

Annual General Meeting

Capricorn Enterprise | 2012/13 Report



capricornenterprise.com.au



**CAPRICORN
ENTERPRISE**
Region of Innovation

SNAPSHOT - The year in review

August 2012



Tourism Staff Training, Central Highlands

October 2012



Launch of XXXX Island, Members Day

November 2012



Spire receives a much needed 'facelift'...

January 2013



Rocky floods and community digs deep for Premier's Relief fund.

February 2013



Capricorn Enterprise Mud Army, with Mercure Capricorn Resort and Rockhampton Girls Grammar School.



State Treasurer the Hon Tim Nichols, discusses our region's 7 Priority Projects.

March 2013



Regional Tourism Forum draws big numbers.



Very charismatic Duncan Armstrong lends a hand in our bid for 2018 Commonwealth Games pre training.

April 2013



The Greg Norman Golf Design team arrives in Rockhampton to visit Great Keppel Island.

May 2013



Finally! GKI Revitalisation Plan gains support from Local, State and Federal Government.



Capricorn crosses the Pacific to promote the region to our Kiwi friends.

June 2013



\$500,000 Southern Great Barrier Reef, 'Where Great Begins' campaign launched domestically.

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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, of which five 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 Regional Council boundary only (including the Capricorn Coast).

Chairman’s Message

I am proud to present the 2013 Annual Report to members and stakeholders of Capricorn Enterprise.

We have much to celebrate in this great region and it has been terrific to be a small part of a dynamic organisation that has played a pivotal role in many projects across the Capricorn Region. As has been stated in previous years, Capricorn Enterprise is a non-for-profit community organisation, that by charter is here to serve and deliver positive results for our members, stakeholders and importantly the greater community of the region. While local and regional Tourism will continue to be a major focus for the organisation, it is clear from the recent Queensland Government Destination Q forum, that Tourism is really everybody’s business. Therefore the broader focus on regional Economic Development will be critical for the prosperity of the region and growth of the Tourism sector.

When Capricorn Enterprise was formed, there was a clear need for a truly independent and apolitical regional voice that could ensure growth and prosperity for the region as a whole and importantly for all businesses – small or large. The term Economic Development is widely thrown around, often with little understanding or perspective as to the real outcome of the term. Governments at all levels embrace “Economic Development” but what does it mean and how do you measure the outcomes of associated activities.

From the Capricorn Enterprise perspective, ED covers not just strategies, activities or outcomes but really it means attitude! A positive attitude and a will to succeed as a region, with a well implemented plan and shared vision with community buy in, support and ownership, ultimately delivers real Economic Development. Therein lays both the challenge and enormous opportunity for the future of the region.

I would like to think that when our Board and stakeholder group agreed on the Seven Priority Projects for the region back in July 2010, we finally had the clear focus, shared vision and buy in to make these projects the clear winners for the headline “big picture” Economic Development and Tourism projects, that once delivered would underpin broader growth including the confidence for the private sector to invest around these seven critical projects for the region.

Capricorn Enterprise’s independence allowed these projects to progress across many different facets of the political arena and I imagine as we draw close to a new political landscape across all levels of Government, the role for a strong, dynamic and industry driven regional organisation will be more important than ever. The warning signs are there and my strong view is to resist dilution at all cost or we will once again be a fragmented and divisional region lacking the horsepower to achieve our real potential. Yes there will be grassroots localised needs across all industry sectors but the maturity of collaboration across many areas will be necessary to compete for the big foundation projects that will have cross boundary benefits and outcomes.

Before we know it 2014 will be upon us and with that the natural start of a new year of planning and anticipation ahead. Your Board will no doubt be ready with a new strategic plan including a revised set of Priority Projects. Can I ask each of you to step up and have a say, participate in the process and help support and deliver these, as much as for yourself as for the region as a whole!!

You will also see some new faces as a number of Directors step down and the opportunity for broader membership and industry involvement through the restructure of the Board as well as the Tourism and Economic Development Management Committee structure. These changes will allow for a smaller skill based “Governance and Strategic” Board supported by dynamic management committees with grassroots membership and real decision making opportunities.

Can I thank a number of people including outgoing Vice Chair – Michelle Comley who has been a “champion” for



this organisation and its members as well as a very capable and supportive deputy. Scott McCartney, former Chair of RTBI and Board member, can I thank you for always keeping us mindful of where we came from and the importance of listening to all members. Steve McCosker, former Deputy Chair of RRD and current Board member, thanks for your enthusiastic support for the organisation and your passion for the region, as well as the wealth of real life and business experience you provided.

To Mayor Margaret Strelow, Mayor Peter Maguire and CQUniversity Vice-Chancellor Professor Scott Bowman, can I thank each of you for the pivotal role you have played and the support you have provided to the organisation, particularly with consideration of the very busy schedules each of you have. The on-going engagement with Local Government and CQUniversity will be a key strategy for the organisation and a mutually beneficial relationship.

To Mary Carroll and the entire management and operations team, it is hard to put my appreciation into words, so I’ll capture it in this - “WOW, what a team!!!” To the Board as a whole, can I thank each of you for the unrelenting commitment to the region; it has been an absolute pleasure to join you. To the many Visitor Information Centre volunteers, put very simply, our region and industry owes each of you our deep gratitude for keeping our visitors well informed and travelling across the region, thank you!!

Can I also thank members of the Audit and Risk committee, your role is often not reported but vitally important to ensure good governance is not just discussed but implemented, so thank you to Chair Wayne Collins and members Darren Smith, Michelle Comley, and Julie Tanner.

Sincere thanks should also be acknowledged to our honorary legal advisor, Charles Ware, who has assisted us over the years to ensure our constitutional requirements are fulfilled.

To the members and stakeholders, can I thank you for the on-going support of Capricorn Enterprise, it is really up to you to shape the direction for the future but be assured you have a committed team to deliver for you.

Can I conclude by saying it has been an absolute honour and a real privilege to serve you for the last 10 years as Chairman of both this organisation and previously Capricorn Tourism and Development, it has been one hell of a journey!!! I look forward to continuing to be an active member and supporter.



Grant Cassidy
Chairman, Capricorn Enterprise

Image:
Capricorn Enterprise Chair & CEO catch up with Premier Newman during his whistle stop visit to Rockhampton, to discuss important Regional Priority Projects. January 18th 2013.



Message from the CEO

Leadership, professionalism, dedication, commitment – these are the words that come to mind when I reflect on the team at Capricorn Enterprise; our volunteer Board of Directors, our wonderful Visitor Information Centre volunteers, and our small team of paid Staff who are absolutely committed to our Members, our Destination and our Community.

We have been very focussed on our Strategic Plan (2010 – 2013) and its 7 Priority Projects for the region over the past three years. As a result, this year, we have celebrated with our industry, local and state government partners, the final approvals of the Gracemere Industrial Area, Great Keppel Island Revitalisation and the CQUniversity TAFE Merger (Queensland's first Dual Sector University), a comprehensive summary of which is included in this report.

Just like our business Members, our Organisation is not immune to industry and economic trends, funding and political changes, legislative and audit requirements. The contemporary nature of the multiple industry sectors across which we work, shapes our resolve in striving for continual improvement and achieving excellent results.

As CEO of this great Organisation, I have been honoured to participate in a number of industry committees over the past year to benefit our region and industries, and can assure our Members, that Capricorn Enterprise is held in high regard throughout the State. 2012/13 Committees include:

- DestinationQ Working Group – *Ministerial appointment*
- CQ Regional Planning Committee – *Ministerial appointment*
- CQUniversity Council – *Ministerial appointment*
- RTO Network Chair (13 Qld RTO's)
- QTIC Board Member (Queensland Tourism Industry Council)
- Queensland Drive Strategy
 - o Roadside Rest Area consultative forum (sub-committee)
 - o Camping Options Reference Group (sub-committee)
- Queensland Drive Alliance
- National Parks Tourism Reference Group
 - o National Parks camping working group (sub-committee)

Capricorn Enterprise also represents our industries via our membership of:

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

I have no doubt as you read this AGM report, you realise the enormity of our efforts during 2012/13. I sincerely thank our Chairman Grant Cassidy for his leadership and dedication for the past three years at the helm for Capricorn Enterprise as well as his Chairmanship for the previous seven years of Capricorn Tourism and Development, one of five predecessor Organisations merged into a 'one-stop-shop' at Capricorn Enterprise on the 1st July 2010.

Members, this is your Organisation and its success is due to your unity of purpose.



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)



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



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



Geoff Clarke
Chameleon Research
(Board member elect Economic Development)
Until January 2013



Scott McCartney
Specialty Travel
(Board member elect Tourism)



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



Steve McCosker
DC Motors
(Board member elect Economic Development)



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



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



Professor Scott Bowman
Vice Chancellor CQUniversity
- Appointed -



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)
(and Audit Risk Management Committee)



Heather Peirano
Piranha Insurance
(Board member elect Economic Development)

Finance Team



Janelle Kerr
Finance Controller



Kathi Perry
Finance Assistant
(Until June 2013)

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."

Our Priority Projects



CRITICAL PRIORITY ROAD, RAIL & AIR INFRASTRUCTURE

Key Milestones:

Capricorn Enterprise & CQUniversity joint study August 2011

“Assessing the regional economic impacts of flood interruption to transport corridors in Rockhampton”. Findings:

- Impact to local economy \$35M and wider Qld economy \$45.7M – TOTAL \$80.7 Million loss due to road closure for a fortnight
- Daily loss of \$730,000 per day due to Airport closure (one month)
- Rail closure for one month/major damage – no export of Coal to Port
- \$500M required to flood proof 5km of Yeppen floodplain south of Rockhampton (over and above \$40M for new Yeppen bridge already committed)

24th April 2013: Prime Minister Julia Gillard announced a ten year \$4.1 billion capital works program in Rockhampton which would include the upgrade to the Yeppen South Floodplain, and construction of two new raised northbound lanes, along a new 1.6 kilometre bridge.

18th July 2013: Opposition Leader Tony Abbott announced a 10 year \$8.5 billion Bruce Hwy action plan. This would include \$296 million for the Yeppen Floodplain Project (by committing \$246 million to complete it). Also included is \$121 million for the Rockhampton Northern access upgrade and \$65M to plan and acquire land for the Rockhampton bypass from 2016.



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CQ NRL BID SUCCESS

Key Milestones:

- March 2009 – CQNRL Bid launched
- July 2010 – CQNRL Bid acquire Brothers Leagues Club (renamed to the CQ Leagues Club Rockhampton. At acquisition, the membership was 2250 and it now stands at over 16,000. The new management has spent over \$700,000 to update and improve the club which is still and will always be owned by its members. The CQ NRL Bid has since acquired the former Wests Leagues Club in Bundaberg and renamed it to the CQ Leagues Club Bundaberg.
- Sept 2010 – Qld Premier Anna Bligh commits in writing to build a stadium
- Nov 2010 – NRL CEO David Gallop visits Central Queensland
- May 2011 – 30,000 petition members
- Oct 2011 – Formalised MOU with CQUniversity
- Oct 2011 – Inaugural Junior Development Team completes clean sweep of Northern and Southern Tours beating the best schoolboy teams in Qld
- Feb 2012 – Written commitment from LNP Leader Campbell Newman to build a stadium if elected
- March 2012 – Qld Premier Anna Bligh announces \$500K for business planning/design of stadium (this funding did not eventuate as it was an election promise)
- August 2013 – 43,000 petition members
- August 2013 - \$500,000 funded from the Community Infrastructure Program by the Federal government for “licensing and approvals” stage of the CQ Stadium in Rockhampton. Contract has been executed and will commence in September 2013 & completed by April 2014.
- mid 2014 – CQNRL Bid Business Plan will be submitted to the NRL
- mid to late 2014– NRL expected to announce expansion of 2 teams and shortlist
- late 2014 – NRL expected to announce CQ to be one of the 2 new teams!

DUAL SECTOR UNIVERSITY

CQUniversity and TAFE Partnership to up skill Central Queensland and form Queensland’s first dual sector University (to create one of Queensland’s biggest universities with 20+ campuses, 40,000 students and 2,000 staff)

CQUniversity/TAFE merger Key Milestones:

- August 2011 - Premier Anna Bligh gives merger green light to proceed;
- 12 Dec 2011 - Member for Capricornia Kirsten Livermore announces \$73.8M SAF (Structural Adjustment Fund)/EIF (Education Investment Fund) merger grant;
- <MERGER FAILS TO GO THROUGH BLIGH CABINET BEFORE ELECTION>
- 13 September 2012 - Premier Campbell Newman announces “in-principle support” for merger to proceed;
- 7 December 2012 - Premier gave final Cabinet approval for merger to proceed;
- 3 May 2013 - Member for Capricornia Kirsten Livermore “re-announces” merger funding; release of funds;
- July 2013 - CQUniversity signs final merger agreement with Qld Govt as approved by the Budget Review Committee
- 11th September 2013 – Final Agreement signed between Education Minister John-Paul Langbroek MP and Vice Chancellor Scott Bowman, CQUniversity

CQUniversity has summarised the ‘journey’ below:

- In the past 3 years this project has seen;
- 2 State Governments and 2 Premiers make the same announcements
 - 4 different State Education Ministers
 - 4 Commonwealth Education Ministers
 - 2 funding announcements
 - 4 appearances at State Cabinet
 - 1 appearance at Federal Cabinet
 - 2 appearances at the Budget Review Committee
 - 4 State Government reviews
 - 10 different Central Queensland State MPs take it up
 - 4 Commonwealth MPs





GREAT KEPPEL ISLAND AND COASTAL FORESHORE REVITALISATION

GKI Revitalisation Key Milestones:

5 July 2010 Minister Garrett announced that Tower Holdings could proceed with an application for an EIS – i.e. Declaration of a controlled action March 2012 – The GKI proposal finalises queries from the Departments during the EIS process and goes to public comment.

- State government approval Saturday 2nd March 2013
- Federal government approval Tuesday 5th March 2013
- Local government approval 17th May 2013
- Lease Tenure of 100 years offered 5th August 2013

APPROVED

Yeppoon foreshore revitalisation:

- State government contributed \$4M to remove old Yeppoon hospital
- RRC master planning of site completed 2011
- Feb 2012 State Labor election campaign announced first \$1.36 Million for redevelopment
- Submission for \$1 Million waterpark and \$1.4 Million Centenary of ANZAC funding submitted to LNP and Labor candidates prior to Federal election 2013.



ROCKHAMPTON RIVERFRONT REDEVELOPMENT INCLUDING CONVENTION AND SPORTING PRECINCTS

\$6 Million dollars secured by former State Member for Rockhampton Robert Schwarten in 2012 to progress stage one of the master plan.

These funds were subsequently transferred to the Gracemere Industrial Area (GIA) at the request of the Rockhampton Regional Council in 2013.



INDUSTRIAL LAND

Industrial land and associated infrastructure (every 50 hectares developed at GIA will equate to 2,500 jobs and five hundred (\$500) Million to local/regional economy)

- State government contribution of \$50 Million for grade separated crossing on Capricorn Highway. Work commenced Feb 2012 – CMC Group (Civil and Mining Construction)
- State government approved TLPI (Temporary Local Planning Instrument) application by RRC over Stage 1 of the GIA in Feb 2012. RRC delayed adoption of TLPI until after Local government elections 28th April 2012, which was subsequently overturned.
- 14th May 2013 – RRC ratifies decision to write to Minister for State Development, Infrastructure and Planning seeking approval to adopt the proposed major amendment to the Fitzroy Shire Planning Scheme while protecting community access needs and limiting the heavy vehicle intrusion.
- 24th May 2013 - Official opening of \$50 Million GIA overpass

APPROVED



SUPPORT MAJOR REGIONAL EVENTS

Beef Australia 2015 – \$2.4 Million commitment announced from both LNP and Labor Federal candidates 2013

Capricorn Enterprise support of major regional events is outlined in the events section of this report.

APPROVED



Gracemere Industrial Area Overpass



Neil Lethlean
Economic Development Manager

What investors say...

“The recent approval by State and Federal governments for the Great Keppel Island revitalisation would not have been possible without the incredible support right from the start by Capricorn Enterprise.”

Anthony Aiossa | Project Manager, Tower Holdings - April 2013

“The speed at which we have been able to gain an understanding of the region, meet key stakeholders and service providers, and then subsequently announce the launch of the \$75M Gracemere Industry Park is largely due to the expertise and networks of Capricorn Enterprise, an Organisation we think is critical for the region’s continued economic development.”

Matthew Gibb | Managing, Director The Gibb Group - April 2013

“Relocating from Tasmania was quite challenging, and luckily for us, Capricorn Enterprise was there to assist. Their local knowledge, business networks, genuine interest in our business and passion for the region has made them the best enterprise group in Australia that I have ever worked with. I would not be where I am in the region, without them.”

Brendon O’Connor | Managing Director, Timber Milling Services (Bondoola) August 2013

“To-date our companies have constructed and continues to construct a total of \$155M worth of developments on Rockhampton’s riverbank and Yeppoon’s Main Beach, employing over 1,000 people during construction, numerous jobs since construction, and adding an additional 357 rate payers. I have sought invaluable advice and assistance from Capricorn Enterprise regarding industry trends, meeting with financiers and marketers about the region.

For any larger project (over \$20M at cost) in a regional centre, it is critical to gain the confidence and support of head office financiers, who usually view any major project outside major centres with increased risk. I can say without question that our company would think twice before undertaking any further significant projects in the region without the assistance and support of an organisation such as Capricorn Enterprise. ”

Andrew Beaumont | Eaton Hills | Salt Yeppoon, Empire Rockhampton, Echelon Yeppoon, The Edge Apartments.

Economic Development

The primary focus of the Economic Development Unit throughout 2012/2013 was to attract business interest and investment in the Region which was attained through external promotions at a number of Industry Expos conducted across the State as well as hosting a series of Industry Forums introducing local business to regional infrastructure and resource projects.

GRACEMERE INDUSTRIAL AREA

GIA – Marketing for Investment Attraction.

In association with Rockhampton Regional Council a major marketing program was initiated promoting the GIA with the primary focus being investment and industry development opportunities. The marketing exercise coincided with significant infrastructure works being undertaken including the extension of critical road, water and waste water services to facilitate the extended growth of the Industrial corridor, with the most important infrastructure works being the opening of the \$50M grade separated crossing (overpass) providing safe transport access from the Capricorn Highway to the GIA in April 23rd 2013. This infrastructure has enabled both BDouble and road train transport access to the Industrial precinct.

The overall marketing program included the publication of a revised GIA Prospectus and exhibits at key state wide industry expos including:

- QME – Mackay July 2012. Exhibit at the Reed Exhibitions Queensland Mining Expo in Mackay July 24th – 26th.
- CQExpo – Rockhampton March 13/14 2013 and
- Surat Gas and Energy Expo – Toowoomba. Exhibit at the Surat Basin Expo June 18th – 20th 2013.

Significant investment interest was generated in the GIA over the period with the Melbourne based GibbGroup announcing its \$75m Gracemere Industry Park on Somerset Road and the Kele Property Group (KPG) commencing work of its \$18m Link Gracemere Development.

Rockhampton Region Industry Profile: (RRIP)

In August 2012 the Research Team at CQUni completed the Rockhampton Regional Industry [RRIP] Profile. The RRIP, a Microsoft Excel database, 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)

RRIL, 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.



Yeppoon Foreshore

Carmel Humphries
Economic Development Project Officer

RRIL works by:

- matching the capability of registered businesses to these requirements.
 - providing registered businesses 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. Business' can also register their interest against specific projects.

Industry Development – Linking Industry to Major Projects.

A series of industry Forums have been conducted over the financial year 2012/2013, including:

November 20th 2012 – featuring:

- Arrow Energy Ltd – CSG exploration in the Bowen Basin.
- Energy Skills Qld – skills development to meet Energy demand.
- Bandanna Energy Ltd – Bowen basin developments including Springsure Creek and Dingo West Projects.

March 12th 2013 – featuring:

- Arrow Energy Ltd – engagement with Arrow Energy;
- NBN Co – programmed rollout for the Rockhampton Region;
- QGC – developing a world class gas industry.

May 30th 2013 – featuring:

- Aurizon – major regional projects;
- ADDA – drugs in the workplace;
- Bandanna Energy – project updates and industry registration.
- Aitken Legal – Legal Seminar.

In excess of 400 business representatives from across the extended region attend the three forums.

Business Leaders Lunch Series:

Three keynote presentations by leading business and industry identities were featured at the three Business Leaders Lunches conducted during the year; namely John Borghetti; CEO, Virgin Australia – David Goodwin, President CCIQ and Michael Roche CE Queensland resources Council.

Conference – Making FiFo Work in Regional Communities (March 2013).

Capricorn Enterprise acted as host organisation for the Criterion “Making FiFo Work in Regional Communities” Conference conducted at the Plaza Resort on March 25th and 26th 2013.

Business Support Management Committee (formerly Infrastructure and Investment Focus Group).

The Business Support management Committee, met on five occasions during the financial year covering off on topics such as regional investment, infrastructure works and priorities, employment training



and skills development, regional meetings, seminars and conferences, industry forums, and Government programs etc. The Committee, chaired by Graham Scott is comprised of representatives from business and industry, finance, and government agencies.

Community Support:

- Working closely with Gracemere Industry Inc. on the development of marketing material and strategies to advance the GIA as a primary Industrial Area for transport, logistics, supply chain and service groups.
- In consultation with Gracemere Community Voice Inc Capricorn Enterprise completed a Submission supporting the development of a High School to service the Gracemere area for presentation to Government.

Economic Development Studies, Reports and Profiles:

A variety of economic, data and demographic analysis, covering the immediate region, has been undertaken by the ED Unit throughout the year. These Studies include: population trends, climate, dwellings, employment and journey to work. In addition, major analysis associated with Reports, including updating the CQ Major Projects Study and Economic Profile have been completed. Special research and analysis was undertaken to complete reports for the Capricorn Coast Business Alliance (CCBA), The Capricorn Coast Profile, and Gracemere High School Submission. All associated studies and reports are accessible on the Capricorn Enterprise web site; www.capricornenterprise.com.au

Establishment of a Regional Economic and Community Development Liaison Group:

A new collaborative Group focusing on establishing economic and community development regional opportunities and networking was formed earlier this year. The group, comprised of representatives from a range of local groups and organisations – including Capricorn Enterprise, Capricornia Chamber of Commerce and Industry, Capricorn Coast Business Alliance, Busi Women, Gracemere Industry Group, Gracemere Community Voice and Mount Morgan Promotion and Development (MMPAD).

Economic Development Australia (EDA) – National awards for Economic Development Excellence 2012.

Environmental Economic Innovation Award – Highly Commended CQIBEN.

Capricorn Enterprise nominated the Central Queensland Innovative Built Environment Network (IBEN) Group for an Innovation Award coinciding with the 2012 EDA National Congress conducted in Cairns in October 2012, which received a highly commended award.

2013 Festival of Innovation – May 15th – 16th.

A very successful two day Festival of Innovation was conducted in May to advance Innovation and Best Practice in the Transport and Logistics sector and the Digital Economy. Facilitated as a collaborative involving Federal and State Departments and Capricorn Enterprise, the two day event attracted an array of excellent speakers from a broad range of expertise in Transport and IT including Peter Blasina ‘the Gadget Guy’, Sigi Hill – Apple Corporation, Zoe Wyatt – Social Media Specialist as well as range of local ICT experts.

Digital Economy Task Force: RRDET and ICT Cluster:

With the current rollout of NBN Co services across the region Capricorn Enterprise actively participate in both the digital economy taskforce and ICT cluster. Regular meetings of the two groups are held to advance IT knowledge across the broader business community.

Skills and Labour Working Groups:

Representatives of the Economic Development Unit actively participate in a variety of Employment and Skills Development Groups including the Training Reference Group, Skilling CQ Group, Rapid Interview Network Group (RING) and Schools to Jobs (S2J) Alliance.





Regional Tourism Forum

Krista Brown
Tourism Manager

Tourism & Marketing

The 2012/13 year has been an exciting year for the Tourism and Marketing department. Not only were visitation numbers on the increase, we were also part of the very first \$500,000 Southern Great Barrier Reef campaign.

The inaugural Regional Tourism Forum was held on 28th February 2013. The business community was invited to attend this important day which was an opportunity for operators from throughout our Capricorn Region to be informed and get involved in our marketing activity, increase their knowledge about digital marketing, product development and important trends in our industry. Capricorn Enterprise, in partnership with Tourism and Events Queensland and industry partners, presented topics including:

- 2013/14 Marketing Plan and Action Calendar
- Southern Great Barrier Reef Campaign activity and co-operative opportunities
- Latest trends – airline, cruise, drive etc
- Destination Hero Experiences
- Cultural Tourism

Trade Mentoring Program

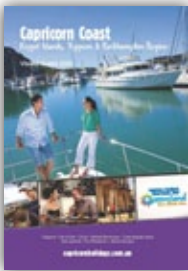
Capricorn Enterprise in partnership with Tourism and Events Queensland has now hosted five Trade Mentoring Programs over the past three years. This program has been critical in upskilling operators in the tourism retail, wholesale and inbound tour operator (ITO) distribution network.

Capricorn Suite of Collateral

Each year Capricorn Enterprise produces a suite of tourism/lifestyle collateral to promote the Capricorn Region. The 2013 suite of guides included: 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.

Southern Great Barrier Reef Touring Guide:

A complete new publication has been created in conjunction with Gladstone Area Promotion and Development Limited (GAPDL) and Bundaberg North Burnett Tourism (BNBT), and replaces the previous Capricorn Holiday Planner as a key piece of collateral to assist travellers planning touring trips through the Southern Great Barrier Reef. This brochure is targeting the self-drive market.



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. Capricorn Enterprise applied for a contestable funding grant in partnership with Outback Queensland Tourism Authority, Central Highlands Regional Council and Central Highlands Development Corporations for a new campaign to be rolled out in the 2013/14 year. A new website for Dig the Tropic was also completed in 2012/13 www.digthetropic.com.au



Contestable Project Funds

In the 2012/13 year, Capricorn Enterprise successfully applied for and project managed the following two contestable funding projects:

- \$58,250 Contestable funds – Total marketing project \$116,500 for the Queensland Tourism Data Warehouse (QTDW) Mobile Platform Project (* in partnership with 6 other Qld RTO's listed below) – contribution from Capricorn Enterprise & each RTO \$8,321.00
*Southern Queensland Country Tourism, Fraser Coast Tourism, GAPDL, Bundaberg/North Burnett Tourism, Mackay Tourism, Whitsundays Marketing & Development
- \$85,000 Contestable funds – Total marketing project \$170,000 for SGBR campaign (in partnership with GAPDL and Bundaberg RTO's and \$10K co-op from operators) – contribution from Capricorn Enterprise & each RTO \$25K
An extension to September 2013 to acquit the SGBR project funds for the SGBR campaign was granted, as we are still undergoing marketing activity – for example hosting NZ trade in-region etc.

Contestable - Southern Great Barrier Reef Campaign (New Zealand)

SGBR as a brand is gaining extremely strong interest as a result of this campaign. Below is a summary of the activity conducted throughout 2011/12 as a result of the above funding.

Activity	Result 2011/12
Creation of SGBR website	www.southerngreatbarrierreef.com.au A new trade dedicated website was created to showcase all 'trade ready product'.
Flight Centre Consumer Shows, New Zealand	Attended shows in Wellington & Auckland. Dedicated flyer was created for this show.
Creation of SGBR Trade Brochure.	This brochure was the primary collateral for all trade events.
Tri State Workshop, Sydney (May 2012)	100 x 7 min appointments conducted with front line agents.
Let's Travel Magazine, NZ (2012)	3 pages of advertising were placed in this NZ magazine to complement 10 pages of editorial on SGBR.
SGBR Destination Showcase & Agent Training in Auckland (May 2013)	A destination showcase was hosted by SGBR and TEQ NZ was held in Auckland and Christchurch. 9 operators were also in attendance including The Edge Apartment Hotel & Capricorn Caves. Judy Baily was a special guest at the Auckland event to promote SGBR.
Hosted SGBR TriState Trade Famil (May 2012)	A variety of front line travel agents from NZ participated in a famil of the SGBR.
Australian Tourism Exchange, Perth (June 2012)	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.
Australian Tourism Exchange, Sydney (April 2013)	SGBR had excellent representation at ATE13 with a total of 90 appointments across the 4 days.



Deanne Bowd
Marketing Coordinator

Southern Great Barrier Reef Campaign (Domestic)

The purpose of this campaign is to develop consumer marketing activity to launch and promote the ‘new’ Southern Great Barrier Reef region, generating awareness to the domestic market. The campaign was in market from 12th May to mid-June 2013 across television, radio, print and online mediums.

Activity	Result 2011/12
Creation of a Television Commercial	15 Sec, 30 Sec.
Television	Brisbane, Maryborough, Toowoomba
Radio	Brisbane, Sunshine Coast, Toowoomba
Newspapers	Sunday Mail, Sunshine Coast Daily, Queensland Times, Toowoomba Chronicle, Daily Mercury, Fraser Coast Chronicle, The Gympie Times.
Online	Video, Search Engine Marketing, Online Packages

Marketing Projects

Spire Visitor Information Centre

As the first point of call for many visitors, The Spire facade underwent a refresh in November 2012 with paint, signage and branding updated.

Consumer Shows

In 2012/13 Capricorn Enterprise attended Annual Caravan & Camping Shows in Adelaide, Melbourne, Sydney, Brisbane. During this time we also exhibited at two Flight Centre Consumer Shows in New Zealand and at the My Adventure Expo in Sydney.

Local Campaign: Holiday in Your Own Backyard

The annual ‘Holiday in your own Backyard’ campaign was rolled out in Christmas 2012 and Easter 2013. This campaign specifically targets the Capricorn Region’s core 400km radius. Television schedules included channels 7, 10, WIN, ONE HD, with the call to action being www.capricornholidays.com.au

Television:

- Queensland Weekender (Fun Over 50 Tour Carnarvon Gorge, Way Out Weird & Wonderful Gemfest, Byfield Miners Playground, Scooting Around Yeppoon)
- Getaway (Great Keppel Island)
- 3 Segments on Better Homes & Gardens (XXXX Island and Keppel Bay Marina Fast Ed features).



Visiting Journalist Program:

David Gilchrist - Freelance

“Caravan World” magazine and “Out There” magazine

Emma Boyle - Rough Guides for Adventure Qld. For publishing in Rough Guides guidebook, digital platforms, interactive e-books and downloadable guide chapters.

Print Advertising

Editorial and advertorial features were purchased in the following magazines. Features incorporated Lifestyle, Leisure, Events, Relocation, Investment (Live, Play, Work, Invest) include:

- Spirit In-flight Magazine:
 - Spring 2012 (6 page feature – The Natural Treasures of Capricorn Coast Region)
 - Summer 2012/13 (6 page feature – Rockhampton, Capricorn Coast Region)
 - Autumn 2013 (4 page feature - Capricorn Coast Region – Centre of Growth)
 - Winter 2013 (4 page feature - Capricorn’s Winter Events)
- Go Camping: Full page advertisement Dec 2012-Jan 2013
- AAA Tourism: Full page destination advertisement, plus 16 page section includes Visitor Information Centre advertisements
- Caravanning Australia Magazine: Pre Caravanning Rally Winter Edition (9 page feature – Rockhampton, Capricorn Coast, Central Highlands, Southern Great Barrier Reef)
- RACQ Online Visitor Information Centre: All consumer collateral available for download

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.
- CEO’s weekly column in Capricorn Coast Mirror to promote tourism attractions/events/activities/product – commenced December 2009 and continues to present time.
- Capricorn Destination DVD plays on XXXX Island bus return trip from Marina to Rockhampton Airport
- Various operator offers included in APN publications ‘Explore Tuesday’
- Tourist Radio: Rockhampton, Longreach and Barcaldine
- Production of a Capricorn Coast Backpacker Video showcasing 8 local businesses for use in all forms of direct marketing

Members Participating in Co-Operative Marketing Activity

Thank-you to the members who participated in activity throughout 2012/13

- Brisbane Caravan & Camping Show - Capricorn Caves (1)
- Brochure for My Adventure Expo Sydney - Capricorn Caves, Emus Beach Resort, GKI Holiday Village, TMC Tours, Myella Farmstay, Koorana Crocodile Farm, The Great Western Hotel (7)
- Brochure for NZ Flight Centre Travel Shows - Mercure Capricorn Resort, Villa Mar Colina, Travelodge, The Edge Apartment Hotel (4)
- Backpacker Video (operator buy-in) - Capricorn Caves, Capricorn Day Trippers, Cooberrie Park Wildlife Sanctuary, Emus Beach Resort, Freedom Fast Cats, GKI Holiday Village, Koorana Crocodile Farm, Sail Capricornia (8)
- Australia Day Long Weekend 2012 Flyer (f.o.c opportunity) - Freedom Fast Cats, Mad Duck Leisure Rentals, Coffee Club Yeppoon Esplanade, Frenchville Sports Club (4)
- Christmas 2012 “Holiday in Your Own Backyard” Flyer (FOC opportunity) - Cooberrie Park Wildlife Sanctuary, Footlights Theatre Restaurant, Citywalk Motor Inn, Beaches on Lammermoor, The Waterline, Mt Hay Gemstone Tourist Park, Shio Kaze, Kev Brown’s Butchery, Pat’s Gems, Sail Capricornia, True Blue Motor Inn (11)
- TOTAL Member operator co-op activity (35)

Value of PR Generated - Record \$4 Million (and counting!)

In partnership with Tourism and Events Queensland (TEQ), Capricorn Enterprise and our Members, we can be proud of a record \$4 Million dollars worth of destination publicity for the Capricorn Region. A special mention must go to the Koorana Crocodile Farm for their ABC ‘Croc College’ six part series which generated over \$2 Million dollars worth of publicity. These totals do not include the publicity generated by XXXX Island which has also been in the \$Millions during its first year of operation.





Nathan White
Digital Marketing Coordinator



Ellie Tonkin
Events Executive

Digital Ready Program

Ironman 70.3, Mecure Capricorn Resort

Digital Marketing

Digital Marketing was a large focus for Capricorn Enterprise in 2012/13. 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 along with an Online Image Gallery to allow businesses to utilise professional photos in their marketing. Special discounts apply to CE members.
Corporate website - www.capricornenterprise.com.au
Leisure website - www.capricornholidays.com.au, a mobile version is also available here m.capricornholidays.com.au
Online Image Library - www.capricornimages.smugmug.com

We also manage (in partnership with several other Regional Tourism Organisations) –
• **Dig the Tropic** – www.digthetropic.com.au • **Southern Great Barrier Reef** – www.southerngreatbarrierreef.com.au

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

Social Media

- Facebook leisure (Capricorn); July 2012 - 623, June 2013 – 1608 likes
- Corporate Facebook - 636 likes
- Youtube - 3, 816 unique video views (ED & Tourism)
- Twitter (Capricorn) has 447 followers
- Corporate Twitter - 966 followers
- Instagram – 59 followers

iPhone App

The App provides visitors with comprehensive lists of Accommodation, Attractions, Destinations, Events, Tours and Transport available in Capricorn. • 741 downloads to 30 June 2013. • Updates - Version 1.5 - March 2013

Digital Ready Program

In partnership with Tourism Queensland, Capricorn Enterprise delivered 6 Digital Ready Programs (including one-on-one training) to Members free of charge:
• July 2012 – Capricorn Coast/Rockhampton • August 2012 – Central Highlands/Sapphire Gemfields
• October 2012 – Capricorn Coast/Rockhampton • November 2012 – Central Highlands/Sapphire Gemfields
• April 2013 – Website Critiques Capricorn Coast/Rockhampton
• May 2013 – Website Critiques Central Highlands/Sapphire Gemfields

Photoshoots

- PGA Bid Shoot at Mecure Capricorn Resort
- Great Keppel Island Shoot
- Capricorn Coast Shoot

Technology & Innovation

WiFi is now available at the Capricorn Coast Visitor Information Centre and is FREE to use for all travellers and the general public. The Capricorn Coast Visitor Information Centre is also giving travellers a new and innovative experience through the use of a tablet computer and Tourism App. The App gives visitors a more interactive and independent way of obtaining information on the destination and allows them to bookmark their favourite attractions and have the detailed information emailed directly to their own personal tablet or device.

Events

Specific Special Interest Events 2012/13

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.

Conference – Making FiFo Work in Regional Communities. March 25th/26th 2013 Capricorn Enterprise acted as host organisation for the Criterion “Making FiFo Work in Regional Communities” Conference conducted at the Plaza Resort on March 25th and 26th 2013.

2013 Festival of Innovation – May 15th – 16th

A very successful two day Festival of Innovation was conducted in May to advance Innovation and Best Practice in the Transport and Logistics sector and the Digital Economy. Facilitated as a collaborative involving Federal and State Departments and Capricorn Enterprise the two day event attracted a array of excellent speakers from a broad range of expertise in Transport and IT including Peter Blasina ‘the Gadget Guy’, Sigi Hill – Apple Corporation, Zoe Wyatt – Social Media Specialist as well as range of local ICT experts.

New state and national sporting carnivals to Rockhampton/Capricorn Coast – new sporting events secured during 12/13:

- 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 School Basketball State Championships - U15 – 26 – 29 July 2012
- Netball Queensland Country Carnival – 28-29 July 2012
- Queensland State Youth Championships – Yachting Queensland – 28 – 30 September 2012
- Queensland School Sport Softball Under 19 Girls Championship – 21 – 24 March 2013
- Queensland School Sport Squash Under 19 Girls & Boys Championship – 30 May – 2 June 2013

Major Annual Events (Capricorn Enterprise provides in-kind support and letters of support to Queensland Events). Note that Qld Events funding is not awarded without RTO support.

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

Capricorn Enterprise achieved 188 ATDW (Australian Tourism Data Warehouse) listings for its regional events in the 2012/13 year. 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

Visitor Information Centres



Michelle Pownall
Supervisor - Capricorn Spire



Natalie Lane
Supervisor - Central Highlands
(Until June 2013)



Christine Shonhan
Supervisor - Customs House & Heritage Village



Mindy Brambrick
Supervisor - Capricorn Coast

Capricorn Enterprise operated 5 Accredited Visitor Information Centres in Emerald, Rockhampton & Yeppoon in 2012/13.

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.

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.

The following graph '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). 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.

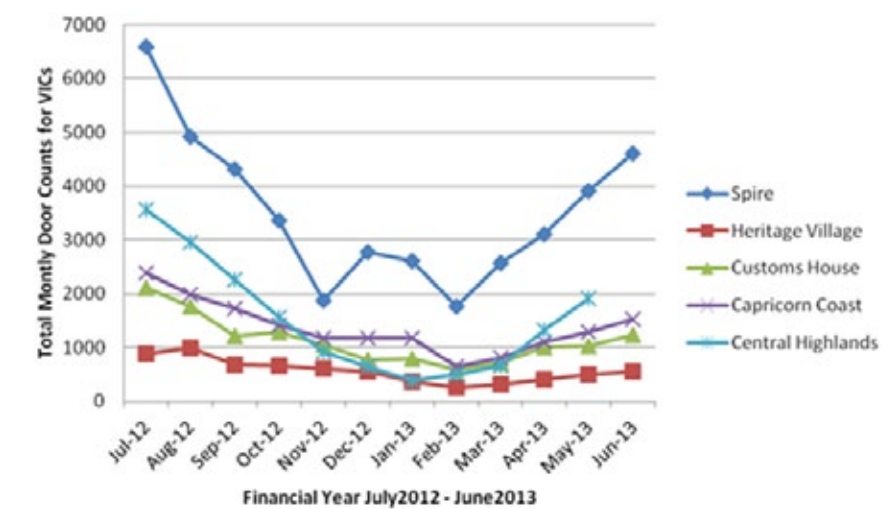
The graph also reflects our strong 51-65 age group who are mainly travelling in cars and/or caravans/RVs during the winter months. This is particularly evident in the statistics at the Central Highlands VIC, with the 66 plus age group is also very strong, as an increasing number of this market seek out 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.

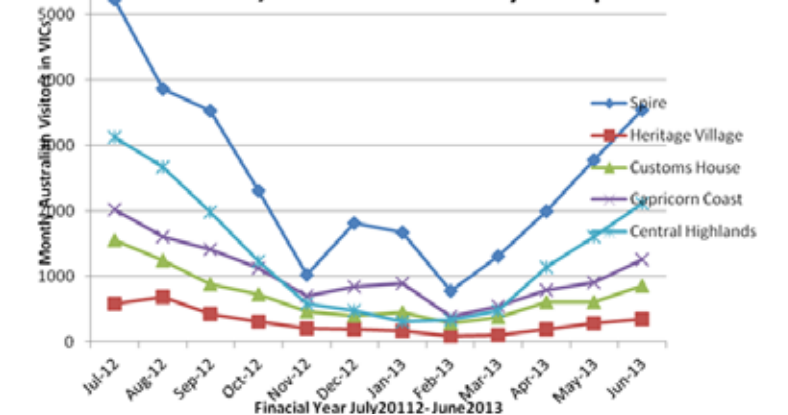


Leah Conachan
Admin Assistant - Capricorn Spire
(Until June 2013)

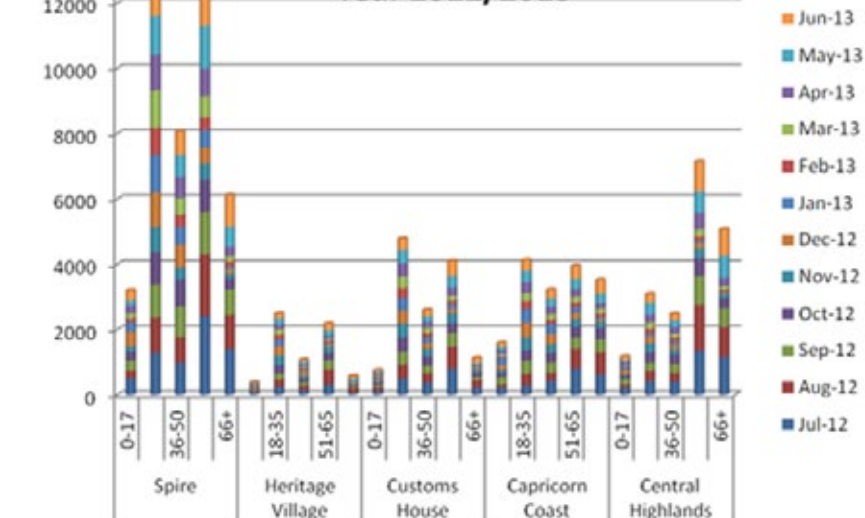
Total Door Counts within VICs - For Financial Year 2012-2013



Australian Visitors in VICs Financial Year 2012/2013 - from Survey Group



Age Groups - From Survey Group - Financial Year 2012/2013



Volunteer Team Members 2012/13

Rockhampton Heritage Village

Central Highlands

Rockhampton Customs House

Capricorn Spire

Capricorn Coast

Judy	Brandt*	Colleen	Young	Joan	Seaman
Keith	Brandt*	Delma	Winten	Greg	Slater
Rosemary	Anderson	Carol	Ferguson	Val	Swan
Jenny	Copcutt	Vivien	Williams	Margaret	Tait
Joan	Hinds	Mabel	Howard	Clare	Thwaite
Len	Johnson*	Fred	Wild	Graham	Williams
Maureen	Kearns	Glen	Wass	Kaylene	Thomson
Leonie	Keene	Sonia	Bridgeman*	Judy	Trinder
Judy	Lindsay	John	Hall	Rodger	Williamson
Alf	Lorraway	Faye	Mayne	Regina	Backhouse*
Zachary	Muldoon	Sally	Roberts	Mary	Biles*
Kath	Powell	Sasha	Hicks*	Bev	Gully
David	Richards	Cindy	Sullivan*	Bev	Gilligan
Lyn	Hill	Joy	Harvey	Anne	Sargent
Yvonne	Rutherford	Peter	Grigg	Denise	Morgan
Christine	Smerdon	Maxine	Wild	Gerald	Colvin
Gavin	Smerdon	Narelle	Roberts	Greg	Thomas
Christoph	Tollner	Kath	Powell	Heather	Tait*
Sel	Williams	Lynn	Hill*	Jean	McNae
Christine	Stanley	Chris	Perry*	Jenny	McDiarmid
Trevor	White	Kelly	Wilson*	Alan	Lasky
Brian	Ashworth	Joan	Brown	Frankie	McRay*
Ken	Baxter	Fran	Campbell	Kerrie	Miller
Julie	Blair	Gordon	Campbell	Katrina	Hicks*
Noelene	Brown	Del	Clanfield	Marianne	Reich
Maureen	Caunt	Sandra	Daley	Meryl	Hutton*
Debbie	Ciesiolka	Allan	Daley	Neil	McDiarmid
Terri	Daley	Lorna	Fraser	Sherry	Williams*
Kathyrn	Davidson	Bill	Halloran	Simone	Howard*
Judy	Fanning	Lyn	Harris	Pam	Patterson
Charley	Goodman	Allyson	Holmes*	Pam	McCosker
Pam	Goodman	Vicki	Kelly	Pauline	Colvin*
Toni	Klerkx	Daphne	Lawrence	Robyn	McIntyre
Lynne	Lowry	Joy	Liddell	Sandra	Buttery
Joy	McCartney	Val	Livingston	Sue	Fussel
Deirdre	Parker	Graham	Manning	Sue	Ledger
Lyn	Patterson	Don	Martin	Stephenie	Chivers
Lawrie	Percy	Fay	McBryde	Teresa	Gudman*
Margaret	Percy	Joan	McCamley	Stephen	Adams*
Gillian	Roach*	Rita	Milne*	Zela	Jansz
Tony	Robertson	Deirdre	Parker	Arlene	Stevens
Glenda	Royes	Gloria	Peff		
Greg	Slater*	Lyn	Price		

* = No longer volunteering



Capricorn Region ‘Hero Experiences’

Over the past 12 months Capricorn Enterprise, in conjunction with Tourism and Events Queensland has been developing the region’s hero experiences. These 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.



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.



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:

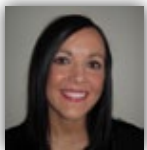
Beef capital of Australia, Beef Australia Expo, Rockhampton Riverbank precinct, Koorana crocodile farm, fisherman’s coop, farm stays.

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 3rd July 2013, at which the 2013/14 Committee were announced. These committee members will be acknowledged in our Capricorn Enterprise 2013/14 Annual Report.

Committee Members 2012/13



Meghan Rothery
Associate, Maurice Blackburn Solicitors
President



Brittany Lauga
Senior Town Planner, CQG Consulting
Vice President



Shane Lacey
Managing Director, Mine Corp



Eammon Atkinson
Journalist, Seven Network



Jessica Turner,
Sales Consultant, Pat O'Driscoll Real Estate
Vice President



Chris Harris
Chartered Accountant, CT Harris & Company



Ben Harte
Principal & Managing Director, Hartecs Group



Priscilla Ruffolo
Priscilla Ruffolo Public Relations

From the 2013/14 President (2012/13 Vice President), Jessica Turner

Capricorn LaunchPad has had a very busy year so far with plenty of different events! In an effort to increase Networker numbers, we hosted a 'Plus 1' function at The Heritage Hotel with a very inspirational talk by guest speaker Grant Cassidy. This event saw a turnout of around 70 people which is a fantastic result and very promising for Capricorn LaunchPad's future.

Scott Bowman from CQ University kindly donated his time to talk at an intimate breakfast about what is happening at the University and their plans for the future. Everybody who attended commented on how positive and interesting it was to learn more about the University.

The Capricorn LaunchPad Race Day was hosted with the assistance of the Central Queensland Amateur Race Day Committee and despite small numbers, was a very enjoyable day.

The committee posed the Top 5 Questions young people in the region had to the candidates in the recent Federal Election. Three candidates responded to these and feedback from Networkers was that the responses or lack thereof, influenced their final decision at the polls. The questions and responses were distributed to Networkers via the Cap LP blog, email & Facebook pages. Our plans for the rest of the year include an evening at Rockhampton Art Gallery and a barefoot bowls Christmas Party.

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".



Member Networking Function

What our members say...

"Capricorn Enterprise is working for we, the tourist operators and our community on a daily basis, without us even realising most of the time. This is particularly evident in helping to push the Great Keppel Project over the line, which was a much needed development for our area. To drive this enterprise, you need people with passion for our area, commitment and the will to put in long long hours. The onflow to the community is huge".

Robyn Madigan | Owner, Island View Caravan Park

"In the more than 30 years I have been working within the Real Estate industry, no other association that our business has dealt with, has been as effective, as engaging and as successful as Capricorn Enterprise within the arenas of new property developments and events presentations and promotions. The attraction to many of our clients, is that the organisation is a stand-alone entity with a depth of resources, experience and advices that creates confidence with the various companies and corporations allowing plans to be actioned into reality".

Pat O'Driscoll | Principal, Pat O'Driscoll Real Estate

" Thanks to an initial introduction from Capricorn Enterprise to the State Health Minister, this association and its work on economic development in Rockhampton gives Mercy Health and Aged Care much more confidence in recruiting specialists to the region which adds significantly to the appeal of Rockhampton as a employment destination. The work of Capricorn Enterprise is to be applauded. Their promotion and development of the region as a vibrant, progressive community has made my task in recruiting specialist staff so much more achievable. Mercy Health and Aged Care could not have achieved our recent recruitment results without the resource and expertise provided by Capricorn Enterprise. This is an important function that has to be efficient, responsive and independent. "

"There is absolutely no doubt that the merger of CQUniversity/CQTAFE would have come this far, if it was not for the efforts of Capricorn Enterprise."

Professor Scott Bowman | Vice Chancellor, CQUniversity - April 2013.

"Capricorn Enterprise supports events that create jobs that keep our staff in work and is an invaluable asset to our business. We seek their expertise, mentoring and support continuously".

David & Diane Humphreys | Owner/Manager, True Blue Motor Inn

" As a tourism operator over the past 25 years we've been involved in various local and regional organisations, but in the past 3 years under one co-ordinated banner Capricorn Enterprise has delivered a more professional, effective and higher level of service, mentoring and support. More than ever we need Capricorn Enterprise to provide a united voice for our region. "

Ann Augusteyn | Owner, Capricorn Caves

2012/13 Members



KEY: ● **GOLD Member** | ● **CORPORATE Member** | ● **PLATINUM Member** | ● **T-QUAL Accredited**

ACCOMMODATION

The Edge Luxury Apartment Hotel ● ●
Empire Rockhampton / Salt Yeppoon ●
Great Keppel Island Resort Pty Ltd ●
Mercure Capricorn Resort Yeppoon ●
Quest Rockhampton ●

Beaches on Lammermoor ●
Beachside Caravan Park
Bell Park Caravan Park
Best Western Cattle City Motor Inn ●
Blackwater Motor Inn
Byfield Getaway
Capella Coach Inn
Capella Van Park
Big 4 Capricorn Palms Holiday Village ●
Causeway Caravan Park
Central Park Motel
Citywalk Motor Inn ●
The Coast Motel
The Coffee House Apartment Motel ●
Como Holiday Units
Coolwaters Holiday Village
Coral Inn Resort & Flashpackers
Country Club for Accommodation
The David Motel
Denison Boutique Hotel
Discovery Holiday Park Lake Maraboon
Discovery Holiday Park Rockhampton
Echelon Apartments Yeppoon ●
Emerald Cabin and Caravan Village ●
Emerald Central Palms Motel
Emerald Explorers Inn
Emerald Inn
Emus Beach Resort
Endeavour Inn ●
Ferns Hideaway
Fitzroy Hotel
Fitzroy Motor Inn ●
Gem Air Caravan Park
Glenmore Palms Motel
Gracemere Caravan Park
Great Keppel Island Holiday Village
Henderson Park Farm Retreat ●
Heron Island - Delaware North Australia
Parks & Resorts ●
Island View Caravan Park ●
Keppel Sands Caravan Park
Keppel Sands Luxury Cottage
Kingfisher Bay Resort Group
Kinka Palms Beachfront Apartments & Motel
Lady Elliot Island Eco Resort
Leichhardt Hotel Rockhampton
Marlborough Motel & Van Park
Motel 707
Motel 98
Motel Lodge ●
Myella Farm Stay
New Royal Hotel - Rubyvale
Ola's Holiday House
Oshen Yeppoon
The Overflow Motor Inn
Parkhurst Motel & Van Park
The Pearl Resort & Residences
Poinciana Tourist Park

Pritchard Road Country Resort
Pumpkin Island ●
Ramboda Homestead
Riverside Tourist Park ●
Rockhampton Backpackers YHA
Rockhampton Plaza Hotel
Rocky Gardens Motor Inn
Rosslyn Bay Inn Resort
Rubyvale Caravan Park
Rubyvale Motel & Holiday Units ●
Sail Inn Motel
Sandcastles 1770 Motel & Resort
Seaspray Resort & Spa
Springsure Overlander Motel
Sun Palms Hotel Motel
Sundowner Motor Inn
Sunlover Lodge
Surfside Motel
Svendsens Beach Holidays
Takarakka Bush Resort
Travelodge Rockhampton
Tropical Nites Motel
True Blue Motor Inn
Villa Mar Colina
Western Gateway Motel
While Away B&B
XXXX Island

LOCAL & STATE GOVERNMENT

Central Highlands Regional Council ●
Rockhampton Regional Council ●
Tourism & Events Queensland ●
Woorabinda Aboriginal Shire Council ●

ATTRACTIONS

Keppel Bay Marina ●
Archer Park Station and Steam Tram Museum
Bobby Dazzler Sapphire Mine Tours
Capella Pioneer Village Inc
Capricorn Caves ●
Central Queensland Military & Artefacts Museum
Cooberie Park Wildlife Sanctuary
The Crazy Joker
Dreamtime Cultural Centre Pty Ltd
Emu Park Historical Museum
Fascination Gems & Crystals
The Gallery Fine Arts Society
Kenrose Park
Kershaw Gardens
Koorana Crocodile Farm
Little House of Gems
M & M Sapphires
Marlborough Historical Museum
The Mill Gallery
Miner's Heritage Walk-In Mine
mojocreations
Mount Hay Gemstone Tourist Park
Mount Morgan Railway Museum
Mt Morgan Historical Museum
Nob Creek Pottery
Old Mick's Gemshop
Old Rainworth Fort
Paint Pot Gallery
Pat's Gems
Pilbeam Theatre
Rockhampton Art Gallery

Rockhampton Botanic Gardens
Rockhampton Golf Club Inc
Rockhampton Heritage Village
Rockhampton Zoo
Rubyvale Gem Gallery
Shell World Yeppoon
Yeppoon Aquatics & Fitness Centre
Yeppoon Community Markets

DINING, PUBS, CLUBS & BARS

McDonalds Restaurants Rockhampton & Gracemere ●
Ascot Hotel Stonegrill & Backpackers
Beaches Restaurant
Bistro 98
Capricornian Restaurant
The Coffee Club Yeppoon Esplanade
The Edge Restaurant & Bar
Footlights Theatre Restaurant
The Frenchville Sports Club
Gardens Tearooms
The Heritage Hotel
Hogs Breath Cafe Rockhampton
Keppel Bay Sailing Club
Muggachinno's - Rubyvale
Pacific Hotel
Plumtree Store
Rockhampton Leagues Club
The Strand Hotel
The Waterline Restaurant
Zilzie Bay Great Barrier Reef International Resort

EVENTS

Beef Australia Limited
Emerald Jockey Club Inc
Gemfest Festival of Gems
Golden Mount Festival Assoc
Fitzroy Delta Festival
Keppel Coast Arts / The Village Festival
Rockhampton Jockey Club

LOCAL BUSINESSES

CQUniversity Australia ●
Ergon Energy Corp Limited ●
Gladstone Ports Corporation ●
Ian Weigh Toyota ●
Stanwell Corporation Limited ●
Central Queensland Health Service District ●
Commonwealth Bank ●
Fitzroy Terminal Project ●
Mercy Health & Aged Care CQ Pty Ltd ●
Pat O'Driscoll Real Estate ●
Wesfarmers Curragh ●
Xstrata Coal Queensland Pty Ltd ●
A&B Mylec Pty Ltd
Adecco Australia
AECOM Australia Pty Ltd
Aitken Legal
Aizer Building Solutions Pty Ltd
Almost Anything Web & Graphic Design
Alpha District Tourism & Develop. Assoc.
Amity Migration
ANZ Bank - Rockhampton
Aon Risk Services Australia Limited
Ashton Engineering Pty Ltd
Australian Drug Detection Agency
BMD Constructions Pty Ltd

Bronsan Pty Ltd
Brown Consulting
Bruce & Geraldine Young
Cap Coast Home Loans
Capricorn Coast Mirror
Capricorn Investment Partners
Capricorn Printing & Publishing
Capricornia College
Capricornia Newspapers Ltd
Capricornia Training Company
Cardno
Centacare
Central Highlands Development Corpora-
tion
Central Queensland Indigenous Develop-
ment Ltd
Central Queensland Institute of TAFE
Central Queensland News
Centrepont Finance
Chameleon Industries
City Printing Works
Clermont Detectors
Coal Train Australia
CQ NRL Bid
CQG Consulting Pty Ltd
CT Harris & Co
Design Real Estate Pty Ltd
Digitalrez Australia
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Edenbrook Developments
Elders Real Estate
Epic Property Investments
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Evans, Edwards & Associates
Fire 8 Queensland
Fitzroy River & Coastal Catchments Inc
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Get Logo'd
GlobaLinks Learning Abroad
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Gracemere Surveying & Planning Consult-
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Herron Todd White
Hilands Industries
Hillcrest Private Hospital
Holcim (Australia) Pty Ltd
Homecorp Developments ATF Homecorp
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Kele Property Group
Kennas
Kinka Shores
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Manage-ICT.com
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Manpower
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MRAEL Group
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Paint Place CQ
Pat O'Driscoll Real Estate
Paul Hoolihan
Piranha Insurance Agencies Pty Ltd
Plantability Constructions Pty Ltd
Professionals Emu Park
Queensland Magnesite Pty Ltd
Queensland Master Builders Assoc
Ray White Yeppoon
Rees R & Sydney Jones
Regional Insurance Brokers (CQ) Pty Ltd
Reveur Pty Ltd
Richard Brosnan
The Rock Building Society
Rockhampton Business Machines
Rockhampton Enterprise Centre
Rockhampton Girls' Grammar School
Rocky's Own Transport Company
Rowland
RPS Fire Pty Ltd
Rubyvale Progress Assoc.
see.think.grow
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SSS Events Pty Ltd
St. Brendan's College
Stage & Audio
Suncorp Metway
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Telstra Business Centre Rockhampton
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Tropical Pines Pty Ltd
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Wavelengths for Hair
Westpac Bank-Yeppoon
Workforce Express Pty Ltd
Yeppoon Coastguard
Yeppoon Real Estate
Zebra Group

RETAIL

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Allenstown Plaza
BP Gracemere
Cooee Bay Pharmacy
DC Motors Pty Ltd
Georges Workwear & Country Outfitters
Kev Brown's Butchery
Leading Edge Telstra Shop
Mark Bunt Menswear
Ripcurl Yeppoon
Rocky Harley-Davidson
Rosslyn Bay Fisherman's Market
The Uniform Centre
Yeppoon Chemmart Pharmacy
Yeppoon News & Souvenirs

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Autowmotives
Budget Car Rental
Business Class Limousines

Capricorn Coast Taxi Service
Capricorn Day Trippers
Freedom Fast Cats
Fun Over 50
Funtastic Cruises
Heli-central Pty Ltd
Hummer Luxury Limo CQ
Little Johnny's Tours & Rentals
Queensland Rail Travel
Rockhampton Airport
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Rothery's Coaches
Sail Capricornia
Sunbus
TMC Tours
Waterpark Eco Tours
Youngs Bus Service



TESTIMONIAL from the CEO of the
Caravan Parks Association of Queensland Inc

Dear Readers,

I write to acknowledge the contributions that Capricorn Enterprise, the official Regional Tourism Organisation for the Capricorn Region, has made to tourism in this State. As Chief Executive Officer of the Caravan Parks Association of Queensland Inc, I make this public testimony.

Capricorn Enterprise's team has strived for all tourism businesses in the Capricorn Region and has countless success stories whereby their actions have benefited the entire region. Capricorn Enterprise continues to strategise and takes action to cement the development and future of their region.

Capricorn Enterprise's CEO, Mary Carroll, has been a supporter, promoter and advocate of the tourism industry for many years. Through her association with Capricorn Coast Tourism, the Leichhardt Highway Promotional Committee and as the CEO, Mary has worked tirelessly in progressing the positive benefits of road based tourism, the largest tourism sector in Queensland. We have worked together as promotional partners for many, many years.

Such is the region's tireless promotion of tourism that their CEO was awarded our Association's "Contribution by a Non-Member" Award at our 2012 State Conference which reflects the efforts of Capricorn Enterprise as a whole entity.

We support Capricorn Enterprise as they support our industry, the future of tourism and your region. We implore you to continue to financially invest in your region's future through your support to Capricorn Enterprise. Recognised as one of the four pillars of this State's economy, tourism and the work Capricorn Enterprise do compliment each other and are examples of what is the future of Queensland.

Yours sincerely,



Ron Chapman
Chief Executive Officer



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ASSOCIATION OF
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A Member of
• Caravan, RV & Accommodation
Industry of Australia Ltd
• Queensland Tourism Industry Council

Dear Readers,

I am writing to express my strong endorsement and support for Capricorn Enterprise, the official Regional Tourism Organisation (RTO) for the Capricorn Region (Rockhampton/Mount Morgan, Capricorn Coast and Central Highlands).

As Chief Executive of the Queensland Tourism Industry Council (QTIC), the state's 'Voice of Tourism' for some 3,000 tourism businesses and industry bodies listed below*, I wish to place on the record my firm view that the skill, professionalism and dedication demonstrated by the team at Capricorn Enterprise in support of your local businesses and your entire region is second to none.

Your region's RTO has shown impressive leadership in a number of areas and provided expertise in many forums across different tourism and industry sectors, including the Queensland Drive Alliance, policy development, advocacy and general industry support. Businesses in Rockhampton, Emerald, Yeppoon and in the entire region have benefited greatly from their efforts, often in discreet but highly effective ways.

Your RTO CEO, Mary Carroll was elected last year by her peers to Chair the Regional Tourism Network (the State's 13 RTO's). Mary was also appointed by the Minister for Tourism, Events and Small Business, the Hon Jann Stuckey to represent RTO's on the *DestinationQ* Working Group. These are voluntary positions over and above her role as CEO of Capricorn Enterprise and her input has proved invaluable.

Your RTO Chairman, Grant Cassidy previously provided his voluntary time as a Board Member of Tourism Queensland for six years from 2006 to 2012. Teamed with his Chairmanship of your RTO for the past ten years, this dedication to your local and regional industry is to be commended.

Much of the work done by Capricorn Enterprise often goes unnoticed, but is critical to the success of thousands of small businesses in Queensland's tourism industry (including accommodation, transport, retail and the service sector).

The recent approval of the Great Keppel Island revitalisation proposed by Tower Holdings was very much due to the incredible efforts of Capricorn Enterprise in lobbying both Federal and State governments, as well as government departments and industry sectors.

QTIC is not government-funded, nor are we a government department; QTIC relies upon the assistance, advice and support of the regional tourism network to advocate to government on critical issues affecting the tourism industry such as the State Planning Policy review, the Great Barrier Reef (GBR) Ports Strategy, the GBR Strategic Assessment, the Nature Conservation Act review, the Ecotourism Plan, Red Tape reduction, Liquor and Gaming Act review, to name a few.

I write to congratulate you, the elected representatives and local businesses on your continued financial support to Capricorn Enterprise. It is an investment in your region's future, allowing it to continue to grow stronger as a destination, increase employment opportunities and help achieve Queensland's target of doubling visitor expenditure in Queensland by 2020. Strong and viable RTOs throughout the state are critical to our industry success and that of your destination.

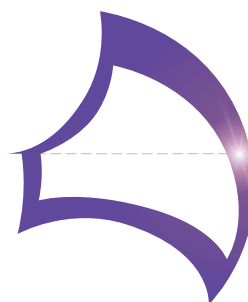
Yours sincerely,



Daniel Gschwind
Chief Executive Officer



LIVE
WORK
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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 2012/13.



Ian Weigh Toyota

