Unlocking the Gulf Savannah's Potential

Welcome to GSD's 2025-26 update for members and stakeholders!

It has been another **big** year for GSD - our advocacy, facilitation and project delivery efforts continued to grow and we thank you for your support. As we head into the 2026 calendar year with momentum still in the sails and the wind, we have cause to approach our stakeholder relationship system and focus on the 'we are the members' mentalitywhich underpins our **vision**.

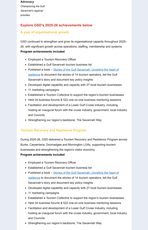
Below are the highlights and summaries of GSD's achievements for 2025-26. We have also included a preview of what the Board and Staff are planning for the coming year.

Secure a better share of government and industry investment to unlock the Gulf Savannah's regional potential and deliver lasting economic and prosperous businesses and communities where people want to live, work, play and invest.

GSD is a small member-based, not-for-profit organisation that was established to advocate for the Gulf Savannah's economic development. Our role as a peak organisation establishes it's value because the Gulf Savannah is a large part of Queensland's region – an area that is 16% of Queensland's land mass and home to 0.51% of the population. Population – in this sense, we mean a sufficient critical mass to justify the Gulf Savannah:

- advocates for better outcomes for the region and adapts the voice of our members to ensure it is relevant and contemporary;
- facilitates people, ideas and resources to develop plans, strategies and initiatives that supports the region's economic and community development
- attracts investments where projects that are our regions's economic and community development priorities are delivered;
- is a strong voice for the region's development without the ongoing support of our members - on behalf of the GSD Board, thank you for your ongoing support!

2025-26 GSD's Initiatives at a glance



GSD Development & Growth

Building GSD's capacity and capability

- Employed a Tourism Recovery Officer
- Employed a Regional Information & Cropping Hub Officer
- Established a brand - Growing the Gulf Savannah's potential by the power of numbers to drive economic growth for the Gulf Savannah's region, with the Gulf Savannah's story and discovery being a key integrator
- Established a Tourism Collective to support the region's tourism businesses
- Held 26 business forums & GSD one-on-one business mentoring sessions
- Facilitated and development of a Lower Gulf Cruise Strategy, including hosting an inaugural forum with the cruise industry, government, local industry and tourism operators
- Strengthening our regional members, The Savannah Way

Tourism Kickstart Grants (TKG) Tourism Initiative

Tourism Recovery and Resilience Program

Delivered Tourism Recovery & Resilience Program

Conducted delivery of a $500K GSD and Australian Government funded Tourism Recovery & Resilience Program to strengthen the Gulf Savannah's tourism businesses and visitor economy.

Program achievements included:

- Employed a Tourism Recovery Officer
- Established a Tourism Collective to support the region's tourism businesses
- Published a book - Journey of the Gulf Savannah: Unveiling the heart of nature to showcase the stories of 14 tourism operators, tell the Gulf Savannah's story and document key policy insights
- Hosted a tourism forum with the Cruise Industry, GSD and tourism businesses + 7 marketing campaigns
- Established a Tourism Collective to support the region's tourism businesses
- Hosted 26 business forums & GSD one-on-one business mentoring sessions
- Facilitated and development of a Lower Gulf Cruise Strategy, including hosting an inaugural forum with the cruise industry, government, local industry and tourism operators
- Strengthening our regional members, The Savannah Way

We delivered

- Leadership Development Program
- Tourism Recovery Officer
- Regional Information & Cropping Hub Officer
- Tourism Collective
- Journey of the Gulf Savannah book
- Tourism Forum
- Business Forums
- Business Mentoring
- Lower Gulf Cruise Strategy
- Marketing Campaigns
- Strategic Partnerships
- Strategic Projects

Digital Capability Program Success

27	**522**	**12**	**32**
67%	**13**	**7**	**2**

12 little new social media followers across the region

Regional Marketing Activities
Gulf Savannah Food & Fibre Showcase
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