



Walk with us to preserve ancient history

JOIN OUR STORY

A prospectus for partnering with
Western Yalanji Aboriginal Corporation





WELCOME AND INVITATION

A welcome from the Western Yalanji elders

Wandjida and welcome to our home, the living cultural landscape that is the Western Yalanji estate. Our beautiful country has many special places of great spiritual significance, places where our old people lived, places that have sustained our elders and our community for thousands of years, and places that hold our history and our future. As custodians and protectors of this sacred land, we invite you to learn about, and enjoy our country, and help us take care of it for the future.

An invitation from the Western Yalanji board

The Board of the Western Yalanji Aboriginal Corporation (WYAC) invites socially responsible impact investors to connect with us on a journey to discover and learn about our people, our country and to partner with us to grow the wealth of our culture. The WYAC vision for the future lies in developing healthy partnerships that support enterprise development and revenue diversification to sustain our people and our land.

Our motivation is founded on our responsibilities as the Registered Native Title Prescribed Body Corporate and Land Trust holding body to maintain and enhance native title holders' connection to country. Our success rests on three key principles: conservation of our assets, strong social well-being and improved economic outcomes.

Acknowledgements

We pay our respects to Yalanji ancestors and elders past, who have been our sacred knowledge holders. We pay our respects to our present leaders who continue to strive for justice and peace for all clans. We pay our respects to our emerging and future leaders, may they walk with pride in a rich, beautiful and wealthy culture. WYAC honours Gu Gu Yalanji culture and strives to keep it alive and strong.

WYAC acknowledges the traditional owners of country throughout Far Northern Queensland and their continuing connection to traditional lands and waters, their sacred culture and thriving communities.

Please be advised that this document contains images of family that have passed on, but their legacy has impacted our hearts and minds.

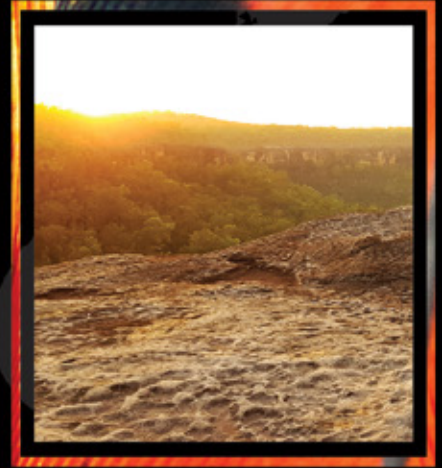
HIGHLIGHTS OF WESTERN YALANJI COUNTRY AND PEOPLE



ROCK ART



STRONG MOB WITH
GOOD GOVERNANCE



CULTURE & HERITAGE

*Our country is beautiful and we need
to protect it, it's our responsibility*

MARCEIL LAWRENCE



HISTORICAL SITES
& ROUTES



AMAZING 4X4
ADVENTURES



SWIMMING &
CAMPING

WHO WE ARE

Our Country

We, the 13 clans of the Western Yalanji nation, are the Traditional Custodians of customary estates that sit at the head waters of the Mitchell River catchment. These are our rivers: Big Annan on our northern border, and West Normanby, Palmer, Mitchell, Mcleod, St George, and Rifle Creek on our southern border.

Western Yalanji Native Title

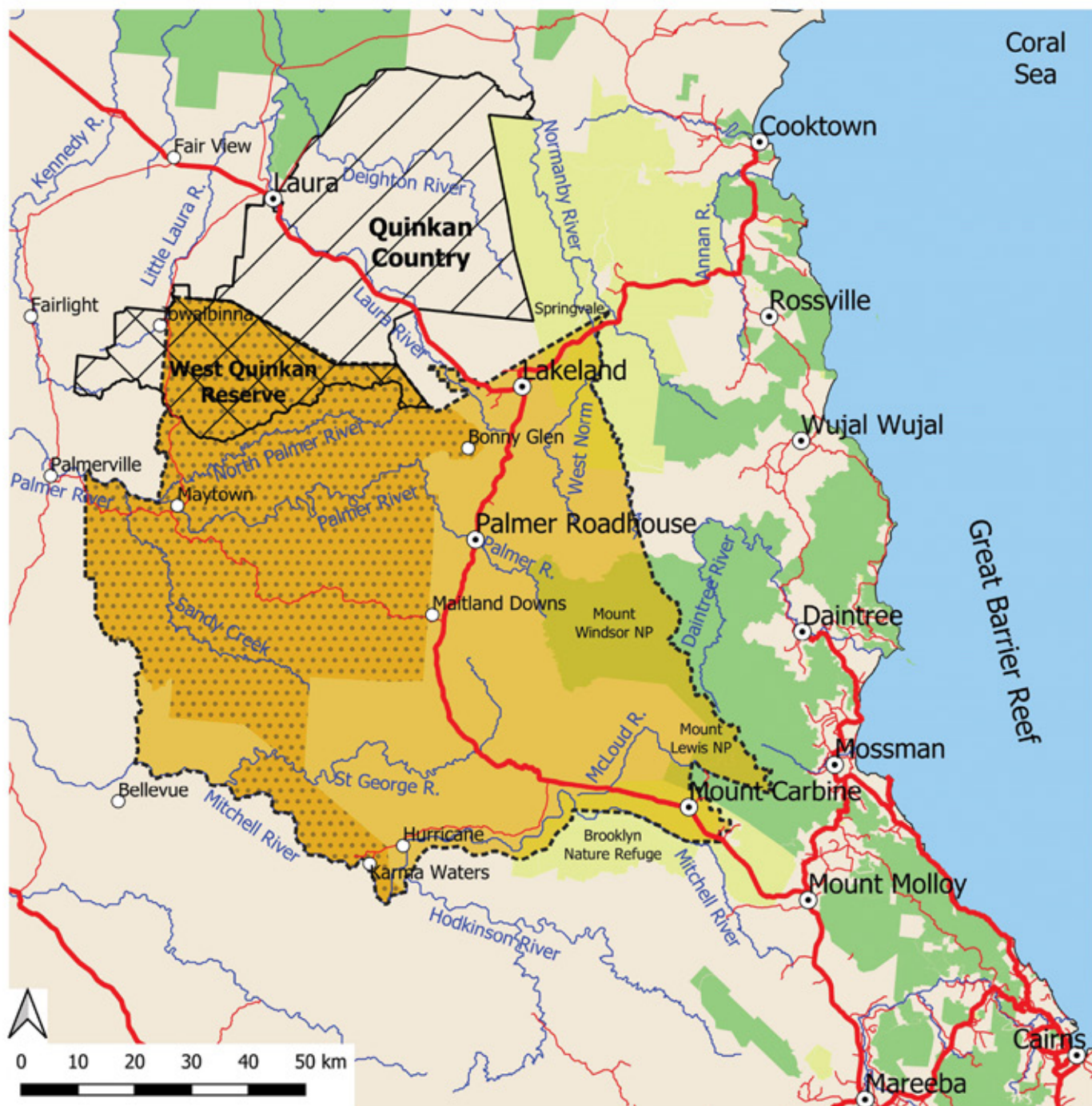
WYAC is the registered Prescribed Body Corporate (PBC) that holds Western Yalanji Native Title rights, interests and assets as an agent of the Western Yalanji People. Western Yalanji Peoples' determined native title area is approximately 3,732 km² and contains a diversity of dry and tropical landscapes. These include sandstone escarpments, granite, and limestone outcrops and savannah river systems, most notably the Palmer and Mitchell Rivers. Some of these lands are subject to Indigenous Land Use Agreements (ILUAs) with pastoral stations and mining companies. Western Yalanji country includes the World Heritage Areas of Mount Windsor, Spurgeon and Lewis and the pre-historic Western and Eastern Quinkan Rock Art Galleries. WYAC Quinkan rock art galleries are Australian Heritage listed.

Our People and Language

Western Yalanji People live throughout Australia, with many living in the North Queensland region not far from Country, and in former missions. We are re-building the cultural wealth of our nation.

*Gu Gu is the language of Western Yalanji People.
It identifies us in Cape York. It is our expression
of our culture, birthed from being on bubu (land).
Gu Gu is expressive of our law*

WAWU WILLIAM BRADY



WESTERN YALANJI COUNTRY

- Western Yalanji Country (ILUA)
- Western Yalanji Native Title
- West Quinkan Reserve
- Quinkan Country
- Protected Area
- Nature Refuge
- Towns
- Homesteads
- Roads



OUR ORGANISATION

Good Governance

WYAC was established in 1994. It now has more than 200 members. The eight member board of directors is constituted from different clans of the Yalanji nation. The board has enhanced the operations and functions of WYAC through the recruitment of talented staff, execution of skills audit and staff induction, improved invoicing and accounts, updating knowledge of legislative reporting and compliance requirements, and regular review of corporate structure, roles and responsibilities. WYAC has a Rulebook and is governed by the Corporation Rulebook in accordance with the Corporations (Aboriginal and Torres Strait Islander) Act 2006 (CATSI Act). The members of WYAC are the driving force of the corporation.

Strong Partnerships

WYAC works with a variety of stakeholders to manage resources across the diverse landscapes of its Native Title Determined Areas.

These stakeholders include:

- Aboriginal land trusts
- Aboriginal corporations
- State and local governments
- Pastoralists
- Miners

Current Resources

The WYAC office has been operating since 2008. The Chief Executive Officer and the administrative staff are responsible for the operations of WYAC. WYAC oversees a range of assets including freehold parcels of land, native title rights and interests, pastoral stations, ILUAs with small mining companies and long-term partnerships that have enabled the access and presence of Western Yalanji Peoples on bubu (land).

*We are walking in our
ancestors' footprints*

RICHARD GROGAN

OUR PARTNERSHIPS





PARTNERSHIP VISION AND PRINCIPLES

Our Vision

WYAC aspires to protect country, preserve culture and promote community to advance 'sustainable' economic growth for the Yalanji nation.

Principles of Partnership

Western Yalanji values partnerships that help preserve our unique and vulnerable heritage for current and future generations. Western Yalanji People seek, as stewards, to ensure that the value of our ancient landscapes are recognised locally, in the region, across the nation and globally. We carry out our responsibilities as guardians to work alongside experts, investors and the broader community to create more effective partnerships to manage, conserve, and forge economic and social development, economic and social development, as well as cultural initiatives for mutual prosperity.

Our Investment Partnership Vision

Western Yalanji intends to build enduring partnerships to create a modern storyline of cultural prosperity that stays true to our ancient songlines.

*We value each
relationship we create*

RUBEN WAYNE GROGAN

DEVELOPING YOUR OPPORTUNITIES TO PARTNER

WYAC believes that a flourishing future for its members is based on resilient partnerships that support steady progress and long-term investment in enterprise development, and revenue generation and diversification.

The corporation has traditionally used government and grant funding to support corporation start-up and to leverage its position. With the right partnerships, WYAC will develop dynamic collaborations that will become the agents of change in the story of Western Yalanji tourism.

We worked with CSIRO to define the priority assets and sectors that would unlock enterprise opportunities to benefit Western Yalanji Peoples, while sharing our country with others, and how it is important to us. We identified tourism on country that is grounded in the history and culture of Western Yalanji Peoples, is bolstered by increasing understanding and management of our environmental resources, and is sustained through capacity building.

PILLARS FOR WYAC BUSINESS SUCCESS

BUILD WYAC
CAPABILITY

PURCHASE
ESTABLISHED
BUSINESS

ROCK ART
TOURS

ON COUNTRY
ACTIVITIES

RANGER
PROGRAMS

MEMBERS

WYAC
OFFICE

DIRECTORS

We are focusing on the future of our heritage not just the heritage of the past

SHARON BRADY

A group of seven people are gathered in a natural, wooded area with dry grass and trees. One man stands on the left, gesturing towards a tree. Others are sitting on the ground in a circle, listening. A woman with long dark hair, wearing a blue and white checkered shirt, is seen from behind in the foreground. The scene is outdoors, with a body of water visible in the background.

*The rivers are the veins of our bubu (land)
and the water replenishes our lives*

GRAHAM BRADY

Working with CSIRO

This prospectus was supported through a project partnership between the CSIRO and the National Native Title Council, the peak body for the native title sector. Key questions to identify priority tourism assets and related enterprise opportunities were crafted together to determine the CSIRO science expertise and tourism and cultural heritage expert knowledge needed to define investment pathways. Each assessment was guided through discussions with the executive WYAC members and elders who also participated in the visits to country.

This prospectus has been developed collaboratively with support from CSIRO and in consultation with a range of local and regional cultural heritage and tourism experts.

The investment opportunities presented in the next pages are: acquisition of assets that include purchase of an established business and rock art tours; on country activities that are based on development of our assets including Jawiyabba, Maytown and Wulburjubar; and capability development through our ranger program and an enterprise hub.

THE GATEWAY TO THE CAPE



OUR STORY

We aspire to purchase existing businesses and properties to expand tourism experiences at the Gateway to Cape York and Western Yalanji Country.

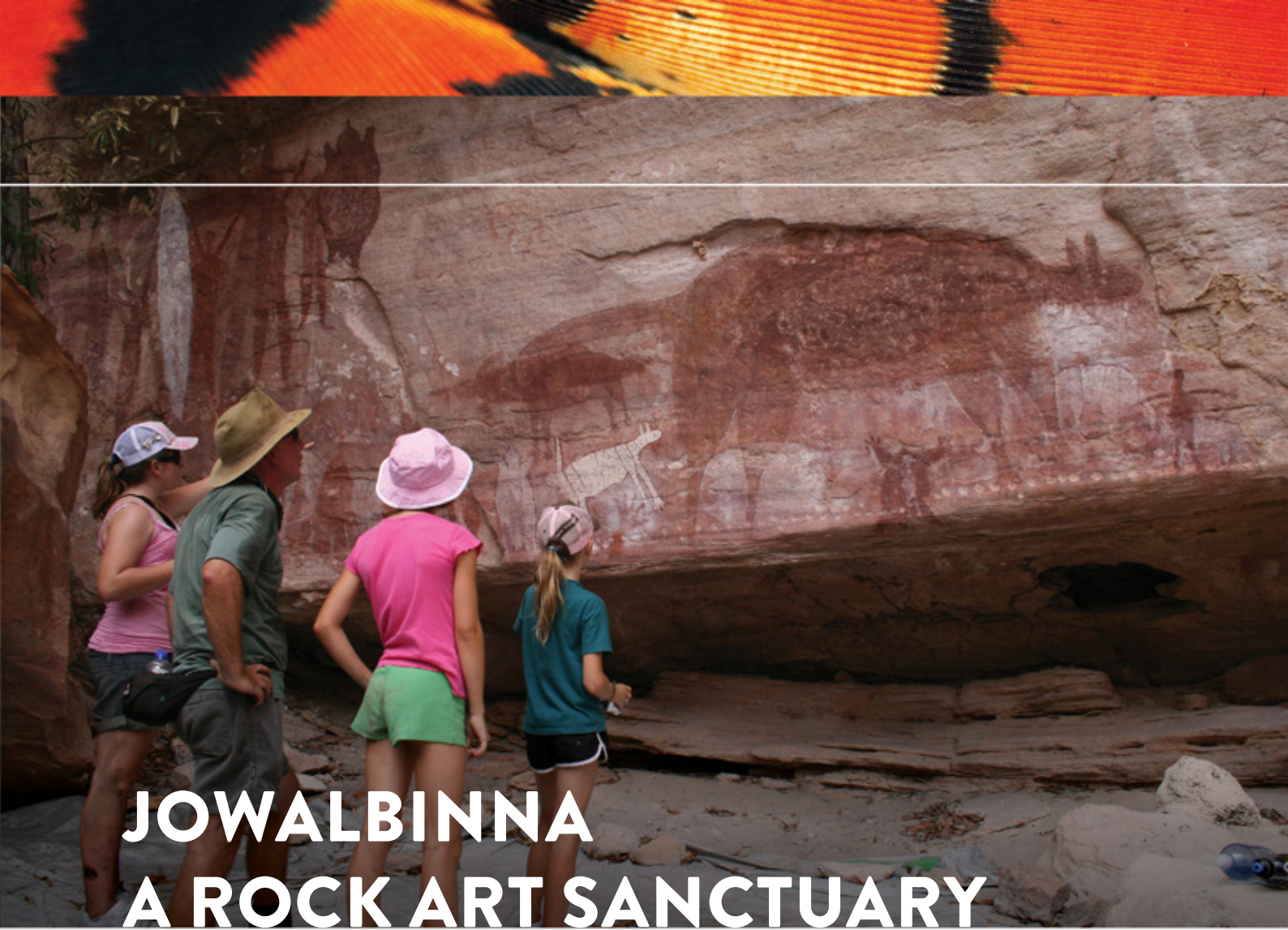
THE INVESTMENT OPPORTUNITY

Partner with WYAC to:

- Conduct market and business analysis and business planning
- Secure viable existing businesses and properties
- Build cabins and other needed infrastructure
- Establish a “Keeping Place” for Indigenous History

VALUE CREATION

- New ownership of established successful businesses
- Potential management by experienced operators
- Supporting facilities that offer on-the-job training for Western Yalanji People
- Secure service facilities at strategic locations at the Gateway to the Cape
- Build new models for investor partnerships



JOWALBINNA A ROCK ART SANCTUARY

OUR STORY

This is an exciting opportunity for expressions of interest to partner with us. We wish to purchase and develop this 5 ha pastoral leasehold station that is manageable and practical to build infrastructure for tourism.

This partnership offers:

- Unique and accessible rock art that has achieved regional, national, and international tourism recognition
- Prime drive market location for Cape York and Cooktown travellers

THE INVESTMENT OPPORTUNITY

Partner with WYAC to:

- Acquire Jowalbinna
- Support :
 - Feasibility and market analysis
 - Business and infrastructure plans
- Establish campgrounds and undertake refurbishments
- Conduct archaeological and endemic species research

VALUE CREATION

- Offer authentic experiences of Indigenous culture
- Share the value of the rock art with the global community
- Preserve art of internationally renowned cultural, aesthetic and scientific value
- Support a unique Indigenous-operated business
- Offer distinctive tourism experiences in unique destinations for cultural and heritage tourism



TOURISM AT JAWIYABBA (ADAM'S DAM)

OUR STORY

Jawiyabba is the story place of Two Brother Mountain and home of Kawanji clan family. Our goal is to manage and protect the areas of Two Brother Mountain and the Palmer River region while developing new tourism opportunities.

THE INVESTMENT OPPORTUNITY

Invest in this story of Jawiyabba – Adams Dam and Granite Manjal to:

- Conduct a full assessment and design of eco-camp grounds
- Develop & build safe eco-camp grounds for tourists
- Design and establish walking experiences –nature trails
- Support an artist jilba – Aboriginal art camps led by Traditional Owners on country

VALUE CREATION

- Bold challenge of green tourism with Indigenous small enterprise
- Showcase the ancient savannah landscape, its unique sites and settings and experience 'places' with the Traditional Owners
- Vast landscapes that can service and connect contemporary adventure and historical tourism
- Offer of a variety of tourism experiences from low impact immersion to 4WD adventure activities

The Old Coach Road could support an interesting historical tour as part of the Wulburjubur experience

SHARON BRADY

HISTORICAL AND HERITAGE TOURISM AT MAYTOWN AND WULBURJUBUR

OUR STORY

Our goal is to develop connected tourism experiences on our bubu (land) that shares the Yalanji history of resilience and the galleries as a testament of our ancient culture. Maytown and the Wulburjubur Trust (Wulburjubur) are important sites of our collective contact history. Wulburjubur is a nationally-listed heritage site that combines tourism assets of unique ecosystems and Aboriginal artefacts.

THE INVESTMENT OPPORTUNITY

Invest in these places and their stories to:

- Build walking and mountain bike tracks & tours
- Establish a Hells Gate walking trail
- Conduct archaeological and ecological studies of endemic species (Wulburjubur)
- Erect interpretative signage
- Construct visitor infrastructure

VALUE CREATION

- Promote Bama (people) and the contact history of the areas of Maytown and Wulburjubur
- Protect unique ecological systems and Aboriginal heritage
- Tourism that combines unique ecosystems, artefacts, history and shared experiences with Western Yalanji Peoples at one place (Wulburjubur)
- Increase awareness of Aboriginal history and the presence of Traditional Owners in cultivating an outback experience

WESTERN YALANJI RANGERS

OUR STORY

We aim to extend and diversify our ranger program as an integral asset supporting Western Yalanji tourism and various landholding partners in managing Western Yalanji Country. Managing country for tourism includes fire. Fire is important – it is part of our responsibility to protect Bama and the environment. Fire is our practice of custodial responsibility.

INVEST IN THIS OPPORTUNITY

Partner with WYAC to establish a:

- Training and skills certification program for rangers
 - Emergency first aid and CPR
 - 4WD training
 - Australian Qualifications Framework certificates for State Emergency Services training
 - Land and fire management
- Safety net over the country
 - Managing people
- Ranger management program over different types of sites
 - Jowalbinna – a small pastoral leasehold with rock art assets
 - Jawiyabba – a big pastoral leasehold that requires management of key assets, visitors and potential trespassers

VALUE CREATION

- Value add and support services to tourism ventures
- Build the skills of Western Yalanji rangers to protect and manage environmental and cultural heritage
- Create training and employment opportunities in guiding and land management
- Increase public awareness of our unique environment
- Enhance resources to protect and care for rock art
- Look after people – visitors and Bama – on country
- Work alongside small mining companies to minimise impacts



WESTERN YALANJI ENTERPRISE HUB

OUR STORY

Our vision is for WYAC to support and create a hub based in the WYAC office that connects Western Yalanji clan enterprises with business development information, mentoring and product sales.

INVEST IN THIS OPPORTUNITY

Partner with WYAC to:

- Employ a hub co-ordinator and design a mentorship program
- Establish 2 years of operating costs
- Design
 - the hub co-ordinator role and establish networks
 - assess and develop the WYAC database
 - develop and publish the WYAC website
 - promote a funding plan

VALUE CREATION

- Indigenous capacity building
- In-house facilitator and connector for WYAC enterprises
- Promote WYAC and its partnerships internally and externally
- Indigenous knowledge meets innovation

OPPORTUNITIES AND SYNERGIES



Our investment opportunities are complementary and support one another. They connect diverse tourism and enterprise models of capacity building such as the enterprise hub and on-the-job training through the ranger program, to on-country experiences that concurrently share and protect our environmental and cultural heritage.

The Western Yalanji Peoples' enterprise future relies on the fostering of diverse partnerships that will understand, promote and together activate our aspirations to sustain our people and our land while sharing the rich offerings and the experiences of Cape York.

Prospectus development

The WYAC board approved and guided the development of this tourism prospectus. The priority focus areas of this prospectus were developed through assessments that were identified by WYAC executive members with the support of CSIRO. A small dedicated team of Western Yalanji executive members and administrative staff developed this prospectus with CSIRO. This prospectus has been endorsed by the WYAC board and its members who are thrilled by the prospect of establishing unique market ready products on country.



RISK MANAGEMENT

Communication processes and good governance

WYAC is committed to delivering successful projects with strong governance, partnerships and risk management.

The primary interest of the WYAC board is its accountability and service to its members. The WYAC Board is committed to best practice and continual improvement to ensure its community members are informed about decisions, progress, changes and emerging issues. WYAC informs and updates its members through newsletters. Thorough records are kept of WYAC meetings, decisions and of its financial transactions. In addition, the WYAC accounts are audited regularly.

WYAC options under future commercial plans

Under future commercial plans, WYAC will consider various risk management options.

These include:

- updating and refreshing governance and financial management
- addition of a non-Western Yalanji board member with relevant expertise
- re-visiting of the board structure to suit a future with greater commercial activities
- use COVID-19 and experiences of natural disasters to build resilience into business plans.

WALK THE STEPS WITH US TO BUILD OUR ENTERPRISE VISION



HELP US DEVELOP OUR ASSETS

Can you provide in-kind partnerships that will help build infrastructure on Country, make our office more capable, train our rangers, budding entrepreneurs or office staff?



BE OUR BUSINESS PARTNER

Engage experienced business valuers to investigate WYAC's best opportunities to take on an existing business and help us to structure a training and employment framework to change the futures of Western Yalanji members. We will do this through a mutually beneficial partnership.



BRING JOWALBINNA ROCK ART TO THE WORLD

In our quest to secure and share this world class site and build an iconic tourism experience, we will need partners in planning, building, operating and marketing.



BUILD WESTERN YALANJI CAPABILITY

Your skills, programs or facilities could make a world of difference to Western Yalanji futures. Your contacts or committees may provide the opportunity we have been looking for to build WYAC capability as a referral point that facilitates Western Yalanji members to connect to government programs, training or industry networks.



COME JOIN OUR STORY

The time is right to welcome new partners to join us to create a new storyline for WYAC and the people we represent.

We invite you to join us to grow the tourism potential of our ancient culture and beautiful country. We seek partnerships that can build and promote the diverse yet integrated cultural, environmental, and historical tourism experiences that Western Yalanji People and Country have to offer Australia and the world.

We are building a bright future on the gateway to Cape York. Come and talk with us about joining our story...

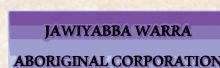


We would like to recognise

OUR SPONSORS AND PARTNERS



NIAA



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**For more information,
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