Services for Children & Young People	177	181
Page Views – Joining & Borrowing	240	179
Page Views – Kidzone	n/a	89
Page Views - Children & Young People/Storytime	n/a	80

Database Visits	Previous year	Current year
Databases - EBO	1007	374
Databases - Newsbank	24	59
Databases - EBSCO Host	33	15
Databases - Thompson Gale	5	11
Databases - Your Tutor	24	6

- Membership and loan statistics

New members

Library Branch	Previous Year	Current Year
Gordon White Library	126	125
Mackay City Library	208	165
Mirani Library	9	8
Mobile Library	17	11
Sarina Library	51	27
Walkerston Library	13	12
Total	424	348

Loans

Library Branch	Previous Year	Current Year
Gordon White Library	27688	30597
Mackay City Library	28249	25432
Mirani Library	2241	2641
Mobile Library	2817	3449
Sarina Library	5339	5145
Walkerston Library	2182	2069
Total	68516	66233

Bolinda Digital eAudiobooks

Month	Users	Loans
November 2010	158	251
December 2010	47	346
January 2011	43	353
February 2011	21	380
March 2011	33	387
April 2011	26	318
TOTAL	302	1717

Visitors

Library Branch	Previous Year	Current Year
Gordon White Library	11722	12375
Mackay City Library	NA	11793
Mirani Library	1601	1664
Mobile Library	NA	NA
Sarina Library	3565	4151
Walkerston Library	NA	2545
Total	16888	32528

Museums

Pioneer Valley Museum at Mirani

- All is on track for the launch of the exhibition on 6th May of the Harvey Stone art work featuring the Hamilton Dairy
- Display changes in the Museum have occurred to accommodate two special displays - one on dairying and one on Nellie Melba
- Several volunteers attended the PVT&DA AGM on Wednesday 20th.
- 4 volunteers attended the MRC Volunteers' Conference in Sarina on Saturday 16th
- WHAM meeting scheduled for 9th at Proserpine was cancelled
- Mirani Outback Project meeting held on 4th

Sarina Historical Society and Museum Inc

- Two volunteers are busily working on putting a book together on the 1911 Sugar Strike. Old newspapers have been scoured to find history of the sugar strike which helped change the working conditions of the workers.
- Display changes have finished
- Valda Webb passed away on 1 May following a stroke. She will be sadly missed.

Greenmount Homestead

- Total visitors for the month of April = 26 – Impacted by wet weather
- 2 weddings
- Group visits by Good Shepherd Lodge and Mackay Community Visitors
- Electrical audit conducted by Logicamm (through property services)
- Took delivery of a surplus Compactus (from records dept) to be used to expand archival storage area
- MRC accepted ownership of Mackay Historical Society Buildings and Collection.
- No dam water supply to the homestead or grounds for this month, caused by a pump motor failure at the dam pump. The resultant extra use of tank water supply caused by its supply to the visitor toilets, has depleted our tank water stocks, despite the rain. This in turn will require us to buy in water to ensure adequate supply for the Heritage Fair day.

RECREATION SERVICES

Management / Sport and Recreation

- Recreation Services welcomed Linda MacKenzie in the new role of Sport & Recreation Officer. The majority of the cost associated with this position is funded by Sport and Recreation Services - Department of Communities until 31 December 2013.
- Director Community Services and Manager Recreation Services met with Councillors to discuss the Open Space, Sport & Recreation Strategy's Implementation Plan.
- Manager Recreation Services, Sport & Recreation Coordinator and Sport and Recreation Officer met with representatives from Council's Property Services program to further discuss possible land sites for the Central Queensland Blokart Club, who are looking for a land based site to create a designated track.
- Manager Recreation Services, Sport & Recreation Coordinator and Sport and Recreation Officer attended the bi-monthly meeting of the Brewers Park Sport Management Committee in Sarina.

- Portfolio Councillor Health, Sport & Recreation, Manager Recreation Services, Sport & Recreation Coordinator and Sport and Recreation Officer met with representatives of Mackay Gymnastics to discuss their latest developments. The club is looking to apply for upcoming grants to construct a gymnastics facility.
- Manager Recreation Services met with representatives of Mackay Basketball, Mackay Netball and Federal Government to discuss the progress regarding the basketball/netball stadium project in South Mackay.
- Sport & Recreation Coordinator and Sport and Recreation Officer met with the Mackay-based Queensland Government Sport & Recreation Advisor for their regular meeting to discuss and share the latest regional sport and recreation developments.
- Sport & Recreation Coordinator met with the Mackay-based Queensland Government Sport & Recreation Advisor and local AFL Junior Coordinator to discuss Mackay AFL's vision for the future.
- Sport & Recreation Coordinator attended a meeting to discuss a possible youth event to be held at Caneland Central Shopping Centre. The aim is to engage youth in activities and in particular showcase hip hop/dance and basketball.
- Portfolio Councillor Health, Sport & Recreation and Sport & Recreation Coordinator attended the Mackay Physical Activity Reference Group meeting this month. Discussions were held around Active Transport for school students, rural walking tracks, walking groups and possible indoor court use of the region's school halls.
- Sport & Recreation Coordinator met with a representative from the Wing Chung Kung Fu club to discuss ways to assist the club in moving forward.
- Portfolio Councillor Health, Sport & Recreation, Manager Recreation Services, Sport & Recreation Coordinator met with representatives of Central Queensland University and Mackay Athletics to progress on the vision of accessible sporting facilities at the University's Mackay Campus.

North Queensland Sports Foundation:

- Portfolio Councillor Health, Sport & Recreation, Manager Recreation Services, Sport & Recreation Coordinator met to select the Mackay Region's nominees for the North Queensland Business Technology Centre Sportstar Awards. The nominees are:
 - Senior – Ashleigh Stebbeings (Barefoot Water Skiing)
 - Junior – Sarah Pittendreigh (Hockey)
 - Services to NQ Sport – Val Cross (Softball)
- The Foundation released its latest quarterly newsletter, "Sports Post", this month. The Mackay Region was highlighted frequently and positively.

Media / PR

- Upcoming North Queensland Sportstar Awards to be held in Richmond, including radio interviews.
- Increased attendance figures at Sarina Swim Centre.
- Low attendance at Bluewater Lagoon as a result of inclement weather.
- The "Music on Hold" message regarding the Bluewater Lagoon was modified to reflect the upcoming winter period.
- Recent Memorial Safety Audit.
- New Sport and Recreation Officer position.
- Easter activities at Pioneer Swim Centre and Bluewater Lagoon.
- (Funding) assistance available for regional sporting groups impacted by recent weather events.
- Council presentation to Lifestream Mackay and Royal Life Saving Society Queensland as beneficiaries of the recent Splash-a-thon event held at Pioneer Swim Centre.
- Multicultural Swimming Program presentation held at Memorial Swim Centre.
- Council's recently adopted Open Space Sport and Recreation Strategy.
- Mission Inflatable obstacle course activity.
- The visit of swimmer Michael Klim at Memorial Swim Centre, as part of a Dalrymple Bay Coal Terminal health and wellbeing program.
- Fox 8 visit to Pioneer Swim Centre this month to film shots for an upcoming documentary regarding swimmer Geoff Huegill to be aired later this year.
- SeaFM Biggest Loser training session at the Pioneer Swim Centre.

Aquatic Facilities

Bluewater Lagoon

- The work on the foot valve located in the Plant Room was successfully completed, allowing both water features (large waterslide and waterfall) to be utilised when required.
- Staff completed minor repairs to small green slide.
- Top lagoon closed mid April, as part of winter period closure.

Memorial Pool

- Visitations 3 x Water Polo training session
 2 x Water Polo game nights
 7 x community group booking
 4 x school group bookings
- The facility closed for the annual winter maintenance period. The facility is scheduled to re-open early June for the start of the 2011/2012 swimming season.
- The grandstand received essential repairs from staff allowing the seating area to be fully utilised again.

Pioneer Pool

- Visitations 10 x school group bookings
 2 x club nights
 3 x community group hire
 2 x swimming carnivals
 7 x swim and survive sessions (two different schools)
- Investigations into pool disinfectant options near completion following extensive research into dosing and product options.

Activities/Programs

- Council's Term 1 swimming program finalised on April 16 and even though the weather was ever-changing during the term, all students finished the term strongly with most ready to progress to higher levels upon their return to the program.
- Due to the postponement of the Learn-to-Swim (LTS) carnival (due to weather conditions) a celebratory barbeque was held on April 15 for all participants including the Mission Inflatable Obstacle Course.
- Council's Orca Squad training program finalised the season on April 21 before swimmers recommence training at Memorial Swim Centre June 6. The squad has grown significantly this season with 40 swimmers in the water at one time during the peak periods. The employment of assistant coaches (casual employment) has greatly attributed to the growth of the program.
- The Adult Swim for Fitness program continued to rollercoaster throughout the month as the wet and windy conditions kept all but the persistent swimmers attending the session regularly. The program condensed to two nights per week at Pioneer Swim Centre.
- Royal Life Saving Society Australia's Swim & Survive program delivered to schools by Council finalised in April. Two new schools joined the program this season.
- The Council initiated Ladies Only Muslim swimming lessons commenced April 14 at Marlins Swim School.
- The third General Multicultural program finalised with a graduation ceremony held at Memorial Swim Centre April 17. Mayor Col Meng presented certificates to the candidates.

Mirani Pool

- The facility closed for the annual winter maintenance period. The facility is scheduled to re-open in September for the start of the 2011/2012 swimming season.
- Work on rectifying Improvement Notices issued by Queensland Workplace, Health and Safety are nearing completion following finalisation of operating manuals and improvements in work practices.

Sarina Pool

- The facility closed for the annual winter maintenance period. The facility is scheduled to re-open in September for the start of the 2011/2012 swimming season.
- Colleen Burt (Council aquatics staff) was awarded an Award of Appreciation from Sarina State High School following her contributions towards school swimming.

The following customers have attended the Aquatic Facilities for April 2011:

Bluewater Lagoon*

Type of Customer	Bluewater Lagoon April 2010	Bluewater Lagoon April 2011
Children's Lagoon	6,858	2,862
Middle Lagoon	7,874	4,894
Upper Lagoon	3,336	881
TOTAL IN WATER CUSTOMERS	15,068	8,637
TOTAL PRECINCT (non-swimmers)	19,996	10,814
GRAND TOTAL	35,064	19,451

* Source: Lifeguard Statistics - Monthly Reports April 2011 - Visitations PDF by Surf Lifesaving Queensland (SLSQ)

Memorial Pool**

Type of Customer	Memorial Pool April 2010	Memorial Pool April 2011
Persons 15 years or older	675	353
Children from 3 years to persons under 15 years	174	169
Pensioner	46	42
TOTAL	895	564
Multi Visit Pass (persons 15 years or older)	72	41
Total Kiosk Revenue	\$1,297.40	\$487.90

** Source: Monthly Reconciliation Spreadsheet (Microsoft Excel)

Pioneer Pool**

Type of Customer	Pioneer Pool April 2010	Pioneer Pool April 2011
Persons 15 years or older	571	423
Children from 3 years to persons under 15 years	365	288
Pensioner	26	27
TOTAL	962	738
Multi Visit Pass (persons 15 years or older)	37	41
Total Kiosk Revenue	\$2,864.00	\$7,940.60

** Source: Monthly Reconciliation Spreadsheet (Microsoft Excel)

Mirani Pool***

Type of Customer	Mirani Pool April 2010	Mirani Pool April 2011
Persons 15 years or older	Closed for Annual Maintenance	56
Children from 3 years to persons under 15 years		65
Pensioner		15
TOTAL		136

*** Source: Information received from Lessee of Mirani Pool

Sarina Pool****

Type of Customer	Sarina Pool * April 2010	Sarina Pool ** April 2011
Persons 15 years or older	Closed for Annual Maintenance	85
Children from 3 years to persons under 15 years		163
Pensioner		1
TOTAL		249

*Source: Information received from Lessee of Sarina Pool

**Source: Information Mackay Regional Council data

Revenue Received:**

Type of Customer	Pioneer Pool		Memorial Pool		Sarina Pool	
	April 2010	April 2011	April 2010	April 2011	April 2010	April 2011
Actual Gate	\$4,709.50	\$4,157.00	\$5,587.50	\$3,300.00	n/a	\$584.00
Season Tickets	\$95.00	\$290.00	\$725.00	\$260.00	n/a	\$0.00
Miscellaneous	\$3,385.55	\$8,019.10	\$1,686.50	\$572.30	n/a	\$308.50
TOTAL	\$8,190.05	\$12,466.10	\$7,999.00	\$4,132.30	n/a	\$892.50
Multi-visit pass sales component of Actual Gate	\$1,110.00	\$1,410.00	\$2,160.00	\$1,230.00	\$0.00	\$0.00

** Source: Monthly Reconciliation Spreadsheet (Microsoft Excel)

PROPERTY SERVICES

Management

- Participation in Field of Dreams Master Planning process.
- Attendance at Paget Depot Managers and Steering Committee meetings.
- Completed process of appointing Stephen Atherton to the vacant position of Building Maintenance Officer, Stephen will commence work on 10 May 2011.

Capital Projects

PROJECT	COMMENTS
<p>2010/2011 Program</p> <ul style="list-style-type: none">▪ Mirani Admin Building, Reception Refurbishment (#90121) COMPLETED; and▪ Mirani Library (#90132) COMPLETED; and▪ Mirani Railway Station (#90355) COMPLETED; and▪ Sarina Admin building (#90122) – nearing completion; and▪ Fire system upgrades for Mackay Admin building (#90140) and Mackay City Library (#90130), systems have undergone Consultancy review with Scope of Works in final draft; and▪ Town Hall Electrical Review (#90123), Report completed with rectification works being quoted; and▪ Greenmount Homestead (#90127) Electrical Review, Report completed with rectification works being quoted; and▪ Greenmount Homestead (#90127) Plumbing Review completed with minor rectification works schedule pending; and▪ Andergrove Neighbourhood Centre (#90348) COMPLETED April 2011; and▪ Seaforth Community Hall (#90350) Painting scheduled and new chairs ordered; and▪ The Leap Community Hall (#90352) window replacement awaiting quotation; and▪ The Leap Community Hall (#90352) investigations complete with minor works scheduled; and▪ Council Buildings Glass Report (#90120) Inspections scheduled; and▪ Sarina Sugar Shed (#90482) awaiting engineered plans for shade/wet weather covered area; and▪ Various Council buildings, Fall Arrest Systems being investigated with quotations sourced on options for appropriate systems; and▪ Sarina Cultural Hall (#90448) works scheduled for late May 2011; and▪ Mirani Community Hall/Youth Centre (#90345) works scheduled with Contractor; and▪ Mirani Museum (#90133) painting and repair nearing completion; and▪ Mirani Museum Shed (#90133) repairs to front ramp/walkway completed; and▪ Palmyra Depot (#90494) works to upgrade pump shed and storage sheds is underway; and▪ Sarina Depot New Amenities (#90491) – Drafting Scope of Works.	

Property Co-ordinations

Leases

Program Staff are currently dealing with 21 leases

- Eungella Progress Association possible lease
- Glenella Hall, Hill End Road – No current lease in place
- Lighting issues for Mackay Touch Association
- Boundary issues at Habana between lease area of Habana & District Progress Association and neighbouring property owner
- Cattle encroaching on Dolphins Soccer Grounds
- Possible locations for Vodafone telecommunication towers

Land Dealings

- Midge Point Road, Midge Point Road Realignment
- Walkerston Cemetery Expansion Acquisition
- Program staff are currently dealing with 20 land dealings and 6 Easements

Sarina Sugar Shed

Visitor numbers continue to be down compared to this time last year, however we did see a slight rise in visitors taking a tour during the school holiday period.

Recently the Sugar Shed hosted a group of VIP Journalists led by Kat Ringrose, Destination Marketing Manager from Mackay Tourism. The Sugar Shed has been working co-operatively with Tourism Queensland and Mackay Tourism in a range of advertising campaigns to lure visitors back to our region.

Management

- Elected unanimously to the voluntary position Secretary, NARPACA (Northern & Regional Performing Arts Centre's Association)
- Attended Long Paddock (Federal arts programming forum) at Gold Coast Arts Centre
- Completed 2010/11 operational and capital budgets for endorsement
- Completed consultation into celebrating Mackay's Sesquicentennial celebrations
- Continued to manage Regional Parliament requirements at MECC and off site Ministerial functions, cabinet and caucus meetings
- Project manage construction of Convention Centre service courtyard and Convention Centre defects.
- Undertook several media requests
- Reviewed art collection policies and reported to Council
- Assisted Mackay Showcase stakeholders
- Interviewed for MECC technical trainees
- Assessed Expressions of Interest from community stakeholders wishing to manage Victoria Street Sunday Markets.

Mackay Entertainment and Convention Centre

The Mackay Entertainment and Convention Centre is reported on in the MECC Performance Report.

Festivals and Events

Easter Carnival Sunday 24 April 2011

Great weather compared to the past two Easter carnivals saw attendance at this year's Easter Carnival bettered by 25% from last year. Some 4,000 people attended the event eating lots of chocolate and being involved in games run by the Festival & Events team - guessing how many Easter eggs were in a jar, and pin the tail on the Easter bunny. Cold Rock Ice Creamery ran their icecream eating challenge and SeaFM ran a human lamington competition. Prizes were given out throughout the morning and a very popular Easter Egg hunt saw some 300 Easter eggs given away thanks to sponsorship by Caneland Central.

There was a major prize of a trip for two to Hamilton Island and \$1,000 worth of radio advertising which made the day of one shopper.

City Centre Markets

The Variety Club of QLD (Mackay) have expressed interest to manage the Sunday City Centre Markets. Consultation with the City Focus Advisory Committee is to be undertaken and a report to Council will follow.

River Rock to Mountain Top Festival 6-15 May 2011

The Festivals & Events Team has been assisting the *River Rock to Mountain Top* Festival Committee to organise this year's event, especially the Lantern Parade on Friday 6 May and the festival program and advertising. This has now been completed. Initial feedback was very positive about the involvement of the Festival & Events Team.

Due to the Council mobile stage being unavailable the River Rock to Mountain Top Festival committee had to pay \$4,000 approximately to get a similar mobile stage from Townsville. Works on the mobile stage are to be undertaken by Procurement & Plant.

Mackay Festival of Arts 9-24 July 2011

The festival theme of light & water has been incorporated into the program to cater for all elements of the Mackay community. Once again there is a strong emphasis on family entertainment with many events free to the community.

Coal to Coast Festival Saturday 10 September 2011

Planning has commenced and this year's festival will build on last year's successful format which included working with the Sarina Rotary Club's large scale Swap Meet and the Coal Games. An application for funding to the Queensland Regional Events Program has been lodged for assistance. Jon English has been contracted to be the headline act with The Amazing Drumming Monkeys and THE MILLEY & HANNAH tribute shows for the youngsters.

River 2 Reef Festival Saturday 1 October 2011

Childhood Cancer Support Group (Pelican Push) and the Leukaemia Foundation of Queensland (Great Seafood Barbeque Burn Off) are the new official organisers of their respective events. Negotiations are in train with Corry Cycles to take over the very successful Deakin Fun Ride which raised over \$20,000 for the Mackay Foundation last year. These initiatives allow community groups a fund raising platform, strengthen community organisational capacity and potentially reduces the officer time required to manage these events within the festival.

Global Grooves Sunday 30 October 2011

Planning has commenced in earnest to build on the success of last year's Global Grooves. King Marong, an African Dance band from Melbourne, has agreed to be the headline act this year. It is hoped that that this year the Sister City Committee will involve the Matsuura/Japanese community along with all the other multi cultural community groups. Negotiations with the Indian community are proceeding so that the successful Diwali Festival of Light will be included again this year.

Christmas Tree Lighting Ceremonies in the Mackay Region 3-10 December 2011

Planning has not commenced other than to book the MECC for Saturday 3 December for the annual Carols in the City co-organised by ZINC FM.

New Years Eve 31 December 2011

The Australian Credence Clearwater Revival tribute band has been booked for this year's NYE party.

Artspace Mackay

- 2214 people visited Artspace Mackay during April 2011 (1990 during April 2010)
- 562 people visited the Town Hall during April 2011 (94 during April 2010)

Website statistics for April 2011

- 891 Visits
- 711 Visitors
- 2,662 Page views

Exhibitions:

From 29 Oct	Cox Rayner Gallery	<i>c/o Poste Restante</i> : Artists books from the MRC collection. (Curated by Wanda Bennett)
11 March – 1 May	McAleese Gallery	<i>May's</i> : The May Lane street art project
11 March - 1 May	ASM Foyer	<i>Freedom's just another word for nothing left to lose</i> : Recent works by Corey De Muth

Recycled Library: Altered Books touring exhibition

Wagga Wagga Art Gallery 1 March – current.

MacAleese Gallery / Foyer / Cox Rayner Gallery

May's: The May Lane street art project

The May Lane project began in Sydney in 2005 when Tugi Balog turned the walls of his business into an outdoor gallery space for street artists. The May's collection now consists of over 100 panels by celebrated Australian and international street artists who have worked in May Lane. The exhibition features a selection of 25 works from this collection and explores the history and evolution of the Australian street art movement with particular reference to the May Lane project.

The exhibition is the first comprehensive exhibition of street art to tour nationally, subsidised by the Federal Government Visions of Australia Programme, and Artspace Mackay is the sole Queensland venue to host the exhibition. Artspace boasted very high visitor numbers throughout the exhibition, including large numbers of visits by various schools (see Public Program events below).

This month (Wednesday 13 April) also saw Artspace host the **Highschool Art Debate – Graffiti: Art or Vandalism?** in association with Apex, as part of the Apex Secondary Schools Debating Competition. This subject was debated at their regular Tuesday meetings and Apex chose the best two senior teams & the best two junior teams for this free public event in the McAleese Gallery.

Freedom's just another word for nothing left to lose: Recent works by Corey De Muth

Using text and watercolour to create portraits, Corey De Muth's series is a close observation of young men today. While they may be at different places, they share a common link; the awareness of a generation, a society, doomed.

Corey is a local artist, now living between Mackay and Brisbane, where he is studying Visual Arts at tertiary level. Corey has previously exhibited at Old Town Hall as a part of Artspace Mackay's Community Exhibition program.

c/o Poste Restante: Artists books from the MRC collection

This long-term exhibition, curated by local artist Wanda Bennett and facilitated by Artspace exhibition staff, continued in the Cox Rayner gallery through March.

Exhibitions staff assisted Pioneer Valley Museum to display a series of works by local artist Harvey Stone, commissioned by the museum to commemorate a Mirani dairy. Staff mounted and framed the works for the museum, using Mackay Regional Council's frames (on loan), and installed the works in the ex-Mirani Shire Council chambers.

Exhibitions staff have also been conducting, throughout April, a series of mounting and framing workshops for Artspace Mackay volunteers. The workshops have been well-attended and were very well received.

Public Programs & Education:

1 April	School group tour	MAYS: May Lane street art project Mackay State High School Year 10 class tour of MAYS + paste up activity	30 students and teachers
5 April	School group tour	MAYS: May Lane street art project Mercy College Indonesian language class tour of MAYS + paste up activity	10 students and teachers
6 April	School group tour	MAYS: May Lane street art project Mercy College Japanese language class tour of MAYS + paste up activity	20 students and teachers
7 April	School group tour	MAYS: May Lane street art project Mercy College Japanese language class tour of MAYS + paste up activity	25 students and teachers
12 April	School group tour	MAYS: May Lane street art project Mackay State High School tour of MAYS + paste up activity	20 students and teachers
13 April	School group tour	MAYS: May Lane street art project Mercy College tour of MAYS + paste up activity	18 students and teachers
13 April	Special event: Art debate	Apex High School Debating Competition Performance debate. Very successful. APEX, teachers and Artspace plan to make this an annual event.	75 students, supporters, teachers, etc.
14 April	School group tour	Hamilton Island and Hayman Island schools P – Year 7	52 children, teachers and parents
15 April	School group tour	Whitsunday Anglican School year 11 students from WAS Tour: Artist books from collection+ tour of Mays	6 students and teacher

ECONOMIC DEVELOPMENT

Management

- Attendance at Meetings to plan the upcoming Questnet conference, to be held locally mid this year, in partnership with industry representatives, DEEDI and cross-council program areas. The upcoming event focuses on approaches for business and industry to enhance sustainability and innovation.
- Regular meetings with CEO of Mackay Whitsunday Regional Economic Development Corporation, including preparation for REDCs Invest Mackay Conference held 13-15th April at the MECC, with council acting as a key sponsor
- Regular meetings with CEO and partnership manager of Mackay Tourism, with this meeting focusing on regional promotion and mapping

- Mackay Region Community Plan economic development key stakeholders consultation.
- Attendance at Central Queensland University Engagement Reference group with economic development program targeting regional and strategic planning engagement reference group 2, chaired by Mackay Isaac Whitsunday Regional Development Australia (RDA) CEO.
- Attendance at the Regional Meeting, Economic Development Network practitioners throughout the region have come together to form a regular meeting group with a shared purpose to enhance communication and information. The group is chaired by MIW RDA.
- Planning for upcoming conferences includes Team attendance at the Australian Sugar Technology Conference to be held at the MECC first week in May (sponsored by Mackay Sugar). The economic development team was invited to attend by Mackay Sugar and to present a display booth featuring information and statistical publications about the region. The Conference is set for significant attendance of around 200 people including Indian, Asian and Pacific Region attendees. Keynote speakers include Emeritus Professor David Hughes, an entertaining and world renowned speaker on the economics of the food industry. The Conference is to be opened by Deputy Mayor Cr Darryl Camilleri

City Focus Advisory Committee

- The second meeting of the newly appointed City Focus Advisory Committee was held in early March, with the committee considering reports on a range of areas including City Centre Sunday Markets (through Festivals and Events) as well as the following promotions:
- ***Mackay City Centre Website and City Deals***

For the month of April 2011 visitor numbers to mackaycitycentre.com.au website were good. Over the seven day period Sunday, April 17 – Saturday, April 23 there were 987 visits to the website. (This figure does not include individual page hits.)

Sunday, April 17:	48 hits
Monday, April 18:	187 hits
Tuesday, April 19:	208 hits
Wednesday, April 20:	188 hits
Thursday, April 21:	208 hits
Friday, April 22:	69 hits
Saturday, April 23:	79 hits

It is normal for website hits to die down over the weekend. Marketing and promotion for the new “City Deals” web based promotion is well underway. The City Deals seeks to emulate web programs such as Spa Deals, Groupon, Brisbane Day Deals and Jump on It! to offer City Centre businesses a low cost way to promote their businesses across the region and beyond. A test phase commenced in April, with business encouraged to sign up to load ‘deals’ free of charge on the new City centre website. Council staffers were among the first to trial the City Deals and many took advantage of the offers.

By trialling ‘Deals’ across Council’s email network, it was possible to gain feedback on the ease of use of the process. Many thanks to those council staffers who helped to publicise the Deals by passing along the emails to their church, sporting and school groups.

Further developments are in process to promote and encourage access to City Deals, including applications for phones. “Apps” will be introduced mid year. All City businesses are encouraged to get onboard with City Deals – whether day, night, professional service or retail!

- ***City Centre Media and TV Marketing Campaign***

- Updates of the Explore Map printed during March continue to be distributed. Free copies of the map included in the Daily Mercury, and are available free to interested businesses across the region, in multi copy bundles.

A variety of publications, including parking information and bus timetables plus information from across all council program areas is made available free to City Businesses, in hard copy and on the City Centre website and through links to council webpages.

- A new City Centre TV Campaign featuring the Mackay City Centre website launched in April, commencing Sunday 17th. The new campaign features the slogan "Check out what's on" and includes 'teasers' for the new City Deals promotion. Print media adverts appeared in the City Life magazine, plus low cost/high impact business cards featuring the web address and details are available to all City Centre businesses and tourism operators, which have preceded the TV campaign, but will continue to support and integrate with electronic media efforts.

- ***Business Networks and media***

Planning continues for the introduction of Regional Focus, a council e-business network that will extend service to all areas of the Mackay Region. A webpage on Council's site and promotional materials are being prepared to promote the launch of the latest business network in June.

Regular Business updates continue to the Sarina and City Focus Business networks, including communication of free and low cost business events, training and networking opportunities. The networks reach around 700 businesses across the region, and communicate council messages and as a free local government network were sought out in March by others including CQU, ABS Census, REDC, Chamber of Commerce, Mackay Tourism, DEEDI and AusIndustry, to communicate messages of interest to local business.

Business can take a level of confidence that material sent on council's business e-networks (particularly about free or low cost training) includes reputable government backed courses and seminars.

Invest Mackay Conference –April 13-15th

Council's Economic Development Prospectus covering the Mackay Regional Council area was launched at the Invest Mackay Conference in April. The Prospectus offers prospective investors a range of information about the local government area, and serves business as a useful resource for funding attraction.

Investors attending the Conference included Chinese and Indian delegations as well as many attendees from interstate. REDC finalised their Hotel Attraction prospectus with a formal launch at the conference, to stimulate investment interest in constructing accommodation to service Mackay's buoyant business tourism market as well as its growing leisure sector.

Cr Dave Perkins, Portfolio Councillor for Economic Development and Tourism hosted the Conference Welcome event which saw investors visit Keswick Island the Mackay Marina and Hay Point as part of an informative cruise tour, showcasing local operator Reefstar Cruises.. Keynote Conference Speaker Michael Pascoe, one of Australia's leading finance writers attended the tour and was on hand to mingle with investors and invited guests.

Quality speakers at the conference also included Savanth Sebastian, who offered an economic update during the Breakfast session sponsored by CQUniversity

Council's economic development area prepared a DVD showcasing the Mackay Region plus a DVD covering the Mackay City Centre which was launched by Mayor Col Meng during the Invest Mackay Conference. Copies of the DVD are available free to members of council's e-business networks.

The Economic Development team attended the conference and presented a display booth with promotional materials covering a range of aspects of the Mackay Region.

Census 2011

Council has an ongoing partnership with the Australian Bureau of Statistics to raise the profile of the Census to be held on the 9th August to seek a count which accurately captures all residents. It is estimated for each person missed at Census, the region could miss out on \$20,000 of funding over the life of the census - if an undercount results in a even a 5% level, this sum could mean over \$100 million in funding is missed over a 5 year period.

Council again sponsored an April Census Collectors supervisors recruitment workshop, which attracted 80 attendees, following a successful Area supervisors workshop held in February. The April workshop which was attended by councillors and opened by Cr Greg Thomsen, was reported by the ABS as by far the most well attended in Queensland.

While the ABS were buoyed by the calibre of applicants for Census positions, recent reports indicate that there are still some areas of need. These include Calen, and the rural areas north of Mackay, areas to the south around Koumala and also some urban areas including West Mackay. Those interested in a position with the Census are urged to contact the ABS.



Cr Greg Thomsen welcomes attendees at the ABS Census Collector Workshop held at council, as part of the ongoing partnership between council and the ABS, to promote Census 2011.

Consultation

There has been consultation with Community Services Program Managers.

Resource Implications

Nil.

Conclusion

All programs are performing well for this stage of the year and largely meeting operational plan goals.

Director's Recommendation

THAT this report be received.