

Mullewa

Community Development Action Plan



July 2024

Foreword

Mullewa is uniquely placed at the intersection of three distinct geological areas, the sandy coastal plain, the fertile red loam of the northern wheatbelt and the vast expanse of the outback. Our location, biodiversity and abundant resources have attracted people to the district as a place to live and move through for millennia.

From the original inhabitants, the Southern Yamaji people, to the first settlers and our modern population, Mullewa has been a place of transition between the coast and the inland.

- Following the seasons in search of food, water, and community.
- Transporting wool from the vast stations of the Murchison to the port of Geraldton.
- Traveling through on the way to the goldfields to chase a fortune.
- A critical junction for the railways.
- Delivering grain and livestock from our modern broadacre farms; and today,
- Increasingly, a heavy haulage staging post for the iron ore and renewable energy projects throughout the Midwest.

Mullewa has seen many people come and go over the years and each generation has added their mark and built the culture and character of this special place. Maintaining and strengthening the rich heritage is as important as growing, innovating and changing.

At times, Mullewa has lost its way and struggled to keep going in the face of rural decline, population drift, drought and problems of poverty and disengagement, but we are a resilient bunch who prove time and time again that when we come together, we can punch well above our weight. We are creative, persistent, clever, and hard-working, capable of adapting quickly and delivering projects that larger communities would find difficult to do.

With each economic and societal change over the last 150 years, Mullewa has reinvented itself. Once again, we have reached a moment where change is inevitable and the community must take charge if it is to reap the benefits of new industry, new demographics, new technology and new opportunities.

We give thanks to Rural Aid Australia and the irrepressible Peter Kenyon for guiding the community through the process of developing this 'Community Development Action Plan'. Their support and expertise are invaluable. Having a vision and a clear plan is the first step in creating a legacy.

The 'Community Development Action Plan' is our roadmap for the future. It was developed by committed, caring and optimistic members of our community who put the time and effort into identifying our hopes and aspirations as well as the practical steps we can take to achieve our vision for Mullewa. I commend this 'Community Development Action Plan' to you. I invite you to think about how you can contribute to the sustainable future of Mullewa, and I look forward to seeing the strategies put forward by the community become a reality.

Julie Freeman

Acknowledgements



The formulation of this 'Community Development Action Plan' was initiated and coordinated by the Mullewa Community Builders Team (Cassie Young, Julie Freeman, Caprice Lema and Helen Ansell) and funded by Rural Aid as part of their commitment to supporting Australia's small rural towns. The formulation of the Plan was undertaken by Peter Kenyon from the Bank of I.D.E.A.S. assisted by Jude Sutherland, Roger Hitchcock, Paul Gravett and Maria D'Souza. Special thanks to so many passionate community members who gave so generously of their time, wisdom and experiences.

The financial contributions of the Mid West Development Commission during the early stages of the program are also greatly appreciated.

We respectfully acknowledge the Yamatji Peoples as the traditional owners and First People of the lands which comprise the township of Mullewa and its districts. We pay our respects to the Elders past, present and future for they hold the memories, the traditions, the culture and hopes of the Yamatji Peoples.

Our Story



Our resilient community of Mullewa is located in the Midwest region, 450 kilometres north of Perth and 98 kilometres east of Geraldton. It is a distinct townsite within the City of Greater Geraldton local government area. A centre which serves the rural localities of Pindar, Tardun, Wongoondy, Wilroy, Devil's Creek, Tenindewa, Wandanooka, Woolgorong, and West Casuarinas, the town of Mullewa according to the 2021 Census, had a population of 356 persons (66 families).

Mullewa country has been home of the Wajarri people for over 20,000 years. Part of the broader Southern Yamatji group, their traditional lands extended east to Mount Magnet and Meekatharra and north to the Gascoyne River. The name 'Mullewa' or 'Mullewah' (or 'Moola-wa') is believed to have originated from a spring named by the local Aboriginal people, meaning 'Swan'; a bird species historically prolific in the area. The name may also be derived from the Aboriginal word 'Mooloowa', for the fog that often spreads through the valleys and low country.

Settlers moved to the area in 1869 to take up pastoral leases for farming, and subsequently the townsite evolved to service a strong grain growing community. The railway arrived in 1894. Mullewa became a significant depot for explorations and the eastward movement of pioneers into the Murchison. The 1920's saw vast areas of land thrown open for soldier settlement; and by 1930, 20,000 acres was under cultivation in the district.

The Mullewa Road District was constituted in 1911, and it became a Shire in 1961. Mullewa grew to a population high of 1860 residents in the mid 1970's with a vibrant business CBD.

However, population decline contributed to eventual amalgamation with the City of Greater Geraldton in 2011.

Well-known as the "Northern Gateway to Wildflower Country", the Mullewa district has evolved as a seasonal tourist destination for its stunning displays of everlastings and flowering shrubs along roadsides and in surrounding nature reserves. Local tourism is complimented by the town's growing reputation for art; art deco heritage buildings; the central role played in the Monsignor Hawes regional heritage trail and popular community events like the Mullewa Muster and Rodeo, Wildflower Show and Agricultural Show.

Two significant recent events in our history that will continue to shape our future. Firstly, the decision to amalgamate the Shire of Mullewa with the City of Geraldton-Greenough to create the City of Greater Geraldton in 2011, which was incidentally opposed by 83.24% of Mullewa voters. Secondly, the successful Yamatji Nation Claim in 2020 after 20 years of negotiation. In an Australian first action, the native title group, representing 9000 traditional owners achieved native title recognition of a landmass of 48,000 sq kms as well as a \$480 million economic development package.

The town and district have continued to thrive as an agricultural centre and maintains strong grain production levels. Agriculture remains our community's primary industry involving a total area of 880,000 hectares. The town is a major receival site for Cooperative Bulk Handling.

Our Vision

A resilient, cohesive and safe community thriving in a vast landscape with a rich heritage, rich cultures and many assets offering a world of opportunity for all

Our Guiding Values

Guiding values are the fundamental, moral, and ethical beliefs that we share as a community. They represent core principles and capture what our community considers important. They help foster trust, respect, collaboration, and unity.

The following seven guiding values and attitudes provide the context for our community's identified actions and initiatives, namely -

- **Resilience** - ensuring positive and can-do attitudes and behaviours to deal with adversity and change.
- **Community Inclusiveness, Connection, Unity and Engagement:** - valuing the involvement and contribution of all our community residents, groups, and agencies; and appreciating and respecting the diversity of all cultures, opinions, and ideas.
- **Safety** - maintaining high levels of community safety with a low crime rate and anti-social behaviours.
- **Place-Based Relevance** - ensuring actions and services understand local context, reflect our locally agreed priorities, and mobilise and unite our local stakeholders and community members.
- **Collaboration and Partnership** - committing to cooperate, collaborate and network to ensure maximum positive outcomes for our community.
- **Embracing new opportunities** - building upon our local assets, capacities and creativity; and facilitating opportunities that enable all our residents to see and experience their community as a place of opportunity.
- **Intergenerational connections** - creating opportunities for all ages in our community to share, support and learn from each other.



Our Goals

Community goals are broad statements of intent that direct our efforts towards accomplishing our vision in line with our guiding principles.

Below are the ten community goals which guide our community aspirations, namely -

- To provide a safe and attractive living and working environment where all people feel safe, involved, supported, and empowered.
- To attract skilled people and families and help grow our population and reverse business and employment opportunity decline.
- To actively pursue new economic and entrepreneurial opportunities that strengthen and diversify our local economy and business life.
- To empower local Aboriginal residents to be more actively involved in local decision-making and town development.
- To strengthen individual and family resilience.
- To create an environment where our young people feel involved, supported and empowered, and will consider staying in or returning to our community for work, business, family and lifestyle opportunities.
- To reverse the “DIDO” mentality of service providers and expand the range of place-based services.
- To actively promote and showcase Mullewa as a great place to stop, stay, experience, and reside, especially through a vibrant and welcoming town centre.
- To retain strong sporting and cultural clubs, events, facilities, and traditions.
- To preserve, maintain and strengthen our community assets and heritage.

Our Challenges

Like many small inland rural communities, our community needs to respond creatively to a series of demographic, social, economic and environmental challenges. These issues include -

- An ageing and declining population, contributing to the weakening of social networks and community cohesion.
- Volunteer fatigue and declining numbers.
- Identification of Aboriginal Elders and their engagement.
- Anti-social behaviours and youth crime.
- Tourism challenges, especially seasonal nature and limited tourist product.
- Lack of early childhood services and childcare.
- Limited range of local employment opportunities.
- Mental health and self-harm challenges.
- No child/youth safe house.
- DIDO service provision from Geraldton and a lack of place-based support services and practices.
- The cycle of intergenerational trauma, poverty, harm challenges, dysfunctional family and community life and unemployment.
- Lack of rental accommodation.
- Overcrowding in housing.
- Declining recreational options.
- Lack of children services and programs.
- Lack of police visibility.
- Lack of place-based counselling and support services.
- Access to affordable labour with right skills mix.
- Cost of living challenges.
- Prejudice, intolerance and disrespect between the Aboriginal and non-Aboriginal communities
- Poor connectivity and blackspots.
- Road safety due to number of road trains.
- Proximity to Geraldton.
- Lack of public transport- lack of bus service to Geraldton.
- Uncertainty of commodity prices.
- Alcohol and drug abuse.
- Town appearance.
- Geraldton centric attitudes.
- Limited pool hours.
- Lack of Aboriginal heritage interpretation and visual expressions of pride.
- Poor school attendance.
- Poor service collaboration.
- Complexity of service provision and lack of a “one stop shop” for information and direction – services are simply not being accessed and used.

Our Assets

Culture, Stories & Sources of Pride

Physical

Natural - Rich farmland, abundant wildflowers, wreath flowers, Coalseam Conservation Park, Indarra Nature Reserve (sandplain), Irwin and Greenough Rivers, bird life 140+ species

Walk & Drive Trails- Hawes Heritage, Town Heritage, Mullewa Bushland, Rail Heritage, Wildflower Walk, Northern Loop Drive, Southern Circuit Drive.

Key facilities- Recreation Centre, gymnasium Town Hall, youth centre, swimming pool, caravan park, rubbish tip, airstrip, speedway

Historical Building - Town Hall, Masonic Lodge, Our Lady of Mount Carmel Church and Priesthouse, Anglican Church, Pindar Pub, Pioneer Well

Lions Park, Heart Park, Recreation Centre oval and rodeo ring, Mass Rock, Lookout, waterfall.

CBH complex.

Pindar townsite

Tenindewa Store and School interpretation

Monsignor Hawes Heritage Trail, Our Lady of Mount Carmel Church and Priest House Museum, Mass Rock, Presentation Convent

Rail Heritage - Railway station, water tank and goods shed

Pioneer Cemetery,

3 Art Galleries

Heritage buildings - Art Deco Town Hall, Masonic Lodge, Pindar Hotel, Anglican Church

Wildflowers, waterfalls, De Grey Stock Route wells, Conservation Reserves.

Murals,

Walk & drive trails,

Yamatji heritage and art

Agricultural heritage.

Events- Mullewa Agricultural Show, Mullewa Muster & Rodeo, Wildflower Show, Polocrosse Carnival, ANZC Day, Christmas Tree Events

Strong arts culture

Separate and distinct identity to Geraldton

People

Arts - artists, craftspeople, musicians, dancers (Binmaga), photographers, yoga teacher, radio DJ

Professionals - doctor, nurses, teachers, police, CGG District Office manager and staff, priest.

Local government councillors, State and Federal MPs

Farmers, local business owners, tradespeople, hairdresser.

Sports - footballers, tennis players, bowlers

Retirees, young men and women

Mullewa Wajarri community.

Former residents committed to the town.

Volunteers, committees, dedicated locals, local MP's, fire fighters, ambulance officers

Visiting services - WACRH students and programs (Tech, Hub, Gentle Gym), Ngala, Joblink, Desert Blue Connect

Our Assets

Social Networks

Institutions

City of Greater Geraldton - District Office.
WA Police - police station and courthouse
Trans WA bus stop.
Hospital Accident & Emergency, doctor's surgery, aged care services
Community Resource Centre
Library
Schools - Our Lady of Mount Carmel Primary School and Mullewa District High School.
Dept of Communities,
CGG Youth Centre.
'Radio Mama, Stephen Michael Foundation
Midwest Employment and Economic Development Aboriginal Corporation,
WA College of Rural Health (UWA),
Geraldton Sporting Aboriginal Corporation.
Royal Flying Doctor Service,
St John's Ambulance
Volunteer Town and Bush Fire Brigades

Arts- Yamatji Arts, Mullewa Arts Development Group - Mullewa Station Arts & Crafts Group, Binmaga Dance.

Sporting groups - Football (Senior & Junior), Tennis, Bowls, Polocrosse, Barefoot Bowls, Bimba Basketball, Mullewa Sports Club - Friday Nights @ Sports Club

Service Groups - St Johns Ambulance, Fire Brigade, Bush Fire Brigades.

Event Committees - Mullewa Agricultural Society, Mullewa Muster & Rodeo Committee, Wildflower Show Committee - Outback Bloom.

Farming Groups - Mullewa Community Group & Farm, Mullewa Dryland Farming Initiative

CRC Kids Club, Library Book Club, Tech Hub, Gentle Gym

School breakfast, Night hoops.

Economic

Agriculture - broadacre cropping and livestock farms

Retail businesses - supermarket and post office, Yarrumba Deli and fuel, Crudeli's Auto Repairs & service station.

Community enterprises - Sports Club, Community Resource Centre.

Arts & Culture businesses - Helen Ansell's Gallery and Cafe, Susan Merry's Gallery.

Health Services - Doctors Surgery, chemist.

Agricultural support businesses - Mullewa Farm Supplies, CRT, BP - Mechanic, Welders - Luke Poynter & Tristan Jenkins, Lynch Transport, Squires Civil, Schulz Seed Cleaning, Swift Transport, CBH.

Accommodation and hospitality businesses - Inspirations Motel, Railway Hotel, Caravan Park.

Mining companies - Mount Gibson Mining Pty Ltd, Fenix Resources, BP - renewable energy project, Australian Vanadium, plus ongoing exploration for critical minerals and feasibility for wind and solar projects.





Our Strategies & Actions

Theme One

Building a Safer & More Connected Community

ACTIONS

1

1. Form a Mullewa Community Action Group (MCAG)

- a. Identify local residents willing to form a three- month task group to develop a MCAG brief, produce a flyer, promote the value of a MCAG organisation and convene a launch meeting.
- b. Form a committee and identify initial priority actions.
- c. Promote membership and form task groups around a set of priority actions.
- d. Register as a member of the Town Teams Movement (TTM).
- e. Develop an annual program of initiatives and identify short term task teams in collaboration with service providers.

Timeframe: Immediate and ongoing

2. Lobby for the instigation of a Mullewa Reference Group to the City of Greater Geraldton.

Timeframe: Immediate

3. Seek representation by Mullewa residents on the Mullewa Interagency Meeting.

Timeframe: Immediate

- #### **4. Request the Mullewa Interagency prepare a process and a tool that provides Mullewa residents and funders an **Annual Impact Report Card** on services and programs delivered in Mullewa.**

Timeframe: Immediate

5. Form a Safer Community Taskforce, comprising local residents and key service provider personnel to undertake the following-

- a. Listen to resident concerns and ideas.
- b. Identify possible local actions to enhance a sense of safety and security in Mullewa and reduce anti-social behaviour.
- c. Research what other communities are doing to counter anti-social behaviours.
- d. Develop and implement a 'Safer Community Action Plan' that incorporates-
 - CCTV in key locations.
 - Enhanced child and youth activities.
 - More community connection initiatives at the neighbour and wider community levels.
 - Graffiti prevention and elimination initiatives.
 - Organisation of Harmony Day, NAIDOC Week/NAIDOC Ball.
 - Improved collaboration between service providers.
- e. Advocate for the introduction of a 'Safe House' in Mullewa.
- f. Advocate for the return of the Yamatji Night Patrol.
- g. Advocate for external resources, services and programs.

Timeframe: Immediate and ongoing

Our Strategies & Actions

Theme One

Building a Safer & More Connected Community

ACTIONS

1

6. Foster more culturally sensitive environments for community events that encourage greater local Aboriginal engagement in local problem solving and decision-making.

Timeframe: Immediate and ongoing

7. Form a Welcome to Mullewa Task Team who develop and distribute an 'Welcome Kit' and coordinate 'Welcome to Mullewa' events.

Timeframe: Immediate and ongoing

8. Identify a volunteer to coordinate the promotion of positive messages of our community through radio, print and social media.

Timeframe: Immediate and ongoing

9. Improve intra-community communications including-

- Mullewa Website, Facebook site and Instagram.
- Weekly Email Newsletter that shares events, positive stories, sport's results, profiles of residents and groups...
- Weekly podcast series that introduces local residents and groups.

Timeframe: Immediate and ongoing

10. Form a Tidy Towns Task Team as part of MCAG to improve appeal of the town and initiate the following-

- Entry to the 2025 Tiny Towns Awards.
- Regular litter clean-ups.

Timeframe: Immediate and ongoing

11. Instigate a calendar of events that connect residents and build community relationships e.g. Rural Family Fun Day, Good Neighbour Day, street parties, Christmas event in Mainstreet etc.

12. Continually advocate for employment of locals by Council and community service agencies.

Timeframe: Immediate and ongoing

LEAD GROUP

Mullewa Community Action Group

CGG

MCRC

Safer Communities Task-force

Tidy Towns Task Team

Welcome to Mullewa Task Team

POTENTIAL PARTNERS

Aboriginal Elders

Mullewa Interagency Meeting

MFC

YSRC

MCRC

WAPOL DoC

GSAC

MWIG

WACRH

MEEDAC

GRAMS

Geraldton PCYC

Town Teams Movement

Lotterywest

KAB

TTM

Our Strategies & Actions

Theme Two

Creating New Community Lifestyle Options

ACTIONS



- 1. Lobby for the Introduction of a community bus service** through the formation of a Community Bus Task Team who-
 - Identify priority services required for a community bus.
 - Research and learn from other localised rural community bus services.
 - Identify options and resources to secure and operate a community bus service.
 - Regain community bus.
 - Recruit and train community bus drivers.
 - Implement project.
 - Review and refine approach.

Timeframe: Short term

- 2. Explore creation of a Mullewa Co-operative** to provide a local retail outlet, a café and gathering space.

Timeframe: Short Term and Ongoing

- 3. Advocate for the attraction and retention of local medical and hospital services.**

Timeframe: Short term and ongoing

- 4. Explore opportunities to strengthen and sustain the Mullewa Sports Club.**

- Form a Task Team of interested members.
- Identify areas working well currently.
- Explore options for future consideration.
- Implement.
- Review.

Timeframe: Short to Medium Term

- 5. Identify and advocate for the improvement of public space facilities and options including -**

- Longer swimming pool hours including Friday and Saturday nights.
- Regular family barbecues/film nights at the pool.
- Installation of barbecues at parks.
- More public art.
- Instigation of walking groups.

Timeframe: Immediate and Ongoing

POTENTIAL PARTNERS

MSC
MFC
YSRC
MWIG
BCCM
Lotterywest
CNHIF
CRC
DoC
DLGSC
BOI
RA
RDAMWG
WACRH
NMP

LEAD GROUP

**Mullewa Community Action Group
CGG
Mullewa Sports Club (MSC) Task Team
Mullewa Interagency Meeting**

Our Strategies & Actions

Theme Three

Enhancing opportunities for Children & Young People

ACTIONS



- 1. Request CGG to formulate and implement a 'Mullewa Child and Youth Development Plan'** that focuses on-
 - a. Enhancing meaningful child and youth civic engagement including use of programs like 'RuMAD? Program'.
 - b. Increasing youth recreation options, especially new sporting and cultural options, after-school activities and activation of youth hub(s).
 - c. Connecting young people with volunteer tasks within the community.
 - d. Developing respect for self and others.
 - e. Strengthening confidence, self-determination, communication and resilience skills.
 - f. Celebrating heritage and connection to culture.
 - g. Identifying local youth training and job options including possible traineeships.
 - h. Identifying youth leadership opportunities
 - i. Providing Mullewa young people with a voice.
 - j. Connecting young people with respected role models from sport and the wider community.
 - k. Identifying short- and long-term funding options to sustain implementation of the 'Plan'

Timeframe: Immediate and ongoing

- 2. Advocate to visiting youth services** to design, coordinate and implement a comprehensive range of recreation activities during school holiday periods through the collaboration of all youth focused agencies.

Timeframe: Immediate and ongoing

- 3. Identify a service provider** to introduce regular Aboriginal youth 'Back to Country' camping experiences.

Timeframe: Short Term and Ongoing

- 4. Lobby CGG** to develop the outdoor area of the Youth Centre.

Timeframe: Short Term and Ongoing

- 5. Form a Moto X Track Task Team** to redesign and redevelop the Moto X Track with young people.

Timeframe: Short Term and Ongoing

- 6. Maintain regular contact with young people after they leave** the community via social media, regular newsletter and organisation of a calendar of school and sporting reunions.

Timeframe: Short Term and Ongoing

- 7. Continue to actively support the Mullewa Football Club** and its role in supporting the development of healthy lifestyles for our young people.

Timeframe: Immediate and Ongoing

- 8. Identify and support progressive young leaders** through linking them to regional, state and national leadership development experiences.

Timeframe: Immediate and Ongoing

LEAD GROUP

Mullewa Community Action Group
CGG Youth Team
Youth Development Plan Task Team
MFC
SMF

POTENTIAL PARTNERS

WAPOL
WACRH
GSAC
YSRC
Geraldton PCYC
GRAMS
MEEDAC
MWDC
DoC
YACWA
YSRC



Our Strategies & Actions

Theme Four

Improving 'Ageing in Place'

ACTIONS

1. Explore and pursue options and funding possibilities to develop a Mullewa model based on the town of Pingelly 'Staying in Place' Village initiative.

Timeframe: Immediate and Ongoing

2. Encourage and coordinate services to help seniors better navigate health and ageing options.

Timeframe: Short Term and ongoing

3. Explore options among service providers to re-open the Mullewa Shed (formerly The Men's Shed).

Timeframe: Immediate and Ongoing

LEAD GROUP

CGG
MCRC

POTENTIAL PARTNERS

'Pingelly Staying in Place'
Virtual Village
MCAG
MEEDAC
MWIG
YSRC

DoC
CGG
Visiting Service Groups
CBHIF
Lotterywest



Our Strategies & Actions

Theme Five

Growing Housing & Accommodation Options

ACTIONS



- 1. Form a Housing and Accommodation Task Team** to increase the availability of family, worker and visitor dwellings and properties.
Timeframe: Immediate
- 2. Undertake audit of existing land and housing** availability including on farms.
Timeframe: Immediate
- 3. Undertake research into housing, land, property investment and subdivision** development initiatives happening in other small rural communities.
Timeframe: Immediate to Short Term
- 4. Explore resourcing housing options**, especially state government funding.
Timeframe: Immediate to Short Term
- 5. Develop and implement a Housing and Accommodation Community-Driven Strategy** that encompasses family, seasonal worker and visitor housing and accommodation options.
Timeframe: Medium Term and Ongoing
- 6. Undertake conversations with Housing Authority (DoC)** re criteria for social housing to ensure individuals and families in genuine housing need gain access not weekenders.
Timeframe: Immediate
- 7. Lobby Housing Authority (DoC)** for improvement of derelict housing.
Timeframe: Immediate
- 8. Explore funding options to expand the number of senior housing units.**
Timeframe: Medium Term and Ongoing

LEAD GROUP

Housing and Accommodation Task Team
CGG

POTENTIAL PARTNERS

DoC
MCAG
DPLH
MWDC – RED Grants
RDAMWG
YSRC

Our Strategies & Actions

Theme Six

Strengthening Culture & Heritage

ACTIONS

6

- 1. Form a Culture and Heritage Task Team** of interested residents and service providers to identify and implement initiatives within Mullewa to highlight Yamatji culture, language and culture, especially related to
 - a. Stated actions in CGG's 'Reconciliation Action Plan' and 'Arts and Culture Plan'.
 - b. Significant events such as National Reconciliation Week, NAIDOC Week and Harmony Day.
 - c. Recognition in town and district signage.
 - d. Recognition of Yamatji people of historical significance.
 - e. Value adding cultural and heritage opportunities connected to Outback Bloom / Wildflower Show and Mullewa Agricultural Show e.g. display of bushtucker and bush medicine at Wildflower Show.
 - f. Fostering and recording Aboriginal Landcare knowledge and technologies.

Timeframe: Medium Term and Ongoing

- 2. Form a Cultural and Heritage Centre Task Team to evolve a proposal for the creation of a Mullewa Cultural and Heritage Centre** in one of the town's underutilised buildings. Proposal to include content, activities, partners and costings.

Timeframe: Medium Term and Ongoing

- 3. Advocate for the implementation of a conservation plan for our railway precinct – railway station, water tank and goods shed.**

Timeframe: Immediate and Ongoing

- 4. Advocate for the creation of a local Aboriginal Ranger Program based in Mullewa.**

Timeframe: Short Term and Ongoing

LEAD GROUP

Culture and Heritage Task Team
Culture and Heritage Centre Task Team
CGG
MCRC
MCAG

POTENTIAL PARTNERS

Art Galleries and local artists
YSRC
MWIG
Local Aboriginal Elders
NMP
DLGSC
DPHL

MEEDAC
SMF
GRAMS
TWA
Lotterywest
KAB

Our Strategies & Actions

Theme Seven

Expanding Tourism & Business Options

ACTIONS

1. Develop a Mullewa Tourism Strategy through the formation of a Tourism Strategy Task Team that-

- a. Audits current tourism attractions, facilities, events, trails and initiatives including the town's key events and the Wildflower Trail.
- b. Reviews regional tourism links, activities and trails.
- c. Identifies opportunities to enhance existing products and offerings.
- d. Identifies opportunities to create new tourism products, especially cultural tourism and building upon the strong local arts assets.
- e. Recommends ways to enhance marketing, customer service, community storytelling and operator networking.

Timeframe: Immediate to Medium Term

2. Instigate a calendar of regular business after-hours networking events.

Timeframe: Immediate and ongoing

3. Undertake shire-wide Signage Audit and implement improvements, including out of town advertising, town entry statements and directional signage.

- a. Form Signage Task Team.
- b. Develop assessment tool.
- c. Undertake audit.
- d. Review and determine recommendations for improvement.
- e. Share impressions and suggestions with CGG and wider Mullewa community.

Timeframe: Short Term

4. Undertake Mainstreet Beautification.

- a. Form Mainstreet Beautification Task Team
- b. Undertake an audit of existing street presentation.
- c. Seek ideas and suggestions from Mullewa residents and businesses.
- d. Create prioritised beautification options.
- e. Seek support / implement opportunities.
- f. Participate annually in the 'Tidy Towns Awards'.
- g. Continually celebrate.

Timeframe: Immediate and Ongoing

5. Develop a Mullewa Cemetery tour supported by flyer, QR codes and interpretative signage.

Timeframe: Medium Term

6. Form a Pindar Rail Trail Task Team to explore feasibility of a cycle trail from Mullewa to Pindar.

Timeframe: Medium Term

7. Identify and advocate for the implementation of improvements to the Mullewa Caravan Park including more cabins, weekly 'Happy Hour' and tourism information.

Timeframe: Immediate and Ongoing

Our Strategies & Actions

Theme Seven

Expanding Tourism & Business Options

ACTIONS

8. Identify, negotiate and promote local 'Canola and Everlastings Selfie' locations during the flowering season.

Timeframe: Medium Term

9. Advocate for the installation of an electric car charging site.

Timeframe: Short Term

10. Instigate an entrance sign targeting our town's need and opportunity for specific trades.

Timeframe: Immediate and Ongoing

LEAD GROUP

MDAG
MCRC
CGG

Tourism Strategy Task Team
Mainstreet Beautification Task Team
Pindar Rail Trail Task Team

POTENTIAL PARTNERS

YSRC
AGORTO
Town Team Movement
Streets Alive Program
Tourism WA
MWCCI
NMP

RAC
KAB
RDAMWG
Local farmers
Lotterywest
BOI



Abbreviations

AGORTO	Australia's Golden Outback Regional Tourism Organisation
BCCM	Business council of Co-operatives and Mutuals
BOI	Bank of I.D.E.A.S.
CBHIF	Co-operative Bulk Handling Investment Fund
DIDO	Drive-In, Drive-Out
CGA	Community Gardens Australia
CGG	City of Greater Geraldton
DLGSC	WA Department of Local Government, Sport and Cultural Industries
DPHL	WA Department of Planning, Heritage and Lands
DPIRD	WA Department of Primary Industries and Regional Development
DoC	Department of Communities
FRRR	Foundation for Regional and Renewal Renewal
GSAC	Geraldton Sporting Aboriginal Corporation
GRAMS	Geraldton Regional Aboriginal Medical Service
KAB	Keep Australia Beautiful WA
MCAG	Mullewa Community Action Group
MCRC	Mullewa Community Resource Centre
MSM	Mullewa Services Meeting
MEEDAC	Midwest Aboriginal Employment and Economic Development Inc
MFC	Mullewa Football Club
MSC	Mullewa Sports Club
MWCCI	Mid West Chamber of Commerce
MWDC	Mid West Development Commission
MWIG	Mullewa Women's Indigenous Group Inc
NMP	North Midlands Project
PCYC	Police and Citizens Youth Club
RA	RA
RAC	Royal Automobile Club
RED Grants	Regional Economic Development Grants of MWDC
RDAMWG	Regional Development Australia - Mid West and Gascoyne
SMF	Stephen Michael Foundation
TTM	Town Teams Movement
TWA	Tourism Western Australia
YACWA	Youth Affairs Council of WA
YSRCC	Yamatji Southern Regional Corporation
WACRH	WA Centre for Rural Health
WAPOL	Western Australian Police
YSRC	Yamatji Southern Regional Corporation

MULLEWVA

WESTERN AUSTRALIA

