



2020 Queensland Major Projects Pipeline Report

Partnership Opportunities



Introducing the QMPPR

The Queensland Major Projects Pipeline Report is the definitive guide to the major construction works that will define the success of Queensland's Contracting Sector.

Authored by BIS Oxford Economics, Queensland Major Contractors Association and Infrastructure Association of Queensland, the report is a mainstay of government policy, media commentary and influence, as we actively pursue and deliver the transformational projects that employ our people, connect our communities and drive the long term economic and social wellbeing of the state.

Launched via a gala event in Brisbane and regionally in Townsville and Toowoomba, the 2020 Queensland Major Projects Report will be the essential guide to our industry and the projects that Queensland needs for long term financial and social prosperity.

With 2020 being a pivotal year for infrastructure in Queensland, partnering with the Queensland Major Projects Pipeline Report offers outstanding opportunities to connect your brand with the sector, its stakeholders and supply chain.

As we head into 2020, we have reasons to be optimistic about the future of our industry in Queensland as major projects such as Inland Rail, Cross River Rail, Brisbane Metro and upgrades to the M1, Bruce Highway and essential water infrastructure development begin in earnest. In addition with Local Government and State Election schedules for March and October we expect there to be major works announced across the state, meaning that there has never been a better time for brands to be positioned as champions and supporters of the industry.

2019 Queensland Major Projects Pipeline



A JOINT INITIATIVE



2020 Report Format and Execution

In 2020 QMCA and IAQ are undertaking significant changes to the format and scale of the Queensland Major Pipeline Report. Changes include:

Report Format

In 2020, we are proposing to reduce the size of the printed report so that it focuses on key figures and trends. We still plan to produce the same detailed commentary and analysis but this will only be available online as we transition to a more interactive contemporaneous source of major project information.

Report Frequency and Updates

To provide relevance and commentary across the year, the Queensland Major Projects Pipeline Report will become a 'live' document, updated to reflect the changes in and new announcements, with updates published on two additional occasions to coincide with the Queensland State Budget in June and the Queensland State Election in October. This will enable projects announced as part of the election cycle to be incorporated into the document and for a continuous accurate picture of funded and unfunded activity to be monitored.

- March 2020 – Main Launch
- June 2020 – Update 1 – Coinciding with Queensland State Budget
- October 2020 – Update 2 – Coinciding with Queensland State Election

Events

Events will be a major part of the programme, with launch events in, Brisbane and Townsville scheduled for March and April as well as potential update events in June (Toowoomba) and October (Brisbane) to coincide with the releases of the project updates. With over 650 Guests attending sessions in 2020, we believe that events are essential to enhancing engagement with the report.

AT A GLANCE

Major Projects Pipeline – Breakdown

\$41.3 billion total (over 5 years)



Unlikely

37

projects valued at

\$3.13bn



Prospective

39

projects valued at

\$6.61bn



Credibly proposed

15

projects valued at

\$4.03bn

Unfunded \$13.77 billion

Total Pipeline Value



\$41.3b

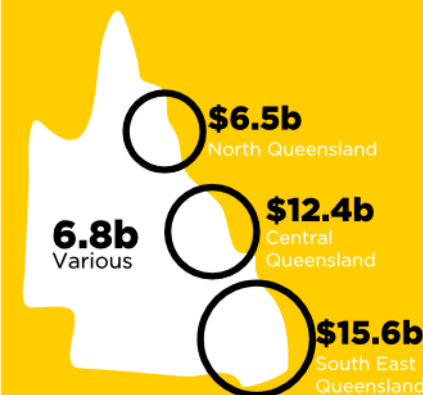
Funding split

\$23.4b
Public Projects

\$17.9b
Private Projects

\$41.3b
Total

Major Project Activity



Major Projects Regional Impacts

Following on from the 2019 edition, QMPPR will maintain a strong regional focus as we look at the importance of major projects on the transformation of the whole of the state across the following regions.

QMPPR Regions

- Greater Brisbane
- Sunshine Coast
- Gold Coast
- Toowoomba / Darling Downs & Maranoa
- Wide Bay
- Fitzroy
- Mackay
- Townsville / Cairns
- Far North / Outback North
- Outback South



Report Longevity

To provide relevance and commentary across the year, the Queensland Major Projects Pipeline Report will become a 'live' document, updated to reflect the changes in and new announcements, with updates published on two additional occasions to coincide with the Queensland State Budget in June and the Queensland State Election in October.

This will enable projects announced as part of the election cycle to be incorporated into the document and for a continuous accurate picture of funded and unfunded activity to be monitored.

- March 2020 – Main Launch
- June 2020 – Update 1 – Coinciding with Queensland State Budget
- October 2020 – Update 2 – Coinciding with Queensland State Election

For each update period we will issue a market report and associated commentary to media and relevant stakeholders. Event will also be held in June and October where updated data will be used to form commentary around the 2020 Queensland Budget and 2020 Queensland State Election.



The 2020 Major Project Pipeline Report Opportunities

Platinum Partner*

The platinum partnership opportunity is available to brands who wish to be seen as a leader in the infrastructure sector in Queensland, positioned as an authority and supporter of the major contracting sector. The platinum partner secures naming rights to the 2020 report.

Gold Partner**

A Gold Partnership is available to businesses who have core expertise and thought leadership across a specific theme within the infrastructure industry and wish to reaffirm their status as a leader in the sector.

Regional Supporter

Regional Supporter Partnerships are available to organisations who wish to showcase their support for the state's diverse regions. Ideally suited to organisations based in a region or running major projects in a region, this opportunity is a perfect way for you to showcase your connections to Queensland.

***Only one Platinum Partnership is available**

****Category exclusivity is provided**



Platinum Partner

As a platinum partner for the 2020 Queensland Major Projects Pipeline Report you will secure naming rights to the report and we will provide your brand with a pre, during and post event engagement strategy and marketing program that will support your strategic objectives.

This partnership offers businesses the opportunity to connect their brand, people and services with senior decision makers within the construction and contracting sector.



Platinum Partner Inclusions

As a platinum partner, your relationship with the QMPPR covers all events, reports and regional locations.

Branding

Positioning as Platinum partner. Naming rights and brand execution within the QMPPR Report and on all marketing and communications materials.

Provide a 1 page feature editorial article for inclusion within the QMPPR Report.

Provide a 1 page foreword to the report.

Coverage and mentions across all digital networks and social media channels.

Thought Leadership

Inclusion as spokesperson within all media releases and statements relating to the report and its implications for Queensland.

Opportunity to be part of event panels as a speaker.

Interview and feature article developed for your organisation and QMPPR for syndication via marketing channels.

Platinum Partner Inclusions

As a platinum partner, your relationship with the QMPPR covers all events, reports and regional locations.

Event

Naming right to the 2020 report and updates

Acknowledgement as Platinum and Naming Rights Partner by MC.

2x Tables of 10 to Brisbane Launch Event

1x Table of 10 to the regional event in Townsville

1x table of 10 at June update event in Toowoomba

1x table of 10 at October update event in Brisbane

4x Banners to be displayed at each event

45 Second TVC to be played at each event

Opportunity to provide merchandise/information to event attendees.

Marketing

QMCA and IAQ will work with your marketing team to ensure the best possible outcomes for your brand and will create a tailored campaign that will help you to meet your strategic goals including:

- Dedicated social media posts to QMCA and IAQ Networks
- Dedicated Electronic Direct Mail Campaigns to QMCA and IAQ Membership Databases
- Website placement opportunities including ad spacing and company profile on QMCA, IAQ and QMPPR Websites
- Content development and sharing



Gold Partner

As a Gold Partner for the 2020 Queensland Major Projects Pipeline Report we provide your brand with a pre, during and post event engagement strategy and marketing program that will support your strategic marketing objectives.

This partnership offers businesses the opportunity to connect their brand, people and services with senior decision makers within the construction and contracting sector.



Gold Partner Inclusions

As a Gold Partner, your relationship with the QMPPR covers all events, your report section and regional locations.

Inclusions

Positioning as Gold Partner and logo placement within the QMPPR Report and on all marketing and communications materials.

Provide a 1/2 page feature editorial article for inclusion within the QMPPR Report.

Coverage and mentions across all digital networks and social media channels.

Inclusions

Inclusion as spokesperson within all media releases and statements relating to your section of the report and its implications for Queensland.

Interview and feature article developed for your organisation and QMPPR for syndication via marketing channels.

Gold Partner Inclusions

As a Gold Partner, your relationship with the QMPPR covers all events, your report section and regional locations.

Event

Acknowledgement as Gold Partner by MC.

1x Table of 10 to Brisbane Event

4x Tickets to regional event in Townsville

4x Tickets at June update event in Toowoomba

4x Tickets at October update event in Brisbane

1x Banner to be displayed at each event

20 Second TVC to be played at each event

Opportunity to provide merchandise/information to event attendees.

Marketing

QMCA and IAQ will work with your marketing team to ensure the best possible outcomes for your brand and will create a tailored campaign that will help you to meet your strategic goals including:

- Dedicated social media posts to QMCA and IAQ Networks
- Dedicated Electronic Direct Mail Campaigns to QMCA and IAQ Membership Databases
- Website placement opportunities including ad spacing and company profile on QMCA, IAQ and QMPPR Websites
- Content development and sharing



Regional Supporter

As a Regional Supporter for the 2020 Queensland Major Projects Pipeline Report we provide your brand with a pre, during and post event engagement strategy and marketing program that will support your strategic marketing objectives.

This partnership offers businesses the opportunity to connect their brand, people and services with senior decision makers within the construction and contracting sector.



Regional Supporter Inclusions

As a Regional Supporter, your relationship with the QMPPR covers, your regional involvement with the report and supporting events.

Inclusions

Positioning as Regional Supporter and logo placement within the QMPPR Report and on all marketing and communications materials.

Coverage and mentions across all digital networks and social media channels.

Inclusions

Inclusion as spokesperson within all media releases and statements relating to your region, the report and its implications for Queensland.

Interview and feature article developed for your organisation and QMPPR for syndication via marketing channels.

Regional Supporter Inclusions

As a Regional Supporter, your relationship with the QMPPR covers, your regional involvement with the report and supporting events.

Event

Acknowledgement at regional events as Regional Supporter by MC.

2x Tickets to Brisbane Event

1x Table of 10 to regional event in Townsville

4x Tickets at June update event in Toowoomba

4x Tickets at October update event in Brisbane

2x Banners to be displayed at each regional event

20 Second TVC to be played at each regional event

Opportunity to provide merchandise/information to event attendees.

Marketing

QMCA and IAQ will work with your marketing team to ensure the best possible outcomes for your brand and will create a tailored regional campaign that will help you to meet your strategic goals including:

- Dedicated social media posts to QMCA and IAQ Networks
- Dedicated Electronic Direct Mail Campaigns to QMCA and IAQ Membership Databases
- Website placement opportunities including ad spacing and company profile on QMCA, IAQ and QMPPR Websites
- Content development and sharing



Level of investment can be tailored to the needs of your budget and the inclusions required to meet your strategic marketing objectives.

However we believe that each tier represents exceptional value and will position your brand as a thought leader and champion of infrastructure in Queensland.

- Platinum Partner – \$50,000 +GST
- Gold Partner – \$20,000 +GST
- Regional Supporter – \$10,000 +GST

1 Year Investment