



**CAPRICORN
ENTERPRISE**
Region of Innovation



2019/20 MEMBERSHIP PROSPECTUS

JOIN US...

Destination Marketing | Investment Attraction
Tourism & Visitor Services | Business Support



capricornenterprise.com.au


**Southern
Great Barrier Reef**
Queensland *Where great begins*



Our Purpose

"Facilitating Future Prosperity"

Our Commitment

"Advancing our dynamic region through collaboration, leadership and support."

Who is Capricorn Enterprise?

Capricorn Enterprise is a not-for-profit, apolitical, membership based organisation, advised and influenced by a Board of Directors and Management Committees. We are one of Queensland's thirteen (13) official membership based Regional Tourism Organisations representing a large part of Central Queensland, from the Central Highlands in the west to the Keppel Islands in the east.

We provide Economic Development support to regional industry in Rockhampton and the Capricorn Coast, acting as an independent voice for the business community. We also provide economic development services to Livingstone Shire Council.

The valuable contribution of Members makes it possible for Capricorn Enterprise to advocate across a broad section of Government and industry sectors to secure funding for major projects and support for essential infrastructure, investment and promotion of Capricorn and Southern Great Barrier Reef.

Our local government partners are Livingstone Shire Council and Central Highlands Regional Council. Capricorn Enterprise also works in close partnership with many local community and business groups, as well as State Industry Associations.

Why become a member?

As a member of Capricorn Enterprise you are helping us to:

- Attract domestic and international visitors to the Capricorn and Southern Great Barrier Reef destination
- Assist new **investors**, visitors, business and major events to Capricorn
- Lobby all levels of Government for investment in **regional infrastructure**
- Market Capricorn & Southern Great Barrier Reef through a **strategic web presence**
- **Promote** our region at a national and international level

Overview of the benefits for your business:

- Capricorn Enterprise will **connect you with likeminded people** who share a common goal of maintaining growth and prosperity in the Region
- Access to co-operative **marketing opportunities**, giving you reach you could never achieve independently with substantial cost savings
- Your Membership will give you the opportunity to **maximise your business exposure** through exclusive networking events and seminars, and keep you abreast of economic development, tourism and events in the Region
- Capricorn Enterprise is your **link to business** in the Region. It assists you to get your product into new promotional channels, generate awareness and ultimately sales leads

Ultimately, the benefits are up to you:

Every business takes away something different from membership with Capricorn Enterprise. What you get will depend on what opportunities you take advantage of and how you leverage the member benefits we can provide by working together as a region.

- Maintain an active involvement with our team and tell us what's new (and often!);
- Attend market briefings, member seminars and networking functions get to know other members. We can't stress how important this really is;
- Read the information we send to you and distribute to your team.

Remember, your membership is tax deductible with the membership year coinciding with the financial year, 1 July — 30 June.

Key Activities. Get Involved.



Marketing & Tourism

Capricorn Tourism's marketing goals are to:

- Build awareness of the Capricorn region within our 'Southern Great Barrier Reef' destination brand
- Enhance visitor experiences by promoting the region's diverse attractions
- Increase visitor yield
- Increase visitor length of stay
- Product Development through workshops and one-on-one training.

Destination Marketing

Domestic marketing strategies

Targeting the core target markets of Central Queensland <400km, Brisbane & South East Queensland and the interstate markets including Sydney & Melbourne.

International marketing strategy

Key international markets offer opportunities for growth especially from New Zealand, the UK, Germany, rest of Europe & North America.

Digital Marketing Opportunities

- National and international listing in the **Australian Tourism Data Warehouse (ATDW)**
- **Business Listing** on our Corporate websites capricornenterprise.com.au
- **Leisure Websites** - all ATDW listings are pulled to capricornholidays.com.au & southerngreatbarrierreef.com.au
- **Social Media** Promotion, Training & Mentoring

Events

As an official Regional Tourism Organisation as recognised by the State Government, Capricorn Enterprise works closely with our Event Organisers who receive Queensland Destination Events Program funding via Tourism and Events Queensland.

We maintain a regional Festivals and Events Calendar, write letters of support for funding applications and actively promote events within our region at every opportunity.

Economic Development

Through proactive Membership assisting local Industry explore and develop new opportunities, linkages and networks that result in economic prosperity.

Industry Development Opportunities

Business Collaboration & Growth

- **Be involved in Industry Forums** – introducing Business to a large and expanding list of regional projects. With in excess of \$2Billion of capital investment across the CQ Region we encourage local business to "be informed – be involved"!
- **Attend Business Leaders Lunch Events** - engage with a range of successful entrepreneurs and hear their success stories.
- **Business Development Workshops** – attend workshops designed to assist regional business develop their profile and capabilities.

Regional Economic Data

Access a variety of economic and demographic data from our web site – including the regional Economic Profile with data on employment, business, building, tourism, education, transport and affordability; and our Regional Profile and Statistics on population trends, dwellings and employment including a journey to work fact sheet.

Need something not on the website? Contact us for specific locality and local government reports and up-to-date regional statistics.

Regional Investment Attraction

Actively promote our Regional Advantage for Investment and Industry relocation by supporting promotional and marketing programs designed to entice investment and industry to the broader region – including the Gracemere Industrial Area and Capricorn Coast (Yeppoon and Emu Park).

Industry Marketing Opportunities

- **Capricorn Collateral** including the annual Southern Great Barrier Reef Touring Guide and Capricorn Coast Lifestyle & Visitor Guide.
- Visitor Information Centre **Window Advertising**
- Strategic marketing campaigns
- **Visiting Journalist Program**
The program is designed to introduce members' products and services to media and travel writers. Resulting stories have the potential to appear in State, National, and International publications.

International Trade Shows & Events

- Flight Centre Consumer Expos - AUS
- Australian Tourism Exchange
- Caravan & Camping Shows - Melbourne, Sydney, Brisbane
- Sydney & Brisbane Trade Mission
- QLD on Tour New Zealand & Europe

Capricorn Holidays

Representation at the **Visitor Information Centre (VIC)** - Capricorn Coast.

- Brochure Display Space
- **Booking Services**
- Regular **Volunteer Famils**

Our Team

MANAGEMENT TEAM

- **Mary Carroll**
Chief Executive Officer
marycarroll@capricornenterprise.com.au
- **Neil Lethlean**
Regional Economic Development Manager
neillethlean@capricornenterprise.com.au
- **Kerry Kerr**
Tourism & Marketing Manager
kerry@capricornenterprise.com.au

MARKETING & PROJECTS TEAM

- **Krista Brown (Part-Time)**
Senior Marketing Executive
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- **Heather Congram**
Marketing Executive
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- **Alyssah Anderson (Part-Time)**
Marketing & Communications Coordinator
alyssah@capricornenterprise.com.au
- **Carmel Humphries**
Project Officer
carmelhumphries@capricornenterprise.com.au

ACCOUNTS/OFFICE MANAGEMENT

- **Janelle Kerr**
Finance Controller
janellekerr@capricornenterprise.com.au

VISITOR INFORMATION CENTRE

- **Leanne Smith & Kathi Perry**
VIC Supervisors - Capricorn Coast
leannsmith@capricorncoast.com.au
- **Volunteer Ambassadors**
30 volunteer ambassadors

Our Board of Directors

Capricorn Enterprise is governed by a volunteer Board of Directors made up of elected industry representatives.

- **Derek Lightfoot (Chair)**
Tropical Pines
- **Bob Pleash (Deputy Chair)**
Individual Member
- **Max Hogan**
Ergon Energy
- **Helen Schweikert**
CapCoast Homeloans
- **Heather Peirano**
Piranha Insurance
- **Chris Harris**
CT Harris & Company
- **Narelle Pearse**
CQ University
- **Cr Nigel Hutton**
Livingstone Shire Council

Membership Levels

CORPORATE & PLATINUM

Recommended for medium and large organisations that have a presence in the Capricorn Region and/or wish to engage in the growth of the Region through supporting economic development, business events and tourism.

GOLD

- Recommended for businesses with 25+ Full Time or equivalent staff
- Accommodation with 60+ Rooms
- Businesses with 5+ business locations
- Medium/Large Retail Complex or Shopping Centre

SILVER

- Businesses with 16-24 Full time or equivalent staff
- Accommodation with 35 -50 Rooms
- Businesses with 3-5 business locations
- Small Retail Complex or Shopping Centre

BRONZE

- Businesses with 5 – 15 Full time or equivalent staff
- Accommodation with 16-34 Rooms
- Businesses with 2-3 business locations
- Commercial Events

CULINARY PARTNER

Business operating solely as a food and/or beverage provider, predominately sourcing local produce. This could include cafes, restaurants, etc. This level also includes a complimentary listing with the Australian Tourism Data Warehouse.

SMALL BUSINESS SUPPORTER

- Business with 1-4 Full time or equivalent staff
- Accommodation with 1-15 rooms
- Not-for-profit Events

"As a Director of All Industries Group, I wish to place a record of our appreciation for the contact, introductions and referrals that have been extended by Neil Lethlean, Economic Development Manager, particularly in the key areas of Defence procurement and services, regional infrastructure project details and investment opportunities. Whilst the relationship with Neil has only been developed in recent times, Neil's referrals to Defence networking and information forums, plus extended details in respect to regional projects has expanded our business/industry network to include new and developing markets. In addition, the recent mentoring appointment that our Group had with Rodney Love from the Centre for Defence Industry Capabilities (CDIC) has allowed a better understanding of Defence procurement and service delivery opportunities which we will evaluate as part of our ongoing development strategy. We look forward to the continued liaison with Capricorn Enterprise for our mutual benefit.

Trent Miles | Director, All Industries Group Yeppoon – June 2018

Contact Us



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Capricorn Coast Office:
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THANKS TO OUR CORPORATE PARTNERS

