

Annual General Meeting

Capricorn Enterprise | 2013/14 Report



capricornenterprise.com.au



**CAPRICORN
ENTERPRISE**
Region of Innovation

Who is Capricorn Enterprise?

Capricorn Enterprise is one of Queensland’s official thirteen (13) membership based Regional Tourism Organisations, of which six are Regional Development Organisations as recognised by Tourism and Events 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 and Capricorn Coast Region.

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.

Contents

Message from the CEO & Chairman	4
Board Members	7
Priority Projects	8
Economic Development	10
Tourism/Destination Marketing	14
Events Sponsorship and Support	25
Visitor Information Centres	26
Capricorn Launch Pad	28
Capricorn Region ‘Hero Experiences’	29
2013/14 Members	30
2013/14 Volunteers	30

Message from the Chairman and Chief Executive Officer

Constant change, challenges and commitment reflect the year that was in 2013/14 for the team at Capricorn Enterprise.

In fact, the Organisation’s ability to continue exceeding the expectations of our Members, sponsors and numerous stakeholders since the formation of Capricorn Enterprise on the 1st July 2010, is something for which we, the staff, volunteers and Board of Directors are most proud.

Our charter continues to focus upon **Destination Marketing, Investment Attraction, Business Support, Tourism and Visitor Services.**

At last year’s AGM, we changed the Organisation’s constitution to introduce a **Tourism Management Committee and an Economic Development Management Committee**, which have been largely charged with the responsibility to help implement and drive the *Capricorn Destination Tourism Plan (DTP) 2014-2020* and our renewed *Priority Projects* respectively.

...continue exceeding the expectations of our Members, sponsors and numerous stakeholders since the formation of Capricorn Enterprise...



Mary Carroll
Chief Executive Officer



Graham Scott
Chairman

In December 2013, Capricorn Enterprise prepared the only Queensland Plan submission in Central Queensland (entitled “Qld Plan – Rockhampton Region – We Can”), in partnership with our official Qld Plan delegates (*Grant Cassidy, Geoff Murphy, Pat O’Driscoll, Leesa Jeffcoat, Dr. Geoff Clarke and Bryan Smith*) along with Local, State and Federal government elected representatives and industry leaders. This document presented a bi-partisan and unilateral submission, which was hailed by the Premier to his Cabinet as an example to every other region in the state to help implement a vision over the next thirty years.

Following the re-formation of Livingstone Shire Council on the 1st January 2014, Capricorn Enterprise also prepared a “Livingstone/Capricorn Coast” Qld Plan submission, which complemented the regional submission and was submitted to the State government in February 2014.

Led by Chairman Graham Scott via our Chairman’s Boardroom lunches, Capricorn Enterprise consulted with business and community groups throughout Rockhampton and the Capricorn Coast, to review our Priority Projects list 2010-2013, resulting in a re-invigorated Priority Projects list for the next seven years from 2014 to 2020.

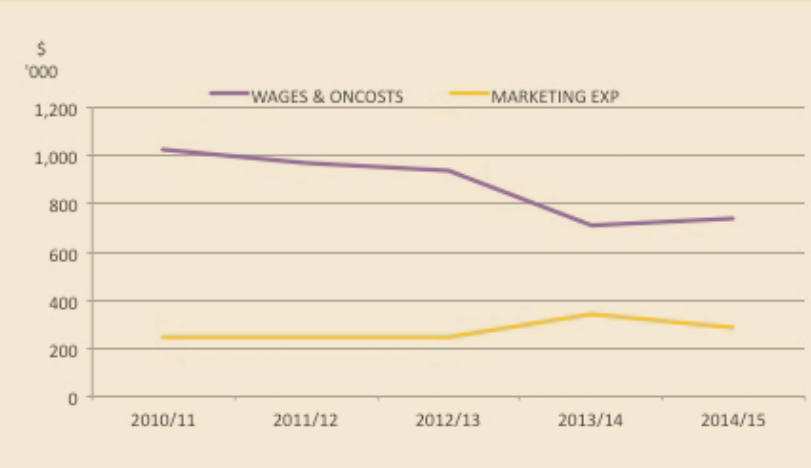
In April this year, Capricorn Enterprise presented this *Priority Projects* list to the State Treasurer, when he conducted his Round Table consultations throughout Queensland to discuss future regional infrastructure needs.

Capricorn Enterprise has demonstrated its ability to provide a credible and independent voice for business and industry in our region. Members should not underestimate the importance of this achievement and the value proposition that our Organisation provides to our stakeholders.

Included in this AGM report, are graphs which demonstrate the considerable annual decline to our Organisation in collective local and state government funding support, which is reflected in a decline in wages and on-costs and operational expenditure.

Despite this, we have continued to achieve an annual increase in membership revenue, marketing expenditure and overall output by the Organisation.

Remarkable as it is, this trend cannot be the ‘new norm’; Whilst all local governments across our region have a critical role to play in tourism and regional economic development, focusing on a collaborative approach can be more cost effective and results driven.

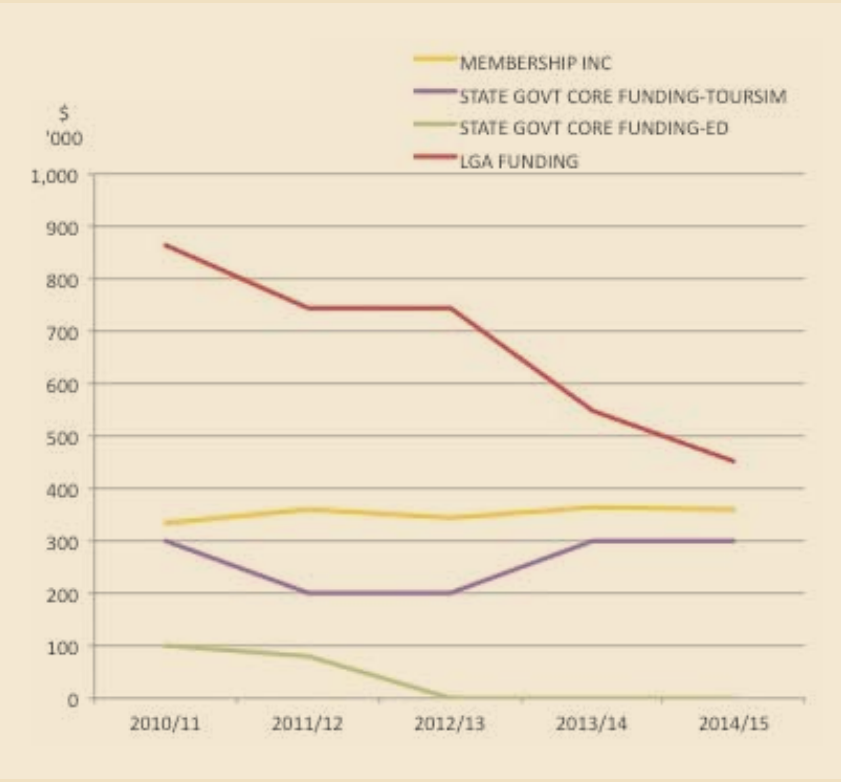


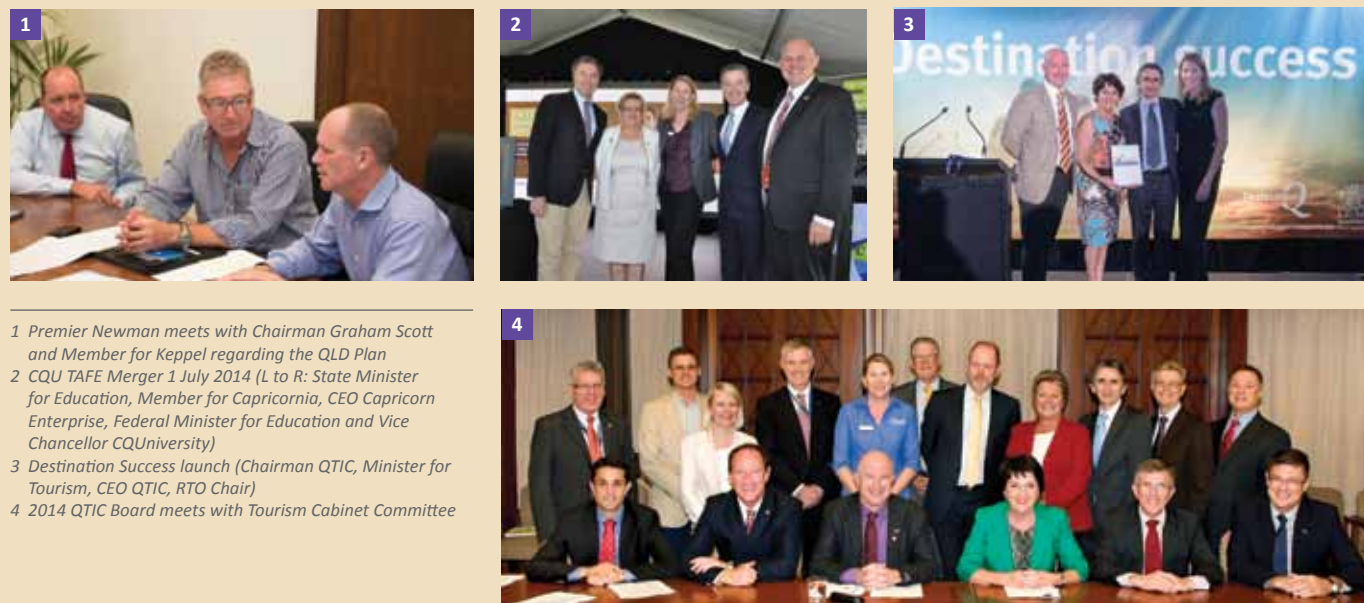
Expenditure
5 year trend

Income
5 year trend

Staff Numbers and VICs
5 year trend

Year	Staff	VICs
2010/11	23	5
2011/12	19	5
2012/13	15	5
2013/14	12.5	2
2014/15	9.5	2





1 Premier Newman meets with Chairman Graham Scott and Member for Keppel regarding the QLD Plan
 2 CQU TAFE Merger 1 July 2014 (L to R: State Minister for Education, Member for Capricornia, CEO Capricorn Enterprise, Federal Minister for Education and Vice Chancellor CQUniversity)
 3 Destination Success launch (Chairman QTIC, Minister for Tourism, CEO QTIC, RTO Chair)
 4 2014 QTIC Board meets with Tourism Cabinet Committee

The fact is, that as a Membership Organisation, this means that your membership dollars have not just been well spent, but have assisted in achieving hundreds of millions of dollars investment to our region in projects like the Gracemere Industrial Area, the approval of the Great Keppel Island Revitalisation, the upgrade of the Bruce Highway across the Yeppen floodplain, and the \$2.4 Million from the Federal government to support Beef Australia in May 2015, an event which results in 100,000 extra visitors to our destination every three years.

Your membership support has allowed Capricorn Enterprise to be the key driver on behalf of business and industry, to help secure the merger of the CQUniversity and TAFE which, after five years in the making, was launched by Federal and State Education Ministers on the 1st July 2014.

The secret ingredient to our collective success is Partnerships, Collaboration and a Regional focus. Capricorn Enterprise works exceptionally hard in focussing on a positive direction with positive people.

Sincere thanks to our dedicated Staff, Visitor Information Centre volunteers, volunteer Directors and Committee Members and you, our Members in achieving another very successful year for Capricorn Enterprise.


Mary Carroll
 Chief Executive Officer


Graham Scott
 Chairman



The secret ingredient to our collective success is Partnerships, Collaboration and a Regional focus.

Board Members 2013/14



Graham Scott
 Brown Consulting
 Chairman



Geoff Murphy
 JM Kelly Group of Companies
 Vice Chairman



Steve Leighton
 Ergon Energy
 Nb: Bob Pleash –
 alternate Director to Steve
 Leighton, Ergon Energy



Julie Tanner
 Tanner Consulting



Professor Scott Bowman
 Vice Chancellor
 CQUniversity



Heather Peirano
 Piranha Insurance



Maria Harms
 Rod Harms Rural



Ian Mill
 Mercy Health &
 Aged Care Central
 Queensland Ltd



Sandy Murdoch
 Concept Properties
 Oshen Yeppoon

Former Board Members 2013/14



Cr. Margaret Strelow
 Mayor Rockhampton
 Regional Council
 - Appointed - (from March
 2012 to 31st December
 2013)



Scott McCartney
 Specialty Travel
 (to 20th September
 2013)



Cr. Peter Maguire
 Mayor Central Highlands
 Regional Council
 - Appointed -
 (to 31st December 2013)



Grant Cassidy
 The Cassidy Group
 (to 20th September
 2013)



Steve McCosker
 DC Motors
 (to 20th September
 2013)



Michelle Comley
 Budget Rent-A/Car
 (to 20th September
 2013)

Finance



Janelle Kerr
 Financial Controller

Priority Projects

30 Year Qld Plan Themes

Priority Projects

4 Pillars of QLD Economy

Tourism

Agriculture

Resources

Construction

Regions

Half of Queensland's population lives outside South East Queensland.

Infrastructure

The right infrastructure is delivered in the right place at the right time.

Economy

Queensland has the highest income, trade and employment levels in Australia. Our bright ideas have real economic and social benefits.

Health

Aboriginal and Torres Strait Islander Queenslanders have the same life-expectancy as non-Indigenous Queenslanders. Queenslanders have the lowest incidence of preventable diseases in Australia.

Education

100 per cent of Queensland children have basic literacy and numeracy in primary school. Education is highly valued by all Queenslanders.

Environment

Queensland has the best balance of environmental protection and economic development in Australia.

Community

Increase the wealth of all Queenslanders while achieving Australia's narrowest gap between the wealthy and the poor. Queensland has the highest rates of volunteering and community participation in Australia. Anyone who makes Queensland their home has employment opportunities and is welcomed into the community.

People

Double the proportion of Queenslanders over 55 years who participate in the community and workforce. Aboriginal and Torres Strait Islander Queenslanders have the same workforce participation as non-Indigenous Queenslanders. Queensland is the best place to live in Australia.

Governance

Queenslanders are highly satisfied with the way governments deliver for their communities.

Convention Centre & Stadium

1000 seat convention centre & multi purpose facility, supporting the CQNRL Bid

Coastal Foreshore & Rockhampton Riverbank/CBD Revitalisation

Agricultural Precincts

Developing and promoting the region as a major agricultural "food bowl" for the nation. Demand out of Asia is 40 times more than what Australia can supply – cost prohibitive

Health Precinct

Promoting the Rockhampton/Capricorn Coast region as a major health hub (50% of CQUniversity student enrolments are in Health and Aged Care)

Relocation of State and Federal Government Departments to Rockhampton Region

(Department of Agriculture, Forestry & Fisheries (DAFF) and Department of Natural Resources & Mines (DNRM). Existing facilities such as abattoirs provide strong foundation

Implementation of Capricorn Destination Tourism Plan (DTP) 2014 - 2020

Rockhampton Regional Airport

Great opportunity for customs and international status. Customs during Military exercise; opportunities for agriculture, health, education expansion with international airport; growth of aviation industry

Economic Development



10

11



Neil Lethlean
Economic Development
Manager



Carmel Humphries
Economic Development
Project Officer

The primary focus of the Economic Development Unit throughout 2013/14 was to attract business interest and investment attained through external promotions and the provision of industry development via business and industry forums and the Business Leaders Lunch Series. The provision of up to date statistical information to investors is a critical service conducted by our unit, as well as driving two of our regional Priority Projects: Agriculture Precinct and Health Hub.

Industry Forums

- **March 18th 2014 CQExpo Industry Forum** featuring: Bandanna Energy, Qld Resources Council (QRC) & LSC Solutions (87 attendees)
- **March 19th / 20th 2014** - attendance at CQExpo at the Rockhampton Showgrounds
- **May 13th / 14th 2014** – Innovation Festival “Cultivating our Future” - partnership with Department of state Development, Infrastructure and Planning (DSDIP)

Business Leaders Lunch Series

The successful continuation throughout the 2013/14 year of our Capricorn Enterprise Business Leaders Lunches included:

- **September 11th 2013 – featuring:** Savanth Sebastian, Senior Economist CommSec - “National Economic Snapshot” (85 attendees)
- **December 12th 2013 – featuring:** Rob McNamara, Manager Project Development AMCI Investments - “The Galilee – Opportunities for Regional Enterprise” (60 attendees)
- **July 16th 2014 – featuring:** Campbell Jones, Chief Executive Officer Sibelco - “Sibelco and Megatrends” (60 attendees)

Business Training and Advocacy

- **February 20th 2014** - Industry Breakfast “Mentoring for Growth” – Rudi Tartaglia and Sharyn Grant
- **March (5 days) 2014** - Small Business Solutions Workshop – Certificate IV in Small Business Management (Economic Development Project Officer)

Partnering with our community

RING (Rockhampton Industry Networking Group) Events:

- December 17th 2013
- May 27th 2014

“Communication 2 Careers” (C2C) Events:

- St Ursulas’ College - September 4th 2013
- Emmaus College – November 5th 2013
- The Cathedral College (TCC) – July 21st 2014

Yeppoon State High School
“Raising the Profile of VET”

Supplier Forums:

- Rockhampton Regional Council – November 27th 2013
- Livingstone Shire Council – December 4th 2013
- CQUniversity – July 25th 2013

AIDN –QLD
Distribution of tender and other opportunities for Defence

Economic Development Management
Committee Meetings

Members:

- Dennis Bryant, Master Builders
- Wayne Litherland, Herron Todd White
- Marilyn Steel, Rowland P/L
- Lauren McGregor, ADDA (The Australian Drug Detection Agency)
- Brittany Lauga, CQG Consulting
- Rob Ludwig, Leading Edge Telecoms
- David Fenwick, Stockland Rockhampton
- Chris Harris, CT Harris & Company (replaced vacancy by Ron Bowers, Zebra Group)
- Chris Hewitt, Flinders Hyder (replaced vacancy by Peter Davidson, Flinders Group)

Meetings:

- Wednesday December 4th 2013
- Wednesday February 5th 2014
- Wednesday April 2nd 2014
- Wednesday May 7th 2014
- Wednesday July 16th 2014



Federal Member for Capricornia Michelle Landry MP, Senator Matt Canavan, CEO Capricorn Enterprise Mary Carroll and Federal Member for Flynn Ken O'Dowd welcome new Senator at Capricorn Enterprise Dinner

Northern Australia Plan

In February 2014, Capricorn Enterprise submitted “A 2030 vision for developing Northern Australia” to the Joint Select Committee on Northern Australia. The submission amplified the strengths of Central Queensland and how these strengths can be utilised in the future development of Northern Australia.

Inquiry into the Development of Northern Australia

The Joint Select Committee on Northern Australia conducted public hearings in Brisbane on Friday, 20 June 2014 at which Capricorn Enterprise presented a formal update to its initial Submission highlighting the following:

- Central Queensland Representation on the Northern Australia Advisory group
- Central Qld Regional Strengths
- Transport Hub
- Water Security
- Education
- Energy
- Agriculture and Food
- Defence
- International and Domestic Tourism
- Health
- Industrial Development

Statistical Provision

- data requests for members and media, assisted with statistics for grant applications
- economic report – updated twice (August and February)
- webpages – updated statistical content as necessary

Capricorn 2020 Tourism and Economic
Development Forum – 26 June 2014

The Economic Development ‘stream’ of our annual forum included professional industry organisation representatives to present to Members and Guests at our annual forum on the “Queensland Plan – Regionalisation, What does it mean for this Region?”.

- Deputy Director – General, Regional Services, DSDIP
- Ergon Energy
- Department of Agriculture, Fisheries and Forestry
- Engineers Association – Qld Division
- Australian Institute of Project management
- CQ Law
- Master Builders Association
- Planners Institute of Australia
- Agforce
- Australian Institute of Architects
- The Australian Property Institute



Krista Brown
Tourism Marketing Manager



Deanne Bowd
Marketing Executive



Tourism Management Committee

Committee Members:

- Sandra Hobbs, Central Highlands Development Corporation (CHDC)
- Gerry Bourke, Quest Rockhampton
- Jonathan Dean, Mercure Capricorn Resort
- Ann Augusteyn, Capricorn Caves
- Grant Cassidy, Cassidy Hospitality Group
- Geoff Mercer, Great Keppel Island Holiday Village
- Monica Sidhu, Central Highlands Regional Council (CHRC)
- Ken Kayes, Mt Hay Gemstone Tourist Park
- Glenys Hurley, Villa Mar Colina Yeppoon

Meetings:

- Wednesday 5 February 2014
- Thursday 10 April 2014
- Thursday 22 May 2014
- Thursday 10 July 2014

Southern Great Barrier Reef Activity

2013 and 2014 SGBR Campaigns:

Tourism and Events Queensland (in conjunction with the RTO's) has rolled out two consecutive annual \$500k SGBR campaigns. Southern Great Barrier Reef – Where Great Begins campaign was launched on the 23rd May 2013 and

incorporated TV, Print, Radio and Billboards, with the second campaign airing in May 2014. The results of this campaign are collated by Tourism and Events Queensland as part of their internal marketing activity and KPI reporting.

Southern Great Barrier Reef Touring Guide:

This guide was produced collaboratively with our two SGBR RTO partners - Bundaberg & North Burnett Tourism and GAPDL, with 30,000 copies printed.

SGBR Contestable funding:

Following the successful contestable funding application by Capricorn Enterprise in the previous financial year 2012/13 for a total of \$170,000, \$26,000 was carried over to the 2013/14 financial year.

These funds achieved the following additional activity on behalf of SGBR during 2013/14:

- 2 x Flight Centre Consumer Shows (Wellington & Auckland NZ)
- Update of the SGBR Trade Brochure
- Creation of the SGBR Trade Website www.southerngreatbarrierreef.com.au
- Hosted a NZ trade visit/networking function
- Hosted an NZ trade/journalist faml – Tri State Famil 18th August 2013

Queensland on Tour NZ:

As part of this project Capricorn Enterprise attended the 'Queensland on Tour' roadshow in New Zealand from 11th February 2014, followed by the Auckland Flight Centre Consumer Show. This visit was very successful and involved 55 trade appointments, a 2 day consumer show exhibiting to 20,000 potential holiday makers, and a 30minute webinar presentation about SGBR to House of Travel (one of the largest wholesalers in NZ).

SGBR Operators attended with Capricorn Enterprise staff:

- Capricorn Caves
- The Edge Apartment Hotel
- Mercure Capricorn Resort
- Larc 1770 Environmental Tours
- Lady Elliot Island Resort
- Heron Island Resort

Beaches & Beyond Campaign:

Tourism and Events Queensland (New Zealand office) teamed with Tourism Australia and major travel retailer, House of Travel to roll out a new campaign 'Beaches & Beyond' through bus billboards, print, online and radio across New Zealand. This campaign includes Southern Great Barrier Reef and for the first time we have had bookable packages directly to our operators. This campaign was hugely successful. In conjunction with the three RTO's and TEQ a total of \$115,000 has been spent on advertising in the NZ market in the 12 months during 2013/14.

Dig the Tropic Contestable Funding

Capricorn Enterprise was successful in obtaining a state government contestable grant via Tourism and Events Queensland for 2013/14. Funding partners were - Central Highlands Regional Council - \$15,000 Capricorn Enterprise - \$10,000 Outback Tourism - \$10,000 State government Grant (via TEQ) - \$42,500 - Total - \$77,500

As a result of this project, Capricorn Enterprise (with the assistance of our partners) delivered the following outcomes:

- 5 x 30sec TVCs in total (one whole of DTT, one for Outback, and one for the Sapphire Gemfields and two children’s versions), plus 6 x 5sec teasers. Book on-air schedule – 7 Widebay w/c 23March and 30March. WIN Widebay and Mackay w/c 23 and 30 March, 6 April. WIN Rockhampton w/c 6 April. GEM Qld w/c 23 and 30 March, 6 April.
- 2 roadside billboards to promote the Sapphire Gemfields in a Dig The Tropic theme, positioned on the Emu Park Road Rockhampton and the Capricorn Highway 23 km before the turnoff to the Sapphire Gemfields
- 12 months of advertising in the bi-monthly ‘Go Camping’ Magazine
- The Sapphire Gemfields Trail Map - 20,000 copies printed
- 10 interpretive aluminium panels placed at all of the points of interest sites around the Sapphire Gemfields (as marked on the Trail Map).
- A photoshoot of the Central Highlands w/c 6th April was conducted as part of this project. In addition to the Sapphire Gemfields locations also included Springsure, Emerald, and Capella.
- Sapphire Gemfields fabric banners (in a Dig the Tropic theme) have been designed and produced for use at Travel Expos and Caravan and Camping Shows.
- A Dig the Tropic iPhone App

2014 Visitor & Lifestyle Guides

The 2014 Central Highlands, Emerald & Sapphire Gemfields, and Capricorn Coast & Rockhampton official visitor and lifestyle guides boasted many new features including:

- fishing directories
- crop/harvest information
- members/business directory
- arts and culture and collectively is 12 pages larger than 2013
- incorporation of augmented reality, making the brochures interactive, whereby readers can scan certain pages with their smart phones and be directed to corresponding video content.

Journalist Familiarisations/Visits:

Rod Emmerson from the New Zealand Herald arrived in region on 7th February. Rod was commissioned to write a story on SGBR with focus on the Capricorn region. The famil included;

- Rockhampton Art Gallery
 - Edge Apartment Hotel
 - Koorana Crocodile Farm
 - Mercure Capricorn Resort, Wetlands Tour
 - (Sail Capricornia cancelled due to inclement weather)
- Result:** 4th June 2014 New Zealand Herald article – circulation 358,070 (EAV – estimated add value \$19,859)

Freelance journalist, Daniel Scott, visited Carnarvon Gorge, experiencing:

- Takarakka Bush Resort, guided full day walk
- Bandana Station Sunset
- Heli-Central

Thus far stories have been commissioned by Australian Traveller Magazine and the Guardian Australia

Lisa Sinclair – Woman’s Day / Yours Magazine – 24-27 April 2014 (Anzac Day long weekend)

- Oshen Yeppoon
- Coffee Club beachfront Yeppoon
- Funtastic Cruises
- Great Keppel Island Hideaway
- Flour Cafe
- Waterline Restaurant at Keppel Bay Marina
- Capricorn Caves
- Coolwaters Holiday Village
- Rosslyn Bay Resort (Keppel Blue relaxation spa)
- Ferns Hideaway
- Mercure Capricorn Resort

Result: Double Page spread in 21st July Woman’s Day publication – national circulation 3.9 Million

Andrew Taylor - Sun Herald – 10-12 May 2014. Properties visited include Capricorn Caves, Yeppoon and Heron Island

Kerry Heaney - Courier Mail – June/July 2014
Operators hosted Kerry on her “Eat, Drink and Be Kerry” famil thanks to our partnership with Tourism and Events Queensland and Southern Great Barrier Reef destination brand. Operators involved were:

- Nob Creek Pottery
- Ferns Hideaway
- Rosslyn Bay Resort & Wellness Retreat
- Sail Capricornia
- Waterline Restaurant, KBM
- Yeppoon Community Market
- Cruisin’ By Beach Hire
- Rosslyn Bay Fisherman’s Market
- Koorana Crocodile Farm

1



1 Members Networking Night at Cool Waters Holiday Village for their official launch by Tourism Minister Jann Stuckey, of the \$3.5 Million waterslide and refurbishment

2 “Kissed by a Croc” Book Launch - the Lever Family celebrate with Governor of Queensland Penelope Wensley

3 Southern Great Barrier Reef MOU Signing between Capricorn Enterprise, Bundaberg North Burnett Tourism, GAPDL and Tourism and Events Queensland.

2



3



ADVERTISING

Spirit of Regional Australia (Qantaslink In-flight magazine):

- Winter edition (June to Aug 2013) featured our **Annual Events** throughout the Capricorn region
- Spring edition (Sep – Nov 2013) featured **Byfield National Park** (as part of the Qld National Parks feature), **Capricorn Coast** (as part of SGBR feature) and **Gracemere Industrial Precinct**
- Summer edition (Dec – Feb 2014) featured **Great Keppel Island** accommodation and cruise options
- Autumn edition (March – May 2014) featured “**Characters of Capricorn**” – Hans Helderton (Funtastic), Geoff Mercer (GKI Holiday Village), Peter Brown (Rubyvale Gem Gallery), John Lever (Koorana Crocodile Farm), Rex Pilbeam (former Mayor Rockhampton)
- Winter edition (June to August 2014) featured our **Annual Events** throughout the Capricorn region

Go Camping (Caravan & Camping Guide) – DIG the Tropic – 6 editions (bi monthly) - minimum print run of 10,000 copies, estimated readership of 40,000, distributed to newsagencies, camping stores, and at the Caravan and Camping shows Australia-wide

AAA Tourism Guide – full page in Annual publication – 185,000 print run

Australia & New Zealand (UK Magazine) – 20,000 copies per month sold from UK newsstands.

RACQ Virtual Information Centre (three virtual VIC’s - Emerald, Rockhampton, Yeppoon) – on-line brochure stand providing e-books including our official Visitor & Lifestyle Guides, Maps, Highway Guides

National Caravan Rally

The National Caravan Rally is held every 3 years around Australia with each State taking its turn to host the event. The Combined Caravan Clubs of Qld (CCCQ) was invited in 2007 by the National Association of Caravan Clubs to host the Rally in 2013. Rockhampton was chosen for the 15th National Caravan Rally from 24th September – 2nd October 2013, with some 1200 people attending in 700 vans, receiving a State government grant in 2010 of \$20,000 to assist with the event. After two years in the planning stages with CCCQ, Capricorn Enterprise co-ordinated all group tours for the Rally, selling \$80,000 worth of tours (many more individual tours were booked) with shopper dockets collected from the event totalling \$230,000 with a total of \$561,000 believed to have been spent over 10 days.

Road Billboards 2013/14:

- 4 South of Rockhampton (Bruce Hwy) = iPhone app, Rockhampton, Capricorn Coast & Great Keppel Island.
- 2 North of Rockhampton (Bruce Hwy) = Great Keppel Island, Capricorn Coast
- Dig The Tropic = Emu Park Road, Rockhampton and Capricorn Way, West of Emerald
- Entry to Yeppoon
- Signs at Yeppoon VIC were also refreshed

Tourism/ Destination Marketing

18

Campaigns

Summer Campaign:

In December 2013, Capricorn Enterprise launched our single biggest local campaign specifically targeting Rockhampton & Capricorn Coast. The 'Summer of Capricorn' Campaign was designed to put a fresh new spin on the traditional 'Holiday in Your Own Backyard' promotion.

'Summer of Capricorn' specifically promotes Rockhampton Region and Capricorn Coast to target the >400km drive radius and was designed to aid all tourism and hospitality businesses to build their shoulder periods over the Christmas/New Year season, develop a strong lead up to Australia Day, and create excitement around the season of 'Summer'.

The call to action was www.capricornholidays.com.au/summer and included 2 x TVCs (Rockhampton & Capricorn Coast), Radio advertising and prize promotions, 2 roadside billboards, and extensive social media.

Capricorn Coast/Rockhampton Visitor & Lifestyle guide distributed to 2,000 households in Gladstone

Campaign Results:

- Over 900 page views to our landing page www.capricornholidays.com.au/summer
- YouTube versions of our TV ads received 1135 views

- Extensive advertising was also conducted on Social Media with the associated posts reaching over 27,000 people.
- There was a total of almost 700 on air 30 sec TVCs across WIN, TEN and Seven in Rockhampton & Mackay.
- 66 adverts were aired on Sea FM radio in addition to 2 weeks of promotional and competition air-time.

Easter Campaign:

The popular Summer of Capricorn TVC was edited to a generic 'holidays' version for the lead up to Easter. This campaign also included Social media advertising and a direct letterbox drop of our Capricorn Coast Visitor Guide to Gladstone to 5,655 households in Calliope and Tannum Sands homes.

On-air schedule included:

- 7 Widebay w/c 23March and 30March
- WIN Widebay and Mackay w/c 23 and 30 March, 6 April
- WIN Rockhampton w/c 6 April
- GEM Qld w/c 23 and 30 March, 6 April

National Television Shows

A record number of national TV shows beamed images of our region throughout Australia, and in some cases the world, during 2013/14, thanks to our partnership with media, Tourism and Events Queensland, and our operators.

Creek to Coast

Filmed in region week commencing 30 March as a result of ideas pitched by Capricorn Enterprise and additional focus and funding by Tourism and Events Queensland on the SGBR destination brand. Itinerary included the Spire VIC, Mt Morgan, Blackdown Tableland, Lake Maraboon and Emerald (aired Saturday 19th April 2014)

Queensland Weekender

In February 2014, Queensland Weekender visited our destination twice with presenter Bridget Adams. Six stories were filmed which have gone to air throughout the year.

- Great Keppel Island featuring GKI Hideaway and Freedom Fastcats aired on Saturday 22nd March 2014.
- Family holidays featuring Big 4 Capricorn Palms Holiday Village and Coolwaters Holiday Village featured on Saturday 28th June 2014.
- Rosslyn Bay Resort Wellness Retreat featured on Saturday 9th August 2014.
- Local songwriter and singer Kate Leahy showed the Creative Capricorn sights around the region including the Rockhampton Art Gallery and the Pilbeam Theatre, which went to air on Saturday 23rd August 2014.
- Carnarvon Gorge's Takarakka Bush Resort, Heli-Central and Australian Nature Guides wowed Bridget in her first visit to this inland wonderland. This extended story featured last Saturday 30th August 2014.
- Mt Etna Bat Cleft Tour operated by Qld National Parks & Wildlife Service and Quest Apartments Rockhampton featured on Saturday 20th September 2014.

19

Good Afternoon Capricorn Enterprise,

I love the TV campaign currently running, & each time I see the Ad, I think to myself that I must contact you and let you know what an awesome job they've done in capturing our region in all its glory. I love the lyrics and music, the scenery, the whole lot. It makes me feel proud to live here. I hope it has generated a lot of interest.

Congratulations!

Maria Priddle, 13th January 2014

Pat Callinan 4x4 Adventures

Tourism and Events Queensland funded a Capricorn 1 hour episode (aired on channel 10) and package including logo ads on website, content in EDM’s, magazine and books, banner ads on EDM’s, access to footage and content (video and stills), to the value of \$10,000. Capricorn Enterprise provided local contact for itinerary assistance etc.

Filming locations included:

- 18th July Byfield NP (Five Rocks, Nine Mile Beach, Corio Bay, Orange Bowl, Death Valley Track + The Hill, Water Park Road)
- 19th July Blackdown Tableland NP
- 20th July Kroombit Tops NP (site of the crashed plane, Cania Gorge, Kroombit Tops, Dan Dan National Park), Eurimbula NP
- 21st July Eurimbula and Deepwater NP

Aired:

- November 2013 on TEN and then in January 2014 on ONE. Sunday afternoon at 1pm
- the episode ran early in the year nationally on both TEN & ONE to an audience of over 450,000
 - that episode will again be repeated on ONE HD Nationally. It will also be aired towards the end of 2014 for FREE. Repeats of Series 2,3,4,5 & 6 run each Saturday at 2pm on ONE.
 - a Front Cover of the Print Magazine, Namely ‘Pat Callinan’s 4X4 Adventures’ with a 10 page feature on the trip within the magazine.

The episode was also promoted to Pat Callinan’s 200,000 Facebook Fans and 285,000 Enewsletter Subscribers.

WHAT’S UP DOWNUNDER

Thanks to Caravanning Qld, the crew visited our region. **Result:** Southern Cross Ten Saturday 6th September 2014 featuring Discovery Holiday Park, Rockhampton and the Ascot Hotel

BBC

Visited our destination in February 2014 for “John Bishop’s Australia”, a three part series which beamed to millions of people in the UK during July this year. Our destination featured in Episode 2 which included footage from the Acton family’s property at Paradise Lagoons west of Rockhampton and John Lever’s Koorana Crocodile Farm. Using his original diary from the 1992 road trip as a guidebook, John cycled from Sydney up the East Coast of Australia.

Trade

Our annual trade mentoring program was thanks to industry development funding via Tourism and Events Queensland.

2013 Trade Mentoring Program

- 5 operators participated in this 3 month program.
- Koorana Crocodile Farm
 - Coral Inn Resort & Flashpackers
 - Rosslyn Bay Resort & Wellness Retreat
 - The Edge Apartment Hotel
 - Sail Capricornia

2014 Tourism Trade Mentoring Program

- 5 operators participated in this 3 month program which commenced with a full day workshop in Brisbane and continued with one on one assistance for the next 3 months
- Great Keppel Island Hideaway
 - Echelon Yeppoon
 - Oshen Yeppoon
 - Quest Rockhampton
 - Mercure Capricorn Resort

Tri-State Workshop

Capricorn Enterprise staff attended Tri-State in Melbourne from 19th – 22nd August 2013 to represent SGBR at this event. The event included 80-90, 7 minute appointments with front line travel agents from New Zealand.

Australian Tourism Exchange 2014

ATE 2014, held in Cairns from 11th – 15th May, is the largest tourism trade event in the Southern Hemisphere. Capricorn Enterprise staff promoted the destination under the SGBR banner along with Capricorn region operators, Mercure Capricorn Resort, Capricorn Caves and The Edge Apartment Hotel. 90 appointments were held in total with trade from over 35 different countries.

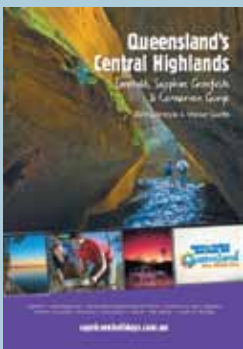
Consumer Shows

Rockhampton Home Show

23rd –25th August 2013 – Exhibited as Capricorn Enterprise (Leisure, investment, relocation and GIA).

Caravan & Camping Shows

- Staff and volunteers attend the annual show circuit to target the drive market:
- South Australia Caravan & Camping Show, Adelaide – 28,373 attended (19th – 23rd February 2014 - 5 days)
 - Victorian Caravan & Camping Show, Melbourne – 48,414 attended (6th – 11th March 2014 - 6 days)
 - NSW Caravan & Camping Show, Sydney – approx 80,000 attended (26th April – 4th May 2014 -9 days)
 - QLD Caravan & Camping Show, Brisbane - 64,820 attended (4th – 10th June 2014 - 7 days)



Gemfest – Festival of Gems

Capricorn Enterprise Tourism Marketing Manager represented the Organisation at Gemfest’s official opening ceremony in August 2013.

Regional Qld Lifestyle Expo

Brisbane – 16-17 July 2013
Exhibited as Capricorn & SGBR (Leisure, investment, relocation and GIA).

Famils

Youth/Backpacker

Adventure Queensland May 2014 – in partnership with Tourism and Events Queensland and Emus Beach Resort, Capricorn Enterprise welcomed key industry representatives from the youth/backpacker industry in Australia. Paul Neubecker from Emus Beach Resort sits on the Board of Adventure Queensland on behalf of our destination, and the visit by Adventure Queensland (the peak backpacking industry body for the state), Website Travel (Australia, NZ and Fiji’s largest online wholesale travel network for the backpacker, student and adventure market) as well as the Managers of all the Backpacker World Travel shops throughout the country was an incredible opportunity for our destination. A function at Emus Beach Resort for our operators, teamed with a visit to Great Keppel Island by our special guests was an incredible opportunity for our destination.

SGBR Pre-ATE Famil – 4 International Buyers visited SGBR on a 5 day famil, experiencing the Capricorn Caves, Oshen Yeppoon, Mercure Capricorn Resort, The Waterline Restaurant, Sail Capricornia and The Edge Apartment Hotel over 2 days, the group then headed south to the Gladstone and Bundaberg Regions for more SGBR hospitality.

“BEST JOBS” VISIT – This visit was postponed from October 2013 to May 2014 – Capricorn Enterprise welcomed Queensland’s Best Job winner, Elisa Detrez (France) to Capricorn in May 2014. The Best Job campaign was a joint Tourism Australia and Tourism & Events Queensland (TEQ) promotion.

Qld on YouTube PROJECT – in partnership with Tourism & Events Queensland, TPD media filmed: 17 Capricorn Operator clips and 10 Capricorn destination clips.

Digital Marketing



Digital Ready Attendees 2013/14

- Australian Drug Detection Agency
 - Bobby Dazzler
 - Capella Pioneer Village
 - Capricorn Caves
 - Cedar News
 - Cool Waters Holiday Village
 - Creative Capricorn
 - Discovery Holiday Parks
 - Echelon Yeppoon
 - Emus Beach Resort
 - Gemfest
 - Getaways at Byfield
 - Heritage Hotel Rockhampton
 - Keppel Bay Marina
 - Little House of Gems
- Livingstone Shire Council
 - M & M Sapphires
 - MiCOMM
 - Myella Farmstay
 - OSHEN Yeppoon
 - Poinciana Tourist Park
 - Quest Apartments
 - Rocky Gardens Motor Inn
 - Rosslyn Bay Resort
 - Rubyvale Gem Gallery
 - Rubyvale Motel & Holiday Units
 - Sail Capricornia
 - Stage & Audio Event Solutions
 - Sunlover Lodge
 - The Strand Hotel Yeppoon
 - True Blue Motor Inn
 - Villa Mar Colina
 - Wintersun Motel
 - Yeppoon Coast Guard
 - Young's Bus Service

Websites

- Capricorn Enterprise corporate website www.capricornenterprise.com.au – Unique Visitors 14,649
- Capricorn Enterprise leisure website www.capricornholidays.com.au – Unique Visitors 117,246 (an increase of over 33,000 visits from the previous year)
- www.southerngreatbarrierreef.com.au – Unique Visitors 5049. An Events page has been added to the Southern Great Barrier Reef website along with a section titled ‘Experience Southern Great Barrier Reef’ which focuses on the 3 regions and the hero ‘sub regions’ from each.
- www.digthetropic.com.au – Unique Visitors 3448

The next phase of the Capricorn Holidays and Southern Great Barrier Reef websites, will be to upgrade to a Responsive design to make them fully compatible with all current mobile devices (tablets and mobile phones) and to bring their look and feel in line with the other QTDW websites. This work will be completed during the 2014/15 financial year.

Operator Workshops

Digital Ready
All workshops had fantastic attendance by operators during the 2013/14 financial year. Funding for this program has been thanks to the Industry Development funds provided by Tourism and Events Queensland. The Digital Ready program as

a whole has been extremely popular, with all attendees gaining a wealth of knowledge and strategies on how to make their businesses ‘Digital Ready’.

- **Digital Master Class** – Monday 4th November 2013
Scope – Helping members to understand how to effectively manage and maximise their social media platforms and how these platforms can support their business and reach to customers.
- **Events Bootcamp** – Tuesday 29th April 2014
Scope – Help operators to understand how to use online and social media opportunities to promote and sell their event. This workshop covered search engine optimisation and marketing, email marketing and social media (i.e. Facebook, Twitter, YouTube and photo sharing platforms).
- **SGBR Members Workshop** – Tuesday 4th March 2014
Scope - Helping operators to learn how to optimise involvement in the Southern Great Barrier Reef campaign to get the best results possible. The workshop covered writing a compelling campaign ad, tips to help you convert customers to book, measuring the campaign’s effectiveness and your ROI, and using digital technologies to back-up your campaign for maximum visibility.
- **How to Create Shareable Videos** – Tuesday 4th March 2014
Scope - The number of searches related to travel on YouTube has doubled in the past year. (Source: YouTube, 2013) This module helped operators to understand what kind of videos you can create that will appeal to their target audience and how to capture these. It taught them how to film, edit and upload footage easily with smartphones or a digital camera.

SoMeT
During the 2013/14 Financial year, Digital Marketing Co-ordinator, Nathan White and Marketing Executive Deanne Bowd attended the annual Social Media Tourism Symposium. SoMeT is the Symposium for the use of Social Media in the Tourism Industry – the premiere conference for tourism professionals looking to share ideas, network and discover opportunities in social media for destination marketing. This is the second year that Capricorn Enterprise has attended SoMeT and the amount of knowledge gained from this 2 day conference is mind boggling. The line-up of presenters is always fantastic and because it is tourism focussed, it enables you to connect with hundreds of like-minded professionals from across the tourism industry.

Capricorn iPhone App

Total App downloads 2,205

Photo Shoots

- Capricorn Caves
- Bat Cleft Tour - Mount Etna
- Dig the Tropic – Sapphire Gemfields and Surrounds (targeted at Grey Nomad travellers)
- Great Keppel Island (lifestyle and aerial images)



Nathan White
Digital Marketing Coordinator

Famils

In June, Capricorn Enterprise Digital Marketing co-ordinator hosted world renowned US travel and landscape photographer, Elia Locardi on a famil through the Central Highlands visiting some of our well known landmarks such as Blackdown Tableland, Minerva Hills and Carnarvon Gorge National Parks. The trip was a great success, with Elia and Nathan capturing great photos of the region and a blog post on the adventure is intended to go live later in 2014.

Y Travel famil

Their social influence is

- 203,000 monthly unique visitors
- 4.3 million followers on Pinterest
- 27,000 twitter followers
- 23,000 facebook fans

Although it was a whirlwind visit, they produced some great social coverage in addition to their blog post.
<http://www.ytravelblog.com/crocs-bat-poo-owl-spew-caves/>

Capricorn Enterprise Social Media

Facebook Corporate: 936; Facebook Leisure: 2203
Twitter Corporate: 1160; Twitter Leisure: 674
Instagram: 613

Ecommerce Image Library

In August 2013, Capricorn Enterprise launched a new platform to house our extensive image library. This new site makes it easier for us to provide images to industry partners and provide an avenue to be able to charge a fee for our images under certain circumstances. Coupon codes have been created to facilitate discounts to all Capricorn Enterprise members and Media.

Member Networking Nights

- Thank you to our Members who assist in co-hosting our regular networking functions:
- 19th August, 2013 – Mercure Capricorn Resort, Yeppoon
 - 9th October, 2013 – The Strand, Yeppoon
 - 11th November, 2013 – Quest Rockhampton
 - 11th December, 2013 – Mercure Capricorn Resort
 - 17th January, 2014 – Coolwaters Holiday Village (official opening of \$3.5M refurbishment by Minister for Tourism Jann Stuckey MP)
 - 18th February, 2014 – Leading Edge Telecoms, Rockhampton
 - 26th March, 2014 – QLD Rail, Rockhampton
 - 23rd April, 2014 – Keppel Bay Sailing Club – Krackers
 - 4th June, 2014 – Oshen Apartments, Yeppoon

Events Sponsorship and Support



Ellie Tonkin
Events Executive



- Inaugural Capricorn Colour Festival - one-off \$5,000 sponsorship plus in-kind marketing support;
- Administration support for 2014 Under 14 Rhys Wesser Super 9’s Shield rugby league carnival – updating annual event program;
- Beef Australia – funding, operational and marketing support in preparation for Beef 2015.
- Capricorn Coast Running Festival – marketing and operational support and key TEQ funding support;
- Central Highlands Multicultural Festival – marketing and TEQ funding support (\$10,000 Round 25);
- Capricorn Food & Wine Festival – marketing and TEQ funding support (\$34,000 Round 25);
- Gemfest – Festival of Gems – marketing and TEQ funding support (\$32,000 Round 25). Capricorn Enterprise also won the contract for 2014 event media services;
- Yeppoon Coast Guard Tight Lines Fishing Classic – marketing and TEQ funding support;
- The Village Festival - marketing and TEQ funding support (\$90,000 over three years 2014-2016 Round 25);
- Brisbane To Keppel Tropical Yacht Race - worked with Keppel Bay Marina on formulating a basic marketing action plan as well as providing additional marketing support;
- Creative Capricorn – marketing support plus participating in advisory committee and attending community meetings when strategically necessary / appropriate;

Internal Activities

- Capricorn2020 Forum - Thursday 26 June;
- Maintenance of the Capricorn Holidays calendar and ATDW to reflect major and minor events;
- Twice-weekly events promotions on on ABC Capricornia (10am Thursday and 7am Saturdays);
- Relocation tour for Rockhampton Base Hospital;
- Support for Capricorn LaunchPad

Other

- Awarded contract for 2013 CQ Law Association Conference in October 2013 – coordinating conference including registrations, accommodation and planning.
- Consultations with CQ NRL Bid and consultants Stephanie Wyeth, Urbis, and Shaun Gallagher, Populous, to provide advice on CQ Stadium Project (stating Capricorn Enterprise’s position on the location of the stadium and recommending stakeholders to invite to public forums);

Visitor Information Centres



Michelle Pownall
Supervisor - Capricorn Spire



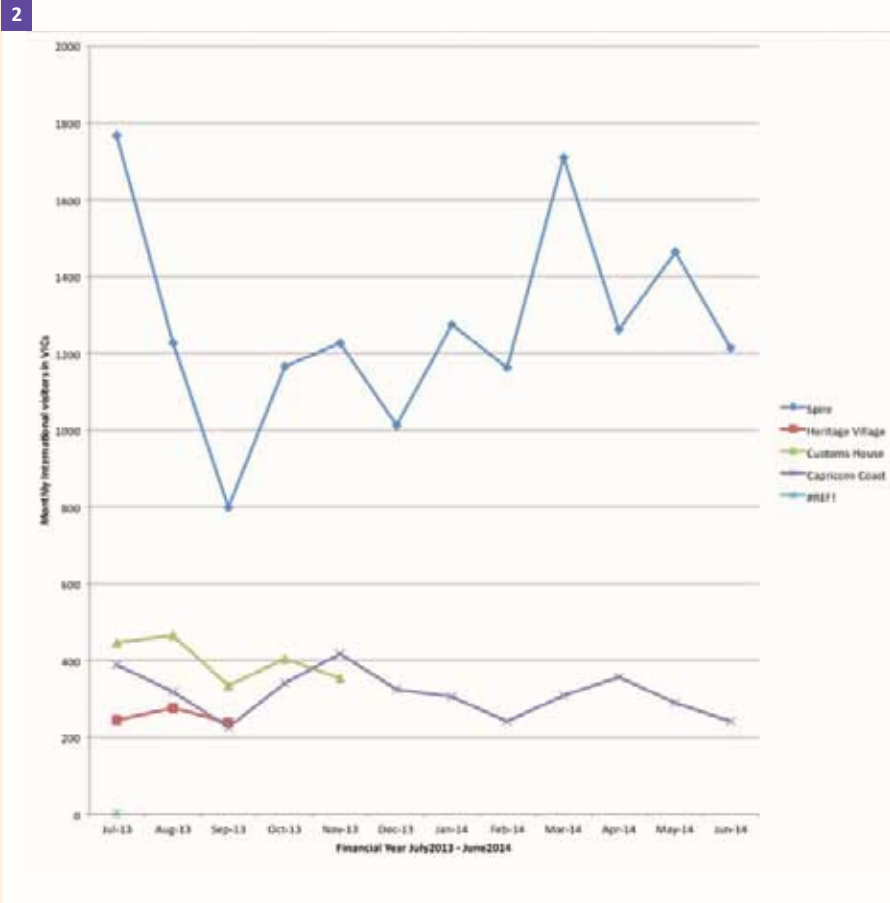
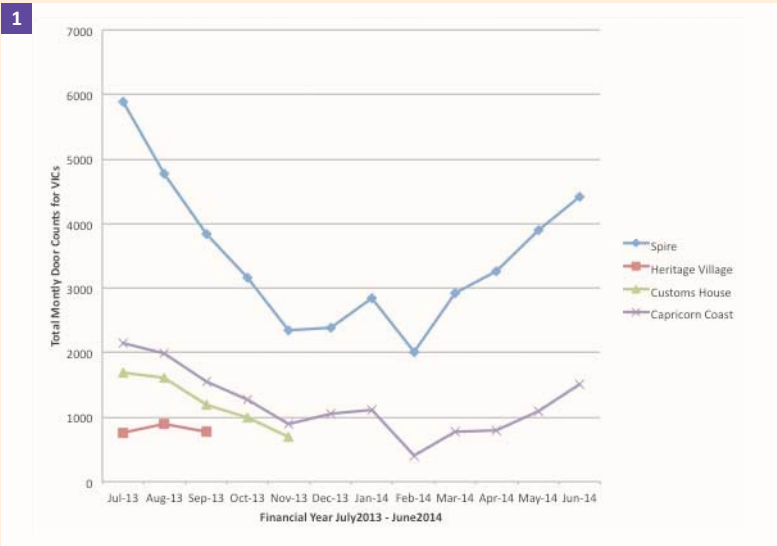
Mindy Brambric
Supervisor - Capricorn Coast



Christine Shonhan
Supervisor - Customs House & Heritage Village
(departed 31.12.2013)

Visitor Statistics & Trends

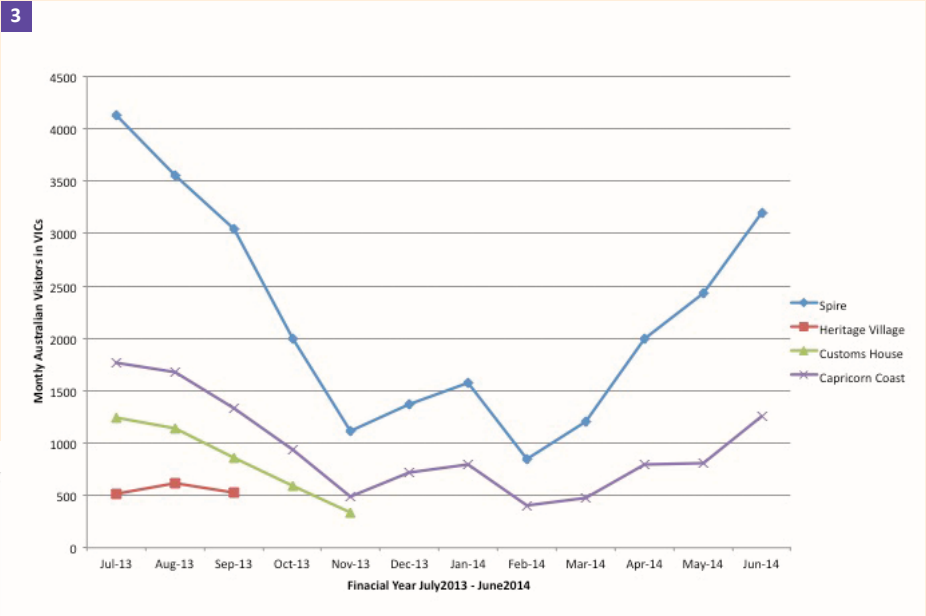
The following VIC visitor graphs demonstrate the seasonality of domestic visitors in the typical peak winter season (June/ July/August/September) which is mainly from southern Queensland and the southern states of NSW and Victoria.



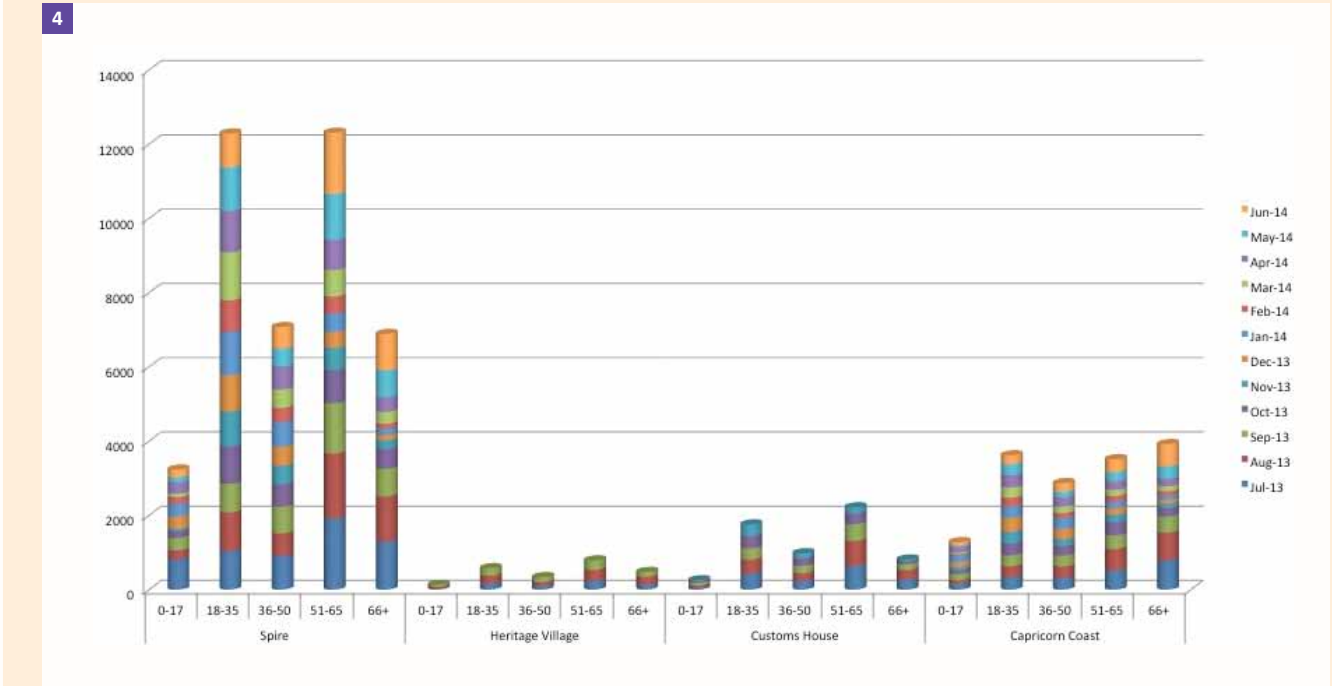
‘Age Groups’ reflects the strong 18-35 age group which is due to independent travelers in hire cars. The international youth market from UK/European, particularly German, as well as North America (Canada and US) is very encouraging. We are also seeing an increase in the French market (small but noticeable).

The graph also reflects our strong 51-65 age group who are mainly travelling in cars and/or caravans/RVs during the winter months.

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



- 1 Total Door Counts within VICs - For Financial Year 2013-2014
- 2 International Visitors in VICs Financial Year 2013-2014 - from Survey Group
- 3 Australian Visitors in VICs Financial Year 2013-2014 - from Survey Group
- 4 Age Groups - From Survey Group - Financial Year 2013-2014



Capricorn Launch Pad

2013/14 for Capricorn LaunchPad was extremely successful. This 18 to 39 year old young professional network has grown with many new faces attending events, each of which seemed to be bigger and better than the last. The Committee focussed on shifting away from just evening social networking events to tap into other facilities and experiences that Rockhampton has to offer. Events hosted in the year were:

- 5th July 2013 - Annual EOFY drinks
- 20th Sept 2013 - Art Gallery evening
- 29th Nov 2013 - Christmas Bowls
- 7th Mar 2014 - Revitalising CBD & Riverfront breakfast
- 11th April 2014- Equitable Access Seminar & Pub Crawl
- 9th May 2014 - Art Gallery evening, GKI 'Get Wrecked'

The Equitable Access Seminar & Pub Crawl was spearheaded by CapLaunchPad executive member Brittany Lauga & funds from a previous council budget for community events allowed us to fly John Mayo, General Manager of Community Development, Spinal Injuries Australia up from Brisbane as guest speaker.

Committee Members during 2013/14:



Gideon Genade
Flinders Group
(Vice President)



Brittany Lauga
CQG Consulting
(Secretary)



Daniel Bartlett
CQUniversity Australia
(Membership Officer)



Lauren Gabriel
Rees R & Sydney Jones



Tracey Siddins
CQ Medicare Local



Jess Turner
Pat O'Driscoll Real Estate
(President)



Capricorn Region 'Hero Experiences'



Southern Great Barrier Reef

Immerse yourself in the stunning world of the Southern Great Barrier Reef, just a stroll off the long sandy beaches of Great Keppel Island.

Supporting Attributes and Potential Clusters:
Island cruises and charters, dive/snorkel with turtles and dolphins, camping, parks, Great Keppel Island.



Carnarvon Gorge and Natural Wonders

Explore coastal rainforests or escape into the ancient world of sandstone gorges with unique plant life and 19,000 year old Aboriginal art.

Supporting Attributes and Potential Clusters:
Carnarvon Gorge, Byfield State Forest and National Park, Blackdown Tableland, Mount Etna Caves, Mount Archer, Mount Zamia.



Caves and Fossicking

Unlock the secrets of the ages as you visit limestone caves or unearth natural treasures fossicking in a country embedded with great mineral wealth.

Supporting Attributes and Potential Clusters:
Limestone caves, Sapphire Gemfields, mines, thunder-eggs, fossicking, Dig the Tropic, bats, Underground Opera Co.

In partnership with Tourism and Events Queensland, the hero experiences have been created to deliver the region's 2020 tourism vision, brand promise and the 'themes' that underpin the vision and brand.

The Visitor Experience

A tourism 'experience' is the emotional feeling or personal achievement a visitor derives from the purchase, participation or consumption of a tourism product – accommodation, attractions or tours. The 'tourism product' is what the customer buys; the 'tourism experience' is what they remember.

What are 'Hero Experiences'?

Hero experiences are those world class iconic experiences that:

- provide a destination with a real competitive advantage over other destinations,
- focus on what is truly unique or memorable or engaging about a destination, and
- meet the needs of identified target markets.



Regional Specialties and Culinary Delights

Learn about and enjoy the culinary delights of the coast and country, from beef to crocodile to mud crab to tropical fruit.

Supporting Attributes and Potential Clusters:
Beef capital of Australia, Beef Australia Expo, Rockhampton Riverbank precinct, Koorana crocodile farm, fisherman's coop, farm stays.

Members

2013/14

Alphabetical Order

Corporate Members

- Central Highlands Regional Council
- CQUniversity Australia
- Ergon Energy Corporation Limited
- Ian Weigh Toyota
- Livingstone Shire Council
- McDonalds Restaurants Rockhampton
- Rockhampton Regional Council
- Stanwell Corporation Limited
- Tourism and Events Queensland
- Wooralinda Aboriginal Shire Council

Platinum Members

- Gibb Group
- Leading Edge Telstra Shop Rockhampton
- Telstra Business Centre Rockhampton
- Telstra County Wide

Gold Members

- Aurizon
- Central Queensland Hospital and Health Service District
- Commonwealth Bank Rockhampton
- Empire Properties (Qld) Pty Ltd
- JM Kelly Group of Companies Pty Ltd
- Keppel Bay Marina
- Mercure Capricorn Resort Yeppoon
- Mercy Health & Aged Care CQ Ltd
- Oshen Apartments Yeppoon
- Oshen (Adelaide Hills Yeppoon)
- Pat O'Driscoll Real Estate
- Quest Rockhampton
- Stockland Rockhampton
- Tanner Consulting
- The Edge Luxury Apartment Hotel
- The Edge Restaurant & Bar
- Timber Milling Services Pty Ltd
- Tower Holdings
- Wesfarmers Curragh Pty Ltd

Silver Members

- AECOM Australia Pty Ltd
- Brown Consulting (Graham Scott & Assoc)
- Cardno (QLD) Pty Ltd
- Central Qld Properties
- Coal Train Australia
- DC Motors Pty Ltd
- Delaware North Heron Island
- Discovery Holiday Parks Rockhampton
- Great Keppel Island Hideaway
- Herron Todd White
- Holcim Concrete & Quarries
- Homecorp Group
- Kele Property Group
- Keppel Bay Sailing Club
- Lady Elliot Island Eco Resort
- Motel 98
- Rocky's Own Transport Company
- Rosslyn Bay Resort & Wellness Retreat
- The Rock Building Society
- Travelodge Rockhampton
- Yeppoon Central Landel Pty Ltd

Bronze Members

- Abode 37 Motel
- Aitken Legal
- AON Risk Services
- Beaches on Lammermoor
- Beef Australia Ltd
- BMD Constructions Pty Ltd
- Capricorn Caves
- Capricorn Investment Partners
- Big 4 Capricorn Palms Holiday Village
- Capricornia Newspapers Ltd (The Morning Bulletin)
- Central Park Motel
- Central Qld Institute of TAFE
- Central Queensland Indigenous Development Ltd
- City Printing Works
- Citywalk Motor Inn
- Coolwaters Holiday Village
- CQG Consulting
- Discovery Holiday Parks - Lake Maraboon
- Echelon Apartments Yeppoon
- Emerald Cabin & Caravan Village
- Emerald Central Palms Motel
- Emerald Explorers Inn
- Emerald Inn
- Endeavour Inn
- Evans Edwards & Associates
- Fitzroy Motor Inn
- Freedom Fast Cats
- Glenmore Palms Motel
- Gormans Removals
- Gracemere Surveying & Planning Consultants Pty Ltd
- Hamilton Island Enterprises
- Heights College Ltd
- Hutchinson Builders
- iAssist
- Island View Caravan Park
- Kennas Chartered Accountants & Financial Services
- Koorana Crocodile Farm
- Leichhardt Hotel
- Motel 707
- Myella Farm Stay
- Permc Pty Ltd (Discovery Industrial Estate)
- Plantability Constructions Pty Ltd
- Queensland Rail Travel
- Rees R. & Sydney Jones
- Regional Insurance Brokers (CQ) Pty Ltd
- Rockhampton Enterprise Centre
- Rockhampton Jockey Club
- Rockhampton Leagues Club Ltd
- Rockhampton Plaza Hotel
- Rocky Gardens Motor Inn
- Rowland
- Seaspray Resort & Spa
- Sibelco Australia
- Springsure Dooleys Tavern & Motel
- Sun Palms Hotel Motel
- Suncorp Metway
- Takarakka Bush Resort
- The Coast Motel
- The Coffee House Apartment Motel
- The Criterion Hotel
- The Heritage Hotel
- The Strand Hotel
- Tropical Pines Pty Ltd
- True Blue Motor Inn
- Villa Mar Colina

- Vink Publishing
- Western Gateway Motel
- Winter Sun Motel
- XXXX Island
- Zebra Group
- Zilzie Bay Great Barrier Reef International Resort

Small Business Supporter

- 1770 LARC! Tours
- Adecco Australia
- Aizer Building Solutions Pty Ltd
- Almost Anything Web & Graphic Design
- ANZ Rockhampton
- Ascot Hotel Stonegrill Bistro
- Australian Drug Detection Agency
- Australian Nature Guides
- Beachside Caravan Park
- Bell Park Caravan Park
- Best Western Cattle City Motor Inn
- Bobby Dazzler Sapphire Mine Tours
- Bronsan Pty Ltd
- Budget Car Rental
- Capella Van-Park
- Capricorn Coast Mirror
- Capricorn Coast Taxi Service
- Capricornia Training Company
- Capricornian Restaurant
- Causeway Caravan Park
- Central Apartment Group
- Central Highlands Development Corporation
- Centrepont Finance
- Como Holiday Units
- Cooberrie Park Wildlife Sanctuary
- Coral Inn Resort & Flashpackers
- Coucom's Crabpots and Fishing Gear
- Country Club for Accommodation
- CQ Electrics Pty Ltd
- CQNRLBID
- Cruisin' By Beach Hire
- CT Harris & Co
- Denison Boutique Hotel
- Dreamtime Cultural Centre
- Edenbrook Developments
- Elders Real Estate
- Emus Beach Resort
- Fascination Gems and Crystals
- Ferns Hideaway
- Fitzroy Basin Association Inc
- Fitzroy Hotel
- Fitzroy River & Coastal Catchments Inc
- Flinders Hyder
- FM Studios (Fenech Multimedia Studios)
- Funtastic Cruises
- Gardens Tearooms
- Gem Air Caravan Park
- Gemfest Festival of Gems
- Generate PR
- Get Logo'd
- Getaways at Byfield
- Golden Mount Festival Assoc
- Gracemere Caravan Park
- Great Keppel Island Holiday Village
- Hansen Yuncken Pty Ltd
- Heli-central Pty Ltd
- Henderson Park Farm Stay
- Hogs Breath Cafe Rockhampton
- Human Race Events
- Hummer Luxury Limo CQ
- Indigo Gold Pty Ltd
- Kenrose Park

- Keppel & Fitzroy Delta Alliance
- Keppel Coast Arts Council
- Kinka Palms Beachfront Apartments/ Motel
- Lacoa Property
- Lawler Hacketts Chartered Accountants
- Lindley's Panel Works Pty Ltd
- Little House of Gems
- Little Johnny's Tours
- LJ Hooker Rockhampton
- LSC Solutions Pty Ltd
- M & M Sapphires
- Mad Dog Productions
- Mango 4 Office Technology
- Mark Bunt Menswear
- Mecobe
- Michelle Landry MP
- MICOMM
- Miners Heritage Walk-In Mine
- Money Matters Accounting Services
- Motel Lodge
- Mr Rental Rockhampton
- Mt Hay Gemstone Tourist Park
- Nob Creek Pottery
- North Rockhampton High School
- One Real Estate
- O'Reillys Real Estate
- Pacific Hotel & Liquor Barn
- Paint Place CQ
- Parkhurst Motel & Van Park
- Pats Gems
- Paynter Dixon Qld Pty Ltd
- Piranha Insurance Agencies Pty Ltd
- Plumtree Store
- Poinciana Tourist Park
- Pritchard Road Country Resort
- Professionals Real Estate Emu Park
- Sojourn Properties (Pumpkin Island)
- Qld Master Builders Association
- Ray White Real Estate Yeppoon
- Ray White Rural
- Reveur Pty Ltd
- Ripcurl Yeppoon
- Riverside Tourist Park
- Rockhampton Backpackers YHA
- Rockhampton Business Machines
- Rockhampton Court Motor Inn
- Rockhampton Ghost Tours
- Rockhampton Girls Grammar School
- Rockhampton Golf Club Inc
- Rockhampton Helicopters
- Rothery's Coaches
- RPS Fire Pty Ltd
- Rubyvale Caravan Park
- Rubyvale Gem Gallery
- Rubyvale Motel & Holiday Units & Taylors Fine Sapphires
- Sail Capricornia
- Sail Inn Motel
- Silver Wattle Caravan Park
- Sir Graham McCamley
- Skilled Group
- Specialty Travel
- St Brendans College
- Stage & Audio
- Sunlover Lodge
- Surfside Motel
- The Coffee Club Yeppoon Esplanade
- The Landscaper
- TMC Tours
- Trevor McMaster Refrigeration
- Tropical Nites Motel

- WaterPark Eco Tours (Farm stay Cottage)
- Westpac Yeppoon
- Yeppoon Real Estate
- YMYI Affordable Building Pty Ltd
- Youngs Bus Service

Associate member

- Alpha District Tourism & Development Association Inc
- Archer Park Station and Steam Tram Museum
- Ashton Engineering Pty Ltd
- Bendigo Bank - Rockhampton
- BP Gracemere
- Bruce & Geraldine Young
- Business Class Limousines
- Cap Coast Home Loans
- Capella Pioneer Village Inc
- Capricorn Helicopter Rescue Service Ltd
- Capricorn Printing & Publishing
- Centacare
- Central Queensland Military & Artefacts Museum
- Central Queensland News
- Cooe Bay Pharmacy
- Digitalrez Australia
- Emu Park Historical Museum Society
- Footlights Theatre Restaurant
- Fun Over 50 Pty Ltd
- George Street Foodworks
- Georges Workwear & Country Outfitters
- GlobalLinks Learning Abroad
- Hilands Industries
- Keppel Bay Shell Club Inc. T/a Shell World Yeppoon
- Kev Brown's Butchery
- Marlborough Historical Museum
- Mount Morgan Historical Museum
- Mount Morgan Promotion and Development Inc.
- Muggachinno's
- Ola's Holiday House
- Old Rainworth Fort
- Paint Pot Gallery
- Paul Hoolihan
- Rosslyn Bay Fisherman's Market
- Rubyvale Progress Association Inc.
- SMR Advertising
- The Crazy Joker
- The Gallery Fine Arts Society
- The Mill Gallery
- The Pearl Resort & Residences
- Wavelengths for Hair
- While Away Bed & Breakfast
- Yeppoon Aquatic & Fitness Centre
- Yeppoon Chemmart Pharmacy
- Yeppoon Coastguard
- Yeppoon Community Markets
- Yeppoon News

Other

- Capricorn Coast Business and Tourism Alliance
- Kershaw Gardens
- Pilbeam Theatre
- Rockhampton Art Gallery
- Rockhampton Botanical Gardens
- Rockhampton Heritage Village
- Rockhampton Zoo
- Walter Reid Cultural Centre
- Rockhampton Airport

Volunteer

Team Members

2013/14

Peter Allenby
Joan Brown
Maureen Caunt
Fran Campbell
Gordon Campbell
Del Clanfield
Allan Daley
Sandra Daley
Bryan Dobby
Lorna Fraser
Lyn Harris
Vicki Kelly
Daphne Lawrence
Delia Lewandowsky
Joy Liddell
Valda Livingston
Graham Manning
Don Martin
Kris Matveyeff
Fay McBryde
Joan McCamley
Deirdre Parker
Gloria Peff
Lyn Pohlner
Lyn Price
Joan Seaman
Greg Slater
Val Swan
Margaret Tait
Kaylene Thomson
Clare Thwaite
Judy Trinder
Graham Williams
Rodger Williamson
Sandra Buttery
Stephenie Chivers
Gerald Colvin
Sue Fussell
Bev Gilligan
Bev Gully
Jill Hosie
Zela Jansz
Tash Johnson
Alan Lasky
Sue Ledger
Pam McCosker
Jenny McDiarmid
Neil McDiarmid
Robyn McIntyre
Bev McLay
Jean McNae
Kerrie Miller
Denise Morgan
Pam Patterson
Marianne Reich
Anne Sargent
Arlene Stevens
Greg Thomas
Jeanette Toohey
Sherry Williams
No longer volunteering
Kath Powell
Sharyce Pennisi
Bill Halloran



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Thankyou to our Partners

We sincerely thank all our Members, Sponsors, Local Government Stakeholders and Partners for their support during 2013/14.



Ian Weigh Toyota

