



KERRY KERR

Stakeholder Engagement and Economic Development Professional

www.kerry-kerr.com

With more than 20 years' experience across government, infrastructure, community and regional economic development environments, I bring strong expertise in stakeholder engagement, regional collaboration and project facilitation. I have a proven ability to build productive partnerships, analyse information and communicate strategically to support positive regional outcomes.

SKILLS

Regional Economic Development Support

Stakeholder Engagement and Relationship Management

Local Government and Industry Engagement

Project Facilitation and Delivery

Regional Intelligence Gathering

Analysis and Assessment

Executive Reporting and Briefing

Strategic Communication

Production of Marketing Assets and Graphic Design

ECONOMIC DEVELOPMENT OFFICER (AO4.2)

Department of State Development, Infrastructure and Planning | October 2025 ->

- Contributed to regional economic development initiatives across Central Queensland, including local content, investment attraction, housing, workforce and major project priorities.
- **Stakeholder Engagement:** Engaged with local government, industry, project proponents and state government agencies to gather regional intelligence, identify opportunities and progress economic outcomes.
- **Industry Development:** Supported regional projects, capacity-building and supplier capability initiatives to strengthen local business capability, improve tender readiness and increase awareness of procurement opportunities associated with major projects.
- **Economic Analysis:** Undertook analysis of cumulative impacts, examining the combined effects of economic growth pressures on housing supply, workforce accommodation, industrial land availability and infrastructure capacity. Integrated data analysis and stakeholder intelligence into strategic recommendations to inform place-based initiatives and priorities.
- **Major Project Facilitation:** Facilitated cross-agency engagement for major projects, enabling information sharing between industry, local government and government agencies to identify barriers and support timely project progression.
- **Regional Partnerships:** Developed and maintained productive relationships with local government, councils and industry stakeholders across Central Queensland to gather regional intelligence and identify priorities.
- **Strategic Communication:** Developed executive-level briefs, presentations and newsletter content to communicate regional priorities, project outcomes and economic opportunities.
- **Reporting and Analysis:** Delivered outcome-focused quarterly reports by collating project updates, regional intelligence and economic development activities. Maintained stakeholder records and engagement history through CRM systems.

EDUCATION

Bachelor of Arts
Professional
Communication
CQUniversity

**Diploma of Photography
and Digital Imaging**
Photography Institute of
Australia

PROFESSIONAL DEVELOPMENT

IAP2 Certificate of Public
Engagement

Certificate of Positive
Leadership
Positive Difference Inc

High Performance
Leadership Course
AM Institute

Adobe InDesign CC
Advanced Short Course

CONTACTS

0413 836 681
daryl.kerry@hotmail.com
Norman Gardens Q 4701

PROJECT ENGAGEMENT ADVISOR (AO5.4)

Department of Transport and Main Roads | 2023 – 2025 | Contract

Contributed to regional economic objectives by delivering engagement initiatives associated with major road infrastructure investment in Central Queensland.

- **Major Project Facilitation:** Delivered stakeholder engagement and communications for the \$1.98 billion Rockhampton Ring Road, facilitating information sharing between project teams, local industry and the community.
- **Industry Development:** Assisted with the planning and delivery of supplier engagement activities, including a tender capability workshop that strengthened local business capability, increased awareness of procurement opportunities and supported local supply chain participation.
- **Stakeholder Engagement:** Delivered engagement activities that supported positive regional outcomes and facilitated increased community understanding of social outcomes and project benefits.
- **Collaboration and Regional Partnerships:** Developed relationships with local councils, industry, community stakeholders and project partners, to facilitate collaboration, manage stakeholder issues and support project delivery.
- **Strategic Communication:** Prepared ministerial correspondence, trip briefs, reports, media statements and stakeholder communications, translating complex technical information into clear, audience-appropriate messaging.
- **Issues Management:** Worked collaboratively across project teams to identify emerging stakeholder issues and provided engagement advice to minimise reputational and community risks.
- **Engagement Best Practice:** Maintained a high standard of integrity in managing project related information, in accordance with government protocols and best practice IAP2 engagement principles.
- **Priority and Workflow Management:** Managed competing priorities within a high-volume government environment, delivering quality outcomes within demanding timeframes.

COMMUNITY ENGAGEMENT LEAD

Fitzroy Community Hospice | 2022 – 2023 | Contract

Built partnerships, engaged diverse stakeholders, delivered community initiatives, analysed outcomes and developed targeted communications to achieve positive support for a significant regional community initiative.

- **Engagement and Partnership:** Led community engagement and partnership activities to build community awareness, strengthen stakeholder relationships and secure support.
- **Strategy:** Developed and implemented a Community Engagement Strategy with measurable objectives, stakeholder actions and evaluation measures to guide engagement activities.
- **Stakeholder Engagement:** Led collaboration with community groups, government agencies, local councils and businesses to build partnerships and strengthen connections.

Partnership Development and Project Delivery:

- Developed a Partnership Prospectus to identify collaboration opportunities, communicate community benefits and secure support from philanthropic and business stakeholders.
- Successfully conceptualised and delivered the inaugural “Hoist For Hospice” event. This involved coordinating multiple stakeholders, logistics and communications to achieve a \$60,000 fundraising outcome while strengthening community awareness, corporate partnerships and stakeholder engagement.
- Prepared impact-focussed collateral, partnership proposals and grant submissions to communicate community need, social value and investment opportunities

Analysis and Reporting:

- Developed impact metrics and indicators to measure engagement outcomes and provide insight for future initiatives.
- Utilised market research and stakeholder analysis to identify engagement opportunities, inform communication strategies and strengthen organisational positioning and reputation.
- Prepared executive-level reports for the Board of Directors, demonstrating the effectiveness of engagement strategies and community impact.
- Coordinated the development of a stakeholder CRM database to capture engagement activities, maintain relationship records and support ongoing partnership management and future initiatives.

MARKETING OFFICER

The Capricornian Bank Ltd | 2020 - 2022

MARKETING AND COMMUNITY ENGAGEMENT MANAGER

August - November 2021 | Higher duties secondment

Applied strategic communication, stakeholder engagement and data-driven analysis to deliver initiatives that supported organisational objectives, increased community engagement and achieved measurable outcomes.

Strategic Communications and Engagement:

- Developed and implemented engagement strategies across eight branches throughout Central Queensland, delivering targeted communications for each location to strengthen organisational visibility and stakeholder relationships.
- Led end-to-end delivery of large-scale campaigns, managing supplier relationships and ensuring governance and compliance requirements were met.

Analysis, Reporting and Insights:

- Analysed database of over 13,000 stakeholders, undertook competitor analysis and researched market insights to identify trends, uncover growth opportunities and inform engagement strategies.
- Developed performance dashboards and reporting frameworks to track KPIs and provide executive leadership with actionable insights.
- Managed marketing and communications budgets to ensure initiatives were delivered efficiently within financial parameters.

Project Management and Delivery:

- Developed a business case that secured six-figure investment for a corporate website redevelopment project, delivering improved digital engagement outcomes. Coordinated internal teams, external suppliers and stakeholders to deliver the project within agreed scope, timelines, budget and quality standards.

TOURISM INDUSTRY AND MARKETING MANAGER

Capricorn Enterprise | 2017 - 2020

Led stakeholder engagement, regional collaboration and strategic communications to support destination development and contribute to growth across Central Queensland.

Regional Development and Stakeholder Engagement:

- Developed and implemented strategic engagement initiatives that supported regional economic growth and strengthened relationships with businesses, industry and community stakeholders across Central Queensland.
- Tailored stakeholder engagement approaches and development initiatives to the distinct priorities, strengths and opportunities of the different councils within the region including Livingstone Shire, Rockhampton and Central Highlands regions.
- Developed and maintained collaborative relationships with local councils, Tourism and Events Queensland, industry associations and businesses to coordinate regional initiatives, identify opportunities and support regional destination development opportunities.

Industry Engagement and Capability Building:

- Planned and delivered digital capability workshops that strengthened local business skills and competitiveness, including development of training resources tailored to varying levels of digital capability.
- Chaired the Central Queensland Regional Tourism Management Committee, fostering collaboration between industry, local government and community representatives to support regional tourism priorities.
- Presenter and panellist at the Central Highlands Development Forum over two consecutive years, sharing industry insights and facilitating stakeholder working groups to identify regional opportunities and industry challenges.

Strategic Communications and Project Delivery:

- Led the implementation of regional marketing strategies and targeted campaigns that increased destination awareness and supported growth of the visitor economy.
- Developed and coordinated branded communications across print, digital and social media platforms, strengthening regional awareness and supporting destination development priorities.
- Coordinated industry events and sponsorship initiatives, managing stakeholder relationships and project delivery to achieve successful outcomes.

Regional Promotion and Partnerships:

- Developed strategic media partnerships and crisis communication initiatives to deliver positive regional messaging and support industry resilience during the COVID-19 pandemic.

To view references and portfolio please visit:

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