

# 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, Gold Coast, Sunshine Coast, Cairns, Townsville and Mackay.

The events deliver essential updates and are one of the key methods used to inform the industry and 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 associate 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

### 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.

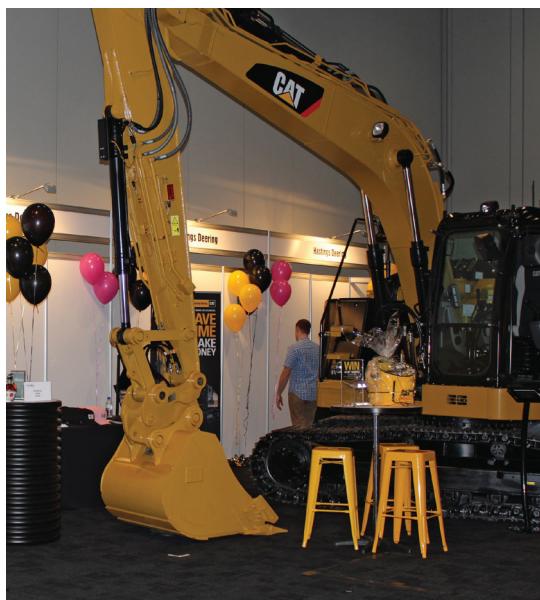
The Earth Awards are designed to highlight excellence in the following areas:

- ➔ Project & Construction Management
- ➔ Innovation
- ➔ People Development & Training
- ➔ Quality
- ➔ Safety
- ➔ Environment
- ➔ Stakeholders

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 25 years.

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

- ➔ Project Value up to \$2M
- ➔ Project Value \$2M to \$5M
- ➔ Project Value \$5M to \$10M
- ➔ Project Value \$10M to \$30M
- ➔ Project Value \$30M to \$75M
- ➔ Project Value More than \$75M





## QUEENSLAND EVENTS

### EXCELLENCE IN CIVIL CONSTRUCTION AWARDS

The Excellence in Civil Construction Awards is the signature event of the Civil Contractors Federation Queensland (CCF QLD) and the construction industry in Queensland. Our Awards brings together the prestigious CCF QLD Earth Awards, People Awards and the Industry Training Awards into one event to have a single night where the industry celebrates brilliance. The Earth Awards' primary purpose is recognising quality in innovation, quality, safety, construction management, environmental and project management, whilst the Industry Training Awards highlight excellence in training and recognises the dedication shown to training by both our trainees and clients. This year we are also excited to be continuing our People's Awards which is an opportunity to recognise the exception people that make up the civil construction industry in Queensland.

### CCF QLD STATE CONFERENCE

The CCF QLD State Conference has been a signature event for the Branch since 2008. It is well known throughout the industry as being a place where you will hear from high level keynote speakers; while obtaining critical and innovative industry information. The program will consist of interactive panel sessions with plenty of opportunity for audience Q&A and networking.

### NETWORKING 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 great food and share stories with clients, colleagues and other industry participants.

### 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.

### CCF QLD GOLF DAY

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

### QUEENSLAND CIVIL CONSTRUCTION FIELD DAYS

The Queensland Civil Construction Field Days are now in their second year after seeing success in 2019, showcasing over 40 exhibitors and having over 900 people attend. With a clear gap in the market, this event provides the civil construction industry in Queensland with an opportunity to come and see the latest technologies and equipment all on one central location. This event will be held over two days.

### PRESIDENTS' LUNCHEON

This is a recent addition to the CCF QLD calendar. The purpose of this event is to offer members throughout South East Queensland an opportunity to network whilst enjoying the company of key industry stakeholders.

### MEMBERS' CHRISTMAS PARTIES

The annual Members' Christmas Parties have been designed to thank members of CCF QLD for their support throughout the year. These events are held in Brisbane, Mackay, Townsville and Cairns.



## 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.

## ANNUAL PARTNERSHIPS

CCF QLD Annual Partnerships provide businesses with exclusive access to the CCF QLD membership and board. Annual partnership are exclusive in their nature and will only allow one company from any business type to engage at this level with partnerships being locked in for a 3 to 5 year period. Partnerships include exposure to the membership via custom events, and they will provide partners' businesses with market data and brand exposure while allowing each partner to position itself above their direct competitor. Each partnership will be designed to meet with companies needs specifically to ensure that the Return On Investment is optimised during the partnership term.

Please contact the CCF QLD team on 1300 CCF QLD to discuss how your business can become an official CCF QLD Annual Partner.



## E-NEWS ADVERTISING

The CCF QLD eNews is the most regular communication piece delivered to members. Sent out fortnightly, this electronic newsletter is full of short articles which provide up-to-date information on issues that members need to know about. The eNews is sent to all member contacts on the CCF QLD database.

Advertising opportunities are available to members wishing to promote their company; with CCF QLD members receiving a 20 per cent discount on all digital advertising. In addition, contractor members are also encouraged to share stories about their businesses for inclusion. Any potential articles for inclusion should be approximately 100 words and can be sent to [media@ccfqld.com](mailto:media@ccfqld.com) with a relevant website link for the article to be linked to for more information if applicable.

Contact the CCF QLD team at 1300 CCF QLD to receive a copy of either the QLD:INSIGHT or refer to page 18 of this toolkit for pricing.

## QLD:INSIGHT ADVERTISING

What began as a member only publication in 2007 has grown significantly over the past eleven years and has now transitioned into not only a print publication but is also distributed digitally free-of-charge each quarter to members, state government representatives and industry stakeholders. 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 at 1300 CCF QLD to receive a copy of the Media Guide with pricing and specification 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.