

COMMUNITY SERVICES HIGHLIGHTS AND SIGNIFICANT ISSUES REPORT – MONTH ENDING NOVEMBER 2010

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Purpose

To review Community Services Department highlights and significant issues for the month ending November 2010.

Background and Discussion

Highlights and Significant Issues for November 2010 are as follows: -

COMMUNITY SERVICES MANAGEMENT

- Departmental Risk Register Completed.
- Service Level Review session held with Council.
- Public meeting held at Marian hall to consult the public on Mackay Sugar proposal to utilise the Mackay to Marian rail line.
- First Corporate Service Enhancement meeting held.
- Draft project plan for Mackay region Community Plan completed.
- Bolinda digital books launched at GWL.
- Attended inclusive community champions awards at which the libraries, Artspace and Botanic Gardens won awards.
- CBD LAP and Urban Enhancement technical sessions and workshop held.

COMMUNITY DEVELOPMENT AND LIBRARIES

Management

- Attended Driver Awareness training session
- Celebrated 25 years of employment with John Wilson and Bente McDonald
- Interviews held for new Locality development Officer
- Conducted a “FISH” principles workshop for Management Team at Management Forum
- Developed Draft Community Engagement Plan for Community Plan
- Attended meeting with Stephen Bunting to discuss requirements and resources needed for Community Plan
- Attended re-designation ceremony for Safe Communities by World Health Organisation
- Guest speaker and Panel Member at Forum on “Community Services – Keeping it Real and Relevant” at Brisbane City Council

Community Development

- Equitable Access Advisory Committee began their Disability Awareness Information Sessions with the first session being delivered to Council's Construction Supervisors on the 30 November. The session was geared towards the staff's core work and was well received. Many thanks to committee members, Rebecca Chamberlain, Alan Elliott and David Conway and to Toni Coughlin who assisted with delivery of the session.
- Multicultural Adult Learn to Swim course complete. Graduation was held at Blue Water Lagoon with presentation of certificates. Registrations are currently being taken for the next multicultural swimming course due to be held in January 2011. Talks have commenced with members of the Muslim community about running a swim course for Muslim women in an enclosed swim centre as part of the Active Inclusion Program funding received.
- Last quarterly meeting of the LAMP Advisory Committee held.
- Buddy Project is underway with new employees being linked to a volunteer staff member for help, support and settlement into community life in Mackay.
- Debrief meeting held for Global Grooves where areas for improvement were identified. A roles and expectations document is to be produced to clarify the tasks for staff in Community Development and the Festivals and Events team in relation to Global Grooves.
- Cross Cultural train-the-trainer program has commenced, with two Community Development Staff receiving training that will enable them to deliver Cross Cultural Training to Council staff and the community.
- Mackay Regional Council Youth Policy officially launched



- Members of the Youth Team have attended many school awards events, activities, leadership inductions.
- Sarina Community Development forum was held at the Sarina Cultural Hall. Approximately 40 people attended to take advantage of the opportunity to make

recommendations on the development of programs and projects that will be of benefit to the community and assist if required in the implementation of such programs and projects. A report on the outcomes of the forum will be available in December.

- Two more sessions of the Sarina Free Volunteers Training were held in November with great representation from local community groups.
- A seniors online security session was held in Sarina with over 30 seniors in attendance. The Queensland Police Service and Bendigo Bank provided information on ways for seniors to protect themselves when online.
- The Community Projects Officer has been working with the Armstrong Beach Progress Association to develop ideas for their new playground. The progress association and Sarina Beach Kidz Playgroup have had input into equipment, location and design of the new playground which is scheduled to be installed in the New Year.
- The Bendigo Bank has agreed to sponsor the 2011 Volunteers Conference by providing \$5,000 in sponsorship. The Community Projects Officer has been working with volunteers in the Sarina community to develop ideas for next year's conference which will be held in Sarina.
- Assistance has been provided to MADASSIA to prepare a funding application to the Multicultural Assistance Program. If successful the funds will be used to hold a series of events during the weeks between Federal and State Government Recognition dates in 2011 to launch the Lagoons Meeting House as a cultural centre and raise the profile of the Australian South Sea Islander community to the wider community.
- The CAMS Officer attended the State wide network meeting in Brisbane. This allowed the Officer to connect with representatives from Multicultural Affairs QLD and Department of Immigration and Citizenship to discuss the Pacific Seasonal Worker Pilot Scheme.
- Assistance has been provided to MADASSIA to prepare a report on the commitments made by State and Federal Government's to the Australian South Sea Islander community at the time of Recognition. The report highlights that many of the commitments have not been fulfilled and discusses current issues and recommendations of how these issues could be addressed. The report should be finalised by the end of the year.

Libraries

- Young People's Services

Our children's programs are coming to an end for another year. Storytime and Baby Bounce have received great support from many families and carers. The Friday Storytime which has been on trial for the last 6 months has attracted children and parents who preferred a smaller group. One little girl, who spent most of the time on her grandmother's lap in the larger group, is now quite happily joining in with the others on the mat. Friday Storytime will be a regular part of our program for 2011.

A total of 100 students and teachers visited our libraries.

Current year

Event	Previous year	Current year
Storytime	1046	882
Baby Bounce	153	158

- Statistics

Computer Use and Classes	Previous year	Current year
Discover IT Classes (participants)	55	57
Public Computers - Users	2281	2342
Public Computers – Bookings	3483	3464
Public Computers – Express Computers	1133	1233
Public Computers – Wireless (hrs)	191	268.5

Information Requests	Previous year	Current year
Interlibrary Loans – Requests made	119	162
Interlibrary Loans – Requests received	257	83
Ask the Library Queries	6	12
Reference Queries – Staff (15 – 27 Nov)	1032 (all of November)	738
Reference Queries – Phone (15 – 27 Nov)	1149 (all of November)	1046

Top Website Visits	Previous year	Current year
Total Website Visits	13983	19630
Website Visits - Home	9123	11450
Website Visits - Catalogue	1106	3706
Website Visits - Locations & Hours	501	721
Website Visit - Online Resources	468	595
Website Visits – Ask the Library	107	415
Website Visits – Services for Children & Young People	n/a	280
Website Visits – Joining & Borrowing	199	302
Website Visits – Technology & Training	168	238
Website Visits – Heritage Collections	114	272
Website Visits – Services for Students	49	112
Website Visit - Children & Young People/Storytime	150	86
Website Visits – Kidzone	171	183
Website Visits – General Collections	n/a	209

Database Visits	Previous year	Current year
Databases - EBO	65	988
Databases - Newsbank	10	0
Databases - EBSCO Host	5	14
Databases - Thompson Gale	1	1
Databases - Your Tutor	34	43

Home Library Service Statistics	Library Branch		
	Gordon White	Mackay City	Sarina
Assistive Technology Computer	8	30	
Home Library customers	56	103	15
Bulk Loans	1	2	
Phone calls	22	56	5

Reservations	72	65	10
Kilometres travelled by FOML	57.2	42	10
Number of items loaned	1023	1882	154

Heritage Collection Room	Previous year	Current year
Total Users	NA	61
Research Enquiries * up to 1 hr research required	NA	8
Microfilm Reader Bookings	NA	41

- Membership and loan statistics

New members

Library Branch	Previous Year	Current Year
Gordon White Library	117	124
Mackay City Library	167	145
Mirani Library	8	16
Mobile Library	32	19
Sarina Library	31	41
Walkerston Library	12	14

Loans

Library Branch	Previous Year	Current Year
Gordon White Library	25721	27588
Mackay City Library	27388	28721
Mirani Library	2233	3163
Mobile Library	3752	4277
Sarina Library	4229	5570
Walkerston Library	2393	2303

Bolinda Digital eAudiobooks

This facility allows customers with a valid library user card and pin to login and download eAudiobooks directly on to an MP3 device. Bolinda Digital went live on 8th November 2010.

Month	Users	Loans
November 2010	158	251

Visitors

Library Branch	Previous Year	Current Year
Gordon White Library	10960	12711
Mackay City Library	13966	13816
Mirani Library	n/a	1875
Mobile Library	n/a	n/a
Sarina Library	3253	3624
Walkerston Library	n/a	1018

Greenmount Homestead

- Two weddings held, one inside in the Resource centre (due to rain) and the other outside even though the grounds were still wet.
- Two school visits. Mackay West Primary for their annual visit and Slade Point Primary.
- Gardeners began a pruning, fertilising and garden maintenance program, which did not progress very far because of the rain.
- Achieved only one mowing of each area due to the rain.
- Formal gardens (front of homestead) planted with gerberas. Two beds have new varieties and the other two have the old variety (obtained from a local gardener).
- Attended the Heritage Advisory Committee meeting. Have invited them to have an information stand/display at the 2011 Heritage Fair.
- Attended the Historical Society and Greenmount volunteers Christmas lunch.
- Attended Mackay Historical Society and Museum monthly meeting.
- Attended Australia day planning meeting – for the Finch Hatton event. Pioneer Valley Museum will mount an information display focused on the 1911 Sugar Workers Strike.
- Two days relief work on mobile library – John on personal leave.
- Attended Pioneer Valley museum monthly meeting.
- Dam pump failed. Electrical motor repaired and replaced. Down time two days.
- Repairs to toilet roof and clearing of blocked house gutters not carried out due to the rain.
- All display boards in the resource centre now fitted with castors for ease of use by volunteers.
- 119 visitors for the month.

RECREATION SERVICES

Management / Sport and Recreation

- Planning regarding the inaugural Mackay Sport Expo/Sign-On Day is progressing well. The event, to be held on 13 February 2011, invites regional sporting clubs/associations to promote their activities. To date, 38 clubs from 25 varying sports are registered.
- Manager Recreation Services and Sports and Recreation Officer reviewed the draft Bicycle Strategy.
- The final report for the Open Space, Sport and Recreation Strategy (OSSR) was received from the Consultants this month. The acquittal for the funding received for the strategy was finalised and the strategy is scheduled to be adopted early December.
- Sports and Recreation Officer chaired the Health & Wellbeing Committee meeting to discuss and evaluate the successful initiatives initiated by the Committee in 2010.
- Manager Recreation Services and Sports and Recreation Officer met with the President of Mackay Gymnastics Club to inspect and gain a better understanding of their current facilities. The club have lost one large building since end November (of their three sites), placing some challenges on the club. The club is proposing to develop new buildings on a new site in the future, funding dependant.
- Manager Recreation Services and Sports and Recreation Officer met with the local Sports & Recreation Advisor. The group exchanged information on sport/club dealings they have had over the last month and discussed the upcoming funding opportunities from the department for 2011.
- Manager Recreation Services attended a Gymnastics Australia and Gymnastics Queensland Forum held in Mackay.
- Sarina Brewers Park Sporting Precinct:
 - Manager Recreation Services and Sports and Recreation Officer met with Council Waste and Water Services Officers to discuss the upgrades to the one of the sewerage lines in Sarina that will impact on several clubs located at the Northern end of the precinct. Work is scheduled to commence early in 2011.
- Portfolio Councillor Health, Sports & Recreation, Manager Recreation Services and Sport and Recreation Officer attended the bi-monthly Sarina Brewers Park Sport Management Committee meeting in Sarina. Representatives from five of the clubs were present, and topics

included funding options for the clubs, the sewerage upgrade and a presentation of the Modern Club Management Kit.

- Manager Recreation Services and Sports and Recreation Officer visited Sarina to meet with an interested group and inspected a proposed site for a potential Skate Park in Sarina located on the Northern end of the Sarina Brewers Park.

Media / PR

- Recreation Services successfully compiled and sent out their first monthly e-Newsletter in November, in conjunction with Corporate Communications.
- Inclusion of Bluewater Lagoon on new Mackay City Centre website.
- Local media coverage:
 - Consultation period for the Open Space Sport and Recreation Strategy
 - Sarina Swim Centre (including update of works undertaken by Education Queensland)
 - Temporary Bluewater Lagoon closure for several days (due to works being carried out on several filters located in the plant room)
 - Sponsorship arrangements regarding the (NQSF) North Queensland Games
 - Seeking nominations and promotion of Council's Splash-a-thon event (to be held January 29, 2011 at Pioneer Swim Centre)
 - Bluewater Lagoon: being ranked in the top 10 places to visit in Mackay for professional customer service
 - Mirani Swim Centre (update regarding lease developments)

Aquatic Facilities

Bluewater Lagoon

- A new enlarged access gate was installed to ensure safe flow of patrons in the event of an emergency evacuation.
- The large waterslide was closed for repair. Investigations commenced into more durable solutions.
- Repair and replacement of several slotted pavers.

Memorial Pool

- Key bookings
 - 4 x water Polo game nights
 - 3 x community group booking
 - 1 x swimming carnival
 - 1 x 2-day water polo carnival
 - 40 x school group bookings
 - 8 x water aerobics session
- The Mission Inflatable obstacle course activity continues to be popular.
- Surf Life Saving Queensland (SLSQ) and Council staff partake in lifeguarding updates in preparation for the upcoming summer season.

Pioneer Pool

- Key bookings
 - 67 x school group bookings
 - 3 x club nights
 - 4 x water aerobics sessions
 - 4 x training sessions for Eimeo Surf Life Saving
 - 3 x swimming carnival
 - 2 x community group hire

- Chlorine gas system investigations continue into the provision of the safest and most economically design possible. Manual dosing continues as staff maintain excellence in water quality.
- Three new staff joined the team as Council staff continue to operate Mirani Swim Centre five days per week until more permanent (lease) arrangements are put in place.

Aquatic Programs/Activities

- Four of the Learn to Swim Cadets achieved full swimming teacher competency creating greater depth in the team.
- Despite the unusual weather conditions in November, classes were well attended during the month, with very few cancellations.
- Council's squad training program went from strength to strength, with many of the Pioneer Swimming Club children achieving 'personal bests' at various swim meets held in November.
- Four of the five schools participating in Council's Swim & Survive program completed their sessions in November. The remaining school is scheduled to complete their program early December.

Promotion of the 'Big Splash-A-Thon event' (to be held January 29, 2011 at Pioneer Swim Centre) continues. A local radio station will provide an outside broadcast on the day in addition to major prizes.

- The new Learn-to-Swim and General Information brochures were distributed this month following redesign of aquatics promotional materials.
- A local design company transferred the winning mural design of a recent competition onto metal panels. The unveiling of the mural is scheduled for early December at Pioneer Swim Centre.
- The 2nd multicultural swimming lesson program was completed this month, with a presentation day held at the Bluewater Lagoon.
- Quotes have been sought from regional indoor swim centres to organise a Muslim women only swimming lesson program.

Mirani Pool

- A new 'lifeguard station' was constructed to ensure rescue and first aid equipment is highly visible and readily available from one designated area.
- Sand was distributed around the grounds to help with drainage and prevent excessive areas of mud developing due to heavy rains.
- The tender (readvertised) for the management rights of Mirani Pool closed November 30.

Sarina Pool

- Cleaning work commenced in preparing the facility for re-opening.
- Education Queensland continues to work on the construction of a new chemical storage room to ensure workplace, health and safety compliance.
- The tender (readvertised) for the management rights of Sarina Pool closed November 30.

The following customers have attended the Aquatic Facilities for November 2010:

Bluewater Lagoon*

Type of Customer	Bluewater Lagoon November 2009	Bluewater Lagoon November 2010
Children's Lagoon	5,093	2,392
Middle Lagoon	11,381	4,207
Upper Lagoon	4,386	1,624
TOTAL IN WATER CUSTOMERS	20,860	8,223
TOTAL PRECINCT (non-swimmers)	30,429	11,468
GRAND TOTAL	51,289	19,691

* Source: Lifeguard Statistics - Monthly Reports November 2010- Visitations PDF by Surf Lifesaving Queensland (SLSQ)

Memorial Pool**

Type of Customer	Memorial Pool November 2009	Memorial Pool November 2010
Persons 15 years or older	1,227	915
Children from 3 years to persons under 15 years	301	215
Pensioner	67	88
TOTAL	1,595	1,218
Multi Visit Pass (persons 15 years or older)	99	61
Total Kiosk Revenue	\$2,944.90	\$3,586.70

** Source: Monthly Reconciliation Spreadsheet (Microsoft Excel)

Pioneer Pool**

Type of Customer	Pioneer Pool November 2009	Pioneer Pool November 2010
Persons 15 years or older	1,355	637
Children from 3 years to persons under 15 years	642	514
Pensioner	75	11
TOTAL	2,072	1,162
Multi Visit Pass (persons 15 years or older)	70	40
Total Kiosk Revenue	\$8,057.90	\$7,228.81

** Source: Monthly Reconciliation Spreadsheet (Microsoft Excel)

Mirani Pool***

Type of Customer	Mirani Pool November 2009	Mirani Pool November 2010
Persons 15 years or older	506	48
Children from 3 years to persons under 15 years	694	306
Pensioner	25	0
TOTAL	1,225	354

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

Sarina Pool****

Type of Customer	Sarina Pool November 2009	Sarina Pool November 2010
Persons 15 years or older	163	Pool Closed
Children from 3 years to persons under 15 years	277	
Pensioner	179	
TOTAL	619	

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

Revenue Received:**

Type of Customer	Pioneer Pool		Memorial Pool	
	November 2009	November 2010	November 2009	November 2010
Actual Gate	\$9,953.00	\$5,525.50	\$9,081.50	\$6,439.00
Season Tickets	\$1,275.00	\$1,265.00	\$3,390.00	\$1,710.00
Miscellaneous	\$8,797.15	\$7,160.16	\$3,062.10	\$3,896.50
TOTAL	\$20,025.15	\$13,950.66	\$15,533.60	\$12,045.50
Multi-visit pass sales component of Actual Gate	\$2,100.00	\$1,200.00	\$2,970.00	\$1,830.00

** Source: Monthly Reconciliation Spreadsheet (Microsoft Excel)

PROPERTY SERVICES

Management

- Presented PowerPoint briefing to the Workplace Consultative Team and Ness Street Depot Maintenance Crew on the Paget Depot.
- Attended meetings of the Paget Depot Project Management and Steering Committee meetings.
- Facilitated meetings with the Sarina Rotary Club and GE Building owners to discuss lease matters.
- Attended the Management Session held at the MECC on the 22 November 2010.
- Participated in the Community Services Departments presentation to Council on Service Level reviews.
- Facilitated the Property Services Team workshop held on the 29 November 2010.
- Commenced work on the Councillors Room renovation and temporary generator connection to the first floor of Gordon Street Administration Building.

Property Services

- Capital Projects

PROJECT	COMMENTS
2009/2010 Program	
Council Buildings – Security Upgrade & Consolidation	Finalising system profiles with system training scheduled.
2010/2011 Program	
<ul style="list-style-type: none"> ▪ Mirani Library - works commenced to improve disabled access; and ▪ Mirani Railway Station - works commenced to level building; and ▪ Sourcing further quotations for remaining smaller scale projects; and ▪ Project Briefs commenced for larger scale projects. 	

Marian Tourism Signage

The ownership of the 7 panel roadside Pioneer Valley tourism sign located on Anzac Avenue, Marian near Melba House has been a subject of discussion between Mr Ron Mackrodt a founding member of the Pioneer Valley Tourism Development Association and Council for several months.

Mr Mackrodt states that he erected and paid for the sign several years ago (the actual date is unknown) and that Mirani Shire Council waived any charge for the site or ongoing rental fee, and that he was granted ownership of the sign. No evidence has been found by either Council or provided by Mr Mackrodt in respect to any agreement in respect to this arrangement.

The sign is currently in need of urgent repair and there is an urgent need to document the ownership, leasing and maintenance arrangements for the sign.

It is proposed that Council enter into a lease agreement with Mr Mackrodt for a period of 3 years for 2 panels of the sign at no cost conditional upon such panels being maintained at a high standard. Following expiry of the 3 year lease the ownership/maintenance of the mentioned 2 panels of the sign would revert to Council. The remaining 5 panels will of course remain the property of Council and potentially be leased to either Mackay Tourism or PVTDA as part of lease arrangements underway for Melba House.

Legal advice has confirmed that a lease agreement with respect to signage can be entered into conditional upon Council Policy and Local Laws.

To confirm compliance with Council's Local Law 11 (Control of Advertisements) the sign was inspected by Council surveyors with the eastern end of the sign found to be overlapping into the Anzac Avenue road reserve by 2.83m with the remaining 6.77m of the sign being within crown reserve.

The new lease will need to take into account the structural integrity of the sign and approval being granted by Main Roads for the sign encroachment on road reserve.



Property Co-ordinations

Leases

- Lease - Habana & District Progress Assoc
- Lease - Bucasia Kindergarten & 1st Northern Beaches Girl Guides
- Lease – Blue Water Quay Café
- Lease – Melba House joint lease to Pioneer Valley Tourism Development Assoc and Mackay Tourism Limited
- Lease separation of Harpoon Harry's – Foodspace and Lagoons Café.

Program staff are currently dealing with 23 Leases

Land Dealings / Easement Dealings

- Intersection of Archibald & Paradise – Road widening and upgrade to round-a-bout
- Intersection of Archibald & Connors – Road widening and upgrade to round-a-bout
- Intersection of Kennys Road and Anzac Avenue, Mirani – Widening of truncation.
- John Vella/Connors Road –Widening on truncation.
- Prince Charles Ave, Seaforth – Drainage Easement
- Program staff are currently dealing with 97 land dealings and 8 Easements

Sarina Sugar Shed

The Recent wet weather has ended the crushing season but not dampened visitors willingness to brave the elements to visit the Sugar Shed.

The new Sugar Shed DVD on factory operations is nearing completion and will be utilised by tour guides to show a visual image of our factory in operation. This is one of the improvements that will provide every visitor the same quality of tour experience especially in the off crushing season between December to June each year when the factory is not operating.

The Sugar Shed volunteers have been working tirelessly to meet demand for the Sugar Shed's range of gourmet sauces, Xmas Hampers and other products which are proving very popular in the region during the festive season.

Product sales have been boosted through the establishment of supply outlets in Airlie Beach in the North to Flaggy Rock in the South and out to Eungella in the West, and enquiries being received via the website from all over Australia and as far away as England and The United States.

The Sugar Shed will be closing for Xmas from the 24 December 2010 to the 4 January 2011 with volunteers and staff wishing all a safe and happy festive season.

MACKAY CONVENTION PRECINCT AND EVENTS

Management

- Completed 20 year capital works plans for MECC, Artspace Mackay, Festivals and Events , and City and regional Christmas celebrations
- Completed and presented to Council Service Level reviews for MECC, Artspace and Festivals & Events
- Attended MRC Management Forum
- Secured ongoing corporate sponsorship for MECC theatre season
- Continued to meet with stakeholders including police, Parliament House staff and staff from the Department of Premier and Cabinet re the 2011 Mackay Parliamentary Sittings
- Commenced organising the 2011 Mackay Tourism Expo with Mackay Tourism
- Undertook various media requests
- Assisted with planning for 2010 Mackay Regional Council Christmas party being held at the MECC
- Attended Corporate Projects meeting
- Participated actively in EA Working Group forums
- Continued work on redeveloping licencing agreements with Grinder's Corporate Catering and Council in relation to the sale of liquor in accordance with Office of Liquor, Gaming and Racing advice.

Mackay Entertainment and Convention Centre

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

Festivals and Events

No major Festivals or events occur in November following the delivery of both the River to Reef Festival and Global Grooves in October. The Festivals & Events team have used November to prepare for the various Carolling and Tree Lighting Ceremonies which take place around the region in December. Additionally pre planning and logistical arrangements have been made for the New Year's eve celebrations which will take place at Bluewater Quay.

Pre-programming for the 2011 Mackay Region Festival of Arts has commenced and the 2011 calendar of events will be available in January 2011.

Artspace Mackay

- 1,871 people visited Artspace Mackay during November 2010
(2,151 people visited Artspace Mackay during November 2009)
- 740 people visited the Town Hall during November 2010
(864 people visited the Town Hall during November 2009)
- 15,048 people visited the Artspace Mackay website during November 2010
(11,005 people visited the Artspace Mackay website during November 2009)

Exhibitions:

From 16 July	Cox Rayner Gallery	<i>Tate Adams</i> (prints from the MRC collection)
5 Nov – 9 Jan	McAleese Gallery	<i>Simryn Gill: Gathering</i> (Museum of Contemporary Art touring exhibition)
5 Nov – 9 Jan	ASM Foyer	<i>Print Awards 2010</i>
29 Oct - Present	Cox Rayner Gallery	<i>c/o Poste Restante</i> : Artists books from the MRC collection. (Curated by Wanda Bennett)

Community Exhibitions Program:

10 Nov – 16 Nov	Mackay Town Hall Studio Space	<i>Shadow Play: Release the Child Within</i> MAKO Program, MADEC (auction)
17 Nov – 28 Nov	Mackay Town Hall Studio Space	<i>Message in a bottle</i> (organised by local girl, with all proceeds going to raising money for AIDS clinics in Africa)

Recycled Library: Altered Books touring exhibition

Port Pirrie Regional Art Gallery, South Australia (29 October – 12 December)

MacAleese Gallery / Foyer / Cox Rayner Gallery

Simryn Gill: Gathering

This survey exhibition of work by a major contemporary artist organised by the Museum of Contemporary Art, Sydney opened on 5 November. The exhibition was officially opened by Rachel Kent, Senior Curator at the Museum of Modern Art and was attended by 136 guests. The exhibition has been well received with many positive comments in the visitors' book: "Interesting & Great – Thought Provoking" Aimee & Chris Nicola, Mackay & Germany "Thank you", a great exhibition" Jonathan Coy, Brisbane.

The interactive element in the exhibition has proved very popular with children visiting the exhibition:

"Welcoming. Loved the textural activity for the children" Ashley Palmer, Brisbane

"Love the activities for the kids! Made it so much more meaningful" Miranda Elsey, Victoria.

Both the artist and the curator, Russell Storer, were unable to make it to the opening as they were in New York & Singapore at the time. Both, however, will be coming to Mackay for a special 'meet the artist' evening on Friday 7 January. Simryn Gill is also interested in making an artist's book about some aspect of Mackay, which she will research when she is here.

Print Awards 2010

Unique to our region and open to printmakers across the Mackay, Whitsunday and Isaac council areas, the Print Awards are an important avenue for local printmakers to express themselves. This year, the awards were judged by Basil Hall, a renowned Australian printmaker. The winner was local artist, Heather Walker. Runner up was Tony Drury, a local artist and high school art teacher, and another local, Tracey Heathwood received the Highly Commended award. The next Print Awards will be held in 2012.

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

Throughout the month of October, Artspace staff worked closely with local artist, Wanda Bennett. Wanda is a well established local artist with an impressive exhibition history, has worked extensively with the community, and has recently completed a Masters in Visual Arts.

Wanda was offered the opportunity of Guest Curator where she was mentored by the Artspace Director and Exhibition staff. The result is this latest exhibition, which is on display in the Cox Rayner Gallery.

Mackay Town Hall Studio Space

Shadow Play: Release the Child Within MAKO program, MADEC (auction

Artspace Exhibitions staff worked with members of MADEC to hang this exhibition at Town Hall. The exhibition and auction was held on Friday 12 November and was a sell-out, raising funds that MADEC will put back into their education programs for disabled members of the community.

Message in a bottle by Olivia Hyatt

Artspace Exhibitions staff worked with a local girl to put on her own exhibition at the Town Hall Studio Space. The exhibition ran from 19 – 27 November and all proceeds from the sale of the artwork went to raising funds for AIDS clinics in Africa.

Public & Education Programs in October 2010

6 Nov	Simryn Gill & Printbank	<i>Meet the collection + Floor talk by Rachel Kent.</i>	30 people
6,12,20 & 27 Nov	Kids Art Club with Rosemary Payne	Ongoing over 6 weeks of Term 4.	12 children aged 6-8
9 Nov	BMA Kidspace	<i>Drop in activities for kids sponsored by BMA.</i>	202 children & parents/carers
12 Nov	Vida Lahey: Colour and Modernism	Art Lecture delivered by staff at QAG. Part of the Queensland Art Gallery XTRATA Coal Lecture tour. This was very well received.	35 attended
23 & 24 Nov	Smith family	Art activities for kids.	10 children

18 Nov – Staff attended the **Mackay Sarina BMA Community network meeting** on behalf of Artspace. The announcement was made that Artspace have had their funding for BMA Kidspace renewed for the next three years, and also will receive extended funding for a *BMA Artspace-to-go* program where we take art workshops to mining areas during holiday periods.

ECONOMIC DEVELOPMENT

Management

Mackay City Centre website launched – mackaycitycentre.com.au, goes live with interactive mapping, photo gallery and business directory with 600 local listings. Press, TV and business email updates celebrate the launch.

Attendance at Small Business Week Marketing Seminar. This low cost evening seminar, sponsored by the Chamber of Commerce, and publicised through council’s business email networks, was sold out, with over 50 local business people in attendance.

Attendance at Suncorp Breakfast to welcome CEO David Foster and Regional General manager Brad Steele. Presentations from Suncorp economic analyst made during the breakfast were later emailed to all councillors and management team.

Attendance at Small Business Week, Certified Practising Accountants Breakfast held at the MECC. (This event was organised by Stephen Fernando, Mackay Water, on behalf of CPA, and was supported by an economic development display presentation)

Attendance at Planning Institute of Australia Queensland Conference, where Mackay Regional Council had joint nominated Strategic Planning and Economic Development web materials for a Planning Award for Excellence.

Meeting with Community Development officers and with the Regional Social Development Centre (RSDC), regarding a community project to develop and enhance welcome materials for new and prospective residents. Economic development publications, including the new Business e-Guide have been made available to the MRSDC, as well as information and documents from council's community development program. Other existing welcome information, including REDCs Coal to Coast Liveability glossy, are available and further discussions around the information gathering stages of the MRSDC project, are being investigated with organisations such as REDC and RDA.

Attendance at recent presentation by Queensland Treasury representatives showcasing latest statistical publications and updates on Australian Bureau of Statistics Census 2011. Hard copy information kits are available for councillors and members of staff, on request. Soft copy links are available to be emailed through to all councillors and management team.

City Focus Advisory Committee

City Focus feedback from the successful October Business Forum collated and summary available from council's website

Calls for investigation into provision of signage and toilet facilities in the City progressed with engineering services.

City Focus calls for discounted off-street carparking fees being investigated through the development of council's CBD Car Parking Strategy

LED Maple trees installed in Bluewater Quay

City Centre website launched and new 'Celebrate' marketing campaign underway

City Focus calls for marketing promotion to reinforce 'Celebrate in the City' campaign and to direct traffic to the new website result in the launch of the Celebrate in the City competition.

Business Networks and media

Mackay City Centre Online:

- Media announces new website: Half and full page Newspaper articles appear in Daily Mercury, Midweek and Industrial and Commercial sector of Real Estate Plus, includes interviews with Cr Dave Perkins and Mayor of the Mackay Region Col Meng. TV coverage includes interviews with local business identities and Cr Dave Perkins.
- New City Centre still photography shoots during November feature on the new website, along with photo -gallery shots around the city. Feedback on the new website shows that the photo gallery is a popular hit with web browsers, (the site attracted over 600 individual hits, in a two week initial period). The new website is still in development stage with consultants *Out of The Blue* marketing to complete

project details including undertake search engine optimisation (SEO). Once complete the site will be handed over to Mackay Regional Council economic development program for maintenance. Feedback through the City Focus business email network has identified a high level of engagement amongst City Business with the online project, with the majority very supportive of council's online initiative.

- New TV Marketing campaign, from Out of the blue marketing consultants featuring "Celebrate in the City" prepared and to air, end of November.
- Full page colour advertorial prepared and published in the Daily Mercury – Online in the City – pictured below



Celebrate in the City:

- Despite wet weather, production of the new TV commercial (TVC) "Celebrate in the City" was completed and to air on Sunday November 28th. The new look campaign is the work of consultants, *Out of the Blue Marketing*.
- Introduction of the Celebrate competition to reinforce the new website and TVC based campaign: The Celebrate competition urges city business to decorate their premises and shopfronts to be in the running to win a \$3000 advertising package donated by the Daily Mercury. Entries to nominate a City Centre business are made via the new City Centre website, with the City Focus offering a \$500 City Centre spending spree for the lucky winning entry.
- A series of advertisements (with a significant advertising component provided free by the Daily Mercury) have been placed by Corporate Communications for the Celebrate competition and for the City Centre Christmas carols and events. Information is also available via press release and banners on council's website.
- A full page Daily Mercury colour feature is planned for December 16th to announce the competition winners.

- Half page 'Celebrate' advertisement placed in upcoming December edition of the City Life magazine – this publication has not previously been used for the 'In the City' campaigns – six half pages are planned to coincide with upcoming marketing campaigns.
- Regular updates to the City Focus business email network have kept business informed about the competition and of the delivery of 20,000 free customer postcards to advertise the competition. Postcards are available and delivered free to City Business, for distribution to customers.
- Feedback from face to face visits with City Centre business has been very positive in regard to the Celebrate competition, with almost all businesses being aware of the City Focus and pleased to participate.

Articles in Local Government News and Spirit Magazine

- A half page article on the Mackay Region was placed at no cost in the Summer edition of the Qantas Spirit magazine. This article follows a four page feature in the Spring edition of the publication. 'Spirit' reaches a wide audience along the Eastern states of Australia, through the Qantas network.
- Article appeared in Local Government News Economic Development pages

Sarina Focus Business network

- Regular updates provided to the Sarina Business email network.
- Sarina Focus feedback from the late September Business Forum collated and summary available from council's website. (Brief feedback from the Forum emailed to the network in September, along with powerpoint presentations)
- A high priority for action from the Sarina Forum was the provision of more information for and about the area – investigations are ongoing into the further development of the economic development Sarina pages currently located on council's web. The business-Guide, available on the web, currently contains a specific section dedicated to the Sarina area. Meetings have been held with representatives of Pacific Parks and Dalrymple Bay Coal Terminal, looking at the availability of existing websites and published materials about Sarina. Planned future updates seek to connect business email network members with the Community Development Newsletters and to encourage more feedback about Sarina business happenings and developments (this is planned in the form of a "tell us" section which will include notifications about new business opening in the Sarina area).

Economic Development

- Staffing levels during November were reduced with the departure on maternity leave of the Principal Economic Development Officer. A new, temporary Economic Development Officer has been appointed.
- Economic Development Administration officer has produced new profiles for the Mackay region, Sarina and Mirani, including artwork, graphs and tables. Publications are available in downloadable format from the council website, along with the Business e-Guide which is available in English and mandarin versions.
- Economic development invited to present a display stand for an upcoming Australian sugar technology conference hosted by Mackay Sugar and to be held at the MECC in May 2011.

- Economic development is represented on council's newest staff working group, which focuses on population. The *Population Working Group* includes Mackay Water, Corporate Services and Strategic Planning to target a cross council approach in planning for population change.
- Economic development program recently prepared a submission to Queensland Treasury on behalf of the Population Working Group, in response to a survey on projected growth. The group is currently working on a submission to the Australian Bureau of Statistics for the annual estimates of resident population.

Minor adjustments facilitated at the request of Mackay Tourism to the new Airport Welcome signage to better present this organisation's logo, as part of the finished artwork. The work is being carried out by the sign contractor as part of the original project.

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 meeting operational plan goals.

Director's Recommendation

THAT this report be received.