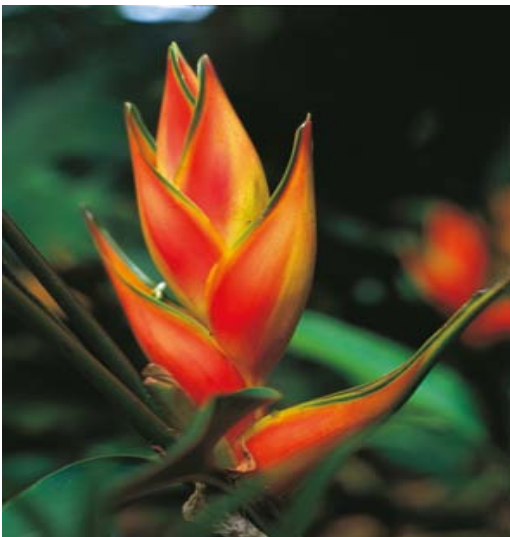


Liveable, vibrant and sustainable region created by working together



Liveable Cassowary Coast 2020



LIVEABLE CASSOWARY COAST WHOLE OF COMMUNITY PLAN 2020

THE INITIATIVE OF CASSOWARY COAST REGIONAL COUNCIL
AND HEALTHIER GREAT GREEN WAY



Liveable vibrant sustainable



Whole of Community Plan 2020



Bingil Bay

Photograph: Tourism Queensland

Message from the Mayor



With our amazing rainforests, islands and reefs, our balmy climate, abundant supplies of water and our enviable location between two regional cities, I am sure you would all agree that the Cassowary Coast region is a wonderful place to live.

Hundreds of residents have told us as much, listing the environment, the climate, our outdoor lifestyle, recreational opportunities and friendly communities as the region's most valuable assets.

Planning for the future will help us to both preserve and enhance those assets.

The Liveable Cassowary Coast Whole of Community Plan 2020 is our region's first long-term community plan. It draws on community feedback, documents our aspirations and prioritises both emerging opportunities and the challenges we face.

This plan, which was developed by the Cassowary Coast Regional Council in partnership with Queensland Health's Healthier Great Green Way, provides us with a framework for the future.

The Liveable Cassowary Coast Whole of Community Plan spans 10 years and will be reviewed each year. It outlines aspirations for the future, and includes "actions" to achieve them.

The plan covers a broad range of issues from economic development and sustainable living to social and cultural wellbeing. Its authors have broken those topics down to include everything from housing needs, pedestrian safety and car-parking to water quality and foreshore protection.

Along the way, the plan includes interesting statistics and facts about our region.

We have sought your views and ideas for this plan through community engagement initiatives - from surveys to public forums, workshops and focus group meetings. Our plan is termed a "community plan" to reflect the importance of community input and ownership.

On behalf of Council, I would like to invite you all to read the Liveable Cassowary Coast Whole of Community Plan and to have your say on how we can make our region an even better place to live. Just as importantly, we want the Cassowary Coast to be a region that future generations can also enjoy.

A handwritten signature in black ink, appearing to read 'Bill Shannon'.

Mayor Bill Shannon

Message from Healthier Great Green Way



The Healthier Great Green Way Initiative has proudly been working shoulder to shoulder with the Cassowary Coast Regional Council as a main partner and driver in the process of developing the Liveable Cassowary Coast Whole of Community Plan 2020.

Healthier Great Green Way itself is a partnership between Queensland Health, Far North Queensland Rural Division of General Practice and Mamu Health Service Limited, which runs parallel to Queensland Strategy for Chronic Disease 2005-2015.

Our aim of preventing and managing chronic disease in the community by addressing broader determinants of health can only be achieved through creating strategic and lasting partnerships.

Whether it be improving our natural environment or working with local primary health providers and hospitals to ensure the highest level of care, trying to improve nutrition or improve physical activity opportunities for residents, we are working on strategies that keep us healthy and more productive as a community.

Importantly, this Plan utilises local resources within a best practice international framework. The international Healthy Cities model which we used to develop this plan advocates for the holistic approach to improving health and wellbeing of cities, regions and communities.

We believe that this plan will help us become a healthier and happier community in the future and we are looking forward to working with the Cassowary Coast Regional Council and other Lead and Key Partners in the region and achieving our community's vision and aspirations.

A handwritten signature in black ink, appearing to read 'Phil Jarvis', written in a cursive style.

Phil Jarvis

Chair,
Healthier Great Green Way Initiative



Murray Falls National Park

Photograph:
Tourism Queensland



Paronella Park

Photograph above:
Tourism Queensland



We love our Region's tropical and relaxed lifestyle, beautiful beaches and landscape.

This is a lovely place to bring up our children, it is safe and friendly with plenty of opportunities to get involved in the life of the community.

Katy Garner, Mena Creek



Introduction

The Cassowary Coast Region is facing major opportunities and challenges with the forever changing economic climate, our region's increasing ageing population and our youth seeking greater education and employment opportunities outside the region.

In response to these challenges, the Cassowary Coast Regional Council and Healthier Great Green Way, with the help of community members, have developed a comprehensive community plan.

An intensive consultation process has been undertaken involving over 500 people from throughout the region, who offered their views, ideas and suggestions about the desired future of the Cassowary Coast Region. This information has been collated and forms the basis of this plan, which is aimed at helping the community maintain its identity, develop its economy and improve lifestyles within the region.

The Liveable Cassowary Coast Whole of Community Plan is a community plan, and is owned by the community.

Many different groups have responsibility for progressing the actions within this plan. While some actions are the responsibility of Local Government, others fall on the shoulders of business, community organisations, Queensland Government, Federal Government and the community itself.



Countryside
Photograph: Tourism Queensland

Framework

The plan was developed following a World Health Organisations Healthy Cities framework. The Liveable Cassowary Coast Whole of Community Plan 2020 adopted this framework and developed its modified version:



Seven Steps to Development, Implementation and Evaluation of Liveable Cassowary Coast Whole of Community Plan (Davey P, Szafran J, Smitran M, 2009)

Table of Contents

Message from the Mayor	5
Message from HGGW	6
Introduction	9
Framework	11
Table of Contents	12
Assets	15
Vision	16
Our Vision Outcomes	17
Liveable Cassowary Coast Whole of Community Plan 2020	18
Where does it fit	19
What is the LCCP	20
The Road we Travelled	21
Connecting Communities	22
The Role of Community	23
The Community Plan	24
Who is the community	27
What we said is important	27
What we said about where we live	27
Our Aspirations	28
Strong Economic Development	30
Green Sustainable Environments	31
Social and Cultural Wellbeing	32
Community Leadership	33
A snapshot of life in the Cassowary Coast Region	34
Our History	38
Settlement and development	40
Multicultural Settlers	41
Main Features at present	42
Our Residents	43
Action Plan Legend	46
Making it Happen	47
Acknowledgments	49



Photograph : Tourism Queensland

Cassowary Coast Region is a friendly community with many natural beauties and opportunities for young families to enjoy. Our daughters love dancing and performing and through this we live a very active and fulfilling lifestyle. We have a large extended family and lots of friends and enjoy the outdoor lifestyle. We love our beaches!

Joanne and Michael Sands with their daughters Kayla and Larissa,
Innisfail



Mission Beach
Photograph: Tourism Queensland



Our greatest assets are our people, unique environment and our amazing lifestyle.....



Assets

Residents identified an array of community assets that they value:

Environment - our green and pristine environments, clean air, abundance of water

Friendly community - friendly people, community spirit and a strong sense of belonging

Lifestyle and recreation - lifestyle and recreation - opportunities for outdoor activities, low cost family environments

Easy access to services - close proximity to large regional centres, Cairns and Townsville

Safe community - well policed with a low crime rate

Arts, diversity heritage and culture - inspirational environment wealth of talent, supportive arts community, original architecture, rich cultural heritage

Community participation - opportunities to volunteer and participate in many community groups

Easy flow of traffic - low traffic



Cassowary Coast Community VISION

In 2020 the Cassowary Coast
will be a
liveable, vibrant and
sustainable region,
created by working together

OUR VISION OUTCOMES

Our values will help us create our community of tomorrow:

- √ Environmental sustainability
- √ Strength and resilience
- √ Open, safe and friendly community

Strong Economic Development

Green and Sustainable

Social and Cultural Wellbeing

Community Leadership



The Liveable Cassowary Coast Whole of Community Plan 2020

The priorities outlined will only be successfully achieved through working in partnerships. We believe we can:

- √ **Change our behaviour to consider how our actions today will affect the generations of tomorrow** because as part of the global population we have the responsibility to provide sustainable practices in our natural and built environments. Sustainable communities should be active, inclusive and safe, well run, well designed, well built, well connected and well served.
- √ **Maintain our safe and friendly communities** because we want to continue to live in a community where there is a low level of crime and anti social behaviour.
- √ **Facilitate innovative and sustainable transport options** because of the changing geographic and demographic needs of the region. Innovative forms of movement networks including bus, cycle and pedestrian routes are required to connect the communities.
- √ **Create a strong, vibrant and progressive economy** because we want our communities to grow and prosper, and offer a positive future to everyone through a range of business, employment and educational opportunities.

- √ **Build a healthy and active community** because health and wellbeing of our communities matters.
- √ **Strengthen partnerships and create a culture of integrity and accountability** across all areas of community leadership because only democratic and engaged communities can make a difference in creating a better future for all.
- √ **Begin precinct planning** because this is the next level in finding out what is important to people in their local communities. A precinct can be described as a collection of communities determined by physical boundaries that include neighbourhood hubs such as libraries, shopping areas, major parks and infrastructure. Planning with local communities also builds a sense of community spirit. Five precincts have been identified to continue giving voice to the community for future planning.





What is the Liveable Cassowary Coast Whole of Community Plan 2020



The Liveable Cassowary Coast Whole of Community Plan 2020 is a long term plan that will help guide all sections of the community in achieving our goals and aspirations.

This Plan is built on the assumption that our decisions and actions today can shape our future, and that individuals can make a difference.

The Plan aims to involve all members of the community in the decision-making process while guiding the prioritisation of actions.

This document is a living document and will be reviewed annually to include the ever-changing aspirations of our community.



The Liveable Cassowary Coast Whole of Community Plan 2020

- ✓ Was developed by the community
- ✓ Outlines our community's vision for the future
- ✓ Recognises key themes, desired outcomes, objectives and strategies
- ✓ These outcomes provide the basis for planning and service delivery and for corporate plans and budgets for government agencies, local community groups and other stakeholder groups
- ✓ Will be monitored/reviewed annually

The Road We Travelled...



In January 2008, discussions between Cassowary Coast Regional Council and Healthier Great Green Way occurred in relation to developing a joint plan focused on the health and wellbeing of residents living within the region. This plan would adopt the World Health Organisation's Healthy Cities and Communities framework.

Funding for this project was obtained in November 2008, through the Blueprint for the Bush 'Our Place Our Future' program, to contract Dr Peter Davey, School of Environment, Griffith University, to mentor staff from Cassowary Coast Regional Council and Healthier Great Green Way throughout the process of developing the **Liveable Cassowary Coast Whole of Community Plan 2020**.

In March 2009, the Queensland Government reviewed the Local Government Act and in its draft indicated that all councils throughout Queensland would be required to develop community plans. It was at this preliminary stage that discussions occurred within CCRC and HGGW to develop a plan that could grow and become Cassowary Coast Regional Council's Community Plan in line with the legislation.

The **Liveable Cassowary Coast Whole of Community Plan 2020** is the largest consultation exercise undertaken by the Cassowary Coast Regional Council to date, allowing residents and businesses to 'have their say' on the future of the region.

The **Liveable Cassowary Coast Whole of Community Plan 2020** proactively sought community involvement in the future direction of the region.

The **Liveable Cassowary Coast Whole of Community Plan 2020** was developed from broad and dynamic consultative processes that included:

- Eight focus group meetings across the five major communities in the region, with 81 people participating
- Two workshops with the youth community representatives
- Five community forums open to all interested community members
- 2000 community surveys distributed, with 500 respondents
- Newspaper surveys in the Tully Times and the Innisfail Advocate

Information displays at community events:

- √ Tully Gumboot Festival
 - √ In the Bin Film Festival
 - √ Innisfail Show
 - √ Disabilities Week
 - √ Seniors Week
 - √ Girls Night Out Evening
 - √ Opening of the Tully Support Centre
 - √ Project Contact Centre at Innisfail Central Arcade
- throughout the project

The views and aspirations gathered from the consultations form the basis of our Community Plan.

This Community Plan has drawn on aspects of other national and international community plans. However, in recognition of the uniqueness of the Cassowary Coast region, it is as distinctive and individual as our community is.





The Tully River is one of the best white-water rafting spots in Australia, with grade 3-4 rapids and stunning views of world heritage-listed rainforest. A good sealed road leads to the Tully Gorge National Park, 50km west of Tully.

Surrounded by bananas, sugar cane plantations and world-heritage rainforest, Tully is one of the greenest, and wettest, towns in Australia. Tully's landmarks are scenic Mt Tyson and the Golden Gumboot, a 7.9m high tourist attraction celebrating the record-breaking year that 7,900mm of rain fell on the town.

Tully River

Photograph: Tourism Queensland

Connecting Communities

The community engagement process resulting in this Community Plan helps connect people and organisations. It provides a framework for ongoing community-wide collaboration.

Role of Community

The whole of the community has a role in making the Cassowary Coast region liveable, vibrant and sustainable; a place where we all want to live, work, play, learn and invest.

Role of Council

The Cassowary Coast Regional Council is a part of the community and has a leadership role in assisting the community to achieve its aspirations. While the council is primarily responsible for providing services and facilities, it recognises that partnerships at state and community levels are essential for the success of this Plan. This Plan provides the community with a common framework for action.





Tree Planting Day in Jumbun 2010

Did you know...

There are approximately 4317 volunteers in the Cassowary Coast region, which represent approximately 20% of the population aged 15 years and over

Top Left: Andre Guernier of Innisfail

Bottom Left: Caroline Dyer, Ailsa Stockham and Denise Smith of the Cardwell Lions Club





“Girringun Aboriginal Corporation Ranger Chris Muriata knows the true value of revegetation – it sustains our beautiful environment and keeps bringing our tourists back”

The Community Plan

The **Liveable Cassowary Coast Whole of Community Plan 2020** outlines our community's vision over a ten year period.

The Plan builds on our opportunities and strengths while at the same time recognising our challenges, to provide us with a framework for the future.

The essence of the **Liveable Cassowary Coast Whole of Community Plan 2020** is partnership. This first draft of this Plan highlights those priorities that can be effectively and efficiently achieved through working in partnership.

The Cassowary Coast region is part of the Far North Queensland regional community and as such we recognise the need to work collaboratively with neighbouring regions. The **Liveable Cassowary Coast Whole of Community Plan 2020** enables us to share our vision and aspirations with other regional communities. To strengthen local democracy and promote community wellbeing, this Community Plan acknowledges both the *Local Government Act 2009* and the World Health Organisation's Healthy Cities and Communities framework. This framework is guided by the following principles:

Collaboration – The shared responsibility and the involvement of other key government and community agencies is pivotal to the Plan. Cooperation and coordination are prerequisites for success. Central to the plan is the development of strong links between all relevant sectors. Effective partnerships require the establishment of a clear vision of the work of the

member organisations, and an understanding of which participants can make personal commitments.

Liveable Cassowary Coast Whole of Community Plan 2020 suggests that developing solutions to problems on a community basis requires partnerships between both local and state government departments and between governments and non-government agencies.

Participation - Community participation draws on the energy and enthusiasm that exists within communities to define what that community wants to do and how it wants to operate. Participation is defined in the Plan as a process by which people are enabled to become active and genuinely involved in defining the issues of concern to them, in making decisions about factors that affect their lives, in formulating and implementing policies, in planning, developing and delivering services and in taking action to achieve change.

The Local Government Act 2009

“The community will become the driver of the long term strategies of Council and it will be supported by more certainty of affordability of service delivery developed through long term planning.

One of major reforms in the Local Government Act 2009 is the focus on long term sustainability.

The Community Plan will be an overarching document of community aspirations over the next ten year period.

The document will include issues that may be addressed by Council, State and Federal Government, Business and Community”

LGAQ Queensland Elected Members 2010

Equity - Equity is an important quality for a sustainable, vibrant and liveable community and refers to equal opportunity for the development of human potential in the region.

Socio-ecological health and wellbeing - The 'socio-ecological' view of health and wellbeing expands considerably beyond the absence of disease to encompass physical, social and environmental factors that determine good health. The social, economic and environmental contexts which contribute to the creation of health do not operate separately or independently of each other.

Good Governance - The Healthy Cities Approach is based on a model of good governance, which includes political commitment to community input in processes and outcomes, intersectoral planning and implementation committees, community participation and council facilitation of the planning implementation, review and evaluation.

Underpinned by the above principles, the processes of developing the

Liveable Cassowary Coast Whole of Community Plan 2020 allowed the community members to participate in decisions that affect their lives and gave them opportunities to put forward their opinions. With ongoing public consultation, the community will be able to evaluate the activities that occur through this Plan.

The next stage of this Plan will reflect the diversity of the Cassowary Coast region. Precinct planning will recognise the differences between the five identified precincts within the region giving each unique community the opportunity to showcase its qualities and individual community aspirations.





Did you know...

By 2030, more than 30% of us in the Cassowary Coast region will be 65 or older. This is almost 10% more than the Queensland average.

My friend Emma and I study at the University of the Sunshine Coast, but would love to come home and work when we finish. I study Business and Emma is studying Nursing. We hope we could come back to the Cassowary Coast Region and help it prosper. There is no place like our Region.

Ariana Potaminiakas, Mena Creek
Emma Mackereth, Innisfail

Who is the community

Individuals constitute a population. But it is the interactions between individuals that constitute a community. Communities share experiences, interests and values.

- √ Communities can be defined based on
- √ Where people live (geographical)
- √ What their interests are
- √ The sharing of a common identity (culture, school, age...)

What we said is important

- √ Our tropical lifestyle and numerous recreational opportunities
- √ Our green and pristine environments
- √ Our friendly and safe communities
- √ Greater focus on a strong, vibrant and progressive economy
- √ Our 'best of both worlds' geographic locations
- √ Opportunities to participate in community life
- √ There are opportunities to develop and communicate a stronger vision for the area

What we said about where we live

The majority of our community feels strongly about preserving our natural assets; the Great Barrier Reef, Wet Tropics rainforests, unique foreshores, the North and South Johnstone rivers, our abundance of water and our endangered species such as the southern cassowary and mahogany glider.

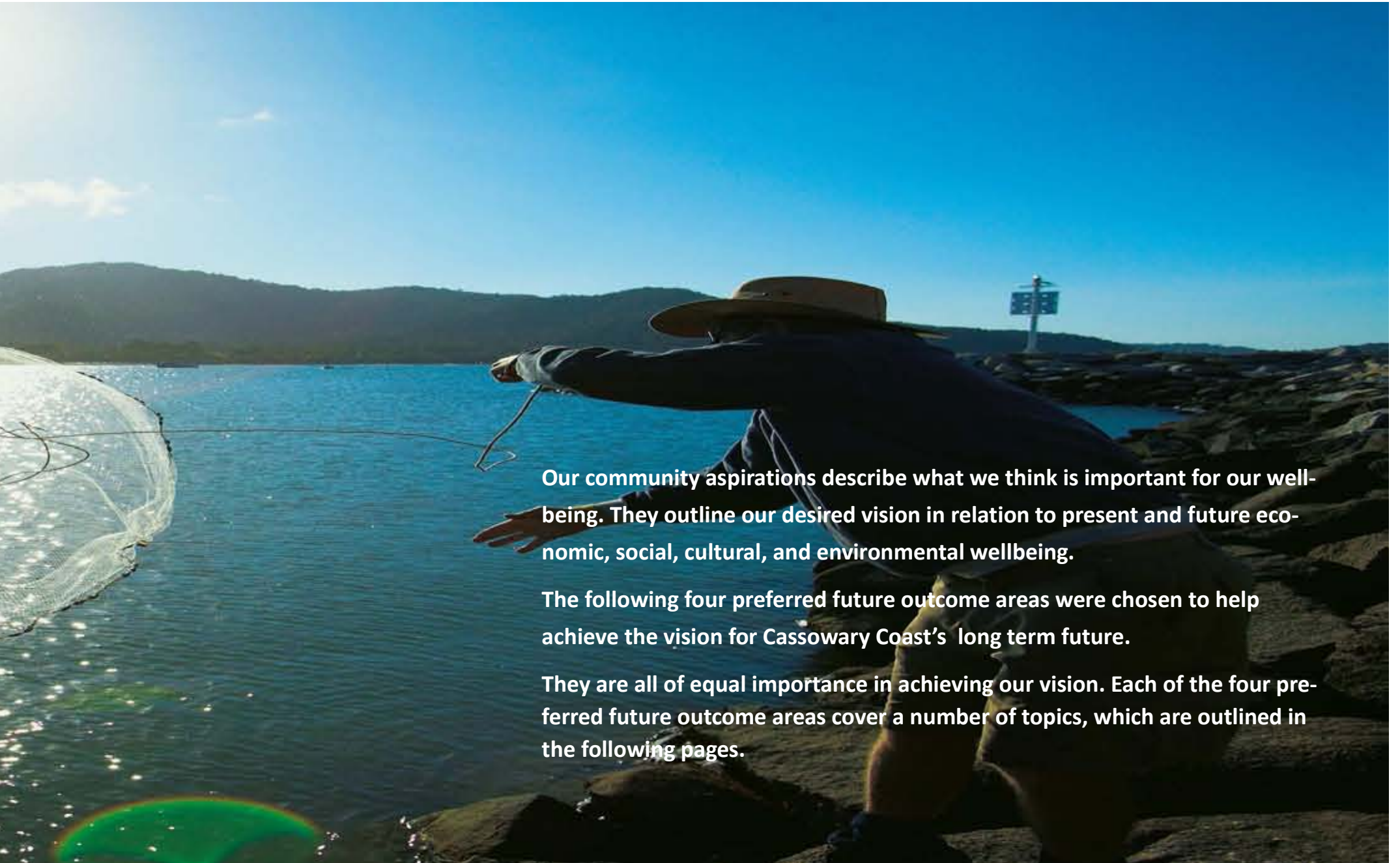
Generally, we feel our proximity to the regional centres of Cairns and Townsville is an advantage, and we enjoy living in smaller rural communities.

Approximately one-third of us believe that living in a small, rural community is advantageous because people know and help each other, it is a great place to raise a family and there is strong community spirit. Another benefit of living in this region is the lack of traffic and congestion in comparison to larger centres.





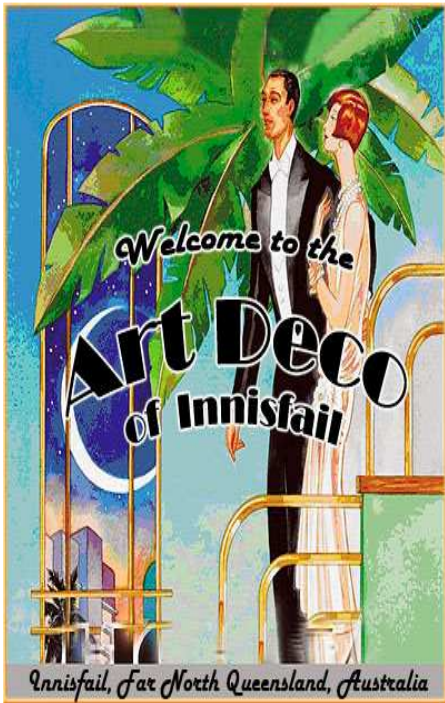
Mission Beach
Photograph: Tourism Queensland



Our community aspirations describe what we think is important for our well-being. They outline our desired vision in relation to present and future economic, social, cultural, and environmental wellbeing.

The following four preferred future outcome areas were chosen to help achieve the vision for Cassowary Coast's long term future.

They are all of equal importance in achieving our vision. Each of the four preferred future outcome areas cover a number of topics, which are outlined in the following pages.



Strong Economic Development

In 2020, the Cassowary Coast region has a strong, vibrant and progressive economy powered by bright ideas, with a range of innovative business, employment and education opportunities.

Outcomes:

- ✓ An energised community working together to capitalise on opportunities
- ✓ A community with a diverse range of employment opportunities
- ✓ A healthy learning community with innovative vocational pathways
- ✓ A vibrant and supportive business community
- ✓ Industrial development incorporating sustainability principles
- ✓ A profitable and sustainable fishing and agricultural sector in a climate of globalisation and environmental pressures
- ✓ Cassowary Coast is the Art Deco Capital of Australia
- ✓ The Cassowary Coast region is a thriving tourism destination



Green Sustainable Environments

In 2020, Cassowary Coast region is a place where unique natural resources are highly valued, sustainable and well managed while our lifestyles are improved.

Outcomes:

- √ Well managed biodiversity and conservation of natural assets
- √ Cassowary Coast region is adopted to local climate change
- √ All aquatic based ecosystems, and the air in the Cassowary Coast region, are healthy
- √ Cassowary Coast Region fosters and encourages local solutions for waste management
- √ Tropical climate-smart built environments are built and encouraged





Social and Cultural Wellbeing

In 2020, Cassowary Coast region is a healthy, active and connected community. Our vibrant, resilient people have a strong community spirit and are supported by a variety of services, programs, organisations and facilities; our values of caring and respect extend to people of all ages, cultures, abilities and needs.

Outcomes:

- ✓ Our community has inclusive facilities, services and networks which maximise our potential to develop and enhance our wellbeing
- ✓ A community where housing options meet different needs
- ✓ A community that respects, values and encourages our older citizens to become active members - our mentors and teachers
- ✓ A safe community
- ✓ A healthy community where physical, mental and spiritual wellbeing is promoted and supported by a range of organisations and high quality health care facilities
- ✓ A community that nurtures creativity, builds connections and has a strong sense of identity
- ✓ A well connected community

Rylee Blair (left) and Catherine Guernieri, Tully

Photograph: Courtesy of Cairns Post

Community Leadership

In 2020, Cassowary Coast region is leading transparent and accountable democratic processes, has strong partnerships, shares resources and encourages residents to participate in local decision making.

Outcome:

- ✓ A democratic and engaged community
- ✓ A well governed community with accountable and transparent leadership
- ✓ A community where we plan and make decisions in partnership
- ✓ A community where volunteering is thriving



A snapshot of life in the Cassowary Coast region

The Cassowary Coast Regional Council was established on March 15 2008. The new regional council was established through the amalgamation of the former Cardwell Shire Council and Johnstone Shire Council. The Cassowary Coast region has:

- √ An area of 4701 square kilometres
- √ A population of 30,843 as at March 2008
- √ A mayor and 6 councillors
- √ A mix of town, rural and coastal communities

The five recognised precincts for the region are:

- √ Innisfail
- √ Mission Beach
- √ Tully
- √ Jumbun
- √ Cardwell

Innisfail, at the northern end of the Cassowary Coast region, is situated 90km south of Cairns while Cardwell, at the southern end of the region, is 166km north of Townsville.

As at June 30 2008, the estimated residential population of the Cassowary Coast Regional Council Local Government Area was 30356 which represents 0.7% of the state's population.

Our region is highly multicultural with 8.7% of us speaking languages other than English at home. Our indigenous population is estimated at 8.3%, which is 6% higher than Queensland's average.

The Cassowary Coast region is situated in Far North Queensland and enjoys a unique tropical lifestyle. National parks and world heritage conservation areas make up 70% of the region, which is bordered by the Great Barrier



Kiran Singh, Innisfail

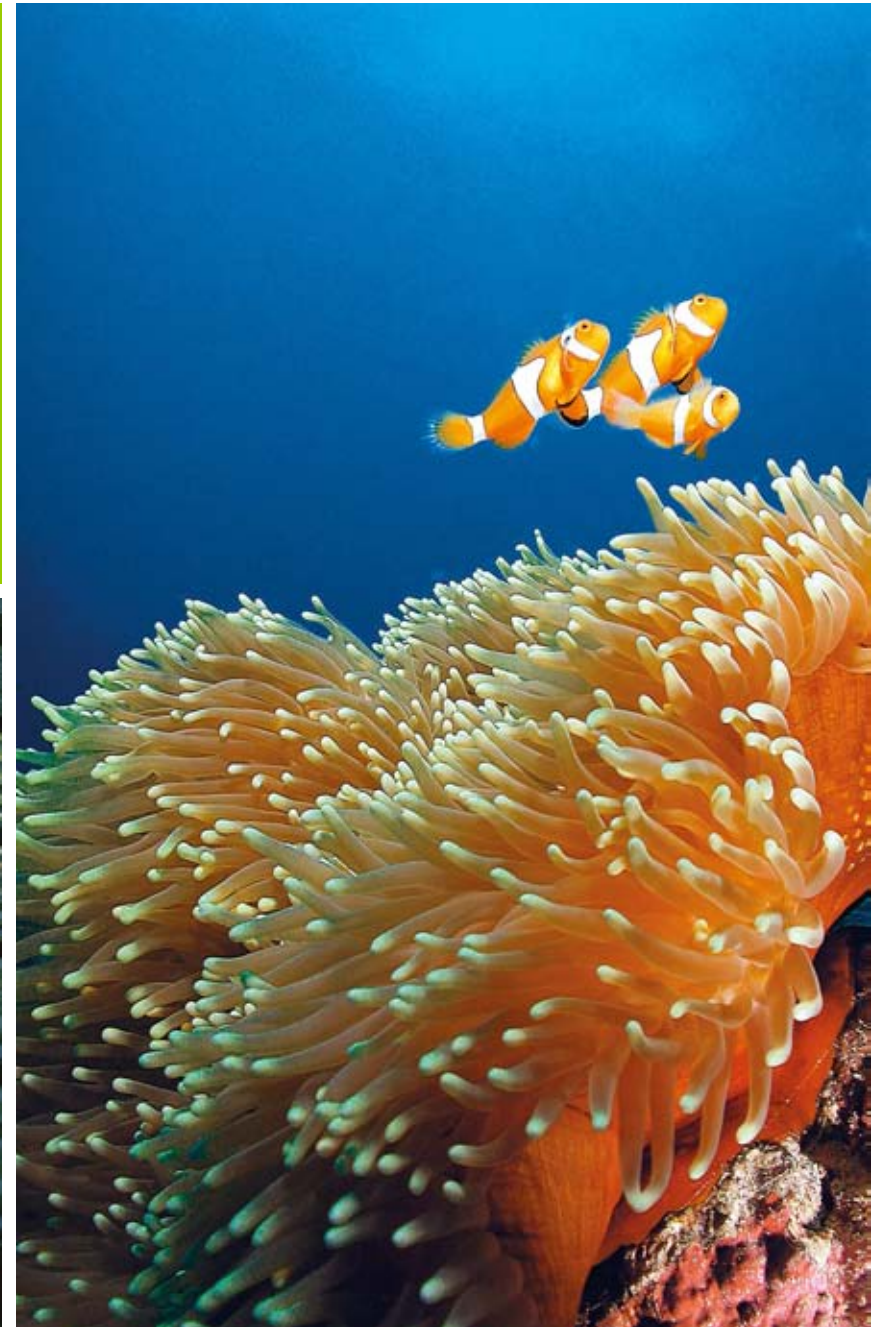


Nicole and Trilby, ETTY Bay



Biodiversity and our iconic fauna, such as the cassowary, play an important part in determining the identity of the Cassowary Coast region.

One of the main priorities evident from the consultation process was progressing the region in a manner that ensures our natural assets and lifestyles are preserved.





Cardwell is the southern gateway to the Cassowary Coast Regional Council. It is also the gateway to magnificent Hinchinbrook Island – the largest island national park in Australia and home of the renowned Thorsborne walking trail.

Cardwell is situated 165km north of Townsville. Only five kilometres offshore, magnificent Hinchinbrook Island with its 393sqkm of pristine beaches, rain-forest and wilderness walks casts an imposing presence on the skyline. The Thorsborne Trail, a 32km wilderness trek, covers the eastern coast of Hinchinbrook Island and is recognised as one of the top-six wilderness walks in the world. Ferry trips to the island are available from Cardwell and Lucinda.

The town is surrounded by many natural attractions including national parks, waterfalls and walking trails. The Cardwell Forest Drive is a 26km scenic drive, starting at the town centre and taking in lookouts, freshwater swimming holes and idyllic picnic spots.



Innisfail is the Cassowary Coast's largest town, with a population of approximately 10,000. The township is picturesquely situated at the junction of the North and South Johnstone Rivers, approximately five kilometres from the coast. Innisfail is 90km from Cairns along the Bruce Highway, making it easily accessible by car, bus or train.

Pristine beaches such as ETTY Bay, Flying Fish Point, Cowley Beach and Kurrimine Beach are a short drive away.

Wooroonooran National Park, with the Mamu Canopy Walkway and walking trails through the Misty Mountains, is 27km west of Innisfail. Other attractions include an historic Spanish-style castle and pleasure gardens, a crocodile park, tropical fruit winery and sugar industry museum.

Agriculture is the main economic driver of our region, with bananas and sugar our largest primary industries. Cattle, exotic fruits, and tropical plants are smaller agricultural industries with the potential for further growth. It was evident throughout the consultation that there was a need to develop light industry to increase employment opportunities. The region has a unique natural beauty which lends itself to expanding the tourism market.

Did you know...

that the Cassowary Coast Region produces 10.9% of the total value of crops in Queensland.





My family migrated from Yugoslavia in 1932. I have been farming cane and recently bananas in Silkwood and Innisfail area ever since. My wife Danica and I raised three children here and enjoyed every moment of it. I love this Region for its fertile soil, abundance of water and warmth. What more can a farmer want!

Vinko Franich, Innisfail

Our history

Traditional Owners

Our traditional owners are Mamu and Giringun Aboriginal people.

There are five clans within the Mamu group which are Bagirgabara, Dulgubara, Dyiribara, Mandubara, Waribara.

These clans are the traditional owners of Mamu Country, which extends from the Russell River and Coopers Point north of Innisfail, to North Maria Creek in the south, and west to Milla Milla and the Misty Mountains.

There are nine clans within the Giringun group; Bandjin, Djiru, Girramay, Gugu Badhun, Gulnay, Jirribal, Nywaigi, Warrgamay, Warungnu of which Djiru, Gulnay, Girramay and Bandjin inhabited the coastal areas.

Their traditional country comprises of land around north Maria Creek around El Arish and south west to the Tully River, north to Ravenshoe and Herberton, south to include country to the east of Einasleigh, south west of Greenvale and each to Rollingstone on the coast. The islands and waters areas of Hinchinbrook, Goold, Brooke, Family and the Dunk islands are also included in this area.

The traditional owners of the Cassowary Coast Region were coastal rainforest people who shared a common lifestyle.

'The rainforest people adapted their cultural system to fit the rainforest environment. The seasonal availability of food resources governed their pattern of movement over country. During the dry season when plant foods were scarce, they were in smaller highly mobile groups living in temporary

camp close to seasonally predictable resources. Towards the end of the dry season when the majority of rainforest trees fruit, they would congregate in the larger more permanent camps. This was a time of plenty when food was stored for the coming 'wet' and social life intensified; a time of frequent intertribal dance ceremonies and fighting corroborees where huge wooden swords and shields were wielded in ritual duels to settle disputes.

Their highly specialised material culture reflects features of their rainforest habitat. Processing of toxic nuts and seeds as a staple food required a specialised toolkit such as shell slicers, nut cracking and grinding stones and seed baskets and containers.

Their wet season huts were large and water proof.' Mission Beach Indigenous Cultural Significance Assessment 2007

Today the Jirribal people still occupy their original territory at Murray Upper, south of Tully, maintaining a language and hunting and gathering lifestyle dating back perhaps 40,000 years.

The traditional owners of the Cassowary Coast Region play a strong role within our community through the Mamu and Giringun Aboriginal Corporations.

These two corporations were established by the traditional owners of their respective regions; Mamu (2001) in the North, and Giringun (2006) in the South.

Their roles are to take the lead in all matters affecting aboriginal people of the area, while maintaining and caring for the land and preserving their culture and traditions.

The Mamu People are custodians of the Mamu Canopy walk in the Wooroonooran National Park on the Palmerston Range.

The Girringun Aboriginal Corporation manages a successful Art Centre that promotes and preserves the culture of traditional owners by nurturing the talents of the artists and artisans. They include weavers, jewellery makers, painters and sculptors.

Other successful indigenous organisations which have influenced the growth of the region include Mamu Health Services Ltd, Chjowai Housing Corporation, Malanbarra Midja Housing Cooperative.



Girringun National Park

Photograph: Tourism Queensland



Maureen Beeron, Girramay Traditional Owner, Weaver and Painter

'Jumbun is an Aboriginal community near Murray Upper. The word "jumbun" means "wood-grub" in Girrimay.'

The Jumbun community is famous for its basket weavers. This knowledge of basket-weaving has been passed from generation to generation.

Traditionally baskets were used for carrying bush foods, and babies. They were also used at times as ceremonial objects.

This style of weaving is unique to the rainforest Aboriginal peoples of North Queensland.





Emily Purcell

Photograph: Courtesy of Jill Chism, photographer and artist who created the Mamu Dulgubara panel in collaboration with the Dulgubara tribe of the MAMU people of the Innisfail region.

The creation of the glass panels for the Mamu Boardwalk were developed in consultation with the MAMU people in the Innisfail area: Dulgubara, Mandubara and Wari-bara.

The life-sized figures of the elders are portrayed on each panel together with artwork and relevant historical photographs and text.

In this photo Emily Purcell is standing next to the life size photograph of her great grand-mother Emily Purcell .

Settlement and Development

European settlement of the region commenced in 1864 with the settlement of Cardwell. Pioneers began to settle the Johnstone River lands in the 1870s. From the 1870s, the discovery of gold on the Palmer River and other mineral discoveries brought influxes of miners seeking their fortunes. Large quantities of supplies, men and gold passed through Cardwell as it was the closest port to goldfields such as the Etheridge. Cooktown and Cairns were soon established in the north.

Meanwhile, a variety of agricultural enterprises were developed in these southern and northern areas. Innisfail (called Geraldton until 1911) was founded in 1880 by Thomas H. Fitzgerald who took up a 10,000 hectare land grant funded by the Catholic Bishop of Brisbane and All Hallows' Sisters of Mercy. With 10 Irish and 35 South Sea Islanders as workers, he began planting sugar cane in the cleared rainforest lands.

Those who followed him did better and the community began to grow rapidly on the proceeds of sugar production. The Mourilyan Mill was built in 1882, the Babinda Mill in 1914, and South Johnstone Mill in 1915, the Banyan-Tully district became the location of the last sugar mill to be constructed and the Tully Mill commenced crushing in 1925. Thus sugar drove the growth of the predominantly European region and still exerts a major influence.



Grace Dallachy (nee Butler), Enid Grey and Ivy Grey standing at the gate in front of the Butler family's residence, 'Yabbon', 24 miles from Cardwell, in 1912. (Description supplied with photograph)

Multi-Cultural Settlers

The settlers who moved into this region from 1889 onwards were exceptionally diverse. The first influential group were Anglo-Celtic, but they were soon joined by "Kanaka" South Sea Islanders, Aboriginal and Torres Strait workers, Chinese miners who developed the banana industry and retail businesses, French merchants and German timber and sugar producers.

A large Italian migration began before WW1 and continued into the 1930s and post WW2. Much of Innisfail's present culture is of Italian derivation, and this is reflected in the evocative Canecutter Monument on the Esplanade, adjacent to River Reflections sculptures and their visual histories.



South Sea Islander children at Innisfail, Queensland, ca. 1902-1905

Finnish settlers came to the Tully area as cane cutters from 1924 to 1959. Many early arrivals entered partnerships and became farm owners. Spanish migrants produced what is now the award winning Paronella Park tourist attraction as well as, during the 1930s, the first hydro-electric power plant in Northern Queensland. There were also waves of migration from Greece, Malta, Yugoslavia, Russia, India, Pakistan and the Philippines. The last big wave came from the border highlands of Laos (following the Vietnam War) with the Hmong refugees.

By 1996, residents of the Cassowary Coast region spoke 47 different languages along with English.



In Tully ca 1929, Finnish cane farmers Martti Tso-Hukta and Martti Anttila from Orimattila, Finland. The men read newspapers at a table in a shed. On the table can be seen tins, loaves of bread and a hat.

Main Features at Present

The sugar industry began a new economic era in the region. However, this region today is Australia's largest producer of bananas, rivalling sugar as an income earner. Tea, papaws and exotic tropical fruits also are grown.

Beef cattle are reared in the region for domestic and overseas markets. Aquaculture also plays an important role in the region's economy, ranging from prawn, barramundi and fresh water crayfish to crocodile farming.

Prawn and reef fishing fleets boost the economy. The Cassowary Coast region is being recognised as one of the best recreational fishing areas anglers can chase the

elusive barramundi in the estuaries but they can also game and reef fish on the Great Barrier Reef and around adjacent islands.

Manufacturing industries include a large foundry, plastic products, farm implements and transport equipment.

The incredible natural beauty of the region from the Great Barrier Reef and nearby tropical islands to the World Heritage rainforests - coupled with the warm tropical climate and associated development. This compliments the existing economic base.

The region is gradually becoming aware of the benefits of cultural and eco tourism, relying on the diversity of people, food, art forms and nature.



Our residents

How old are we

The Cassowary Coast Region is characterised by higher than average 'empty nesters' and retirees. Children and the early teen group reflect the Queensland average.

Did you know...

Compared with the Queensland average, the Cassowary Coast Region has equivalent residents aged 0-14 years, less residents aged 15-44 years and more residents aged 45-65+.

Did you know...

The region includes migrants from about 63 countries, speaking 48 languages. In our region there are 1235 people who were born overseas and stated that they spoke a language other than English at home (37.2% of the overseas born population). Two hundred and ninety people did not speak English well.



Where do we come from

The region enjoys remarkable diversity and harmony among its people whose many cultural traditions create a rich tapestry. Our indigenous population of the region is higher than the Queensland average and is very diverse due to the influence of South Sea Islanders, French, Javanese, Malay, English, Greek, Maltese and Italian migrants. The definition of indigenous is therefore very broad and used as an identification of family lines, upbringing and heritage.

Where do we work

People in the Cassowary Coast Region predominantly work in agriculture, forestry, and fishing industries. Other industries which employ large numbers of people are retail, trades and manufacturing. The fields with the highest number of specialised positions are agriculture, forestry and fishing, electricity, gas, water and waste services.

How much do we earn

The Cassowary Coast Region has a population of middle income earners that is slightly higher than the state average, and a larger-than-average number of residents who are considered socio-economically disadvantaged.

Queensland has 20 per cent of the population in each quintile. In comparison, 42.9 per cent of the population of Cassowary Coast Regional Council Local Government Area (LGA) were in the most disadvantaged quintile.

(ABS 2006)



Did you know...

17.2 % of the workforce in the Cassowary Coast Region is employed as managers which is 4.8% above state average.



Our population in the next 10 years

Our region is projected to grow steadily at the rate of 0.4%, with significant growth expected in the 65+ age group.

Since 2001 the proportion of the population aged over 65 years has increased from 12.2% to 14.6% in 2006. This trend is likely to continue.

What is our family structure

The dominant family type in the Cassowary Coast Region is couples without children. The minority group in our region is one parent families.

Did you know...

The average annual growth rate in Cassowary Coast region in 2008-2009 was 1.8% compared with 0.5% in 2004-2008.

Did you know...

Couple families with no children are the dominant family type in our region (3093 families).

Action Plan Legend

Lead Partners

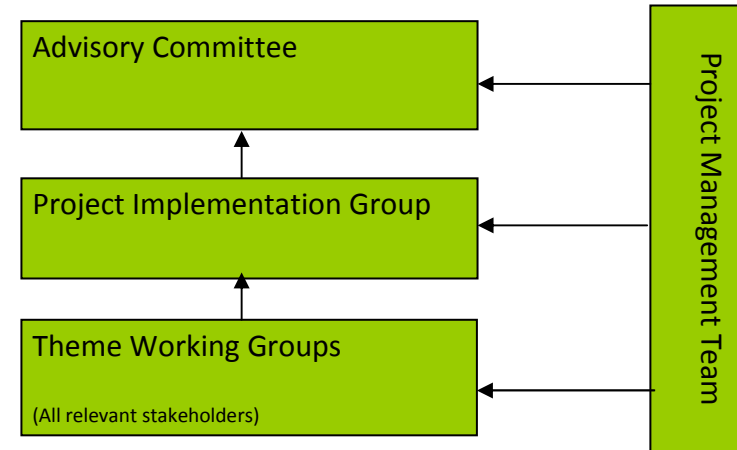
The lead partners will have the following roles:

- ✓ Sign MOU
- ✓ Ensure representation of your organisation on the Advisory Committee, Project Implementation Group and Theme Working Groups
- ✓ Regularly participate in meetings
- ✓ Determine actions to be undertaken for a particular financial year. These actions will form part of the particular agency's operational plans. It is recognised that resourcing constraints may hinder or defer the implementation of the actions.
- ✓ Coordinate and administer strategies as identified. This will include organising partner meetings and auspice grants, if necessary
- ✓ Involve stakeholders and existing community groups
- ✓ Encourage community ownership

Partners

Partners will have the following roles:

- ✓ Sign MOU
- ✓ Ensure representation of your organisation on the Advisory Committee, Project Implementation Group and Theme Working Groups
- ✓ Regularly participate in meetings
- ✓ Implement strategies to ensure intellectual and local knowledge is incorporated in the outcomes for the benefit of the community and integrity of the outcome
- ✓ Information provision
- ✓ Integrate delivery of actions
- ✓ Advocate for strategies
- ✓ Facilitate networks



Liveable Cassowary Coast Management Structure

Timeframe

Short Term	Immediate to 2yrs
Medium Term	2yrs to 5 yrs
Long Term	5yrs to 10yrs



Making it happen

To meet the aspirations of our community, partnerships with other groups, organisations and neighbouring communities need to continue to be built and strengthened.

Different programs and activities will be undertaken and documented to demonstrate how

community aspirations are met with the participation of many different stakeholders.

The following pages describe desired outcomes, objectives and strategies which will guide us in years to come, on the way towards 2020.



Mission Beach is a tropical holiday destination between Townsville and Cairns which is known for its world-heritage rainforests, idyllic beaches, island getaways and adventure activities.

Mission Beach, with its resident population of about 4000, is 165 km south of Cairns and 235km north of Townsville. Its four villages – Bingil Bay, Mission Beach, Wongaling Beach and South Mission Beach - are linked by 14km of palm-fringed beaches.

Dunk Island is a 10-minute boat ride from Mission Beach. There are other islands close by.

Mission Beach is home to the endangered cassowary - a majestic bird that lives within the surrounding world heritage rainforest. Walks through the rainforest are another popular pastime for tourists.



Canfields in Tully
Photo: Tourism Queensland

Action Plan to 2020...