



"The Management of Capricorn Enterprise, by their genuine and dedicated efforts on our behalf, impressed me immensely. This organisation is crucial to the advancement and promotion of small business in our Region. I encourage all people in Business to become a member and get involved."

Geoff Clarke, Chameleon Research & Development, March 2011

"Thank you for the opportunity to participate in The Destination Marketing Mentoring Program. It was brilliant! I hope that there will be more of these programs because they are a powerful tool to help grow our tourism industry by helping small businesses develop products and improve marketing."

Karen Wilson, Little House of Gems, August 2010

Capricorn Enterprise Board of 13 Directors

- Grant Cassidy (Chairman)**
Tourism Member - Elected
- Michelle Comley (Deputy Chairman)**
Tourism Member - Elected
- Cr Brad Carter**
Mayor of Rockhampton Regional Council
- Permanent Director
- Cr Peter Maguire**
Mayor of Central Highlands Regional Council -
Permanent Director
- Prof Scott Bowman**
Vice Chancellor CQUniversity - Permanent Director
- Stephen McCosker**
Economic Development Member - Elected
- Sandy Murdoch**
Tourism Member - Elected
- Scott McCartney**
Tourism Member - Elected
- Graham Scott**
Tourism Member - Elected
- Julie Tanner**
Economic Development Member - Elected
- Heather Peirano**
Economic Development Member - Elected
- Steve Leighton**
Economic Development Member - Elected
- Geoff Clarke**
Economic Development Member - Elected

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Leisure Site
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invitation to join be part of our success

Networking Marketing Lobbying Innovation
 Training Referrals Information Advice
 Advocacy Promotion



From the CEO



Mary Carroll
Chief Executive Officer

Our Capricorn Region offers an impressive range of employment, health, sporting, cultural and educational facilities, affordable housing and a positive economy. Teamed with a sub-tropical climate, great lifestyle and easy access to capital cities, it's no wonder a growing number of business and industry are relocating and expanding into the region. While there are always challenges facing the business community, our collective focus needs to be on growth and the benefits to our regional economy through a strong and diverse business community. You can be confident that Capricorn Enterprise will be working with our industry, corporate and business community to maximise on identifying and building on these opportunities.

Capricorn Enterprise has an exciting schedule of marketing, events, promotions and industry forums planned for the year ahead and we encourage businesses to join our Organisation so we can assist you and increase our tourism, events and economic development efforts for our region! You can join our Organisation and be a partner in building our community and growing our economy.

"Capricorn Enterprise has a dynamic, innovative and positive team who work really hard to promote the Capricorn region. Over the last 3 years they have enabled us to grow our business and more than triple our occupancy rates through various workshops, programmes and journalists visiting the region."

Laureth Craggs & Wayne Rumble
Pumpkin Island (January 2012)

CORPORATE PARTNERS



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www.capricornenterprise.com.au



Why Become A member of Capricorn Enterprise?

Capricorn Enterprise is one of Queensland's official fourteen (14) membership based Regional Tourism Organisations and ten (10) Regional Development Organisations as recognised by Tourism Queensland and the Department of Employment, Economic Development and Innovation.

Our Tourism footprint covers the larger part of Central Queensland from the Central Highlands to the Keppel Islands (including the Sapphire Gemfields, Carnarvon Gorge, Emerald, Mount Morgan, Rockhampton, Capricorn Coast and Keppel Islands)

Our Economic Development footprint is the Rockhampton and Capricorn Coast Region (RRC boundary).

Our local government partners are Rockhampton Regional Council and Central Highlands Regional Council. Capricorn Enterprise also works in close partnership with the Central Highlands Development Corporation.

All Capricorn Enterprise Members enjoy the benefits of:

Marketing Opportunities

Members' Website Access

Invitation to participate in domestic and international **Trade Fairs & Shows**

Take advantage of subsidised co-operative **Advertising Campaigns**

Media & PR

Inside Capricorn - Official Industry Newsletter

Invitation to appear in State, National and International publications through the **Visiting Journalist Program (VJP)**

Promotions Support including, events and sponsorship opportunities.

Networking & Business Development Opportunities

Industry Awards

Attend and host **Industry Networking Nights**

Rockhampton Innovative Networking Group and raise money for chosen local charities.

Capricorn Enterprise Christmas Party & Annual General Meeting

Industry Forums, Workshops and Development Forums



Tourism

Capricorn Tourism's marketing goals are to:

- Build awareness of the region's brand 'Capricorn' (including Capricorn Holidays & Capricorn Events)
- Enhance visitor experiences by promoting the region's diverse attractions
- Increase visitor yield
- Increase visitor length of stay
- Product Development

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 & USA.

Other Marketing Opportunities

- National and international listing in the **Australian Tourism Data Warehouse (ATDW)**
- Visitor Information Centre **Window Advertising**

Industry Marketing Opportunities

Capricorn Collateral including the Holiday Planner and the Local Visitor Guides

Domestic and international marketing campaigns such as **Southern Great Barrier Reef** and **Dig The Tropic**

International Trade Shows & Events

- Flight Centre Consumer Expo - New Zealand
- Australian Tourism Exchange - Sydney
- Caravan & Camping Shows - Adelaide, Melbourne, Sydney, Brisbane
- EKKA - Brisbane
- Backpacker Expo - Sydney

Capricorn Holidays

Representation at the **Visitor Information Centres (VICs)** - Rockhampton Heritage Village, Rockhampton Customs House, The Spire Rockhampton, Yeppoon and Emerald.

Licensed **Travel Agent**

Online Listing on the Capricorn Holidays website (www.capricornholidays.com.au)

Events

Capricorn Events deliver conference and event services across the Capricorn Region. Members work with our Events team to secure and host a range of conferences, meetings, sporting events and themed events throughout the year. These activities bring visitors into the region from far and wide and help generate significant economic benefits for the wider region.

- **Event Management Services**
- **Promotions and Marketing Services**
- **Funding and Grant Sourcing Services**

Capricorn Events provides your business or venue with the assistance to hold a conference/event or increase your business products offered to the Meetings, Incentives, Conference and Events market.

Economic Development

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

Industry Development Opportunities

Rockhampton Regional Industry Link (RRIL)

The project will deliver an online solution that facilitates access for local SME's into Council and local private sector procurement to effect economic growth and the retention of skills and employment across the region.

• Engage with business and industry via **Rockhampton Regional Industry Link (RRIL)** for procurement, tenders and program opportunities.

• Take advantage of opportunities for industry collaboration in the **CQ Intermodal Logistics Hub Initiative**.

Regional Economic Data

• Access Capricorn Enterprise's **Economic Profile** of the Rockhampton region and the **Industry, Investment and Lifestyle Prospectus**, a demographic snapshot of Rockhampton industry, investment opportunities and lifestyle.

Industry Collaboration for Growth

- Be involved in **Industry Conferences, Seminars and Workshops**
- **Business Leaders Forum**
 - Major industry forums.
 - Industry development workshops.
- Participate in **Industry Surveys**.
- Opportunity to participate in **strategic project groups**.

CQ Jobs

- Listing in the Online Skills Matching Service (www.cqjobs.com.au).

Business Training and Development

- One-on-One Business Alignment and Development Sessions.

Schedule of Major Projects within Central Queensland

- Contribute to Major Project Profile for the region.

Gracemere Industrial Precinct

Capricorn Enterprise is working closely with RRC to market to investors, industry and business.

Capricorn Enterprise Strategic Plan 2010 - 2013 Seven Priority Projects

1. **Critical priority rail, road and air infrastructure**
2. **CQUniversity and TAFE Partnership** to up skill Central Queensland and form Queensland's first dual sector University
3. **Rockhampton Riverfront Redevelopment** including Convention and Sporting Precincts
4. **Great Keppel Island and coastal foreshore revitalisation**
5. **Industrial land** and associated infrastructure
6. **CQ NRL Bid Success** - securing the region's first NRL team
7. Support **Major Regional Events**

