

**EVENTS, NETWORKING,  
ADVERTISING  
AND SPONSORSHIP**





# EVENTS, NETWORKING, ADVERTISING AND SPONSORSHIPS -

*It's not only what you know.*

*CCF QLD provides access to a range of events in various regions across Queensland including Brisbane, the Gold and Sunshine Coast, Cairns, Toowoomba, Townsville and Mackay.*

*The events deliver essential updates and are one of the key methods used to inform members on changes and information pertaining to the civil construction industry. They are also a fantastic networking opportunity, encouraging members to form working relationships with one another. CCF QLD events also offer exclusive opportunities for companies to advertise their services through sponsorship possibilities.*

*CCF QLD members receive exclusive member prices on all events held throughout the year. With events being a major benefit for members, the discounts offered are to encourage participation by contractors and associates alike.*





## NATIONAL EVENTS

### **National Conference**

The CCF National Office coordinates a National Conference for all members from across Australia. Members and industry colleagues are invited to get together to listen, learn and share their experiences on how the industry can ready itself for the future.

### **Earth Awards**

The CCF Earth Awards are the most prestigious awards in civil infrastructure which includes roads, bridges, railways, marine structures and utilities that are the economic veins and arteries linking the Australian community. The CCF Earth Awards have the specific aim of recognising outstanding work in construction and environmental excellence which reflects development and use of the best technologies and practices by Australian civil contractors. Each Branch of the CCF conducts state/territory Earth Awards, with branch winners progressing to the National Earth Awards.

#### **The Earth Awards are designed to highlight excellence in the following areas:**

- construction management
- environmental and social management
- project management.

The CCF Earth Awards have a high standing within the civil construction industry, government agencies and industry stakeholders. CCF has built up the profile of the Awards and continues to strive for excellence each year with the event series now having run for over 20 years.

#### **State and National Earth Awards are presented in six categories, according to project value:**

- Category 1 – project value up to \$1 million
- Category 2 – \$1 million to \$5 million
- Category 3 – \$5 million to \$10 million
- Category 4 – \$10 million to \$30 million
- Category 5 – \$30 million to \$75 million
- Category 6 – more than \$75 million.





## **QUEENSLAND EVENTS**

### ***Queensland Gala Awards Night***

The Queensland Gala Awards Night is a celebration of the industry's best. This event combines both, the Industry Training Awards as well as the QLD Earth Awards. The Industry Training Awards have the specific aim of recognising and rewarding excellence to the industry's leading trainees, apprentices and employers involved with Civil Train QLD, and the QLD Earth Awards celebrate the outstanding work in construction and environmental practices throughout the civil industry in Queensland.

### ***Queensland State Conference***

The QLD State Conference was launched in 2008 as a way of delivering key industry information to members of CCF QLD. Each year the Conference offers a range of knowledgeable and motivational speakers that deliver the latest information on industry issues ensuring that each delegate leaves with an abundance of information to assist them professionally and personally. A civil specific equipment expo was introduced to the conference in 2015 and has continued to grow in 2016.

### ***Regional Dinners***

Each year, CCF QLD holds a dinner in all regions across Queensland. The primary purpose of these events is to provide an environment for networking and fellowship between members. Attendees enjoy live entertainment, great food and share stories with clients, colleagues and other industry participants.

### ***Annual Christmas Party***

The annual Members' Christmas Party has been designed to thank members of CCF QLD for their support throughout the year. The event is held at the QCITC in Eight Mile Plains and offers a relaxing afternoon of entertainment, great food and ice cold drinks! This event is held as a complementary event for all members.

### ***Golf Days***

The CCF QLD Golf Day is a signature event of CCF QLD. This event is an Ambrose tournament which is followed by networking in the clubhouse. This Golf Day presents an excellent opportunity to network and are great fun, with lots of prizes to be won!

### ***Industry Meetings***

Industry meetings are informal meetings that provide members with the opportunity to network and engage with fellow members while listening to interesting and informative speakers. These events feature topics relevant to the specific location.

### ***Queensland Media Club***

The Queensland Media Club is the official political, business and media forum of the Queensland Parliament Media Gallery and the Media Entertainment and Arts Alliance, with a series of events being held each year. While QLD Media Club events aren't organised by CCF QLD, as a naming rights sponsor, CCF QLD has its own table allocated in front of the podium which provides members with an opportunity to attend free of charge (by invitation) and listen to high profile political speakers, as well as network with other members.



## SPONSORSHIP

**CCF QLD offers a range of sponsorship options linked to its yearly event calendar which provide the opportunity to promote a product or service to civil contractors in Queensland. Sponsorship activities are structured to allow businesses to gain the most value from their investment, while maximising exposure and networking opportunities for those involved.**

**Some of the outcomes businesses can expect from sponsoring a CCF QLD event are:**

- significant promotional advantage
- corporate goodwill from attendees
- relationship marketing
- creation of brand awareness and acceptance
- demonstration of products
- increased business potential
- enhanced company profile
- direct access and networking opportunities with an audience made up of your current and potential clients
- acknowledgment of the leadership role your organisation is taking within the industry
- public support of the peak industry body for the civil construction industry.

CCF QLD sponsorship also provides access to the exclusive corporate sponsor group depending on a company's level of financial sponsorship commitment made to Branch events over the financial year. These companies receive "money can't buy" additional inclusions as part of their sponsorship package to help increase brand awareness throughout the state. The corporate sponsor group is broken into four categories:

- Platinum financial commitment over \$40,000 (ex GST)
- Gold financial commitment between \$30,000 to \$40,000 (ex GST)
- Silver financial commitment between \$20,000 to \$30,000 (ex GST)
- Bronze financial commitment between \$10,000 to \$20,000 (ex GST).

More information about CCF QLD sponsorship can be found in the annual Sponsorship Prospectus, or by contacting the CCF QLD marketing team.



## QLD:INSIGHT ADVERTISING

*What began as a member only publication in 2007 has grown significantly over the past nine years with over 1,000 copies of the full colour publication distributed free-of-charge each quarter. Advertising opportunities are available to members wishing to promote their company; with CCF QLD members receiving a 20 per cent discount on all QLD:INSIGHT advertising.*

Aside from advertising opportunities, contractor members also have the chance to be featured in the magazine through news articles that are relating to their company. Contractor members are invited to submit articles to the Editor for consideration.

Contact the CCF QLD marketing team to receive a copy of the Media Guide with pricing information.

## Add a little INSIGHT to your marketing plan



CCF QLD offers members the opportunity to promote their product or business directly to the civil construction industry through its quarterly publication QLD:INSIGHT.

QLD:INSIGHT is sent to over 1000 members, government agencies and industry stakeholders throughout Queensland.