



2023/24 MEMBERSHIP PROSPECTUS

JOIN US...

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





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 the Capricorn region and Southern Great Barrier Reef destination.

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:

- Assist new **investors**, visitors, business and major events to Capricorn
- Lobby all levels of Government for investment in **regional infrastructure**
- Attract domestic and international visitors to the Capricorn Region and Southern Great Barrier Reef destination
- Market the Capricorn & Southern Great Barrier Reef destination 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 Enterprise'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 visitcapricorn.com.au & queensland.com
- **Social Media** Promotion, Training & Mentoring

Industry Marketing Opportunities

- **Capricorn Collateral** including the Yeppoon & Capricorn Coast Insider's Guide.
- Visitor Information Centre **Window Advertising**
- Strategic **marketing campaigns**
- **Visiting Journalist/Influencer Program**
The program is designed to introduce members' products and services to media, travel writers, bloggers & social media influencers. Resulting stories/posts have the potential to appear in State, National, and International platforms.

International Trade Shows & Events

- Australian Tourism Exchange
- Caravan & Camping Shows - Melbourne, Sydney, Brisbane, Sunshine Coast
- Sydney & Brisbane Trade Mission
- QLD on Tour New Zealand & Europe

Visitor Information Centre

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

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

Workshops & Industry Development

Examples of workshops and development programs facilitated annually include:

- Tourism Trade Mentoring
- **Digital Marketing Training**
- Experience Development Mentoring

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 \$4 Billion 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).

'Work in Central Queensland' Online Platform

This industry platform is a valuable commodity for local employment markets, spanning from the mining sector to agriculture, infrastructure, Defence, tourism and hospitality, together with big business and research in major towns.

The online and mobile solution benefits a myriad of people from job seekers, employment-focused community groups, training organisations, councils, employers of all sizes together with many other groups. 'Work in Central Queensland' delivers smart matching of interested talent, strong communities, and localization of jobs, skills, talent, and capital.

'Live Capricorn Coast' Livability Platform

This platform integrates our workincentralqueensland.com.au platform, and showcases the unique factors which make the Capricorn Coast (incorporating the Rockhampton region) a destination of choice.

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

OUR TEAM

MANAGEMENT TEAM

- **Mary Carroll**
Chief Executive Officer
marycarroll@capricornenterprise.com.au
- **Krista Brown** (5 Days Part-Time)
Tourism & Marketing Manager
kristabrown@capricornenterprise.com.au
- **Frank Edwards**
Industry Engagement Manager
frankedwards@capricornenterprise.com.au
- **Lyn Pascoe**
Bookkeeper/Administration Assistant
accounts@capricornenterprise.com.au

MARKETING & PROJECTS TEAM

- **Alyssah Anderson** (5 Days Part-Time)
Marketing & Communications Executive
alyssah@capricornenterprise.com.au
- **Carmel Humphries** (4 Days Part-Time)
Economic Development Executive
carmelhumphries@capricornenterprise.com.au

VISITOR INFORMATION CENTRE

- **Sarah Rice** (Part-Time)
VIC Supervisor - Capricorn Coast
vicsupervisor@capricorntourism.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)**
Individual Member
- **Bob Pleash (Deputy Chair)**
Individual Member
- **Max Hogan**
Ergon Energy
- **Kim Harrington**
CQ University
- **Cr Rhodes Watson**
Livingstone Shire Council
- **Heather Peirano**
Piranha Insurance
- **Helen Schweikert**
CapCoast Homeloans
- **Chris Harris**
CT Harris & Company
- **Chris Bloxsom**
Butler Partners

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

SMALL BUSINESS SUPPORTER

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

I wanted to pass on my thanks and acknowledgement to Mary of the wonderful job that Capricorn Enterprise continues to do for our region.

After stepping away from the Capricornia Chamber of Commerce some 4 years ago, I have gained a much greater appreciation of all the work and effort that is required to engage the local community, the local businesses and specifically, potential tourists to our region, the way that Capricorn Enterprise does so successfully. Much of the work is largely unheralded...but it is quietly appreciated by countless residents and businesses...like myself.

Keep up the great work, team CE !

PETER FRASER | SMYTH FINANCIAL – JUNE 2023

Contact Us

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(PO Box 166 YEPPON 4703)

Capricorn Coast Visitor Information Centre:
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THANKS TO OUR CORPORATE PARTNERS

