

# *The Jewel International*

## *A Golfing & Leisure Oasis*

*Set amidst regional Australia's premium agricultural heritage...*



## *A Leisure & Residential Development, including Sustainable Development & Integrated Agribusiness*

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### ➤ *The Jewel Golf Courses*

4 World Class Golf Courses & Pro-Shop

### ➤ *The Jewel Club House*

Exclusive & stylish Club House, with full F&B facilities, dining, bar and lounge for the Golf Course, Marina and Equestrian Centre

### ➤ *The Jewel Accommodation (serviced apartments) & Residential Development*

250 comfortable Club apartments, 1400 marine and canal style Villas, 1000 Golf access style Villas  
250 Equestrian style Villas & Stables

### ➤ *Business and Resort Centre*

Modern and fully equipped I.T. Business Centre and Resort Retail Facilities

### ➤ *"The Rec Clubs" - Amenities*

Fitness Centre, Indoor Swimming Pool, Tennis Courts, Bowls, Indoor Firing Range, Games Hall

### ➤ *"The Agri-Club" – Olives, Vineyard & Stone-fruit Orchard, Livestock*

Professionally managed, 506 ha Olive Tree Plantation, 202 ha Vineyard and 202 ha Stone-fruit Orchard and 202 ha Agistment use

### ➤ *"The Saddle & Bridle Club," Polo Field & Dressage Rings*

Professionally designed indoor and outdoor Equestrian Centre, with proposed world class Polo Fields and dressage rings including competition and T.V facility management

### ➤ *Residential Villa's & Townhouses*

3250 blocks allocated with professionally designed Villa's, 250 Executive Townhouses – with creative designs to choose from

## Executive Summary

The **Jewel International** development brings together the **five** pillars for successful business;

- i. Economies of scale;
- ii. Diversified businesses;
- iii. Cash-flows and Profit;
- iv. Experienced Management; and
- v. The drive to see it through to success.

The integration of a **sporting complex**, a major **residential development** and a significant **agricultural operation** creates a platform for sustainable success.

The Jewel proposal provides to investors the opportunity to participate in these Asset classes.

### THE INVESTMENT

- ❖ The Jewel requires an investment of AUD 65 Million to set in place the foundations for maximizing the sizeable cash flow potential of the three activities
- ❖ The Jewel is predicated on selling an investment in residential, sporting and agriculture pursuits. This sets the Jewel apart from other such proposals
- ❖ Each and every Golf Club development experiences cash flow problems. The Jewel addresses these issues in a safe and predictable manner by undertaking the 3,500 acres of farming and agriculture within the overall development, on **adjacent** land
- ❖ There are two distinct funding issues, one is the funds necessary to get the project off the ground and second the sale of residential lots / memberships in the project
- ❖ The Golfing and Equestrian arenas offer to participants the chance to play on four individually designed golf courses and at the same to provide to other family members the use of the Saddle and Bridle facilities

The Residential opportunity covers the provision of some 3,500 home sites with a potential gross sales value of AUD 1,000,000,000. The profit content of this amount is very considerable and would provide substantial income to the team.

The Agriculture activity provides the long term income stream to members in the form of income from the sale of produce that meets the running costs of the total facility. The Agricultural division as a component part of the overall Project, provides necessary sustainable attributes between farming, golf course management and residential developments – such as well planned environment parks, water recycling, modern technology and materials, pipelines (GRP) – creating a serious attention toward future estates, and blending lifestyle (social), profit (economic) and a well planned developed for land and resource use (environmental).

### THE BIGGER PICTURE

Research reflects:

- i. The changing demographics in Australia (reflecting Europe and US), of an aging population
- ii. A greater focus toward lifestyle, with increasing day / weekend trips from a major city hub ie Melbourne
- iii. Increasing land values and limited supply in and around a major city (ie Melbourne)
- iv. Leisure projects, such as Golf Clubs are a huge financial burden on Members, with most Clubs operating at significant losses (with limited or no scope to increase revenue streams other than Membership Fees)
- v. By providing a diverse and integrated approach under one project - and in **ONE** physical location; operationally, providing synergies and greater use of available land, substantial capital growth from property development and sales, and positive cash-flows from diverse added value agri-business

The end result, a well defined product that links long term trends; identifiable risks; offering sound returns to an investor(s); and promoting a well balanced investment to the average Mum & Dad in the street.

### **Strengths**

- The Jewel as a concept - turns our tactical ideas into a successful strategy, achieved by making our unique concept of **four** golf courses being supported by a major agriculture activity as our reason for being
- The strategies are grounded in reality - How to make projects like **Jewel International** profitable, both in the short term and over the long haul – for **both** the leisure Member and or Residence
- The funding requirements once subscribed will facilitate a coherent marketing direction. New members will have the confidence that the project will be realized on time and within projections

- **The Jewel International** will have a different product or solution for each potential member:-
  - a. Four distinct golf courses;
  - b. Saddle & Bridle facilities;
  - c. 3,500 residences covering water frontages, golf course frontages, vineyard frontages, serviced apartments
  - d. Water sports; and
  - e. Agriculture pursuits covering 3,500 acres
- The strategy is that of a different opportunity for each owner/member. The objective being to have a different product for each want. You want horse rides we have it; you want golf to excess we have it; you want water sports we have that too...and so on
- Available land size, irrigation, water frontage, climatic conditions, a direct 1.45mins from Melbourne, nearby airport, Goulburn Valley as a horticultural region is developing a tourism theme (similar to Barossa & Clare Valley, Yarra Valley, Hunter Valley...potential to link into marketing the 5 Valley's concept)

#### **The Keys to success rest with:-**

1. Attracting "volume" of people, offering choice and variety to match each needs and wants
2. Operationally to harness synergies, cross marketing, and a clever approach to land use and profit – underpinning world class management in a world class facility
3. Integrating with local players to promote the core activities and or bolt on acquisitions that create growth to such core operations; ie.
  - a. Further development of local fruit and vegetable processing enterprises - agri-component (short term)
  - b. Sporting and Gaming Venue for regional Victoria – entertainment (medium term)
  - c. Residential village for locals and or "get away" weekenders for city dwellers - land development (long term)

#### ***Weaknesses***

1. Is the Project Concept acceptable in the greater context of investment, given its unique structure? ie Is Australia ready for an Integrated Project such as this?; and
2. Can we find a heavy hitter(s) to back the initial AUD 65m we believe is required to underwrite the Project's initial stages - either locally or internationally?
3. Limited barriers to entry via legislative licences, technological / intellectual advantages – other than project size, geography (climate and water frontage), land prices and management

#### ***Opportunities***

1. Creating a destination within a destination...investing in a growing region
2. **"Super Golf"** TV / Satellite rights over 4 courses – the potential to develop "Skins" as a major form of Golfing TV entertainment
3. Water and Equestrian events
4. Expansion of regional Horse Racing (gallops) with an onsite track as part of the Equestrian development
5. Regional gaming venue as part of the Golf Club development (via purchase of existing licences)
6. Bolt on acquisitions and added value approach to Agri-component ie Food Processing
7. Replicating the model in other suitable regions of Australia, and linking various functions eg marketing, finance – whilst promoting geographical spread for agriculture and potential for cross pollination of people, skills and employee development

#### ***Threats***

1. Successfully purchasing all the required land
  - Currently, being used for hay making, and a few home sites with grazing interests. On the whole, laying naked to a potential development such as this. Few locals have the capacity to undertake a development of this size and scope – with most of the land being held among few families, providing an exit strategy
2. The take up rate of residential / membership sales
  - A 10-12 year horizon has been forecasted, with a preference toward an in-house marketing program rather than outsource (or a combination with a major 'recognized' land development company and / or Financial Planning Group); and
3. The time it will take to have the necessary planning permits issued
  - Forecasting 2-3 years. Utilization of experienced architects and planners through the planning stages
4. Changing Environmental conditions beyond current planning limitations
  - As point 3 above, in addition to a staged approach to the development, ie 1<sup>st</sup> Agri, 2<sup>nd</sup> Golf, 3<sup>rd</sup> Residences, 4<sup>th</sup> Marina and Equestrian
5. Once Project becomes widely known - local acceptance of a project this size...ie the Fear factor, 'what does it mean for my town / community?'
  - PR and Media campaigns



- ❖ The Project is a property development providing:- (a) Return of capital; (b) Profit from development in the later stages; and (c) Ongoing income from the Agricultural development, while shareholding is retained
- ❖ The proposal involves an initial investment of AUD 65,000,000
- ❖ The drawdown of the initial investment will be AUD 15,000,000 after signing with the commitment of AUD 50,000,000 which follow around year 2-3 for expenditure on infrastructure and initial construction works
- ❖ The Project integrates a long term Agricultural precinct to provide revenue to Investor(s), on a continuing basis while they retain a shareholding
- ❖ It is recognised that Agriculture, with sufficient diversification and professional management, on soils and in climatic conditions with irrigation systems and relevant skilled labour – provides a platform for sustained cash-flows.
- ❖ The Project's initial investment is returned from property (house) and land sales in the first 3-6 years
- ❖ The agricultural income is provided progressively and indefinitely commencing in years 3-4
- ❖ The Project includes approximately 3,500 Residences with either:- (a) Water Frontage – Marine Houses; (b) Golf Course Frontage; (c) Equestrian Houses and Stables; (d) Marine Condominiums and Serviced Apartments



**Estimated Sales Value AUD 1.0 Billion**

- ❖ The proposal subject to discussion involves agricultural production of:- (a) Olives and Olive Oil; (b) Grapes and Wine production; (c) Stone-fruit (Fresh Market and Canning); (d) Diversified Livestock (Goat meat, Lamb, Fine Marble Beef etc). Covering approximately 3,500 acres
- ❖ The Project will include Equestrian Facilities in addition to Stables in each residence. Including:- (i) 2 Polo Fields; (ii) 4 Dressage Rings; (iii) Training & Agistment Facilities; and (iv) Exercise Trails and Training Areas





- ❖ Marine Residences are included with water frontage or views together with boating jetties, storage and associated facilities
- ❖ Golf Course Houses are linked along the perimeter of the 4 golf courses



- ❖ Each Residence will have its own land and accessory units
- ❖ Facilities such as tennis, squash, basketball, bowling greens, bocce etc, are all included in the new village area
- ❖ Purchase of a Residence will provide access to all the Club Facilities - Marine, Golf, Equestrian & Sports etc

- ❖ **Purchase of a Residence also includes an agricultural component.** The earnings from agricultural component off-sets future costs for the resident while they own the house. The offsets are designed to include costs of the benefits of living in the village environment
- ❖ The principal company will retain the balance of the agricultural ownership whilst they retain their shareholding
- ❖ The principal company will manage the overall Village and Agricultural Project on a commercial basis and can retain the ownership of the common spaces to the project



*Olives Italia Estate - Yr 2000  
Goulburn Valley Region*

- ❖ The overall village will have satellite T.V. communication facilities for full competition broadcasting
- ❖ All Condominiums / Serviced Apartments will be sold and will provide accommodation in replacement to a Hotel complex to reduce financial exposure and overheads
- ❖ The Project will involve 2-3 years in planning and approvals and 10-15 years in construction and sales
- ❖ Membership will be available to non-residents at commercially based fees payable to the outgoings account of the Management Company
- ❖ The Project will include sophisticated Eco-Recycling features including wetland filtering, water recycling, comprehensive waste recycling, environmental buffer zones and extensive recreational parklands
- ❖ The current average house price in Victoria is approximately AUD 360,000 and the sales prices will start around AUD 180,000
- ❖ The proposers will provide financial requirements after the initial investment if no further equity parcels are taken up by the initial investor(s)

*Property Aerial*



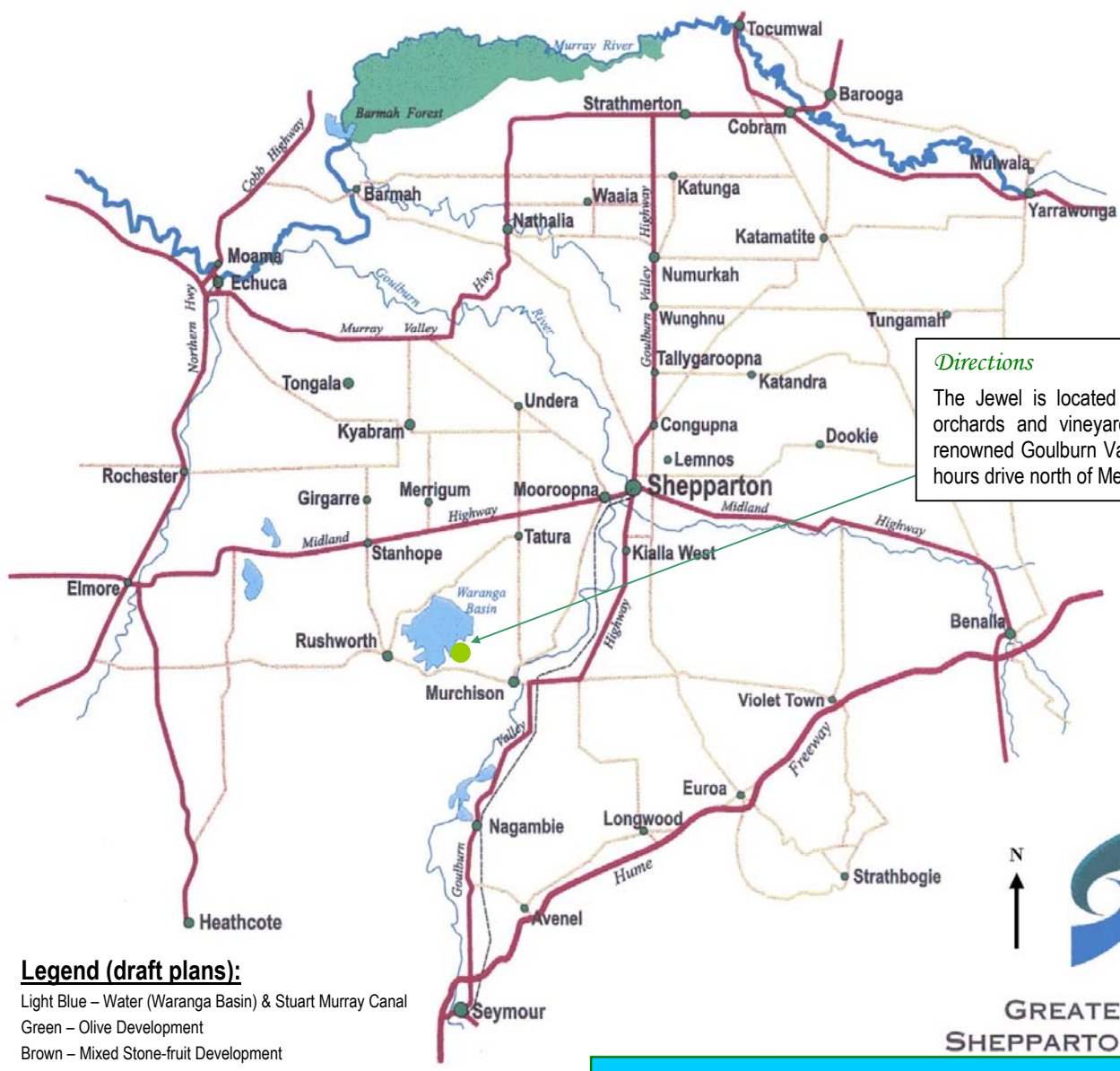
*Proposed Club House*

*Waranga Basin*



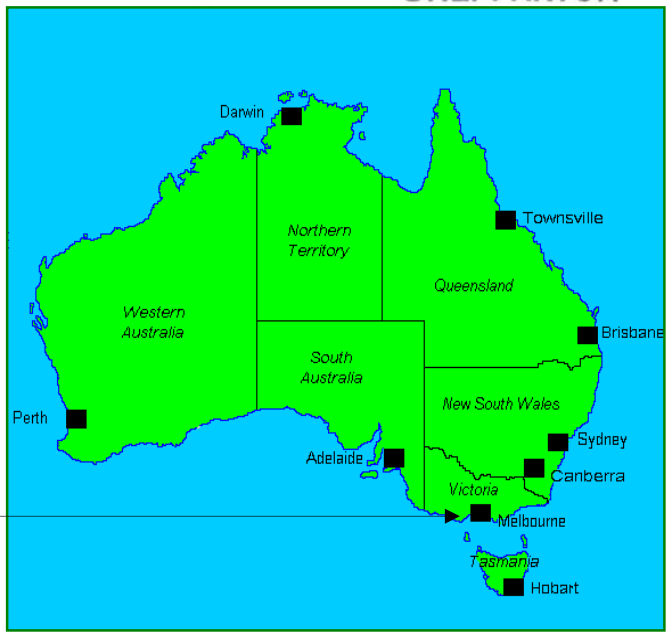
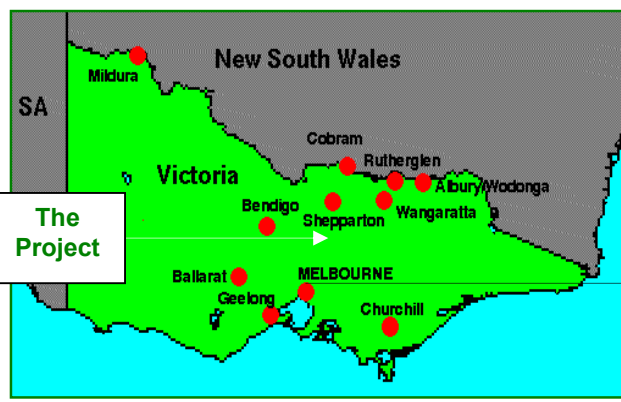
*The Jewel  
International*

# Geography



**Legend (draft plans):**

- Light Blue – Water (Waranga Basin) & Stuart Murray Canal
- Green – Olive Development
- Brown – Mixed Stone-fruit Development
- Blue – Grapes / Vineyard Development
- Black – Diversified Livestock
- Red – Agistment / Cropping
- Yellow – Wetlands / Parks & Gardens
- Light Green – Golf Courses
- Black boxes – Residential lots and Development
- Grey – Equestrian Facilities





## Mr Marc Italia

### Chief Executive Officer

- Bachelor of Business, Catering & Hotel Management and Finance (1989-1992)
- CPA, MBA (International Business Management) – (2005-2010)
- Co-Founder Shepparton Land Company Pty Limited (2000- )
- Co-Founder Green Acres Energy, Solar Harvesting (2010- )
- Co-Founder 767 Corporation Pty Limited (2005- ), incorp. 767 Enterprises – mobile text messaging, entertainment and interactivity  
[www.767.com.au](http://www.767.com.au)
- Director – Finance, Investment & Strategy – Renzella Group of Companies (2003- ) -including Renzella Hospitality, Property & Investments
- Founder (2001), WaterLink Australia Pty Limited. A boutique Water Resource Management Company, with international links to water management technologies and pipeline systems, focusing on added value irrigation and regional development
- Founder (1998), Olive Plantations of Australia Pty Limited. A professional large scale olive plantation development & management company
- Founder (1995-2002), Olives Italia Estate – Development of olive plantation
- Founder Virgin Oil (1999-2004), Olive products sales and distribution:  
[www.virgin-oil.com.au](http://www.virgin-oil.com.au)
- Founder Para-L Clothing Co. (2005- ), t-shirt prints of 'thinking person' slogans
- Toll Accounts Manager & Business Analyst, Translink Operations Pty Ltd (1998-00) - Melbourne "CityLink" Project; during the pre-operation and opening phases of the \$2billion Tollway
- Business Analyst, Australian Wheat Board Limited (1999) - During the corporatisation phase as lead upto its debut \$5billion ASX listing – Melbourne, Victoria
- Business Analyst, Westar Gas Pty Ltd (1998) - A natural monopoly, gas pipeline distribution – Melbourne, Victoria; during the privatisation of Victoria's \$10 billion Utilities
- Management Accountant, Senior Business Analyst, Business Manager (Finance / Food & Beverage, Hotel), Crown Casino Limited (1994-98)  
- Incorporating the establishment of the \$150m World Trade Centre Casino and opening of Melbourne's \$3billion Entertainment Complex – Melbourne, Victoria
- Purchasing Manager & Cost Controller, Rydges Hotel Group, The Riverwalk, Melbourne (1994)
- Corporate Traineeship, Palm Cove Travelodge Resort Cairns, Queensland, Southern Pacific Hotel Corporation, (1992) - \$100m
- Cost Controller, Palm Cove Travelodge Resort Cairns, (1993-94)
- Loaded Dog Pub Brewery, Food & Beverage, (1991)
- Food & Beverage, Rooms, Rydges Hotel Group, The Banks, CBD Melbourne (1990)
- Melbourne's Rockman's Regency, Food & Beverage, 1988-1989
- Farm Hand, seasonal basis 1989-1992 Costa Vraca & Sons. P/L

## Mr John Woods

### Corporate, Finance & Strategy

- Co-Founder Shepparton Land Company Pty Limited (2000)
- Co-Founder Green Acres Energy, Solar Harvesting (2010- )
- Corporate Investment Advisor, (1987- )
- Consultant Protocol Security Services Pty Ltd (2003)
- Director Olive Plantations of Australia Pty Limited (1998- )
- Director WaterLink Australia Pty Limited (2003- )
- Director, Falconer Woods & Co. Limited (1997-1999)
- Chief Manager, Executive Banking Commonwealth Bank of Australia (1988-97)
- Senior Management positions with AC Goode & Co, Reserve Bank of Australia, Ford Australia, TNT Group 4 Pty Ltd

Various roles / functions (such as those listed below) are envisaged:-  
**International Ambassador(s), Finance, Administration, Sales & Marketing, General Counsel, Taxation Advisory, Superintendent, Green-keepers, Operational staff, Supervisors, Engineer and Maintenance staff**



## Operation Management

Appropriately experienced and qualified people as required for specific operational functions have been earmarked for inclusion. The philosophy is geared to bolt on groups / people on a needs basis with pre-specified tenures. Certain associates have already been involved with the Proposers' on previous projects and have indicated a willingness to form part of the operations team:- (subject to final tenure and contracts)

## Dr David Smith AM MAgr Sc, MEdAdmin PhD FAIAST CPAg

### Land Management and Ecology

- Former Director General of Agriculture in Victoria
- Member of the Melbourne Water Werribee Land Use Strategy Reference Group - Focusing on the potential for piped water to be used for new agricultural production
- Developer of a system for water management around homesteads (suburban and rural), with a registered patent by WaterLink Australia Pty Ltd, as the "Misewaterer". This incorporates a device called a Weatherswitch, for which a patent has been approved and a computer model of weather, catchment and usage developed
- Executive Chairman, Olive Plantations of Australia Pty Limited ('01- )
- Executive Chairman, WaterLink Australia Pty Limited (2003- )
- Co-Founder Green Acres Energy, Solar Harvesting (2010- )
- Consultant to the World Bank and the United Nations
- Independent advisor to Mediterranean countries on projects
- Chairman, Australian Cotton Industry R&D organisation (1986-89)
- Chairman, Australian Egg Industry R&D organisation (1989-93)
- Member, Dairy R&D organisation (1982-85)
- Member, Meat R&D organisation (1982-85)
- Member, Council of The University of Melbourne (1979-86)
- Australian Medal of Agriculture 2003

## Professor David Connor DAgrSc, Phd (Melb), FAIAST

### World's Best Practice, Science, R&D

- Currently directing a project in Cordoba, Spain developing a world olive crop model, inclusive of water management
- Chief Horticultural Scientist, Olive Plantations of Australia Pty Limited
- Professor of Agronomy, Institute of Land and Food Resources The University of Melbourne
- Founder/Chairman, Joint Centre for Crop Improvement
- Major Investigator, ACIAR-funded rice-wheat systems project
- Previously, President of the Australian Society of Agronomy
- President, Victorian Branch of the Australian Institute of Agricultural Science
- Fellow of the Australian Institute of Agricultural Science
- Editor in Chief, Field Crops Research
- Recipient of the Donald Medal (2003) for Agronomy

## Mr Colin Findlay Dip AgrSc

### Project Advisory & Planning

Mr Findlay, is currently Business Development Manager, Coomes Consulting Pty Ltd, for the Shepparton (regional Victoria) branch, which undertakes a wide variety of development for Facilities Planning & Design.

Coomes is currently Project Manager for the Sanctuary Lakes development at Point Cook, Victoria, in conjunction with Greg Norman Golf Course Designs.

- Findlay Irrigation Consulting (1995-2001)
- Director - Horizon Produce, Grower & Supplier to major Supermarkets for hydroponic produce (2001- )
- Licenced Water Broker
- Previously, President of Surveys / Designers Association
- Member of Irrigation Association of Australia

## Mr Vince Italia

### Agribusiness Operations

Mr Italia has over 40 years of extensive experience the farming industries, across many crops and farming enterprises, including:

- Olive Plantation, Grapes / vineyards and stone-fruit design & management
- Diversified Horticultural produce such as Tomatoes and Greens (broccoli, Cabbage, Cauliflower, Peas, Beans);
- Broad-acre cropping and Livestock Management

His services will focus on the successful establishment and ongoing operations, sales and local knowledge of the Agribusiness development.





## Exit & Growth

The underlying focus of the integrated Project is to ensure financial sustainability.

Once all the component parts of the Project are developed and operational – the result being a number of revenue centre's (with applicable cost drivers).

Each business divisions' mandate will be to – at a minimum – generate cash and be profitable.

Thus, making the complex self-sustaining and mitigating the Member's Annual Operating Fee.

The potential Exit & Growth options would therefore create significant value to Shareholders and Member's.

**Exit & Growth Options may take the following scenarios:-**

### 1. Initial Public Offering (IPO)

ASX listing in Year 10 of Project \$1 Billion

- Complete or partial sections of Project
- Management revenue streams generated by Project

### 2. Management Buy Out (MBO)

MBO in Year 5-7 of Project \$150m

- Complete or partial sections of Project
- Management revenue streams generated by Project

### 3. Sale

Sale in Year 7-10 of Project \$750m

- Complete or partial sections of Project
- Management revenue streams generated by Project

### 4. Additional Developments

- Further Acquisitions in Year 5-10 of Project \$50m+
- Additional regional or coastal developments similar in concept

## Marketing

**The core attraction for a “Golfing Oasis”**

**is the ultimate**

**Golfer's Challenge**

**- to be tested by 4**

**courses, spread**

**across 3, 4, 5 or**

**even 7 days**

**- a beginner, novice,**

**handicapped**

**amateur, world class**

**professional**

**- all will be**

**enveloped in a sea**

**of tees, greens,**

**fairways, bunkers**

**and excitement**

**- stunningly located**

**in a Mediterranean**

**climate, with year**

**round facilities**

**- financially**

**sustainable and**

**rewarding, for**

**investors and**

**members alike.**

**Preliminary research**

**indicates that a**

**market exists for a**

**“GOLFING OASIS”**

**Market research has been drawn from various sources:**

### Victoria

- Sanctuary Lakes
- The Heritage
- Roxborough Park
- 13<sup>th</sup> Beach
- Crown Casino
- Royal Melbourne
- Waterford Valley
- Primelife Corporation
- Ing Group
- Capital Golf Club
- Shepparton Golf Club
- Nagambie Public Golf
- Kialla Golf Club
- Mooroopna Golf Club
- Mooroopna Driving Range

### New South Wales

- The Vintage
- Echuca / Moama Golf Club
- Royal Sydney
- Ellerston Golf Course

### Gold Coast - Queensland

- Sanctuary Cove

### Far North Queensland

- Palm Cove Novotel
- Paradise Palms
- Sheraton Port Douglas
- Cairns International

### International

Various golf course designs and developments have been researched in providing a foundation of information for the proposed development.

Including:

- St. Andrews (Scotland)
- Various courses along Spain's Costa del Sol
- Various courses, USA
- Empire Hotel & Country Club, Brunei

## Market Research

Ongoing Market Research & Development will encompass the following:

### **Market Segmentation**

- General Information about Golf Courses
- Specific Golf Courses in Region
- Main Golf Courses in State-potential competitors
- Analyse strengths and weaknesses
- Compile conclusions

### **Marketing Mix**

- Product
- Place
- Price
- Promotion

### **Market Lifecycle**

- Market position- expanding, contracting or stable

### **Product Lifecycle**

- Growth, maturity or decline

### **“The Bigger Picture”**

- South East Pacific
- Australia
- Victoria
- Goulburn Valley Region

### **Trends**

- International Trends
- Australian Trends
- Victorian Trends
- Legislation

### **Local Research**

- Shepparton Region
- Goulburn Murray
- Wangaratta
- Ballarat

### **Target Market**

- Identify population
- Product or market-led
- List of businesses that might be of interest
- Private customers – who will buy?

### **Summary**

- Analyse the responses
- Quantify the data
- Themes and Suggested changes in direction

## Competition

### **Local Competitors**

- Compile list of all country and golf clubs in the local area
- Consult Real Estate Agents
- Ask suppliers of competitors
- Consult potential customers

### **Regional Competitors**

- Visit other locations in the region such as Moama
- Observe the level of activity
- Obtain details on pricing
- Obtain sales literature
- Specialist Publications

### **National Competitors**

- Visit other States
- Collect brochures and prospectus

### **New Competitors**

- New Competitor planning

### **No Competition?**

- Gap in the market?
- Insufficient market for a viable business?

### **Learning from Competitors**

- Focus attention on main competitor
- Refined their business
- Better ways for running business

### **Assessing the Current Situation**

- Overview of the market
- Plan to increase the size of the market
- How to win customers

### **Anticipating Responses**

- New Competitors
- Hostility – overreact
- Adopt low profile and present small threat as possible

## Assessing the Project

### **Financier's Test**

- Project Management
- Market Entry
- Profit Margins
- Project Longevity

### **Market Researcher's Test**

- Project Viability
- Project Details
- Discernible Trends

### **Testing the Market**

- Advertising
- Direct Mail-outs
- Focus Groups
- Pilot Study

### **Own Test**

- Lifestyle
- Business Stability

### **Assessing the 4 Tests**

- Pass all tests-generally good sign
- Each Test of equal value
- Is project worth taking further?

### **Distribution & Pricing**

- How
- Estimates & Quotations
- Variations on Basic Pricing
- Keeping Own Costs Low
- Watching Profits

## Pricing

### **Fixed Costs**

- Constant business overheads

### **Variable Costs**

- Direct costs that vary in relation to the volume of business transacted

## Distribution

Margins

Alternatives

Avoiding Conflict of Interest

Using Agents

Selling to Retailers

Selling Business to Business

Selling On-Line

Exporting Your Product / Services

Direct Marketing

## Image Projection

- What Image to Project
- Encouraging Customer Recognition
- Getting the Packaging Right
- Putting the Final Image Together

## Marketing Plan

- Contents of the Plan
- Marketing Budget
- Planning the New Project Launch



## Site Selection

### Portfolio of Properties

A portfolio of properties have been identified and located in north East Victoria. While possible alternatives could be utilised for the development, these properties have a number of superior attributes, and enjoy the support of local business and regional Victorian authorities.

### The selected site

For the purpose of the Project the sites will be referred to as The Property - situated approximately 180 km north of Melbourne, the main capital city and near to Shepparton, a major regional city in the North East of Victoria.

The land area is approximately 2,200 ha (5,000 acres) near to the local river and minutes from the main highway.

The Property is set in suitable climatic zones for olive, grape and stone-fruit growing and production, with substantial infrastructure, fertile soils and quality water. Major agriculture and horticulture activities are prevalent in the area with adjacent land and surrounds currently being cultivated for vineyards, stone fruit and tomatoes. The Goulburn Valley region is well known for its high yielding quality food produce.

### Property Attributes

**Land** - productive land generally flat to undulating, to high peaks with stunning vistas

**Capacity** - approximately 1,600 ha (3,500 acres) is to be utilised for agriculture, with sections devoted to infrastructure, such as roads and access ways

**Soils** - a full soil reconnaissance survey has already been performed and indicates good fertile soils for plantation development

**Water** - substantial water entitlements are attached to The Property, and the manager will purchase further water entitlements to ensure adequate supply of water

**Wind** - prevailing wind South-Westerly

### Independent Horticultural Expert Report

An Independent Horticultural Expert Report, prepared by Mr David Pullar of "P. Pullar & Nephew Pty Ltd", has been undertaken for the Property - covering climatic data, soils, irrigation and water, drainage, economics, horticultural methods – with reference to olive cultivation and olive industry.

### Drainage and Works

All works carried out should ensure, not only adequate supply of water for the olive grove and vineyard developments under the Project, but also ensure against, flooding, soil erosion, salinity and fires.

### Preliminary Works and Established Local Developments

A trial plantation conducted by Olives Italia Estate, established in 1995, confirms the physical viability of olive growing in the region, with subsequent production of premium olives and olive oils.

A trial plot of 2,000 trees of various varieties (inclusive of the cultivars selected for The Project) has been vigorously growing since their plantings producing high quality olive oil and produce.

A number of vineyards, stone-fruit and livestock operations have already been successfully established within the region.

The introduction of varietal wines will be incorporated in addition to more familiar varieties such as cabernet or shiraz in order to penetrate niche markets.

### Water supply

The main water supply to the Project is provided by a combination of the Goulburn River and an extensive network of large channel ways that divert water to irrigation properties in the region.

It has been determined that an allocation of 8,500 ML will be required to support the Project annually.

The ability to recycle both grey water and sewerage is considered viable and an environmental impact study will be undertaken to confirm the efficacy of this activity.

### Support centres

The nearby centres of Nagambie, Murchison and Tatura, in addition to Shepparton provide a ready source of labour.

The seasonal agricultural labour inherent in The Project is an accepted practice for the region, given the volume of other seasonal agricultural activities in the area.

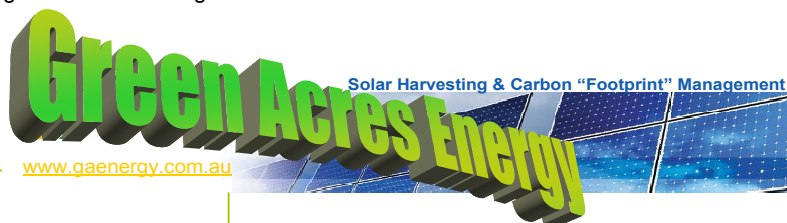
The region has a sufficient pool of skilled people and "keen" youth to undertake fulltime, part-time and casual positions which will be required to service the golf club and facilities.

The Victorian Government has a number of initiatives to assist the recruitment and training of workers in the establishment of such projects/industries.

### Environment Management

The Proposers are committed to developing a financially sustainable project, and one that blends and works with its natural environment. The ecosystem will be factored into the project plans - incorporating renewable energy sources such as solar, and ensuring ongoing operating costs are well managed via continual process improvement.

**WaterLink Australia Pty Limited**, a boutique water resource management company has expressed an interest to be part of this project as a showcase for new age pipeline and water harvesting technologies – supporting environmentally sustainable initiatives – planned from the outset for plantations, golf courses and landscaping, residential planning and facilities design. **Please refer to Addendum 1 Audubon International**



Rainfall & Temperature (Shepparton Region)

	J	F	M	A	M	J	J	A	S	O	N	D
Rainfall (575mm)	32	31	36	41	47	52	49	50	46	51	35	33
Av. Max C	31.1	30.9	27.4	22.3	17.2	14.1	13	14.8	17.2	21.9	25	27.9
Av. Min C	15.1	15.6	13	9.2	6.3	3.5	3	4.2	6	8.2	10.5	12.5

### Solar Harvesting

...provides a great way to harness the power of the sun and generate CO2 free electricity - this too can provide an income stream for **The Jewel**, further underpinning its strategic integration, whilst managing its overall CO2 footprint. Carbon "Footprint" Management please visit:-

[www.facebook.com/pages/SOLiveAR/193048840736937](http://www.facebook.com/pages/SOLiveAR/193048840736937)

[www.gaenergy.com.au](http://www.gaenergy.com.au)



# The Jewel International

With a tradition dating back to the very origins of the Royal and Ancient game at St Andrews in Scotland, **The Jewel** links style golf course and equestrian centre is regarded as capturing the true essence of Golf; demanding pure concentration on the players skill and ability and at reading the ever changing influence of nature.

Located in the heart of the Goulburn Valley, a 1.5 hour drive north of Melbourne, is The Jewel, an exclusive golf community nestled amid the vineyards and rolling hills of this growing region.

The Goulburn Valley is widely known as one of Australia's premier fruit growing and vineyard regions.



## GOULBURN VALLEY LIFESTYLE

Surrounded by olive groves, vineyards and facilities, The Jewel is to provide everything the beautiful Goulburn Valley has to offer. Golf activities will therefore be of world-class standard as other award winning designer golf courses.

The Goulburn Valley has been one of Australia's premier horticultural and winemaking districts since the mid 1800s.

The fertile soil and ideal climate have helped make Goulburn Valley wines and produce famous across Australia and around the world. Many of the wineries have complemented their tasting rooms with award-winning restaurants.



The Jewel is a fully integrated development, with plans to establish a resort hotel, villas, specialty retail, cellar door and recreational facilities including pool and tennis courts.

The community's 3,500 residential home sites surround 4 World Class, designer championship golf course, constructed to complement the area's natural environment and spectacular views.

The romantic vineyards, gourmet food and wine, and award-winning restaurants and cafes make a perfect backdrop for the privileged few who call The Jewel home.

Residents will enjoy a variety of resort and equestrian amenities within their exclusive community, including a golf clubhouse, community centre, fitness facilities and a pathway and trail system linking all neighbourhood amenities.

A mix of traditional Australian and European architecture will feature throughout the community, offering home owners a casual and relaxed lifestyle.

## HOMES AND LAND

Ranging in sizes home sites offer both golf and non-golf frontages and are located in residential precincts.

Spectacular views – with vistas across gold fairways, greens and natural water features of the Marina, Stuart Murray Canal to the Great Dividing Range, and of course the adjacent olive plantation and vineyard.

Never before has regional Victoria given the opportunity to live next to a fully equipped Equestrian Centre and among the growing Goulburn Valley wineries and restaurants in a residential golf community.

To bring the new Goulburn Valley lifestyle even closer, The Jewel Design and Building Manager will offer the unique opportunity to select the lot of investors' choice for a home customised to their personal needs, without the aggravation of going through managing the time consuming building process themselves.

We aim to offer a one-stop, turnkey building management service.



The Jewel is a fully integrated development, with plans to establish a resort hotel, villas, specialty retail, cellar door and recreational facilities including pool and tennis courts.

The Jewel will also plug itself into local and regional tourism and recreational activities such as:

- Cycling
- Walking
- Parachuting
- Hot Air Ballooning

## RESIDENTIAL



The Jewel will be the Goulburn Valley's only golf course community where owners can live permanently or keep an idyllic weekend for personal use.

Homes are designed to provide a casual, relaxed lifestyle based around open entertainment areas, cosy fireplaces and refreshing pools.

The Master Plan ensures every home has views of either the course or the surrounding countryside, and extensive landscaping ensures the whole community is in character with the unique Goulburn Valley environment.



The long-term environment strategy and architectural guidelines will be in place to ensure the landscape and built form are consistent.





# The Jewel International

- An Integrated & Sustainable Golfing Oasis -

**Continuous Improvement Process – Member Organisation of :-**

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## AUDUBON INTERNATIONAL

### Audubon Cooperative Sanctuary System

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#### *Audubon Cooperative Sanctuary Program (ACSP) for Golf*

Since 1991, Audubon International has been the leading environmental organization to provide comprehensive environmental education and conservation assistance to golf course superintendents and industry professionals. Through collaborative efforts begun in 1991 with the United States Golf Association (USGA), membership in the Audubon Cooperative Sanctuary Program for Golf Courses has steadily grown to include more than 2,300 courses in all fifty states, Canada, and increasingly, around the world.

#### *Opportunities and Issues*

By their very nature, golf courses provide significant open spaces and opportunities to provide needed wildlife habitat in increasingly urbanized communities across North America. At the same time, golf courses are called to address environmental concerns related to the potential and actual impacts of water consumption and chemical use on local water sources, wildlife species, and native habitats.

The ACSP for Golf Courses seeks to address golf's environmental concerns while maximizing golf course opportunities to provide open space benefits. This highly-regarded education and assistance program promotes participation in comprehensive environmental management, enhancement and protection of existing wildlife habitats, and recognition for those who are engaged in environmentally-responsible projects.

#### *A flexible program to fit a diversity of needs*

Of the estimated 16,000 golf courses in the United States, no two are alike. The ACSP is designed to help a golf course take stock of environmental resources and any potential problems, and then develop a plan that fits its unique setting, goals, staff, budget, and available time. The program has been tailored to a variety of different types of golf course properties, including: private clubs, public and municipal golf courses, PGA sites, 9-hole facilities, resort courses, and golf residential communities.

#### *Audubon International provides information to help golf courses with:*

- Environmental Planning;
- Wildlife and Habitat Management;
- Chemical Use Reduction and Safety;
- Water Conservation;
- Water Quality Management; and
- Outreach and Education.

By completing projects in each of these components of the program, the golf course member receives national recognition as a Certified Audubon Cooperative Sanctuary.

## *Good for the environment; good for golf*

The ACSP presents a win-win opportunity for the game of golf and the environment. Here are just a few of the many benefits our members frequently report:

- Enhances the natural beauty of the golf course;
- Reduces water use and the need for expensive chemical applications;
- Promotes the course's positive, pro-active environmental achievements;
- Educates golf course employees about habitat management, Best Management Practices, and public outreach strategies designed especially for golf courses;
- Provides on-going technical information, support, and guidance for implementing environmental projects;
- Results in financial savings on course maintenance;
- Connects superintendents and course personnel with local resource people and organizations that can support the golf course's environmental management programs; and
- Improves job satisfaction.

Audubon International believes that by working cooperatively with course maintenance staff, club personnel, golfers, and industry associations, we can help golf courses integrate sound environmental management practices and make a valuable contribution to conservation. Together, we are enhancing the game of golf while improving the quality of the environment through stewardship action.

## *The 50 in 5 Initiative*

To have 50% of all golf courses in the United States enrolled and active in the either Audubon Cooperative Sanctuary Program for Golf Courses or the Audubon Signature Programs by the end of 2007.

Please visit - <http://www.audubonintl.org/projects/50in5/index.htm>



## *Case Studies*

Please visit - <http://www.audubonintl.org/resources/casestudies/index.htm>

## *ACSP for Golf Courses Collaborative Highlights*

Please visit - <http://www.audubonintl.org/programs/acss/golfhighlights.htm>

## *Managed Land Survey*

Environmental Outcomes of Participating in the ACSP for Golf Courses

Please visit - <http://www.audubonintl.org/projects/managedlands/index.htm>

## *Certified Audubon Cooperative Sanctuaries Worldwide*

Please visit - <http://www.audubonintl.org/programs/acss/CACS%20List%20by%20State.pdf>

The Audubon Cooperative Sanctuary System educates people about environmental stewardship and motivates them to take action in their daily lives that will enhance and protect wildlife and their habitats and conserve natural resources.

Programs for homeowners, businesses, cemeteries, schools, and golf courses tailor information to the unique setting and needs of each member. To reach certification, property managers must demonstrate that they are maintaining a high degree of environmental quality in a number of areas.

***The Jewel, aims to follow this path and indeed contribute to a global continuous improvement process.***