

Wujal Wujal  
Aboriginal  
Shire Council

# Draft Corporate Plan 2022-2027



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## MAYORS MESSAGE

This is the third Corporate Plan prepared by the Wujal Wujal Aboriginal Shire Council. Council's Corporate Plan for 2016-2020 provides to all stakeholders the direction about council's strategic priorities and related strategies. The achievement of these outcomes within constraints of Council resources and support from all stakeholders will benefit the present and future generations.

This corporate plan outlines the vision for the Shire and lists the plans and strategies as well as values that the Council, staff and the community at large embrace to provide a sound basis for the development of the area, in forming strategic cooperative alliances with Councillors, staff, community members and all relevant stakeholders. I recommend this Corporate Plan to all our customers, both internal as well as external.



## History

The present community of Wujal Wujal has existed on the site for many hundreds of years and is set around the highly sacred waterfalls of Wujal Wujal meaning 'many falls' in the local language.

Wujal Wujal is an Aboriginal Shire Council, originally known as Bloomfield, later known as Bloomfield River Mission. It was founded in 1886 by Lutheran Missionaries; however, due to difficulties of isolation, the area was abandoned. It was reopened in 1957 and administered by the Hopevale Mission Board, a branch of the Lutheran Church of Australia. In 1979, it became known as Wujal Wujal, and in the following year the Aboriginal Council was formed. It became a DOGIT Community Council following the passing of the Queensland Community Services (Aborigines) Act 1984. Then in 2004 following the abolition of the Community Services (Aborigines) Act 1984, it became known as the Wujal Wujal Aboriginal Shire Council.

## Location

- Located in the Bloomfield valley inside the World Heritage Area some 170 kilometres to the north of Cairns and 70 kilometres south of Cooktown.
- Area of Shire: 1200 Hectares
- Climate: Tropical Climate. The Shire has dry and wet seasons. The wet season extends from November to May with peaks from February and March. The dry season is from June to October. Average temperature is 30°C and average minimum is 23°C.

## Terrain

- The Shire lies on the banks of the Bloomfield River with high mountain terrain surrounding it.

## Population

- Population of Wujal Wujal Community is approximately 480 people.

## Languages

- The main clan group languages are Kuku Yalanji, Kuku Nyungul and Jalunji.
- English is widely spoken by all and the older people still speak Kuku Yalanji in the community.

## Education

- Kindergarten
- A State Primary School

## Library

- The Shire has an Indigenous Knowledge Centre

## Health

- Clinic with registered nurses and weekly doctor/ specialist visits

## Sports

- Multi-purpose community hall with facilities for indoor basketball, cricket, gym and touch football.
- Sports oval for rugby, cricket, soccer, athletics and modern/traditional sports (golf, spear throwing etc).

## Accessibility

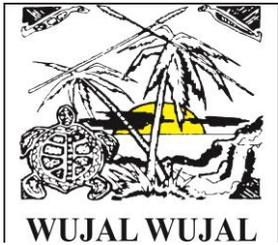
- Accessibility via the coastal road across the Daintree River and the Mulligan Highway. There is a private airstrip 20klms from the Shire with regular flights, usually available to the public. The Shire can also be accessed by sea.

## Tourist Attraction

- Wujal Wujal Fall and Roaring Meg Fall with sacred sites and story place, bird watching, river cruises, crocodile watching, scenic views, traditional arts and culture.
- Arts and cultural Centre, incorporating retail sales of artwork and café facilities
- General Store.







# Wujal Wujal Aboriginal Shire Council

## Corporate Structure as at 31 December 2021

**Mayor & Council**

**Executive Services**  
Chief Executive Officer

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Strategic Planning</li> <li>• Governance</li> <li>• Public Relations</li> <li>• Human Resources Policy</li> <li>• Disaster Management</li> <li>• Leases</li> <li>• Library Services</li> </ul> | <ul style="list-style-type: none"> <li>- Town Planning Scheme</li> <li>- Families &amp; Community Safety</li> <li>- Tourism and Shire Promotion</li> <li>- Justice</li> <li>- New Housing Construction</li> <li>- Arts and Culture</li> <li>- Kindergarten</li> </ul> |
|---|---|

**Corporate & Financial Services**  
Director of Corporate & Finance

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Financial Records</li> <li>• Information Technology</li> <li>• Human Resources &amp; Payroll</li> <li>• Budgeting</li> <li>• Investments</li> <li>• Risk Management</li> <li>• Procurement</li> <li>• Financial Management</li> </ul> | <ul style="list-style-type: none"> <li>Asset Management</li> <li>Post Office/Bank Agency</li> <li>Centrelink Agency</li> <li>Records Management</li> <li>Remote Broadcasting Services</li> <li>Community Care Programs</li> <li>Property Management</li> </ul> |
|--|--|

**Technical Services**  
Director of Works & Building Services

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Infrastructure Planning</li> <li>• Roadwork and Drainage</li> <li>• Workshops and Depots</li> <li>• Plant and Main Roads Work</li> <li>• Private Works</li> <li>• Water Supply</li> <li>• Sewerage</li> <li>• Men's and Women's Services</li> </ul> | <ul style="list-style-type: none"> <li>Waste Management</li> <li>Parks and Gardens</li> <li>Cemetery</li> <li>Animal Management</li> <li>Environmental Health</li> <li>Housing and Building Services</li> <li>Sport and Recreation</li> </ul> |
|--|---|

Councillor Profiles

**Mayor**

**Councillor Bradley Creek**

Elected Councillor March 2016, Elected Mayor March 2020



Mayor Bradley Creek commenced in Local Government in 2016 and has been a sitting councillor at Wujal Wujal Aboriginal Shire Council. He holds a Certificate III and IV in Land Conservation gained during his employment with the Jabalbina Corporation Ltd. He grew up in Wujal Wujal and has worked in administration at the Wujal Wujal Primary Health Clinic as well as working as a Carpenter in Community back in the CDEP days. He also comes from a sporting and music background that includes rugby league and plays in his Cousin Brothers Harrigan Boys Band called 'Black Image'. He is part of the Jalunji, Ngungkul & Kaantju clan groups. He has wide experience having lived in Coen working as a Ranger for his Dads Family Corporation Kalan, Brisbane where he gained his white and blue card in the construction industry and has worked in and around Brisbane. Also working as a scaffolder in Cairns. Bradley is married to Meredith and together they have a blended family with children Jakayda, Reshali, Dickieram and Zhiranie. He brings a fresh perspective to Wujal Wujal and is an advocate for community inclusivity, advocacy, communication and socialisation.

**Councillor Vincent Tayley**

Elected March 2016

I am a Traditional Owner and a proud cultural man. I am also an Eastern Kuku Yalanji Ranger working on our Eastern Kuku Yalanji Bubu (country) between Port Douglas and south of Cooktown. My childhood was very disciplined and included being taught our language and culture by my Elders. This has given me the vision and determination to see that our children in the generations to come are educated and that they respect and uphold our cultural lore and values. With respect for themselves, for each other and for our modern laws, our children will proudly represent our future.



**Councillor  
Robert Bloomfield**



Elected March 2016

Traditional Owner Nations: Kuku Yalanji, Kuku Nyungkul. I am in my second term as an elected member. Working for Council and Community is like a family tradition and runs in my blood, as my late Father was once Chair and an elected member of Council. I started my working life in the administration area, where I worked for a couple of years before becoming a qualified Environmental Officer. I then put my hand up for Council. My vision is for everybody to work together in the community for a stronger future.

**Councillor  
Bobby Kulka**



Nominated March 2015 - Re-elected March 2016

Traditional Owner Nations: Kuku Yalanji, Kuku Nyungkul. This is my second term as an elected member of Council and the experience is building on my local connections. Other posts I have held include Environmental Health Worker. I have also been Secretary on the Executive Committee of the Men's Group, working on issues to improve life for the men in our community. I am able to use my background experience in my current Council portfolio: for example, I work with the Bloomfield Track Stakeholder Group, with other regional councils on pest management, with Cape York on marine and natural resource management, and I also liaise with Jabalbina Rangers.

**Councillor  
Vanessa Tayley**

Appointed September 2019, elected March 2020

Commenced in Local Government in 2019 and is a welcome addition to WWASC giving representation to 50% of the community as the only sitting female councillor. Cr Tayley works for the local Bloomfield River State School, has a partner and two children. She is passionate about education, community socialisation and is an active community member and is a welcome addition to the Council.



Corporate Plan

**Senior Council Staff**

Chief Executive Officer Mr. Stephen Wilton

Director Finance & Corporate Services Vacant

Director Works and Building Services Mr. Victor Mills

Corporate Plan

**CONTACTS**

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## Our Mission and Values

### **Mission**

To serve the community by a sustainable and equitable delivery of services with a focus on local priorities, and contribute to the economic development and the improvement of the quality of life of residents.

### **Values**

The strategies contained in the Corporate Plan are designed to achieve the aims identified by the Community and Council. These aims are all concerned, in their various ways, with excellent customer service and the economic development of the Shire. A commitment to customer service is one of many defining features of the Wujal Wujal Aboriginal Shire Council Corporate values. Other values define the context in which the aims of the Corporate Plan will be pursued.

### **Our Values:**

- Accountable Management
- Community Engagement
- Continuous improvement
- Customer Focus
- Economic Development
- Networking
- Respect for Aboriginal Culture and Tradition
- Sustainable Environment
- Value for money

## **Corporate Planning Principles**

The corporate plan is the Council's major planning document and is a statutory requirement under the Queensland Local Government Act 2009. It is designed to provide the residents as well as major stakeholders with a clear picture of the direction that the council is taking in service provision and capital works over the next five years.

### **The corporate plan is supported by of other council documents such as:**

1. Council operational plan
2. Council annual budget
3. Council policies

Council corporate plan is an ongoing document that must be reviewed from time to time in order to maintain its currency. It is important that the Corporate Plan reflects the community views and expectations as set out in the previous Community Plan 2011-2021

In order for this to be achieved, Council must actively consult with its residents.

### **The plan is based on the concept of:**

- Consistency with the vision of the community established by the Previous Community Plan 2011-2021
- Clearly identifying what the current issues and strategic directions are that the Council wishes to take
- Setting corporate goals and strategies that address these issues
- Providing budgetary allocation and priorities to achieve the identified goals
- Having a structure that will allow operations to take place so that goals can be achieved
- Developing operational plans
- Developing performance management indicators to monitor progress
- Regularly reviewing the performance at least once a year in the Annual Report

The 2022-2027 Corporate Plan is a document that guides Council decision-making, policy and development and is a critical part of Council's Corporate Governance, contributing to long-term financial sustainability and transparent, accountable and responsible management. The Corporate Plan gives structure to the annual prioritisation of Council's service provision, detailed in the yearly Operational Plan and annual budget. Council's workforce therefore works on an annual basis, matching performance to the Operational Plan and budget, in order to successively build on the previous year's works, and towards Council's longer-term strategic priorities.

## Corporate Plan Major Program Areas

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### a. Corporate Governance, Community Safety and Family Services

AIM: To provide leadership, direction, representation and service to the community, and manage the care and safety of families

### b. Corporate Services

AIM: To manage Council's resources in a way that achieves maximum community Benefit whilst maintaining financial sustainability

### c. Technical Services

AIM: To develop and maintain infrastructure, land-use planning and environmental services to meet community needs.

### d. Building Services

AIM: To develop, maintain and renovate infrastructure to improve community housing and council buildings

### e. Community Services

AIM: To promote and develop a range of services to cater for the diverse needs of the community.

### f. Enterprises

AIM: To promote the development of micro, small and medium enterprises to get community members to benefit their wellbeing to a more productive lifestyle and local economy.

## a. Corporate Governance, Community Safety and Family

**Aim:** To provide leadership, direction, representation and service to the community, and manage the care and safety of families.

### Strategies and Performance Indicators

- Provide leadership through planned, transparent, effective and accountable government
- Provide direction through a system of local laws, clearly stated goals, policies and procedures.
- Provide responsive and balanced representation of all sectors of the community thus have an inclusive community
- Provide quality service to the residents of the Shire.
- Have an effective corporate governance system that meets the statutory requirements and best practice and obligations
- Build strategic cooperative alliances with neighboring Shires, relevant peak bodies and other organizations that underpin council values.
- Manage natural disasters through community engagement.
- Provide Community Justice Programs to support community members in need
- Provide a system of risk management across all facets of Council operations

## b. Corporate Services

**Aim:** to manage the Council's resources in a way that achieves maximum community benefit.

### Strategies and Performance Indicators

- Maintain an efficient, committed and appropriately skilled workforce.
- Control income and expenditure in accordance with statutes and council policies
- Prepare timely and accurate financial information
- Ensure expenditure achieves maximum benefit for the community members
- Secure funding from all available sources
- Ensure compliance with relevant council revenue policies, community service obligation policy and procurement policy
- Provide accurate and timely agendas, minutes and reports
- Ensure prompt and timely action on council decisions and public enquiries
- Provide courteous, friendly and effective communication that can be seen, heard and read both internally and externally
- Continue to develop and modify council policy
- Continually revise IT systems to reflect the changing directions and technology developments
- Retain and recruit the best possible staff through good work practices, job specifications, and personal development career path, training and remuneration
- Utilise local human resources whenever available
- Encourage innovative solutions to problems financial and administrative
- Provide a centrelink agency service that meets the needs of residents of the Shire and surrounding areas

## Corporate Plan

### c. Technical Services

**Aim:** To develop and maintain infrastructure, land-use planning and environmental services to meet community needs.

#### Strategies and Performance Indicators

- Improve and maintain road networks and existing assets
- Seek funding from all available funding sources
- Provide quality plant that returns maximum benefits to the Shire
- Manage river banks areas with sensitivity for their ecologies and environment
- Seek contract work from neighboring Shires and organizations that operate in the region
- Maintain and constantly develop water systems and plan for future and plan for future community needs that meet all licensing requirements
- Provide sewage systems for the community that satisfy the licensing requirements and adheres to all regulatory and legislative requirements
- Provide and enhance a cost effective waste management system
- Undertake compliance, education with other service providers to ensure that environmental health standards are met and maintained
- Provide a responsible, effective and integrated animal management service to the Shire
- Develop local laws, policies and procedures in relation to animal management
- Work collaboratively with neighboring Shires and other land managers in the area of animal and pest management
- Provide ongoing training to staff
- Ensure accident free workplaces by appropriate training and adhere to state work practices
- Manage the Planning Scheme and assess all development and rezoning applications

## Corporate Plan d. Building Services

**Aim:** To develop, maintain and renovate infrastructure to improve community housing and council buildings

### Strategies Performance Indicators

- Seek funding from all available funding sources
- Ensure the residents have access to good quality housing
- Make representation to government to ensure that adequate resources are available for housing, construction, major renovations, repairs and maintenance
- Deliver compliance based on priorities including financial viability, unlicensed contracting and contractual responsibility.
- Improve strategies for intervention in building disputes before and after the construction process.

**Aim:** To promote and develop a range of support services to cater for the diverse needs of the community

### Strategies Performance Indicators

- Provide appropriate support for economic development and employment that benefits the Shire
- Seek funding from all available funding sources
- Facilitate the provision of sporting and recreation facilities to meet the needs of a cross section of community residents
- Facilitate the provision of men's and women's support services
- Maintain, expand and broaden the opportunities for youth and thus build young people's capacity for self-improvement
- Research and promote projects that facilitate sustainable cultural and social enterprise, such as the Arts and Cultural Centre
- Increase opportunities to improve general knowledge, literacy skills, cultural enlightenment and entertainment through the Indigenous Knowledge Centre
- Provide kindergarten facilities that will enable kids to have an early start schooling and thus provide better transition to primary school
- Provide an effective, informative culturally appropriate community radio system
- Provide Life Promotion Programs to support community members in need
- Provide quality aged and disabled care facilities and services
- Develop residential aged and disabled care facilities and services

## Corporate Plan f. Enterprises

**Aim:** To promote and develop a range of enterprise services to cater for the diverse needs of the community

### Strategies Performance Indicators

Living within our means to deliver cost effective services by establishing foundations that consist of the following:-

- Establish a Local Indigenous Bloomfield River Cruise that coincides with the Walking track to the Bloomfield Falls
- Establish successful Accommodation – camping/cabins
- Ensure all properties used by other entities are supported by leases or tenancy agreements
- Further develop the Containers for Change program and commercial recycling opportunities
- Upgrade service station to cater for the 24/7 needs of Council, Agencies and travellers
- Facilitate the Arts & Cultural Centre to incorporate under a local management committee and Cafe to operate 7 days a week



# Wujal Wujal Aboriginal Shire Council – Corporate Plan

## Development and Consultation Process Used

In developing the Corporate Plan 2022-2027, the Council adopted the following steps:

- A draft plan was developed by the Council and senior staff at a meeting to be held in November 2021
- Community consultation was carried out during November/December seeking to identify community needs and desires for inclusion in the strategic plan for the next five years
- A revised draft was presented to the council for further consideration at the January 2022 Council meeting
- An amended draft plan will be promoted to the residents in the Shire. The plan will be made available for inspection at the Council Office, IKC or Post Office.
- Copies of the draft Corporate Plan will be distributed to all known organizations within the Shire for comment
- Submissions will be considered and a final draft will be prepared for adoption by council
- The Corporate Plan 2016-2021 will be adopted by council on 17 February 2022

- **Master Plan/Footpath Streetscape**
- **Bloomfield Valley – Re-vegetation Plan**