

Audience 1 ■

Audience 2

Audience 3

Audience Definition Worksheet — Audience 1 of 3

Complete all * fields, then enter your answers into the online tool to generate your Audience Definition block.

Business Name: _____ Owner / Training Participant: _____

1 Who is your primary target client? *

Tick ONE — the organisation you most want to pay you

- | | |
|---|---|
| ☐ Tier 1 Head Contractor | ☐ Tier 2 Head Contractor |
| ☐ Qld Government (TMR/DES) | ☐ Local Government (Council) |
| ☐ Mining Company | ☐ Defence (Lavarack/RAAF) |
| ☐ Port of Townsville | ☐ Private Developer |

2 Specific organisations you want to work for

Name at least one — the more specific, the better your documents

Organisation Name	Why are you targeting them?

3 What do you supply? *

List 3–5 specific services, not just your industry sector

e.g. road base and pavement, stormwater drainage, site preparation, earthworks

4 What does your target client care most about? *

Tick MINIMUM 3 — tick everything that applies

COMPLIANCE & LICENCES ■ QBCC licence — correct category and current ■ Prequalification portal registration ■ Public liability insurance — minimum \$10M ■ Workers compensation — current coverage	SAFETY ■ WHS documentation — SWMS and procedures ■ Safety record — low incident rate ■ Site induction system in place	CAPABILITY & COMMERCIAL ■ Plant and equipment — owned and certified ■ Relevant NQ project experience ■ Skilled and certified direct workforce ■ Financial capacity to self-sustain delivery ■ Communication and documentation quality
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5 Where do you primarily operate? *

Select your main NQ region — customises the infrastructure context in your output

- | | |
|---|---|
| ☐ Greater Townsville | ☐ Burdekin & Lower Haughton Corridor |
| ☐ Mackay & Whitsunday | ☐ Mount Isa & North West |
| ☐ Charters Towers & Tablelands | ☐ Cassowary Coast & Far North |
| ☐ All of North Queensland | ☐ Outside North Queensland |

6 My Audience Statement

Fill in the blanks using your answers above

My ideal client is a _____
— specifically _____
— who needs _____
They choose contractors who can demonstrate _____

After entering Audience 1 into the online tool: click [Save This](#) to save this profile as a text file.

Audience 1

Audience 2 ■

Audience 3

Audience Definition Worksheet — Audience 2 of 3

Complete all * fields, then enter your answers into the online tool to generate your Audience Definition block.

1

Who is your primary target client? *

Tick ONE — the organisation you most want to pay you

- | | |
|---|---|
| ☐ Tier 1 Head Contractor | ☐ Tier 2 Head Contractor |
| ☐ Qld Government (TMR/DES) | ☐ Local Government (Council) |
| ☐ Mining Company | ☐ Defence (Lavarack/RAAF) |
| ☐ Port of Townsville | ☐ Private Developer |

2

Specific organisations you want to work for

Name at least one — the more specific, the better your documents

Organisation Name	Why are you targeting them?

3

What do you supply? *

List 3–5 specific services, not just your industry sector

e.g. road base and pavement, stormwater drainage, site preparation, earthworks

4

What does your target client care most about? *

Tick MINIMUM 3 — tick everything that applies

COMPLIANCE & LICENCES ■ QBCC licence — correct category and current ■ Prequalification portal registration ■ Public liability insurance — minimum \$10M ■ Workers compensation — current coverage	SAFETY ■ WHS documentation — SWMS and procedures ■ Safety record — low incident rate ■ Site induction system in place	CAPABILITY & COMMERCIAL ■ Plant and equipment — owned and certified ■ Relevant NQ project experience ■ Skilled and certified direct workforce ■ Financial capacity to self-sustain delivery ■ Communication and documentation quality
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5

Where do you primarily operate? *

Select your main NQ region — customises the infrastructure context in your output

- | | |
|---|---|
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| ☐ Mackay & Whitsunday | ☐ Mount Isa & North West |
| ☐ Charters Towers & Tablelands | ☐ Cassowary Coast & Far North |
| ☐ All of North Queensland | ☐ Outside North Queensland |

6

My Audience Statement

Fill in the blanks using your answers above

My ideal client is a _____
 — specifically _____
 — who needs _____
 They choose contractors who can demonstrate _____

After entering Audience 2 into the online tool: click **Save This** to save this profile as a text file.

Audience 1

Audience 2

Audience 3 ■

Audience Definition Worksheet — Audience 3 of 3

Complete all * fields, then enter your answers into the online tool to generate your Audience Definition block.

1

Who is your primary target client? *

Tick ONE — the organisation you most want to pay you

- | | |
|---|---|
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| ☐ Qld Government (TMR/DES) | ☐ Local Government (Council) |
| ☐ Mining Company | ☐ Defence (Lavarack/RAAF) |
| ☐ Port of Townsville | ☐ Private Developer |

2

Specific organisations you want to work for

Name at least one — the more specific, the better your documents

Organisation Name	Why are you targeting them?

3

What do you supply? *

List 3–5 specific services, not just your industry sector

e.g. road base and pavement, stormwater drainage, site preparation, earthworks

4

What does your target client care most about? *

Tick MINIMUM 3 — tick everything that applies

COMPLIANCE & LICENCES ■ QBCC licence — correct category and current ■ Prequalification portal registration ■ Public liability insurance — minimum \$10M ■ Workers compensation — current coverage	SAFETY ■ WHS documentation — SWMS and procedures ■ Safety record — low incident rate ■ Site induction system in place	CAPABILITY & COMMERCIAL ■ Plant and equipment — owned and certified ■ Relevant NQ project experience ■ Skilled and certified direct workforce ■ Financial capacity to self-sustain delivery ■ Communication and documentation quality
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5

Where do you primarily operate? *

Select your main NQ region — customises the infrastructure context in your output

- | | |
|---|---|
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| ☐ Charters Towers & Tablelands | ☐ Cassowary Coast & Far North |
| ☐ All of North Queensland | ☐ Outside North Queensland |

6

My Audience Statement

Fill in the blanks using your answers above

My ideal client is a _____
 — specifically _____
 — who needs _____
 They choose contractors who can demonstrate _____

After entering Audience 3 into the online tool: click **Save This** to save this profile as a text file.