MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Improving Land Condition in Northwest Queensland to Boost Productivity, Climate Resilience, and Biodiversity

Southern Gulf NRM, in partnership with a consortium of leading organisations, is launching an innovative project to improve land condition, enhance productivity, build climate resilience, and increase biodiversity across Northwest Queensland.

With funding from the Australian Government through the Climate-Smart Agriculture Program under the Natural Heritage Trust, the project will involve 18 grazing properties spanning 90,000 hectares over the Southern Gulf and Gulf Savannah regions. It will implement sustainable land management practices and innovative technologies to monitor key indicators, including land condition, soil carbon, and biodiversity.

The project is being delivered through a collaborative effort with:

- **Southern Gulf NRM**
- **Gulf Savannah NRM**
- **James Cook University TropWATER**
- **Downforce Technologies**
- **MaxusAI**

Participating properties will act as demonstration sites, showcasing the impact of practice changes and advanced monitoring technologies. This will support broader adoption across the industry while building land managers' understanding of carbon and biodiversity markets. By removing barriers to property-scale sustainability monitoring, the project paves the way for long-term industry transformation.

Expressions of Interest for participating in the project will be sent out soon.

This project is supported by the Australian Government through funding from the Climate-Smart Agriculture Program under the Natural Heritage Trust.

ENDS

SOUTHERNGULF.COM.AU

PO Box 2211
112 Camooweal Street,
MOUNT ISA QLD 4825

TELEPHONE: 07 4743 1888
FAX: 07 4749 4887
ADMIN@SOUTHERNGULF.COM.AU

Media Contact:

Professor Iain Gordon, Chairperson, Southern Gulf NRM

m. 0447 411 258 e. iain.gordon@southerngulf.com.au

Pru Wharton, General Manager, Southern Gulf NRM

m. 0428 888 079 e. pru.wharton@southerngulf.com.au

Zoe Williams, Chief Executive Officer, Gulf Savannah NRM

m. 0448 680 445 e. ceo@gulfsavannahnrm.org

Southern Gulf is the Natural Resource Management organisation for the Southern Gulf region of Northwest Queensland. We work with the community to deliver projects that improve and protect our region's natural resources and to maintain the prosperity of industries that rely on these. The Southern Gulf water catchment region includes all the land whose creeks and rivers run into the southern Gulf of Carpentaria. This encompasses an area of 215,000km squared[2].

Gulf Savannah NRM is a not-for-profit natural resource management organisation, working with land managers, graziers, farmers, Traditional Custodians, and communities to maintain and regenerate the health of the Northern Gulf region's natural resources – including its soils, waterways, plants, wildlife scapes, biodiversity, and biosecurity – for the benefit of current and future generations. Find out more at gulfsavannahnrm.org

James Cook University (JCU) is one of the world's leading higher education institutions focussing on the tropics. JCU's Centre for Tropical Water and Aquatic Ecosystem Research (TropWATER) delivers science-based solutions to critical challenges in tropical environments through strong collaboration with industries, communities, and governments. With a strong focus on tropical land and water systems in Australia and globally, TropWATER harnesses advanced technologies and research to address issues in resource management, ecology, and catchment science to balance economic, social, and environmental needs.

Downforce Technologies provides an innovative platform that revolutionises soil health and carbon measurement. Downforce's technology fuses multiple data sources to create a digital twin of the land, providing analysis of natural capital as well as high-resolution soil organic levels to 10m[2]. Aligned to the ISO14064 standard, the data provided by Downforce Technologies allows farmers, supply chains, and brands to demonstrate adherence to disclosure requirements by presenting investment-grade data.

At MaxusAI, we are on a mission to empower everyday users with easy-to-use AI tools and an agile AI experimentation & adoption program. Our core product is the MaxusAI™ LabelEngine, a secure, no-code, end-to-end AI platform designed for domain experts to experiment and continuously deploy Visual AI detection use cases. More info