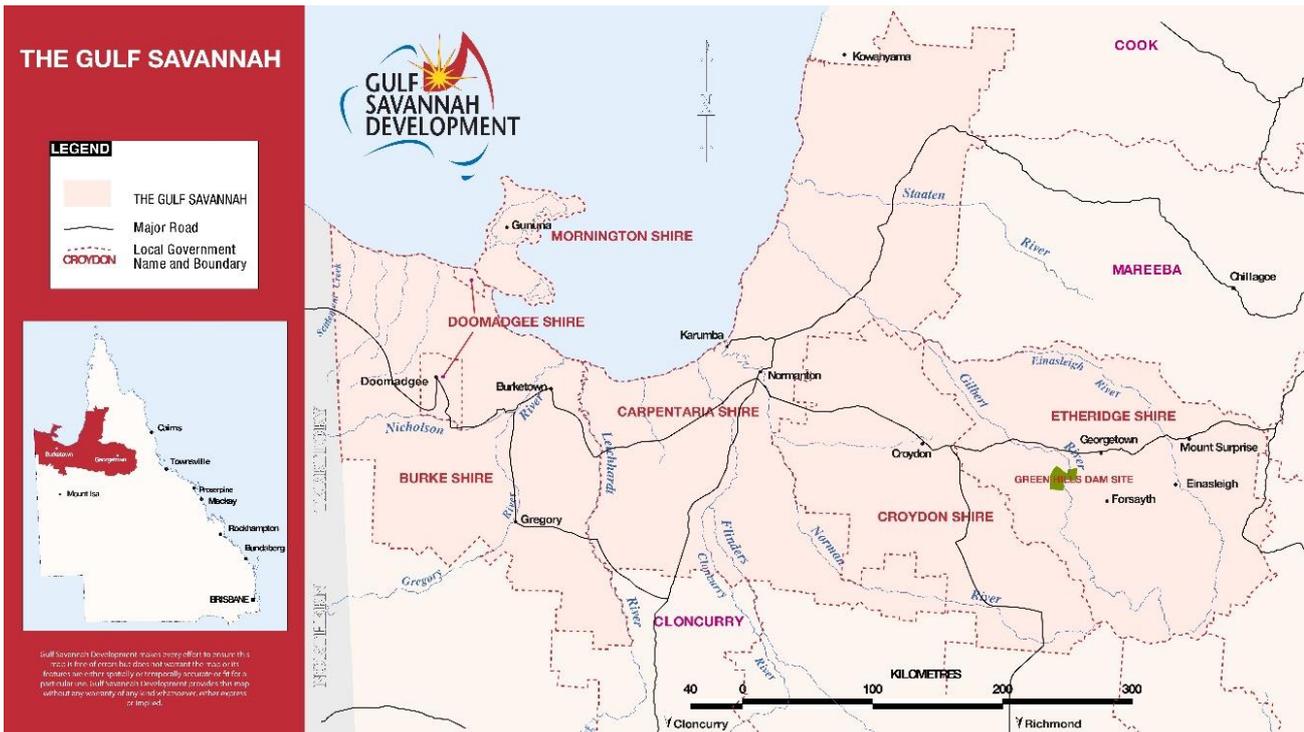




MEMBERSHIP PROSPECTUS 2018 ~ 2019





Gulf Savannah Development (GS) is the facilitating organisation for the Gulf Savannah Region to drive economic development projects and initiatives for the benefit of its stakeholders. It is a central representative body to engage with external entities to drive the growth of the Gulf Savannah region.

GSD brings together people, ideas and resources to drive economic development and growth in the Gulf Savannah region. Its current focus is on developing a strategic plan for the region, supporting and growing tourism and providing specific services to Gulf Savannah residents and businesses.

www.gulf-savannah.com.au



@gulfsavannahdevelopment



Our Chair - Mayor Ernie Camp

Gulf Savannah Development (GSD) is an incorporated, not-for-profit organisation run by a Board comprising the voting members (currently the Gulf Local Government Authorities and industry partners).



The six goals that GSD work towards are:

- **Economic:** to be a growing and sustainable economy
- **Social:** to attain a higher level of social capital
- **Cultural:** to embrace and respect diversity
- **Environment:** to look after country
- **Political:** to be a voice that is heard with respect
- **Corporate:** to remain relevant and well governed.

We welcome the support of all stakeholders to help us achieve this vision. GSD members contribute to the ongoing development of our unique region and are engaged with opportunities and networks in this region of growing economic significance.

The value proposition achieved by membership of GSD is that GSD is recognized and consulted by Government and Industry as the facilitating organization for economic development in the Gulf. It is an organization with a mature governance structure and a strong track record for effective program delivery including delivery and acquittal of funded projects. GSD has for over 40 years delivered quality well researched and reliable information that have facilitated much of the infrastructure present across the region today. Projects that GSD have contributed to include the Solar Farm at Doomadgee, the Bib Loudon Bridge in Etheridge Shire, and the Gilbert River Irrigation Investment Report. GSD has provided a huge content bank of information and promotional material for the tourism industry and has been actively supporting the small business community across the Tablelands and Gulf Savannah Region. This year we have refocused our direction to the 21st century requirements for economic advancement in our region. 21st Century communications infrastructure is needed to take our region forward and GSD is partnering with Telstra and the Department of State Development to undertake the detailed design for fibre optic cable projects which will benefit not just the Gulf region but 75% of Queensland. Our region has so much potential and we need organizations like GSD to support and facilitate sustainable development. GSD is frequently consulted by Government and invited to forums that influence government policy – it makes connections and can provide advice and assistance under its funded programs for business development.

GSD punches way above its weight in program delivery. It is one of only two organisations in the country awarded two Australian Small Business Advisory Service projects which assist small business to have sustained growth and profitability. It is a truly regional body, with a business structure that is able to provide a platform for relevant stakeholders to engage in strategies and advocacy that promote economic development. It is a tool to be used by industry and local government. I urge you to join GSD and support our region's economic development in this very tangible way.

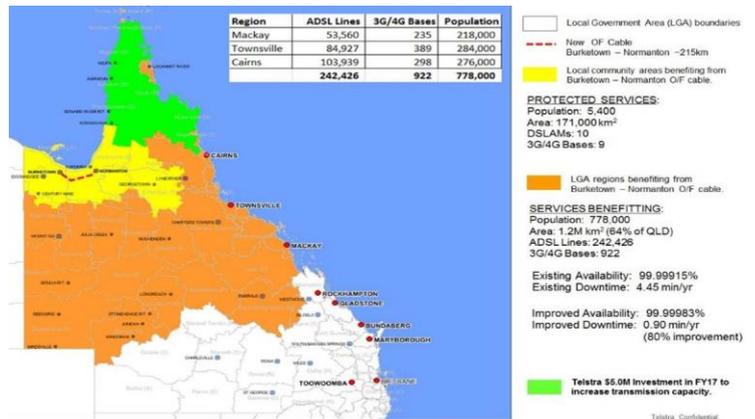


Achievements 2017/18

Gulf Savannah Development delivered some exciting projects in partnership with the Department of State Development through the Remote Area Board (RAB) program. Our *Lower Gulf Marine and Riverine Economic Development Strategy* is now completed and available online at www.gulf-savannah.com.au. As part of the development of this Strategy, extensive stakeholder engagement across all of the Gulf Savannah Shires was undertaken, exploring economic development opportunities across the region. The Strategy has committed GSD to revising its corporate structure, membership and membership deliverables, an advocacy platform and to a number of projects that will promote business sustainability and new business opportunities in the region.



Our *Enhancing Digital Resilience and Digital Capability in the Gulf* delivered a number of positive outcomes. The Feasibility Study that GSD commissioned for the NMT-KMB Fibre Optic Project was a prerequisite for Carpentaria Shire Council securing \$1.74m toward this transformative project. The *Digital Resilience and Capability* project also finalized the Detailed Design for installing fibre optic cable between Burketown and Normanton. This \$15.9m project, once completed, will deliver a 100% improvement in telecommunications resilience to Burketown, Doomadgee, Normanton, Croydon and Georgetown as well as a 50% improvement in telecommunications resiliency to another 780,000 Queenslanders.



RAB funding was also central to completing the *Gulf Savannah Tourism Research Report 2017*. This report built on the 2012 GSD Tourism Research Report and provides GSD and other stakeholders with key tourism statistics and analysis for use in planning, lobbying and securing funding among other ends. The *Gulf Savannah Digital Transformation Strategy* provides members and other stakeholders with an assessment of the gap between the digital expectations of consumers and the digital offerings of Gulf businesses. The Strategy outlines a pathway toward addressing this deficit and delivering better outcomes for Gulf businesses and better experiences for those travelling to and through the Gulf Savannah. This can also be found on our website.

Together with our two Australian Small Business Advisory Service Programs, funded by the Australian Government, Gulf Savannah Development is providing practical on the ground support for businesses in our region and planning for future sustainability in economic growth. GSD brings together people, ideas and resources to drive economic development and growth in the Gulf Savannah Region.

GSD's current focus is on developing a strategic plan for the region, supporting and growing tourism and providing specific services to Gulf Savannah residents and businesses. In 2016 GSD reviewed its membership levels and have introduced a new level with a view to ensuring a value for money proposition.



Activities for 2018/19

Gulf Savannah Development will continue to partner with the State of Queensland through the Remote Area Board program to progress a number of projects. These include:

- The *Doomadgee Mobiles Project*, which will explore solutions to Doomadgee's current issues with 4G mobile connectivity in one of the Gulf's most populous towns.
- *Regional Branding Strategy* will explore opportunities to deliver more value for money to Gulf businesses through improved marketing/utilization of existing brands (Savannah Way, Savannah Guides) and to explore opportunities for industries and sectors not currently branded to realise the commercial benefits of so doing. With regard to the former, GSD will be exploring value-add opportunities as well as the role for digital transformation in delivering better brand outcomes with a particular focus on the tourism sector. With regard to the latter, GSD will develop a business case and a blue print for rolling out a branding strategy.
- Progression of the *Gulf Savannah Digital Transformation Strategy* through securing partners in local government and business to progress:
 - The development of a digital advertising and transactions hub for the region, enabling bookings/transactions for all Gulf events, merchandise, tours and accommodation; and
 - The progressive upgrade of the region's digital offerings (websites, presence on key tourism sites, social media etc.).
- Developing and delivering (subject to receipt of funding), a detailed "How to Guide" to those interested in setting up a Farm Stay tourism business.

In terms of advocacy, GSD's priorities will focus on a number of key items:

- Lobbying support for the *Burketown to Normanton Fibre Link Project*;
- Improving small business and local government access to high-quality tourism data through partnership with Telstra and utilization of Telstra Insights;
- Seeking State and Federal government support for developing a *Tourism and Visitor Masterplan* for the Riversleigh Fossil Fields World Heritage Site;
- Facilitating improved digital/internet connectivity for tourism and other businesses in the Gulf;
- Retention of profits from Port of Karumba operations in the region.

GSD will also be looking to improve and consolidate relationships with key stakeholders during 2018-19, including Savannah Way Limited, the Aboriginal Development Benefit Trust, the Carpentaria Land Council Aboriginal Corporation, Tourism Tropical North Queensland and regional Chambers of Commerce.



Membership Categories

Gulf Council and Indigenous Gulf Council

Voting category

This level gives Councils the opportunity to invest in and guide the activities of Gulf Savannah Development and the future of the region as a whole.

Diamond and Sapphire

Voting Category

This level is aimed at corporate organisations who want to invest in and support the economic development of the Gulf Region. Our Corporate members are vital for our strategic regional planning.

Platinum

Board Observer status.

This level also gives the opportunity to influence the strategic direction of GSD and is essential to ensure to support the operations and administration of Gulf Savannah Development.

Savannah Gold and Savannah Silver

Organisations that are looking to invest in the future development of the region and be engaged with opportunities and networks of growing economic significance.





Membership Benefits

| Membership Category | Cost (excl. GST) | Membership Benefits |
|--------------------------------|------------------|--|
| Gulf Council | \$30,000.00 | <ul style="list-style-type: none"> ✓ Seat on the Board ✓ Voting Rights (4) ✓ Logo on all GSD collateral ✓ Annual membership certificate ✓ Copies of relevant GSD publications ✓ Copies of relevant GSD media Releases ✓ Promotion on GSD website (profile, logo and link) ✓ Invitation to GSD forums and events ✓ Recognition as a partner committed to sustainable development of the Gulf Savannah region |
| Indigenous Gulf Council | \$15,000.00 | <ul style="list-style-type: none"> ✓ Seat on the Board ✓ Voting Rights (2) ✓ Logo on all GSD collateral ✓ Annual membership certificate ✓ Copies of relevant GSD publications ✓ Copies of relevant GSD media Releases ✓ Promotion on GSD website (profile, logo and link) ✓ Invitation to GSD forums and events ✓ Recognition as a partner committed to sustainable development of the Gulf Savannah region |
| Savannah Diamond | \$15,000.00 | <ul style="list-style-type: none"> ✓ Seat on the Board ✓ Voting Rights (2) ✓ Logo on all GSD collateral ✓ Annual membership certificate ✓ Copies of relevant GSD publications ✓ Copies of relevant GSD media Releases ✓ Promotion on GSD website (profile, logo and link) ✓ Invitation to GSD forums and events ✓ Recognition as a partner committed to sustainable development of the Gulf Savannah region |
| Savannah Sapphire | \$7,500.00 | <ul style="list-style-type: none"> ✓ Seat on the Board ✓ Voting Rights (1) ✓ Logo on all GSD collateral ✓ Annual membership certificate ✓ Copies of relevant GSD publications ✓ Copies of relevant GSD media Releases ✓ Promotion on GSD website (profile, logo and link) ✓ Invitation to GSD forums and events ✓ Recognition as a partner committed to sustainable development of the Gulf Savannah region |



| Membership Category | Cost (excl. GST) | Membership Benefits |
|----------------------------|-------------------------|--|
| Savannah Platinum | \$4,500.00 | <ul style="list-style-type: none"> ✓ Seat on Gulf Savannah Development Board (GSD) as an observer ✓ Free advertising in GSD's Small Business e-newsletter and Investment Information document ✓ Annual membership certificate ✓ Copies of relevant GSD publications ✓ Copies of GSD media releases ✓ Promotion on GSD's website (profile, logo and link) ✓ Invitation to GSD open forums & events ✓ Recognition as a partner committed to the sustainable development of the Gulf Savannah region ✓ Other entitlements or benefits as negotiated with GSD |
| Savannah Gold | \$530.00 | <ul style="list-style-type: none"> ✓ Annual Membership Certificate ✓ Copies of relevant GSD publications ✓ Copies of GSD Media Releases ✓ Promotion on GSD's Website (profile, logo and link) ✓ Assistance in promotion of your interests (if within our policies) ✓ Invitation to GSD Open Forums ✓ Discounted advertising in GSD publications and workshops ✓ Discounted advertising in Gulf/Tablelands small business e-newsletter |
| Savannah Silver | \$160.00 | <ul style="list-style-type: none"> ✓ Annual Membership Certificate ✓ Copies of GSD Media Releases ✓ Listing on GSD's Web Site ✓ Invitation to GSD Open Forums ✓ Discounted advertising in Gulf/Tablelands small business e-newsletter ✓ Discounted advertising in GSD publications and workshops |

Join or renew online

<http://www.gulf-savannah.com.au/membership/join-renew-now>

Gulf Savannah Development Membership Application

**Acceptance of application will be assessed and determined by the Board.*

Business Name:

Email Address:

Postal Address:

Physical Address:

Contact Name:

Contact Email:

Contact Phone:

Membership Level

- Gulf Council - \$30,000.00
- Indigenous Gulf Council - \$15,000.00
- Savannah Diamond - \$15,000.00
- Savannah Sapphire - \$7,500.00
- Savannah Platinum - \$4,500.00
- Savannah Gold - \$530.00
- Savannah Silver - \$160.00

Authorised applicant name

Authorised applicant signature

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