

Annual General Meeting

2011/12 Report



capricornenterprise.com.au



**CAPRICORN
ENTERPRISE**
Region of Innovation

Chairman’s Message

It gives me great pleasure to present the Capricorn Enterprise annual report for 2012. The region should be very proud of the achievements of the Organisation over the past twelve months and the enormous scope of work and activities undertaken on behalf of the region and our valued stakeholders.



Ultimately this Organisation is here to play a pivotal role in leading the region to prosper and grow, while advocating a range of important issues and strategies that underpin key economic growth pillars such as Tourism, Education, Retail, Health, Resources and Services.

Importantly it is necessary to point out that as a region and as an Organisation, we will only be as strong as the private and public sectors will is, to unite and harness the collective energy of the region in a positive and pro-active way. All too often the vocal minority seem to sway public debate and discussion in destructive and negative ways, which unchecked and not strongly challenged will see opportunity lost.


Unfortunately there is all too often examples of fragmentation and loss of focus on “what really matters” in this region and until we are fair dinkum about working together for the greater good of the region, we will never reach the full potential we can as one of the leading economic powerhouse regions in Queensland.

Over the next twelve months there will be many challenges facing the region but be assured, your Board and executive team will be relentless in pursuing an agenda of growth.

This annual report outlines a snapshot of the enormous activities and achievements, that have been undertaken this year and a number of exciting projects and priorities for the year ahead.

Please take the opportunity to be active with Capricorn Enterprise and be part of the exciting future for this dynamic region.

In closing can I take the opportunity to thank the entire Board for their commitment and active participation together with Mary and her terrific dedicated team, who all make a massive commitment to the organisation. Thanks to our Members, Sponsors and Stakeholders, Rockhampton Regional Council, Central Highlands Regional Council, Tourism Queensland and the Queensland Government. Importantly can I also thank all our tremendous volunteers who provide such an important front line service at our Visitor Information Centres – thank you!!

 Grant Cassidy
Chairman, Capricorn Enterprise

Our Mission Statement:
“Capricorn Enterprise is the pro-active foundation to advance innovative and sustainable growth; and to establish this region as the leading Queensland destination to LIVE, PLAY, WORK AND INVEST.”

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LIVE
WORK
PLAY
INVEST

Who is Capricorn Enterprise?

Capricorn Enterprise is one of Queensland’s official thirteen (13) membership based Regional Tourism Organisations and ten (10) Regional Development Organisations as recognised by Tourism Queensland and the State Government.

Our Tourism footprint covers the larger part of Central Queensland from the Central Highlands to the Keppel Islands (including the Sapphire Gemfields, Carnarvon Gorge, Emerald, Mount Morgan, Rockhampton, Capricorn Coast and Keppel Islands). Our Economic Development footprint is the Rockhampton Regional Council boundary only (including the Capricorn Coast).

Message from the CEO

The 2011/12 financial year has been an incredibly busy and challenging year, yet extremely rewarding for the entire team at Capricorn Enterprise. Just like our business Members, our Organisation is not immune to industry and economic trends, funding and political changes, legislative and audit requirements, now operating with half the staff as our five predecessor organisations combined. In fact, it is the contemporary nature of the multiple industry sectors across which we work, which make our jobs exciting and our team united as we strive for continuous improvement and delivery of excellence. During the 2011/12 financial year, Capricorn Enterprise received less State Government Funding (for Economic Development), however achieved a 20% increase in membership income.

From our volunteers to paid staff, Directors to committee members, our belief that hard work obtains great results is reflected in our 2011 industry accolades at a regional and state level including:

- 2011 Queensland Tourism Award Winner - Outstanding Contribution by a Volunteer or Volunteer Group (Trevor Belz and Beverley Gilligan, Capricorn Coast VIC).
- 2011 Finalist in the Queensland Tourism Awards for the Richard Power Award for Tourism Marketing
- 2011 Winner Ergon Energy CQ Southern Great Barrier Reef Tourism & Business Excellence Awards for Tourism Marketing
- 2011 Winner Ergon Energy CQ Southern Great Barrier Reef Tourism & Business Excellence Awards for Visitor Information and Services – Central Highlands VIC, Emerald

We have been very focussed on our Strategic Plan (2010 – 2013) and its 7 Priority Projects, which have seen major progress during the 2011/12 financial year:

1. Critical Priority Road, Rail, Air & Port Infrastructure
2. CQUniversity and TAFE Partnership to up skill Central Queensland and form Queensland's first dual sector University
3. Rockhampton Riverfront redevelopment including Convention and Sporting Precincts
4. Great Keppel Island and coastal foreshore revitalisation
5. Industrial land and associated infrastructure
6. CQ NRL Bid Success - securing the region's first NRL team
7. Support Major Regional Events

Capricorn Enterprise also represents our industries via our membership of:

- CCIQ (Chamber of Commerce and Industry Queensland)
- QTIC (Queensland Tourism Industry Council)
- EDA (Economic Development Australia)
- RTO Network (13 Regional Tourism Organisations in Qld) - Tourism Queensland
- GEA (Gladstone Engineering Alliance)
- Backpacking Queensland
- Caravanning Queensland
- ATEC (Australian Tourism Export Council)

During 2011/12 we saw a record \$2 million worth of publicity/PR generated for our destination as the place to 'Live, Play, Work & Invest' by Capricorn Enterprise in partnership with Tourism Queensland for the 2011/12 financial year. This does not include the publicity generated by the announcement of XXXX Island in March 2012 which reached 214 million people globally and produced 190 individual pieces of media via on-line and print around the world. Nor does this figure include weekly local and regional news articles in print, radio and television when comment is sought from Capricorn Enterprise on a variety of topics.



Mary Carroll
Chief Executive Officer



Board Members

Sincere thanks to our volunteer Board of Directors, who provide support and leadership to the Organisation.



Grant Cassidy
The Cassidy Group
(Chairman - Board member elect Tourism)
(and Chairman Tourism Focus Group)



Cr. Peter Maguire
Mayor Central Highlands Regional Council
- Appointed -



Cr. Brad Carter
Mayor Rockhampton Regional Council
- Appointed - (to March 2012)



Geoff Clarke
Chameleon Research
(Board member elect Economic Development)



Scott McCartney
Specialty Travel
(Board member elect Tourism)
(and Chairman Events/Conference Focus Group)



Graham Scott
Brown Consulting
(Board member elect Tourism)
(and Chairman Infrastructure & Investment Focus Group)



Sandy Murdoch
Concept Properties Oshen Yeppoon
(Board member elect Tourism)



Michelle Comley
Budget Rent-A/Car
(Vice Chairman - Board member elect Tourism)
(and ARMC Audit Risk Management Committee)



Professor Scott Bowman
Vice Chancellor CQUniversity
- Appointed -



Cr. Margaret Strelow
Mayor Rockhampton Regional Council
- Appointed - (from March 2012)



Steve Leighton
Ergon Energy
(Board member elect Economic Development)
Nb: Bob Pleash – alternate Director to Steve Leighton, Ergon Energy



Julie Tanner
Tanner Consulting
(Board member elect Economic Development)



Heather Peirano
Piranha Insurance
(Board member elect Economic Development)



Steve McCosker
DC Motors
(Board member elect Economic Development)
(and ARMC Audit Risk Management Committee)

Finance Team



Janelle Kerr
Finance Controller



Kathi Perry
Finance Assistant

"On behalf of all staff and students at CQUniversity, I would like to personally thank Mary, Grant and all at Capricorn Enterprise for their unwavering support of the dual sector proposal so far. A merged CQUniversity-CQ TAFE will bring untold opportunity to this region and Capricorn Enterprise has been on board with this vision from day one. It is in no small part due to their advocacy and commitment to the cause that we have made it this far; we really couldn't have done it without them. We are now on the home stretch and I look forward to even more good news about the proposal very soon".

Professor Scott Bowman Vice-Chancellor CQUniversity
11th Sep 2012

Economic Development

Infrastructure and Investment Focus Group

Chaired by Board Member Graham Scott, the Infrastructure and Investment Focus Group comprises representatives from business, industry, Government and Education institutions. The purpose of the Focus Group is to review current projects and investment opportunities. Current projects under review include the Gracemere Industrial Area and Fast Train Pre-feasibility.

Rockhampton Region Industry Profile (RRIP)

The Rockhampton Regional Industry Profile {RRIP} is a Microsoft Excel database that has been compiled to provide a comprehensive and current business audit for the Rockhampton Region, for use by a range of stakeholders.

The RRIP will benefit the region through;

- Provision of information on business demographics, business activity and regional development indicators.
- Identification of the potential for innovative clusters – driven by collaboration between business and industry and key regional organisations.
- Discovering ways to more strategically engage with local industry to facilitate cluster formation.
- Develop R&D collaborations, access business expertise, and promote the region’s strengths and advantages

Rockhampton Region Industry Link (RRIL)

Rockhampton Region Industry Link – a web based program has been developed to assist local businesses across all industry sectors access opportunities associated with procurement, plus public and private sector major projects and tenders.

RRIL works by:

- collecting registrations from business with details of their capability.
- listing opportunities and projects along with products and services required.
- matching the capability of registered business to these requirements.
- providing registered business with automatic notification of relevant opportunities.
- RRIL is an initiative of Capricorn Enterprise and has been developed to assist local business’ access procurement opportunities from major industry groups (public and private) plus be notified of regional projects and tenders that assist in the growth and sustainability of regional enterprise.

Registered businesses benefit from automatic notification of relevant opportunities to bid for work where their goods and services are required. Businesses can also register their interest against specific projects.

Rockhampton – Gladstone – Bundaberg: Fast Train Commuter Service Pre-feasibility Study

Capricorn Enterprise in association with Qld. Rail Travel have undertaken a pre-feasibility on linking the key regional support centres of Rockhampton and Bundaberg to Gladstone via a high speed, efficient commuter rail service – whilst predominantly focusing on the transfer of workers between these centres, but also to aligned demand in the key areas of health, education, tourism, recreation and retail.

The Study focused on the following strategic areas:

- Viability based on demand
- Opportunity and sectors that may benefit
- Proposed scheduling to meet demand
- The cost benefit analysis
- Potential for private sector support

Now completed and in the hands of the facilitators – the Pre-feasibility study proposes the introduction of efficient commuter rail services between all identified centres to satisfy existed and projected demands.



Neil Lethlean
Economic Development Manager

Gracemere Industrial Area

The Gracemere Industrial Area [GIA] is strategically located for the Agricultural and Transport Industries plus the Mining and Energy Sectors to meet expanded demand. The GIA also meets the location and infrastructure requirements for the establishment of a major Transport Hub inclusive of a Freight and Logistics Centre servicing state and national operators – plus export demand. Other industry and business opportunities identified as operators within the GIA include:

- Manufacturing - Industrial automation, life cycle managements and digital environments.
- Industrial processes and technologies consuming less energy.
- Agriculture and food Technologies – Research and development combines with new farming techniques and manufacturing invocation to project the sector into the future.
- Construction – meeting the service demand for the construction industry – warehousing, secure storage, demand servicing.
- Designed to improve raw material efficiency, minimize waste in production process, utilizing less raw material and better designs.

Capricorn Enterprise in association with Rockhampton Regional Council are currently promoting the GIA for Investment and Industry opportunities. Below are a few samples of the branding and collateral for GIA:



Capturing Major Project Opportunities

The objective of the “Rockhampton Road to Recovery - Capturing Major Project Supply Opportunities” program was to build the capacity of Rockhampton businesses to tender for major mining supply opportunities through the construction, operation and maintenance phases. The program was made up for 3 supply Forums and 3 workshops – delivered as a partnership between Capricorn Enterprise and the State Department of Employment, Economic Development and Innovation (DEEDI).

Capricorn Innovation Festival

The Capricorn Innovation Festival was held at the Chameleon Industries Complex – Bruce Highway, Rockhampton over two days – namely May 25 and 26th, 2012.

The Festival focused on the “built environment” and was a collaborative between a number of Government Agencies (both State and National), Rockhampton Regional Council, and CQUniversity, Capricorn Enterprise, Master Builders Association plus a broad spectrum representing private companies and organisations from across the Region. In excess of 150 representatives and residents attended the Festival over the two days which coincided with the Australian Innovation Festival which has been established to support and promote the best of Australian innovation and entrepreneurship. (ref .www.ausinnovation.org).

The Festival is a strategic event emerging from the adoption and endorsement of the Central Queensland Innovation Accord (2010) a Regional Accord endorsed by a wide range of Government Agencies, Local Governments [including the Central Queensland Local Government Association], Education [Central Queensland University Australia] Regional Economic Development [Capricorn Enterprise] and Private enterprise.



Sharyn Lowth
Economic Development Project Officer
(to May 2012)

Tourism & Leisure

State Minister for Tourism, Small Business, Events & Commonwealth Games the Hon. Jann Stuckey MP launched our DTS (Destination Tourism Strategy) 2012-2016, a jointly endorsement document by our region and Tourism Queensland and the State Government, on Wednesday 9th May 2012

Capricorn Enterprise in partnership with Tourism Queensland has now hosted four Trade Mentoring Programs over the past two years. This program has been critical in upskilling operators in the tourism retail, wholesale and inbound tour operator (ITO) distribution network.

As a result of this program, operators and the region has seen an increase in contracted trade as well as an increase in the number of passengers visiting the region.

- During 2011/12, increased Capricorn product was contracted with:
- Sunlover Holidays (AOT)
 - Qld Rail Holidays
 - ATS Pacific
 - Goway
 - Topdeck Travel
 - AAT Kings

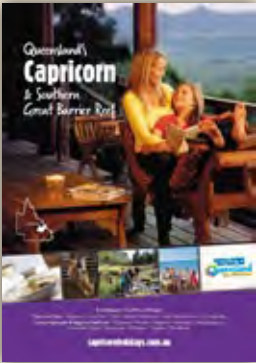
- Infinity (Flight Centres)
 - Oz Experience
 - APT
 - Fun Over 50
 - Greyhound
 - People to People

Consumer Travel Shows

In 2011/12 Capricorn Enterprise attended Annual Caravan & Camping Shows in Adelaide, Melbourne, Sydney, Brisbane. Instead of promoting individual Capricorn, Gladstone and Bundaberg regions, again we partnered under an SGBR banner. During this time we also exhibited at two Flight Centre Consumer Shows in New Zealand and at the Youth and Adventure Expo in Sydney.

Capricorn Suite of Collateral

Each year Capricorn Enterprise produces a suite of tourism/lifestyle collateral to promote the Capricorn Region. The 2012 suite of guides included: A4 Capricorn Holiday Planner, A5 Capricorn Coast & Rockhampton Visitor Guide, and A5 Central Highlands, Emerald & Sapphire Gemfields Visitor Guide. These guides are the primary marketing tool for the region and are distributed at all accredited QLD Information Centres and every trade and consumer show attended by Capricorn Enterprise.



Dig the Tropic

Dig the Tropic was launched in 2008 and remains a high priority as one of the major themed drive routes in the Capricorn Region. A partnership has recently been re-established with Outback Queensland Tourism Authority and Tourism Queensland for continued promotion of this trail and a targeted campaign is being discussed for the education market. A new website is currently underway and a steering committee involving local operators has been established.



Krista Brown
Tourism Manager

Southern Great Barrier Reef Campaign (New Zealand)

Capricorn Enterprise (in association with Gladstone Area Promotion and Development and Bundaberg North Burnett Tourism) obtained \$122 000 special funding to manage and execute the Southern Great Barrier Reef (SGBR) Campaign targeting New Zealand trade during 2011/12. Our Strategy was to promote the SGBR as our lead Destination Brand on behalf of the 3 Regional Tourism Organisations. SGBR as a brand is gaining extremely strong interest as a result of this campaign. Below is a summary of the activity conducted throughout the past year.

Activity	Result 2011/12
Production of 8min SGBR Video	Video is presented by Kimberley Busteed. 30 sec episodes were also produced for key trade ready product to show on an iPad at trade shows etc.
Creation of SGBR website	www.southerngreatbarrierreef.com.au Website links to all 3 RTO websites
Flight Centre Consumer Shows, New Zealand	Attended shows in Christchurch, Wellington & Auckland. Dedicated flyer was created for this show.
Creation of SGBR Trade Brochure.	This brochure is a modified version of the one taken to ATE for Reef to Outback.
Tri State Workshop, Gold Coast (May 2011)	120 x 7 min appointments conducted with front line agents.
Let’s Travel Magazine, NZ (2011)	3 pages of co-operative advertising were placed in this NZ magazine to compliment 10 pages of editorial on SGBR.
SGBR Destination Showcase & Trade Meetings in Auckland	A destination showcase was hosted by SGBR and TQ NZ in Auckland where we presented the region to over 60 wholesalers and front line agents. The team also met with the top 5 wholesalers in NZ; Go Holidays, Mondo Travel, House of Travel, Infinity Holidays, Lifestyle Holidays.
Flight Centre Consumer Shows, New Zealand	Attending shows in Wellington & Auckland only. Infinity Holidays produced a dedicated flyer for this show.
Hosted SGBR Trade Famil	Go Holidays, Infinity Holidays and House of Travel participated in a famil of the SGBR.
Update and reprint of SGBR Trade Brochure	This brochure has been updated to include new product and pricing for the 2012/13 and was taken to Tristate and ATE.
Tri State Famil, SGBR	SGBR featured in one of the famil itineraries offered to the agents in 2012. Only 15 itineraries are selected across QLD, NSW & VIC, so we are very fortunate to have hosted one.
Let’s Travel Magazine, NZ (2012)	A full page advert has been placed in the Queensland edition of this magazine.
Filming for Judy Bailey’s Australia	The SGBR itinerary which was submitted to Tourism Queensland for the ‘My Kind of Place’ NZ Television program has been successful. This program is now known as Judy Bailey’s Australia and filming took place in early May 2012. This is a 5 part TV series being aired in NZ. Each episode will air for 1 hour on One TV, prime time on a Friday night. TQ have negotiated for the SGBR to have a 30 min segment in one of the episodes. This program went to air on Saturday 21st July 2012.
Tri State Workshop, Sydney (May 2012)	120 x 7 min appointments conducted with front line agents.
Australian Tourism Exchange, Perth	For the first time, SGBR had a dedicated booth at ATE. The appointment scheduled DOUBLED from 2011 and the team participated in approx 70 appointments. This is a direct result of the SGBR destination branding.
SGBR also hosted a pre-ATE famil with TQ’s International Director for Germany, Kai Ostermann	Famil included Great Keppel Island & Heron Island

Events

Specific Special Interest Events 2011/12

Beef Australia 2012, (Triennial event Rockhampton) – record attendance of 85,000 people. Capricorn Enterprise was a major partner in this event providing human resources, marketing and promotional support.

Melbourne Cup Tour – August 2011 Rockhampton only one of two regional cities (other was Toowoomba) in addition to Brisbane within Queensland to host the Melbourne Cup. Capricorn Enterprise submitted successful bid.

Exercise Talisman Sabre (July 2011 bi-enial Military exercise between USA and Australian Defence Force) held at Shoalwater Bay Military Training Area (SBMTA) north of Rockhampton/Capricorn Coast. Capricorn Enterprise hosted two special rodeo events for 300 troops at the Great Western Hotel, including wildlife handlers from Cooberrie Park Wildlife Sanctuary (reptiles) and Koorana Crocodile Farm (crocodiles).

Singapore Armed Forces (R&R Oct/Nov each year) – 5 x 2 night stays in Rockhampton/Capricorn Coast for 300 SAF troops, plus tours including GKI day trip, Koorana Crocodile Farm, Capricorn Caves, Cooberrie Park Wildlife Sanctuary, Dreamtime Cultural Centre, Mount Morgan TMC Tours.

Major Annual Events (Capricorn Enterprise provides in-kind support and letters of support to Queensland Events)

- Gemfest – Festival of Gems, Sapphire Gemfields (August)
- Brisbane to Keppel Tropical Yacht Race, Keppel Bay Marina (July/August)
- Village Festival, Yeppoon (August)
- Tightlines Fishing Classic, Yeppoon (August)
- Pro-Am Golf Classic, Mercure Capricorn Resort, Yeppoon(July)
- Ironman 70.3 Triathlon, Mercure Capricorn Resort Yeppoon (August)
- Yeppoon Lions Tropical Pinefest (October)
- Central Highlands Multicultural Festival, Emerald (August)

Capricorn Enterprise achieved the highest number of ATDW (Australian Tourism Data Warehouse) listings for its regional events in the 2011/12 year (315), due to a concentrated effort by its Events Executive. This equates to increased information to the consumer both within the region and travelling to the destination, as well as record visitation to some of the region’s major events www.capricornholidays.com.au/events

RECORD number of new state and national sporting carnivals to Rockhampton/Capricorn Coast – new sporting events secured during 11/12:

- Trampoline State Championships – 2-3 July 2011
- 2011 Australian Under 15 Girls’ and Boys’ Regional Softball Championships – 5-10 July 2011
- Queensland Masters Cycling Track Championships – 27-29 January 2012
- Softball Australia Under 15 Regional Championships – 10-14 July 2012
- Tennis Australia Pro-Tour 2nd September 2012
- Queensland Open Women’s Softball Championships – 7-9 September 2012
- Basketball Queensland Under 16 Boys State Championships 2013 – 3-7 April 2013

Additionally, Capricorn Enterprise supported the following national and state level sporting events with accommodation bookings and referrals, information packs and pre-event touring services:

- Queensland Veterans Women’s State Hockey Championships – 29 July-1 August 2011
- Queensland U15 Junior Cricket State Championships – 12-16 December 2011
- 2012 Australian Paralympic 7-a-side Football Championships – 13-16 April 2012
- Queensland School Basketball State Championships Under 18 – 24-27 May 2012
- Queensland School Basketball State Championships Under 15 – 26-29 July 2012
- Netball Queensland Country Carnival – 28-29 July 2012



Ellie Tonkin
Events Executive

Capricorn Enterprise introduced our **Leaders Series Forum** in early 2011 with inaugural guest speaker Gail Kelly, CEO Westpac. The forum hosts political, business and industry leaders to a Member lunch in Rockhampton. During 2011/12 we hosted:

- Mining Magnate Clive Palmer
- Former Premier Anna Bligh
- former LNP Leader Campbell Newman (now Premier)
- former Stanwell CEO Helen Gluer
- State government candidate forum
- Local government Mayoral candidate forum

2011 Ergon Energy Southern Great Barrier Reef Tourism & Business Excellence Awards



2011 Ergon Energy Southern Great Barrier Reef Tourism & Business Excellence Awards was hosted by Capricorn Enterprise at Mercure Capricorn Resort.

Marketing Projects

Major marketing projects were released in 2011/12 for both Tourism and Economic Development. These included; the brand creation and marketing for the Gracemere Industrial Area (GIA), Backpacker Campaign (including promotional DVD), a comprehensive Visiting Journalist Program, Holiday in Your Own Backyard Campaign, Rockhampton and Capricorn Coast Street and Trail Maps, not to mention complete rebranding for Capricorn Enterprise to incorporate the LIVE, PLAY, WORK, INVEST theme.



Deanne Bowd
Marketing Coordinator

Visiting Journalist Program Results

- Alison Cotes - "Go West to Strike it Rich" (Sapphire Gemfields) The Sunday Mail Escape section 01/04/2012
- Alison Cotes - "Plenty to Float your Boat" (Stanage Bay) The Sunday Mail Escape section 03/06/2012. This was published on the Sunday during the Caravan & Camping Show in Brisbane – our SGBR booth fielded 8 queries that same day about Stanage Bay!
- Chris Pritchard - "Secret Island" (Pumpkin Island) RM Williams Outback Magazine – June/July 2011 edition
- Don Fuchs - "Rustic Paradise" (Arcadia Valley, Carnarvon Gorge) RM Williams Outback Magazine – Feb/Mar 2012 edition
- Don Fuchs - "Pumpkin Island" NZ Life & Leisure Magazine - Mar/Apr 2012 edition (nb: Pumpkin Island now XXXX Island – announced in March 2012)
- Chris Pritchard - "Mt Morgan" RM Williams Outback Magazine – June/July 2012 edition
- Michael Osbourne - "Capricorn is Queensland" current on website www.maturetraveller.com.au
- SGBR Fishing famil May 2012 - Tristan Swanwick - Courier Mail; Ben Freeman - Rocks Magazine - on all Star Alliance flights; Austin King - APN newspapers - regional APN network across Queensland; John Corlett Morning Bulletin cross-media journalist – "Modern Fishing" July 2012 - "Fish & Boat" magazine June 29 edition, John Mondora - "Round Two on Keppeluna"

Examples of editorial and advertorial features purchased in targeted magazines Features incorporating, Lifestyle, Leisure, Events, Relocation, Investment (Live, Play, Work, Invest) include:

- Qantaslink Inflight magazine 'Spirit' – Winter edition (June, July, August 2011) - 5 pages – Events feature 92 Ways to Winter (winter is the peak events period of the year – weather & visitation)
- Qantaslink Inflight magazine 'Spirit' – Spring edition (September, October, November 2011) 5 pages Gorges, Gems and Great Walks (focusing on Carnarvon Gorge and Sapphire Gemfields)
- Qantaslink Inflight magazine 'Spirit' – Summer edition (Dec 2011, Jan, Feb 2012) 7 pages Capricorn Coast (Yeppoon/Rockhampton)
- Leisure and Lifestyle (what's new in Rockhampton and the Capricorn Coast and why this part of Qld offers a great holiday and lifestyle with a move to the Tropics)
- Qantaslink Inflight magazine 'Spirit' – Autumn edition 'Where Tropical Australia Begins' (Byfield, Capricorn Coast, Great Keppel Island) (March, April, May 2012) – 5 pages
- R&R Mining Magazine – front cover (Capricorn Coast – image of mother & child relaxing in Byfield rainforest), DPS (double page spread) in annual leisure publication directly posted to 8,000 mining executives

PR & Media

- Regular Press releases relating to Tourism and Economic Development topics
- Two (2) billboards on national Bruce Hwy to the south of Rockhampton and one (1) new billboard to the north of Rockhampton to promote the Capricorn Coast. This type of awareness activity difficult to demonstrate results.
- CEO's weekly column in Capricorn Coast Mirror to promote tourism attractions/events/activities/product – commenced December 2009 and continues to present time.

A RECORD \$2 million of publicity was generated by Capricorn Enterprise in partnership with Tourism Queensland for the 2011/12 financial year.

Digital Marketing

Digital Marketing has become a large focus for Capricorn Enterprise in 2011/12. With the digital world fast changing the way we all do business, our organisation has been proactive in ensuring that we are promoting the region utilising the most innovative methods.

Websites:

Capricorn Enterprise manages and maintains both a Leisure and a Corporate website.
Corporate website - www.capricornenterprise.com.au
Leisure website - www.capricornholidays.com.au

ATDW (Australian Tourism Data Warehouse) Journeys – uploaded Dig The Tropic (Capricorn Highway), Capricorn Coast Scenic Loop, Leichhardt Hwy, Pacific Touring Route (Bruce Hwy)

Social Media

Leisure website www.capricornholidays.com.au which was launched in March 2011 showed a 667% increase of unique users in the six months from March to August 2012 compared to March to August 2011. Google Analytics report provided by Guerilla Digital.

- Facebook leisure (Capricorn); July 2011 - 388 likes, June 2012 – 623 likes, demonstrating 62% increase in the year
- Twitter (Capricorn) has 339 followers
- Corporate Facebook - 515 likes
- Corporate Twitter - 836 followers
- Youtube - 7, 400 unique video views (ED & Tourism)

iPhone App

Launch of Iphone App – developed over a 9 month period (one of the first RTO's in Qld) and launched by Minister for Tourism Jann Stuckey MP on 15th May 2012 - 181 downloads to 30 June 2012. The App provides visitors with comprehensive lists of Accommodation, Attractions, Destinations, Events, Tours and Transport available in Capricorn.

Digital Ready Program

In partnership with Tourism Queensland, Capricorn Enterprise delivered 4 Digital Ready Programs (including one-on-one training) to Members free of charge:

- Digital Ready operator training – Nov 2011 – Modules 1&2 Central Highlands/Sapphire Gemfields
- Digital Ready operator training – February 2012 – Modules 1&2 Capricorn Coast/Rockhampton
- Digital Ready operator training – March 2011 – Modules 3&4 Central Highlands/Sapphire Gemfields
- Digital Ready operator training – May 2012 – Modules 3&4 Capricorn Coast/Rockhampton

Photoshoots

An annual photo shoot was conducted in early 2012, focusing on Sapphire Gemfields and Central Highlands, adding to the Capricorn Coast/Rockhampton photo shoot conducted in 2011.



Nathan White
Digital Marketing Coordinator



Visitor Information Centres



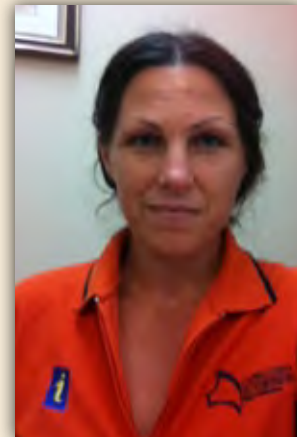
Michelle Pownall
Supervisor - Capricorn Spire



Natalie Lane
Supervisor - Central Highlands



Christine Shonhan
Supervisor - Customs House & Heritage Village



Mindy Brambrick
Supervisor - Capricorn Coast



Leah Conachan
Admin Assistant - Capricorn Spire

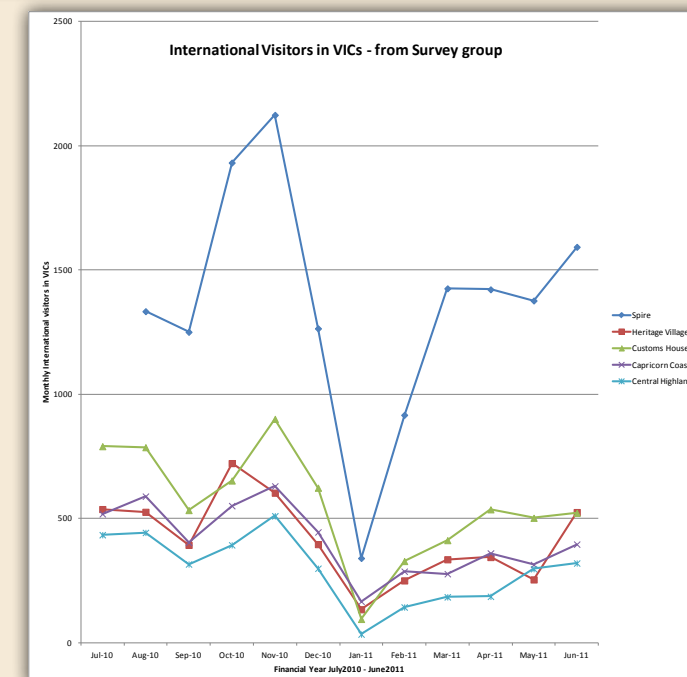
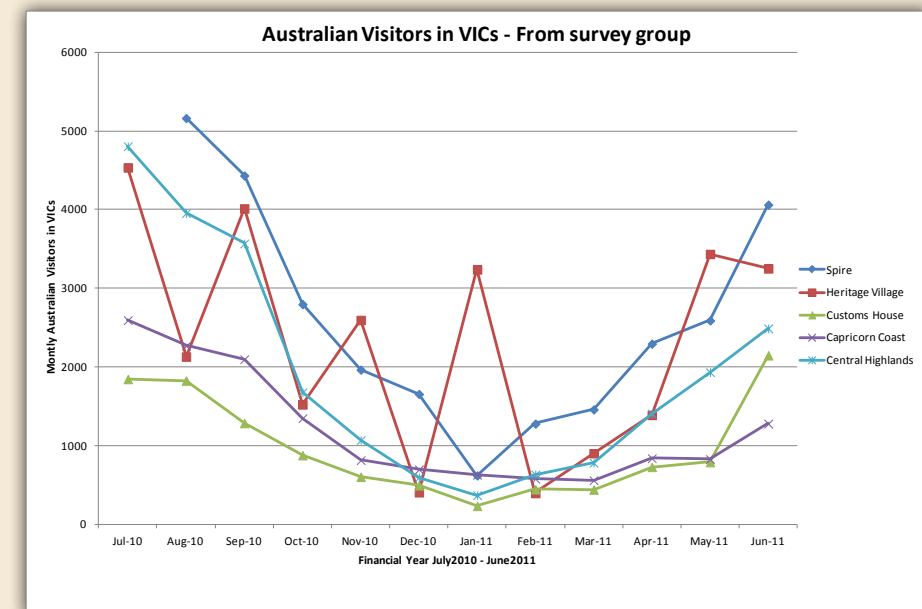
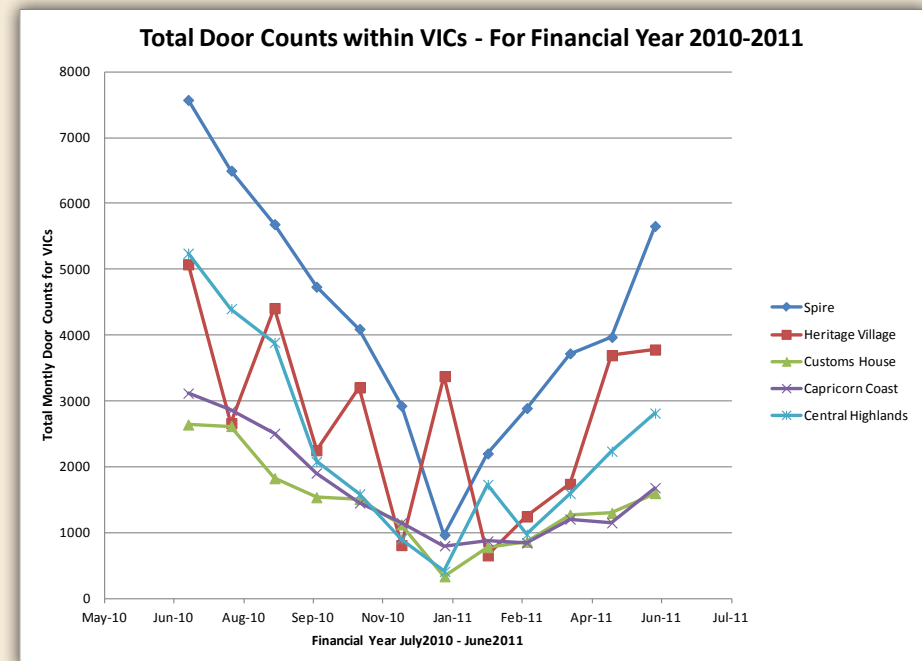
Capricorn Enterprise operates 5 Accredited Visitor Information Centres in Emerald, Rockhampton & Yeppoon.

Visitor Statistics & Trends

The following VIC visitor graphs demonstrate the seasonality of domestic visitors in the typical peak winter season (June/July/August/September) which is mainly from southern Queensland and the southern states of NSW and Victoria. Private vehicles are the main mode of transport, followed by hire vehicles which is to be expected at VIC's.

The spike in international visitors in October/November at The Spire VIC and Customs House VIC in Rockhampton is due to the annual Singapore Armed Forces (SAF) Military Exercise at Shoalwater Bay Military Training Area north of Rockhampton. Capricorn Enterprise assists with the R&R component of these exercises.

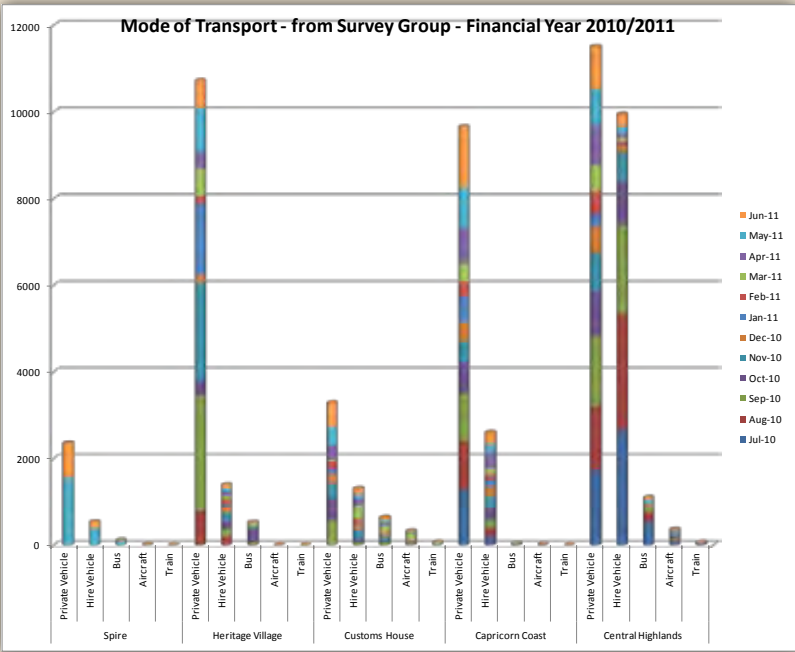
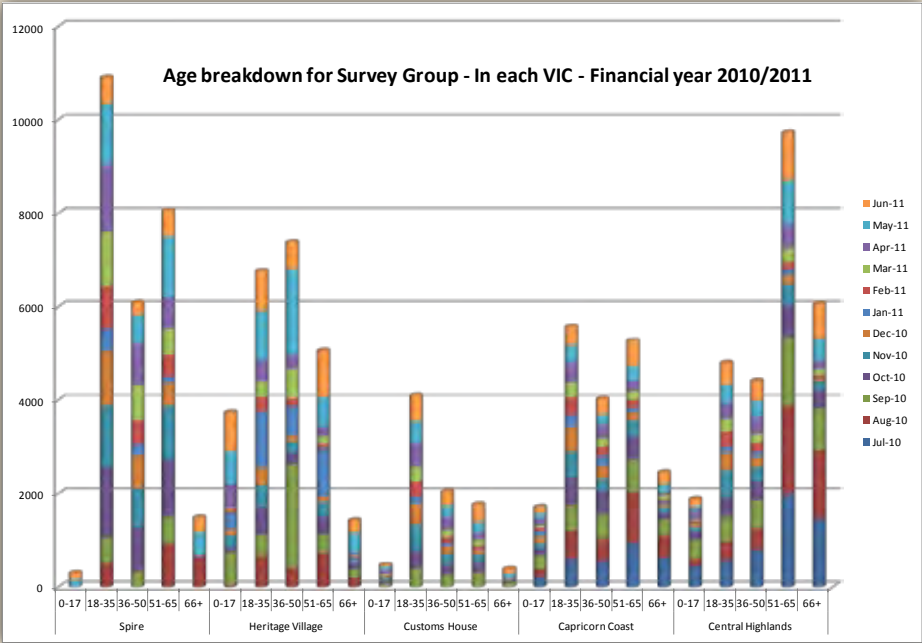
The very noticeable spikes in visitors to The Spire VIC in Rockhampton are also due to tour groups such as the international People to People Tours during June/July, Top Deck, the SAF Military during November and a number of major Domestic Sporting groups throughout the year such as softball, cycling and basketball tournaments (September, January and May).



The following graph reflects the strong 18-35 age group which is due to independent travelers in hire cars. The international youth market from UK/European, particularly German, as well as North America (Canada and US) is very encouraging. We are also seeing an increase in the French market (small but noticeable). We investigated this further and believe that this is a direct result of extra marketing efforts into France from Tourism Queensland’s German Director. Our region is also noticing an increase in North American and South African young professionals relocating to Rockhampton and the Capricorn Coast for work.

The graph also reflects our strong 51-65 age group who are mainly travelling in cars and/or caravans/RV’s during the winter months. This is particularly evident in the statistics at the Central Highlands VIC, with the 66 plus age group also very strong, as an increasing number of this market seek out free camping options in western Queensland whilst the coastal caravan parks experience strong trade from all paying customers.

The 36-50 age group reflect a mix of caravanners and self drive couples and families enjoying a Queensland drive experiential holiday.



Volunteer Team Members 2011/12

- Rockhampton Heritage Village

Central Highlands
- Rockhampton Customs House

Capricorn Spire
- Capricorn Coast

Judy	Brandt	Trevor	White	Gloria	Peff
Keith	Brandt	Lorraine	Wilson*	Kath	Powell
David	Finlay*	Trevor	Ward	Lyn	Price
Maria	Finlay*	Trevor	White	Joan	Seaman
Joan	Hinds	Carol	Ferguson	Greg	Slater
Len	Johnson	Vivien	Williams	Val	Swan
Maureen	Kearns	Mabel	Howard	Margaret	Tait
Leonie	Keene	Fred	Wild	Clare	Thwaite
Judy	Lindsay	Glen	Wass	Graham	Williams
Alf	Lorraway	Sonia	Bridgeman	Dheepa	Arumugam*
Zachary	Muldoon	John	Hall	Gary	Clifford*
Kath	Powell	Faye	Mayne	Ailsa	Lawson*
David	Richards	Sally	Roberts	Kate	McDonald*
Thelma	Richards*	Sasha	Hicks	Joan	Smith*
Betty	Rixon*	Cindy	Sullivan	Anne	Sargent
Christine	Smerdon	Joy	Harvey	Bev	Gully
Gavin	Smerdon	Peter	Grigg	Bev	Gilligan
Christoph	Tollner	Anne	Hodgkinson*	Bronwyn	Janenke*
Sel	Williams	Amy	Foote*	Denise	Morgan
Colleen	Young	Merril	Batty*	Gerald	Colvin
Lorraine	Wilson	Col	Brunker*	Greg	Thomas
Brian	Ashworth	Nicole	Mammen*	Heather	Tait
Ken	Baxter	Jaimee	Tebbatt*	Jean	McNae
Julie	Blair	Niki	Tan*	Jenny	McDiarmid
Noelene	Brown	Matthew	Dillon*	Joanne	Williams*
Maureen	Caunt	Joan	Brown	Kaye	Lynch*
Debbie	Ciesiolka	Fran	Campbell	Kerrie	Miller
Terri	Daley	Gordon	Campbell	Linda	Wilson*
Kathyrn	Davidson	Del	Clanfield	Marianne	Reich
Judy	Fanning	Sandra	Daley	Meryl	Hutton
Charley	Goodman	Allan	Daley	Neil	McDiarmid
Pam	Goodman	Lorna	Fraser	Nicki	Ingram*
Toni	Klerkx	Bill	Halloran	Norm	Bassett*
Lynne	Lowry	Lyn	Harris	Pam	Patterson
Joy	McCartney	Allyson	Holmes	Pam	McCosker
Deirdre	Parker	Vicki	Kelly	Pauline	Colvin
Lyn	Patterson	Daphne	Lawrence	Robyn	McIntyre
Lawrie	Percy	Joy	Liddell	Sandra	Buttery
Margaret	Percy	Val	Livingston	Sue	Fussel
Gillian	Roach	Graham	Manning	Sue	Ledger
Tony	Robertson	Don	Martin	Stephenie	Chivers
Glenda	Royes	Fay	McBryde	Teresa	Gudman
Greg	Slater	Joan	McCamley	Terry	Hayes*
Anne	Thursby*	Rita	Milne	Zela	Jansz
Trevor	Ward*	Deirdre	Parker	Zena	Condon*

* = No longer volunteering

Capricorn Launch Pad

Capricorn LaunchPad is our 18 to 39 young professional network to serve a diverse range of requirements for Young Business Leaders residing and working in the Capricorn Region. Capricorn LaunchPad is a pillar of Capricorn Enterprise and while there is significant nexus between the organisations, Capricorn LaunchPad operates with its own Executive, Mission and set of objectives. CapLaunchPad held their AGM on Wednesday 4th July 2012, at which the 2012/13 Committee were announced. These committee members will be acknowledged in our Capricorn Enterprise 2012/13 Annual Report.

Committee Members 2011/12



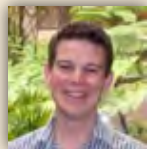
Stacey Colgan
Fleur de Lis
President



Jessica Turner,
Sales Executive, Lacoa Property
Secretary



Shane Lacey
Managing Director, Mine Corp



Blake Harvey
Manager AES - Rural, Remote & Isolated



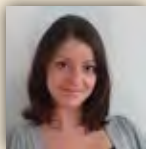
Bonwyn Fenech
FM Studios
Vice President



Meghan Rothery
Associate, Maurice Blackburn Solicitors



Adrien Lang
Ask Me



Priscilla Ruffolo
Priscilla Ruffolo Public Relations

Select a Senior Program

An initiative of Capricorn LaunchPad, Select A Senior was created to encourage interaction between senior citizens and the younger generations of our region thus Linking the Past with the Present for the Future. With financial support through a donation from Cr Greg Belz, Capricorn LaunchPad has already orchestrated events entertaining all people involved. Our primary event was a Rock n Roll themed morning tea. This was an outdoor extravaganza including Music, Dancers and capped off with a classic car parade. Members brought their children and even their parents culminating in a day including 4 generations thus spanning in excess of 90 years. The second event which was held recently was a “dress up” photo shoot. One of Capricorn LaunchPad’s members supplied their photography equipment and skills while the volunteers dug up any props they could find. The result was an “anything goes” costume party bringing multiple smiles to all involved. Capricorn LaunchPad is currently having framed copies of the photographs produced to present as a Christmas gift to the residents. The committee have their thinking caps on again looking for another concept for their third event.

Capricorn LaunchPad Mission Statement:

“Capricorn LaunchPad will provide a platform for young professionals in the Capricorn Region to lead and inspire community, cultural, commercial, educational, social, personal development and healthy living transformation in pursuit of the Region’s liveability objectives”.



Working with the Media



“Our news room frequently relies on Capricorn Enterprise’s expertise to provide an authoritative voice on areas of regional development such as tourism and industry. Mary Carroll is an excellent advocate for the region.”

Matthew Wex, General Manager, Seven Local News



“Capricorn Enterprise is always a reliable and trustworthy source of information for a range of different stories. You can always count on the organisation to give a detailed, intelligent response.”

Win Local News Journalist



“Capricorn Enterprise meets the ongoing need to promote our region to a broader audience hence promoting tourism and business development in the area. I have personally found the organization to be extremely helpful and informative in ensuring the public receives comprehensive and up to date information relating to the region.”

Trish Bowman, Editor, Capricorn Coast Mirror



“Capricorn Enterprise and in particular, CEO Mary Carroll, have been strong supporters of The Queensland Telegraph from day one of the paper’s short but successful existence. The organisation plays a vital role in the ongoing development of our region and in every edition of The Telegraph you’ll see a Capricorn Enterprise footprint either through our news coverage or its regular column contribution.”

Darryn Nufer, Editor, The Queensland Telegraph

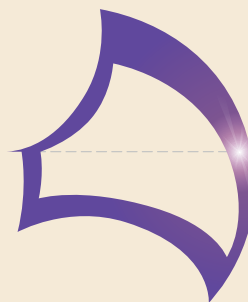


“One of the great attributes of Capricorn Enterprise is the volume of well presented up-to-date and accurate information it publishes on a regular basis. This is an energetic, visionary organisation with its finger on the region’s pulse. Keep up the good work team!”

Frazer Pearce, Editor, The Rockhampton Morning Bulletin



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CAPRICORN
ENTERPRISE
Region of Innovation

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Thankyou to our Partners

We sincerely thank all our Members, Sponsors, Local Government Stakeholders and Partners for their support during 2011/12.



Ian Weigh Toyota

