



Shire of **Ngaanyatjarraku**  
ON A JOURNEY

# Shire of Ngaanyatjarraku

## PROSPECTUS

*On a journey*

[www.ngaanyatjarraku.wa.gov.au](http://www.ngaanyatjarraku.wa.gov.au)

# NGAANYATJARRAKU

## SNAPSHOT



### LIFESTYLE

**1,606**

Population

**29**

Median Age

**17%**

Population growth  
over 10 years to  
2019

**27.1%**

Unemployment rate



### BUSINESS

**\$30M**

Wages

**336**

Employees

**\$3M**

Residential Building  
Approvals

**\$2.3M**

Non-Residential Building  
Approvals



### INDUSTRY

**\$58M**

Contribution to GRP

**\$85M**

Output of industries

Almost  
**\$2M**

output generated by  
tourism

**\$46.5M**

investment in sealing of  
WA section of outback  
way to drive increased  
visitors (Laverton)

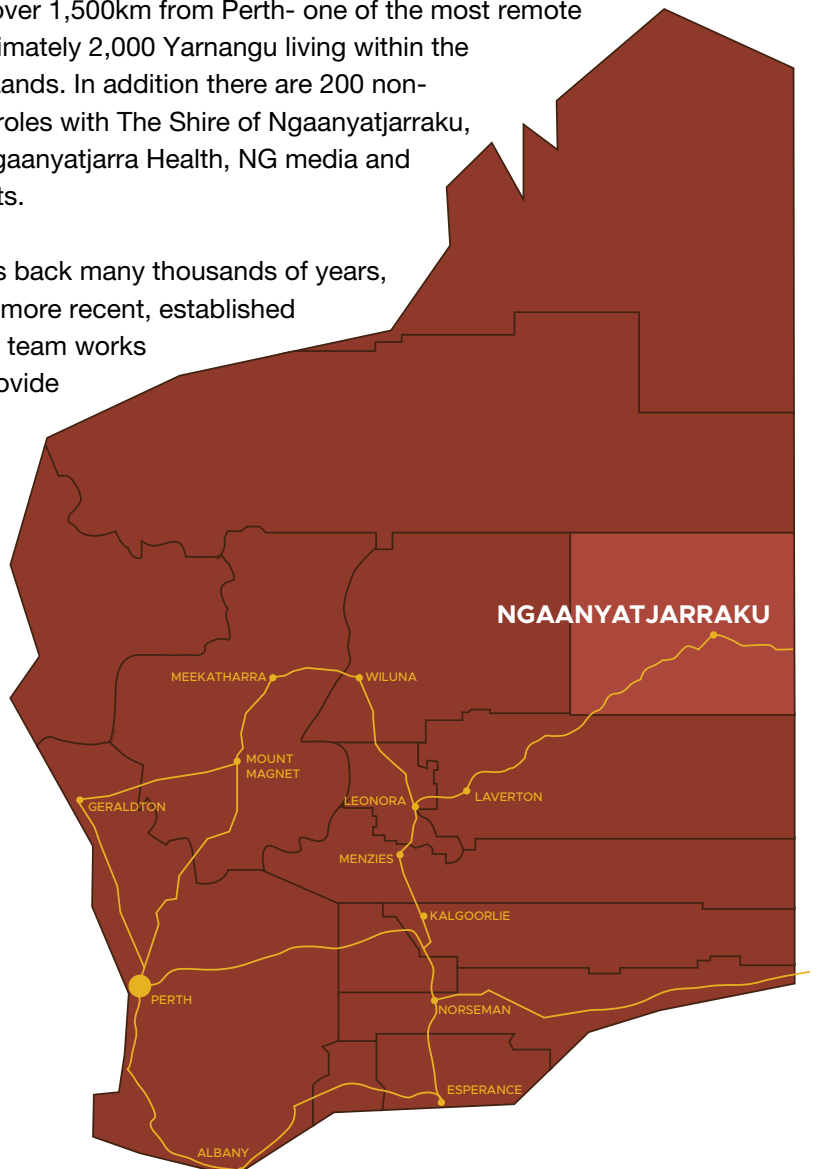
# ABOUT



The Ngaanyatjarra Lands (the Lands) are located over 1,500km from Perth- one of the most remote areas in Australia and the world. There are approximately 2,000 Yarnangu living within the collection of 11 communities which make up the Lands. In addition there are 200 non-Indigenous workers also residing there, taking on roles with The Shire of Ngaanyatjarraku, Ngaanyatjarra Council (Aboriginal Corporation), Ngaanyatjarra Health, NG media and the state Education, Health and Police departments.

The history of the local Aboriginal people stretches back many thousands of years, whilst the history of the local government is much more recent, established as the Shire of Ngaanyatjarraku in 1993. The Shire team works closely with other local and visiting agencies to provide services and grow the economic base of the communities.

The Lands are connected through to Kalgoorlie in the west and Alice Springs in the east through the Outback Way; joining Western Australia with Queensland via the Great Central Road, providing resident, tourist, and business interest's access. Flights operate between Alice Springs and the communities, and Kalgoorlie and the communities on schedules with Chartair.



# LIFESTYLE

Each of the communities has their own individual identity and offers a range of services to meet the needs of local residents. With a deep connection to the land, the Yarnangu comprise the majority resident population in the communities of:

- Warburton
- Warakurna
- Jameson
- Blackstone
- Wingelina
- Patjarr
- Wanarn
- Tjirrkarli
- Tjukurla
- Kanpa
- Kiwikurra (note: within the Shire of East Pilbara, but cultural ties to the lands)

With increased accessibility to the Lands, tourist visitation has steadily increased over time as people seek to explore the vastness of an area described by the Australian Heritage Commission as having “great conservational and recreational importance which is equal to or greater than that of Uluru”.



# THE OUTBACK WAY: AUSTRALIA'S LONGEST SHORTCUT

The Outback Way is a 2,700km journey through the heart of Australia, from Laverton in WA through to Winton in Queensland. Traversing through the Lands communities, the journey includes geocaching, art trails, exploring natural wonders, indigenous culture, pioneering heritage along the route.

State and Federal Governments have committed \$141.5m to progress the sealing of the Outback Way. This includes \$46.5million for the West Australian section, with priority sealing within the Shire of Laverton. The sealing could enable an additional 3,000 visitors to the region, which according to economic modelling, has the potential to unlock over \$830,000 in new economic activity annually. The sealing of the road provides further benefits to mining interests, reducing their road maintenance cost by \$10million per annum.





# INDUSTRIES IN THE REGION

If you are looking to experience something truly unique and off the beaten-track, then traversing the Outback Way, through the Ngaanyatjarra Lands is unparalleled. Along the way you can experience art galleries in Warburton and Warakurna. Also available in these localities is fuel, camping, accommodation and Roadhouse.

Warburton Arts is the largest collection of Indigenous art that is held by Aboriginal people themselves. With significant art there have been many national and international exhibitions: [www.warburtonarts.com](http://www.warburtonarts.com)

Also located on the Outback Way is the Yuriya Art Gallery is a 100% owned gallery featuring Aboriginal artworks from artists in the communities of Warakurna, Wanarn and Patjarr. Warakurna Art is recognised both nationally and internationally: [www.warakurnaartists.com.au](http://www.warakurnaartists.com.au)

Tjulyuru Cultural and Civic Centre located in Warburton, showcasing the art of the Ngaanyatjarra people. Established in 1989, the collection includes over 900 acrylic painting, telling the local dreamtime stories, along with numerous works in glass, textile and traditional artefacts. The Shire promote the sale of contemporary arts, crafts and publications through the warta shop: [www.ngaanyatjarraku.wa.gov.au](http://www.ngaanyatjarraku.wa.gov.au)



**Many more creative projects are promoted across the Ngaanyatjarra Lands, including:**

- Wilurarra Creative; part arts space, part library, part internet café, part hair salon, part music studio, part workshop. A large number of creative endeavours are engaging locals and producing interesting creative content. [www.wilurarra.com.au](http://www.wilurarra.com.au)
- NG Media is a pioneering and successful Indigenous-owned media organisation with a radio network and daily programs, coordination of the annual Ngaanyatjarra Music and Culture festival and involvement in Bush Bands Bash annual festival, management of the community resource centre, TV and film productions, and music development and production. Having broadcast on NITV and Imparja and online access to radio programs, NG Media brings the stories of the Yarnangu to the rest of the world. [www.ngmedia.org.au](http://www.ngmedia.org.au)
- Papulankutja Artists are a 100% Aboriginal owned and governed art centre, working with artists in the Blackstone and Jameson communities. The centre artists are renowned for their painting, carving, and fibre work. [www.papulankutja.com.au](http://www.papulankutja.com.au)
- Tjanpi Desert Weavers are a social enterprise working with women across the communities to produce contemporary fibre products from the native grass which grows prolifically across the Lands. In 2005 a National Telstra Art Award was won by a group of women who spent almost a month weaving a life-sized version of Toyota using the grass and weaving techniques. [www.tjanpi.com.au](http://www.tjanpi.com.au)

# PROFILE: WA PARLIAMENT, ABORIGINAL PEOPLES ROOM

In 1995, Warburton Artists established a unique glass making facility as a new way to showcase their stories and artistic expression. The Ngaanyatjarra designs and stories feature in large glass panels, bowls and other sculptural items.

In 2004, Warburton was commissioned to make the “slump glass” design for the doors and upper panels on display in the room at the WA Parliament. They now form part of the Art Collection of Parliament House and are showcased on a daily basis to visitors to the State Parliament.



## ENTREPRENEURSHIP

**The Ngaanyatjarra Council (Aboriginal Corporation) was established almost forty years ago to provide a range of services across the Lands communities.**

**This includes;**

- Ngaanyatjarra Services, for building services, planning and project management and essential services maintenance.
- Indervon Petroleum Pty Ltd Fuel/Oil Distribution.
- Ngaanyatjarra Agency and Transport Services (NATS); providing a regular bulk delivery transport service including supply to community stores.
- Ngaanyatjarra Camel Company; to manage the impact of feral camels and seek to establish a commercial camel industry for export.
- Ngaanyatjarra Construction and Management Services (NCAMS).
- Ngaanyatjarra Health Service is an Aboriginal Community Controlled health service providing care to indigenous people living in communities, with over 9 clinics providing full-time primary health care.



## MINING

**Mining and Petroleum Exploration is a growing activity in the region, including the projects:**

- Australia’s largest undeveloped copper nickel deposit, West Musgrave Project (Oz Minerals, Cassini Resources).
- Australia’s largest undeveloped nickel-cobalt project, Central Musgrave Project (MetalsX).



**\$36,636**

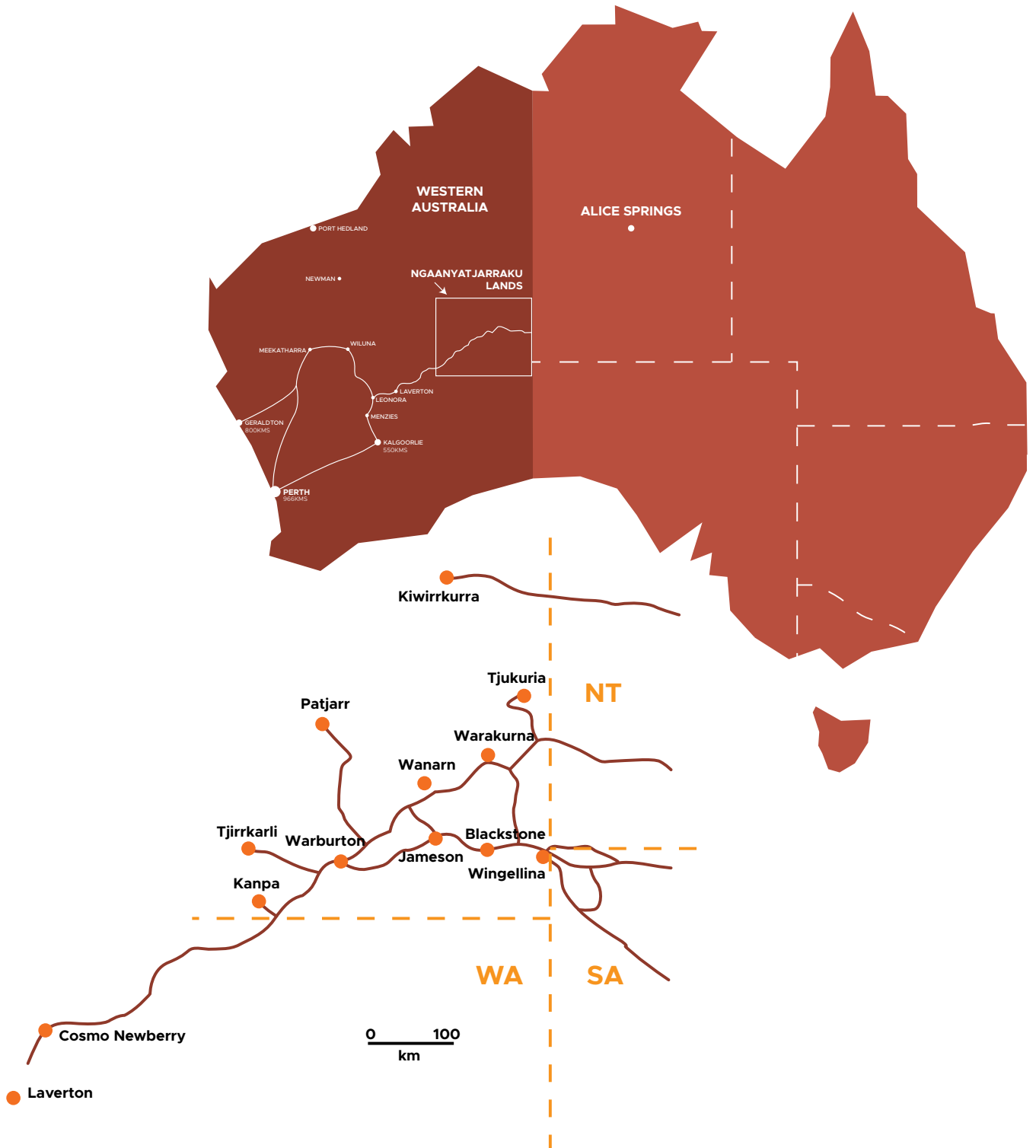
Per capita gross regional product

**\$31M**

Value of wages and salaries

**\$38M**

Value of Exports



INVESTMENT OPPORTUNITY

# WARBURTON CONCEPT PLAN



The Shire of Ngaanyatjarraku, in partnership with the Ngaanyatjarra Council (Aboriginal Corporation) seeks to build on the growth in tourist visitation and their interest in the unique culture and art of the Yarnangu. Through a staged development project, the investment in sealing the Outback Way can be best leveraged through a commercial, tourist and community development.

**The benefits of this staged project include:**

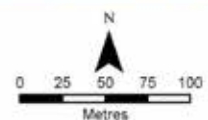
- Expanded engagement with tourists, including product sales (art, fuel, roadhouse) and enhanced facilities (signage and amenities, gallery, accommodation).
- Showcase locally produced art and products to a wider audience.
- Introduce new and modern technologies to enhance visitor experiences and share important First Nations stories.
- Provide training and workplace opportunities for locals.
- Grow artistic endeavours and further develop local artists.
- Enable additional economic and social endeavours to be supported with state of the art-facilities.

**Stage 1 Warburton Entry Upgrades to provide:**

- Entry Statements and improve signage directing tourists to points of interest.
- Increased shaded seating areas including ablutions.
- More appropriate tourist parking.
- Pathways to encourage exploration.
- Potential for further tourist development.

**Stage 2 Expansion of the Tjulyurru Regional Gallery is to provide:**

- A larger and dynamically changeable exhibition space that meets contemporary gallery guidelines and requirements.
- Secure storage and preserving area for the Warburton Art Collection.
- Additional audio-visual, digital and projection facilities to support immersive components of exhibitions.
- Curatorial and painting studio for visiting and Ngaanyatjarra artists, thereby enabling visitors to see work being created and to meet the artists.
- Facilities including café and gallery shop, and improved accessibility to washrooms to improve guest experience and provide additional income.
- Expanding parking area for camper-trailer parking and turning bay.
- A Tjulyurru Regional Gallery office.



Plan produced by Kate Rampellini | Aerial imagery: May 2019 | File Warburton\_concept\_20200314.mxd

## MAJOR INVESTMENT HIGHLIGHTS

- Construction of Tjulyuru Cultural and Civic centre in 2011
- \$2.5 million Media and Communications Centre in Wingellina
- \$6million Ngaanyatjarra Lands Telecommunications Project, Fibre optic and satellite internet
- \$8million upgrades to multi-function police stations in Warburton, Blackstone and Warakurna
- \$300,000 Wilurarra Social Enterprise Salon
- \$2.46 million for the Ngaanyatjarra Pitjantjatjara Yankunytjatjara (NPY) Women's Council to help deliver youth services and establish a community history project.

## FUTURE

- \$141.5million Outback Way upgrade, including \$46.5million for the West Australian section, with priority sealing within the Shire of Laverton.

## FEDERAL AND STATE GOVERNMENT OPPORTUNITIES

The Federal and State Governments offer a range of support and incentives for economic development in the Ngaanyatjarra Lands. We encourage prospective investors to contact:



**Regional Development Australia,**  
Goldfields-Esperance

171 Piccadilly Street  
Kalgoorlie  
(08) 9091 6051  
director@rdage.com.au



**Goldfields-Esperance Development**  
Commission

377 Hannan Street  
Kalgoorlie  
(08) 9080 5000  
info@gedc.wa.gov.au





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To discuss your project or development opportunity,  
the Shire of Ngaanyatjarraku welcomes your communication:

**Phone:** (08) 8956 7966

**Email:** [ceo@ngaanyatjarraku.wa.gov.au](mailto:ceo@ngaanyatjarraku.wa.gov.au)

[www.ngaanyatjarraku.wa.gov.au](http://www.ngaanyatjarraku.wa.gov.au)

