



CORPORATE PLAN 2025 – 2030

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Introduction

Corporate Plan

The Corporate Plan 2025 - 2030 is Council's principal strategic document. It provides a framework for identifying priority issues and outcomes.

The Corporate Plan is the key strategic plan for Council. It is the medium- and long-term organisational directions document that describes our strategic priorities to be undertaken over the next five years, informing the community of Council's intent.

It provides a focused framework for Council to plan and undertake its business and service delivery for a five-year period. The Corporate Plan does not detail the day-to-day business of Council but rather focuses on the strategic actions and is a road map to achieve its strategic themes.

It guides how Council and its organisation will direct planning and resources to these issues and outcomes.

Statutory Requirement

Local Government Act 2009 Section 104

104 Financial management systems

(1) To ensure it is financially sustainable, a local government must establish a system of financial management that—

(5) The system of financial management established by a local government must include—

(a) the following financial planning documents prepared for the local government—

(i) a corporate plan that incorporates community engagement;

Local Government Regulation 2012 Section 165 and 166

165 Preparation of 5-year corporate plan

(1) A local government must prepare a 5-year corporate plan for each period of 5 financial years.

(2) A local government must adopt its 5-year corporate plan in sufficient time to allow a budget and annual operational plan, consistent with the corporate plan, to be adopted for the first financial year that is covered by the plan.

(3) A local government may, by resolution, amend its 5-year corporate plan at any time.

(4) A local government must discharge its responsibilities in a way that is consistent with its 5-year corporate plan.

- 166 5-year corporate plan contents A local government's 5-year corporate plan must—
- (a) outline the strategic direction of the local government; and
 - (b) state the performance indicators for measuring the local government's progress in achieving its vision for the future of the local government area;

McKinlay Shire

McKinlay Shire, located in north-western Queensland, Australia, spans approximately 40,818 square kilometres and serves as the gateway to the Gulf of Carpentaria and embraces the townships of Julia Creek and Nelia on the Flinders Highway, and McKinlay and Kynuna on the Landsborough Highway.

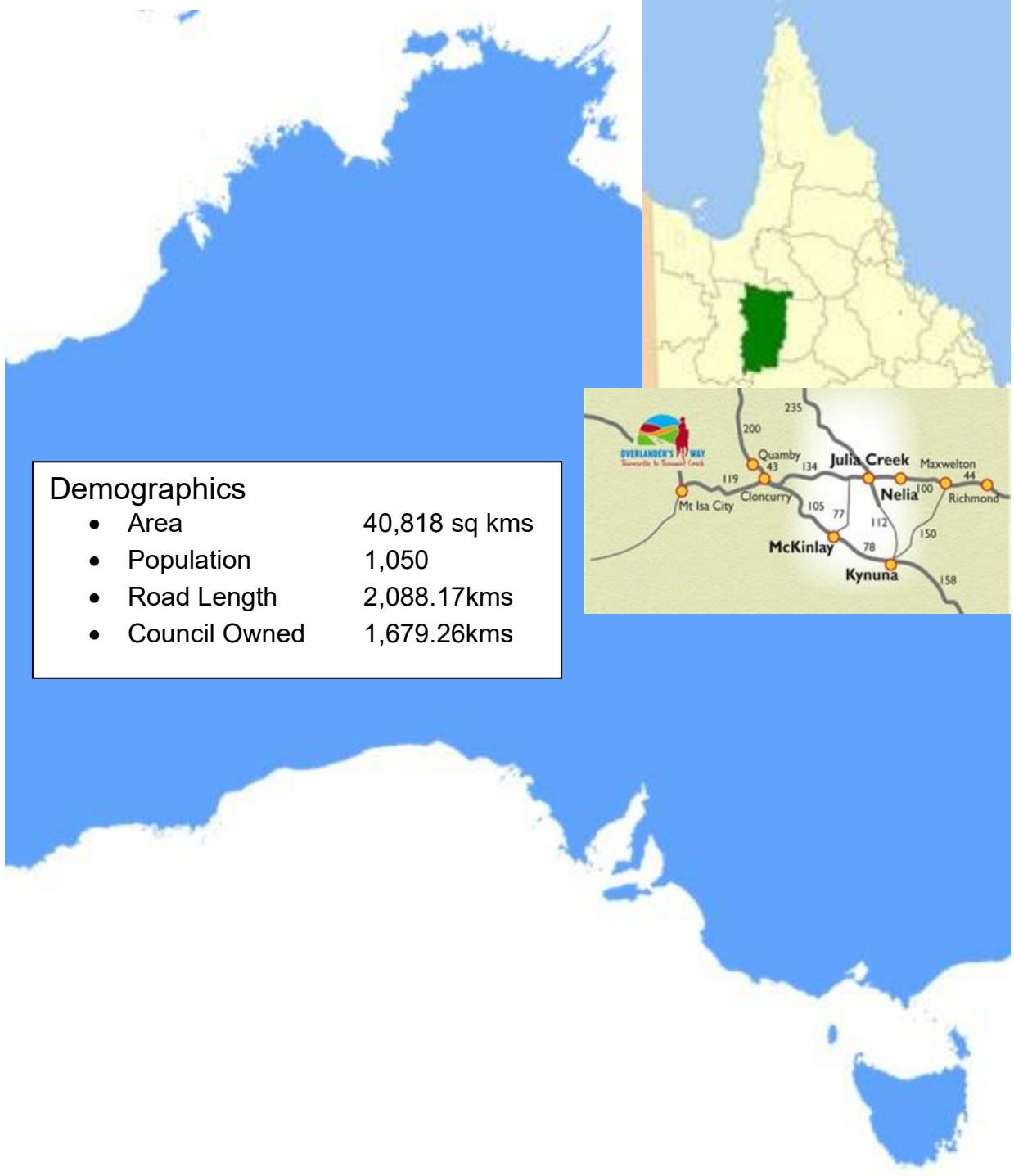
Julia Creek is the main town and is located approximately 650 kilometres west of Townsville and 225 kilometres east of Mount Isa and is also the administration centre for the Shire. A rural and regional shire, McKinlay Shire is home to a productive and innovative pastoral industry, as well as the world's richest single mine producer of silver, lead and zinc at Cannington, and a copper mine in Eloise. The Shire's economy is diversifying with emerging vanadium mines and intensive agriculture developments.

The world's largest natural aquifer, the Great Artesian Basin, underpins and supports our community and the diversity of rich grazing lands and unique animal life the shire has to offer. McKinlay Shire has a proud history and flourishing industries and is a closefamily community.

Looking into the future, it is set to enter a growth phase with progress in mining and renewables as more people discover this littlegem of the North West.








Shire Profile



Demographics	
• Area	40,818 sq kms
• Population	1,050
• Road Length	2,088.17kms
• Council Owned	1,679.26kms

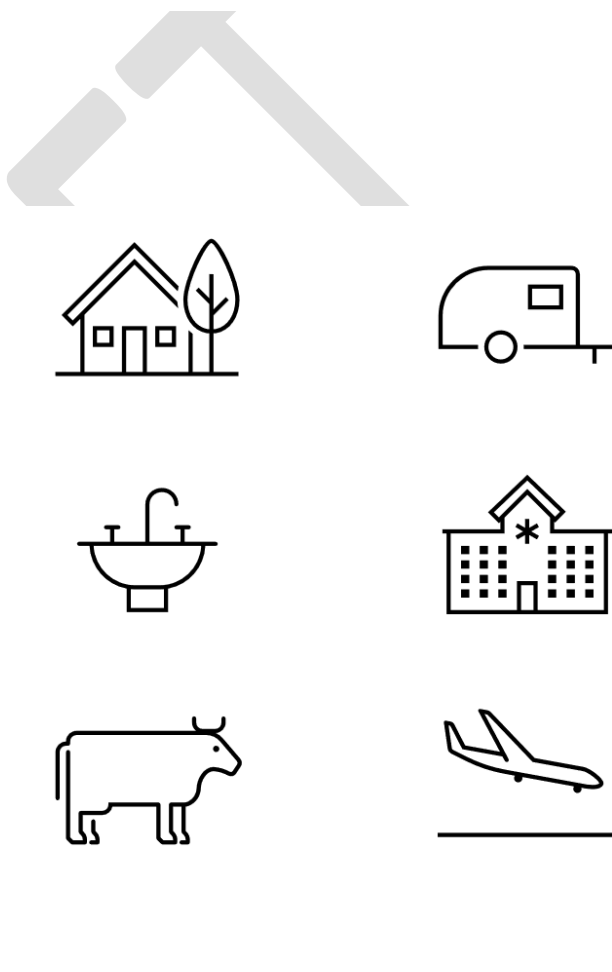


Workforce

					
Employees 54	Permanent 30	Perm. Part Time 4	Contract Exec. 3	Contract Other 5	Casual 12

Facilities

- Aged Persons Units 8
- Caravan Parks 1
- Amenities 6
- SES Buildings 3
- Cattle Yards 1
- Aerodromes 3



Demographic Profile

As of June 30, 2023, McKinlay Shire had an estimated resident population of 849, reflecting a slight increase of 0.35% from the previous year. The population density remains low at approximately 0.02 persons per square kilometre, indicative of its expansive rural landscape.

In the 2021 Census, the population was recorded at 838 individuals, with a gender distribution of 54% male and 46% female. The median age was 39 years, and Aboriginal and/or Torres Strait Islander people comprised 5.4% of the population.

Economic Profile

The economy of McKinlay Shire is predominantly driven by agriculture and mining. Beef cattle farming is a significant industry, employing 42.5% of the workforce. The shire is also home to the South32 Cannington Mine, one of the world's largest producers of silver and lead. Additionally, local government administration employs 8.5% of the workforce, and silver-lead-zinc ore mining accounts for 5.6% of employment.

In terms of income, 11.1% of the population earned \$2,000 or more per week in 2021. The median weekly personal income was \$1,074, higher than the Queensland median of \$787.

The shire's infrastructure includes 2,088 kilometres of roads, three aerodromes, two medical centres, and a caravan park, supporting both residents and industries. Recent developments, such as new mining ventures, are anticipated to double Julia Creek's population over the next two to five years, potentially enhancing economic growth and community services.

Overall, McKinlay Shire's economy is anchored in its natural resources, with agriculture and mining playing pivotal roles in employment and economic output. The demographic trends reflect a stable, albeit small, population with a strong connection to these primary industries.

Over the next 5 to 10 years, McKinlay Shire is poised to experience notable economic and demographic changes, primarily influenced by developments in the mining and agriculture sectors.



Demographic Impacts

The anticipated economic growth is likely to influence demographic trends within McKinlay Shire. While historical projections indicated a potential population decline, recent developments suggest a reversal of this trend. The influx of workers for new mining and agricultural projects, coupled with efforts to improve local amenities and housing, is expected to attract more residents. Local authorities anticipate that the population of Julia Creek could double within the next two to five years, underscoring the need for enhanced community services and infrastructure.

Economic Impacts

The initiation of mining projects, such as the Julia Creek Vanadium and Energy Project, is expected to substantially boost the local economy. This project alone is projected to create approximately 600 jobs during its two-year construction phase and around 588 permanent positions once operational. Notably, at least 35% of these operational roles are intended for residents of Julia Creek and nearby towns, fostering local employment opportunities.

Additionally, the shire's Economic Development Strategy identified growth opportunities for the economy by promoting intensive agriculture and enhancing tourism infrastructure. These initiatives aim to build a resilient economic base less susceptible to the fluctuations inherent in the mining industry.

Challenges and Considerations

Despite these positive projections, challenges remain. The transient nature of mining workforces and the historical volatility of the mining sector necessitate strategies to ensure sustainable population growth and economic stability. Moreover, the expansion of industries must be managed to mitigate environmental impacts and preserve the region's ecological integrity.

In summary, McKinlay Shire stands at the cusp of significant economic and demographic transformation. Strategic planning and investment in infrastructure, housing, and community services will be crucial to harness the benefits of upcoming developments and to foster a thriving, sustainable community.



OUR VISION AND MISSION

A SUSTAINABLE COMMUNITY

A great place to live with a well-connected, strong, healthy and friendly community, McKinlay Shire will continue to sustain and grow as a place that represents the best aspects of outback living. McKinlay Shire supports a growing population to meet the key thresholds for social, health, education and commercial services and also underpins a sustainable, diversified rural economy. The community welcomes new industries that contribute to its overall vision and sustainability.

Ongoing improvements to infrastructure, amenities and services will continue to improve the healthiness and quality of life for residents and make McKinlay Shire an increasingly attractive and connected place for residents, tourists and visitors. Through good governance and partnerships, we strive to achieve quadruple bottom line outcomes that maximize the social, cultural, environmental and economic benefits of all our future actions.

A well-managed shire

A focus on Council's leadership and management of the shire and its assets.

A sustainable environment

A focus on the shire's built and natural environments and supporting infrastructure.

A vibrant community

A focus on the health, wellbeing and general quality of life for the community.

A strong economy

A focus on economic development to create employment growth and opportunity.



Our Organisation

Message from the Mayor and Chief Executive Officer

We are pleased to present the McKinlay Shire Council Corporate Plan 2025-2030 to our community and stakeholders.

It is a requirement that Council prepare a 5-year Corporate Plan which outlines the future strategic direction of the McKinlay Shire.

This plan is a corporate response to meeting the medium- and long-term needs of the McKinlay Shire Community and addresses a wide variety of issues which are presented against strategic priorities identified.

This plan is primarily the responsibility of Councillor's, guiding decision making by current and future Councils. Furthermore, it provides management with clear strategic priorities on matters relating to our economy, population growth, housing, workforce development, the environmental sustainability, infrastructure, governance and community engagement and the health, wellbeing and liveability of the Shire. The identified strategic priorities and objectives are addressed on a yearly basis through the Council Operational Plan and associated budget which is focused on the community's vision and priorities.

Council has taken great pride in the development of this Corporate Plan and is committed to meaningful communication and accountability to the community and therefore will report on its progress to the community each year in the Council Annual Report.

This Corporate Plan is a living document which will be reviewed regularly to ensure that it remains current and responsive to the views of the community enabling continued improvement and sustainability for the McKinlay Shire in a changing economic and social environment.



Elected Members

Following the 2024 local government election the following Councillors were elected to represent the community from 2024 – 2028.

Councillors' responsibilities include ensuring the Council achieves its Corporate Plan, as do all local government employees.

Mayor Janene Fegan
Councillor Shauna Royes (Deputy Mayor)
Councillor John Lynch
Councillor Luke Spreadborough
Councillor Fiona Malone



Management Team

Trevor Williams
Chief Executive
Officer

Cameron Scott
Director Engineering,
Environmental and
Regulatory Services

Tenneil Cody
Director Corporate
and Community
Services

Planning Framework

The Corporate Planning Framework links together the various components of the corporate planning process and defines how Council will deliver services to the community.

Each year, prior to budget, Council will prepare an Operational Plan and its Budget to ensure that we implement and fund initiatives and projects that deliver on the Strategic Priorities, Objectives and Strategies identified in the Corporate Plan.

Measurement of our success will be documented and reported in the Annual Report. Monitoring during the year will be through the reports from the Chief Executive Officer against the Operational Plan presented quarterly.



Monitoring Our Progress

To monitor performance, Council has established performance indicators as outlined against each of the Strategic Priorities contained in the Corporate Plan in the Strategic Priorities Section that follows.

Progress against each of the Strategic Priorities is reported to Council annually by the Chief Executive Officer in the Annual Report following the completion of the annual financial statements audit, usually released in November each year.

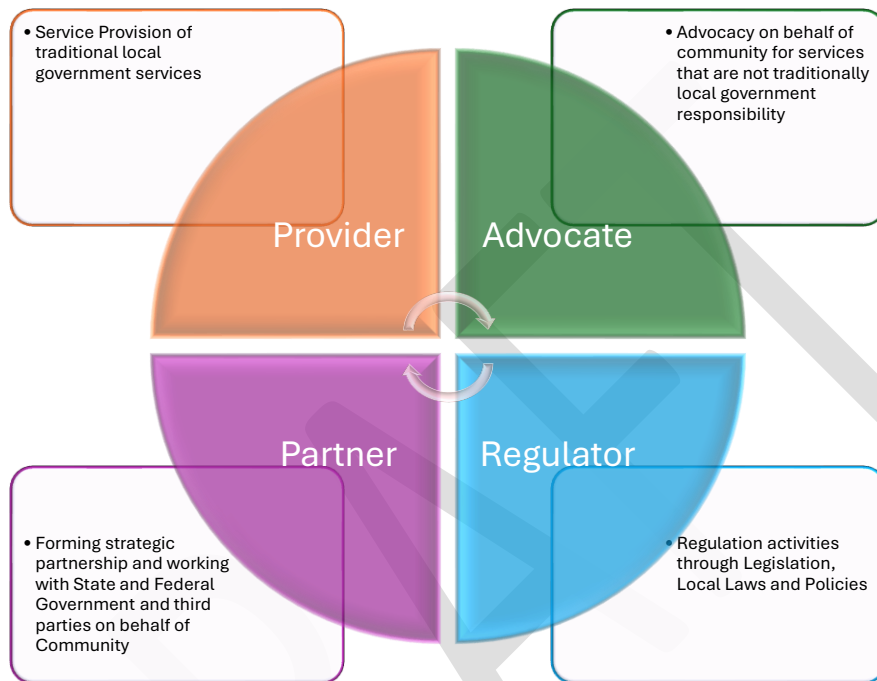
Operational Plan progress is reported to Council and the community on a quarterly basis.

Supporting Strategies and Plans

- Economic Development Strategy
- Community Plan
- Operational Plan
- Long-Term Financial Plan
- Asset Management Plans

Councils Role

As a local government the McKinlay Shire has a variety of roles that it provides on behalf of the community in the delivery of the strategies contained in this Corporate Plan. We are a service provider for the day-to-day services we provide as a local government, but we also have a very important role in advocacy, partnerships and regulations. The roles are further described below: -





Strategic Priorities

Strategic Priority 1: Economic Growth and Diversification

Objective: Strengthen and diversify the local economy to create jobs and long-term sustainability.

Strategies	Performance Measures
Attract investment in mining, energy, and agricultural innovation (Partner)	Number of new investment projects supported
Support tourism development and promotion (Provider)	Annual visitation figures and tourism revenue
Develop economic partnerships with regional bodies and industry (Provider)	Number of MOUs/partnerships formed Number of initiatives undertaken from Economic Development Strategy
Facilitate local business development and entrepreneurship (Partner)	Growth in registered local businesses Consider becoming Small Business Council Friendly
Department responsible: Economic Development and Tourism	
Other council services: Economic Development, Tourism Development, Visitor Information Centre, community business development	

Strategic Priority 2: Population Growth, Housing and Workforce Development

Objective: Grow and retain population through job opportunities, housing, and education pathways.

Strategies	Performance Measures
Partner with industry to promote local employment pathways (Partner)	% of local employment in major projects
Improve housing supply and affordability (Partner)	Number of new dwellings approved/built Number of actions completed from Local Housing Action Plan
Promote McKinlay as a liveable community to attract new residents (Provider)	Net migration rate; Population growth rate
Support youth and workforce training programs (Provider)	Participation in training programs; youth retention rate
Department responsible: Corporate and Community Services	
Other council services: Town planning, building management, workforce management,	

Strategic Priority 3: Infrastructure and Service Provision

Objective: Deliver reliable, sustainable infrastructure and essential services.	
Strategies	Performance Measures
Upgrade roads, water, and digital connectivity (Provider & Advocate)	Km of roads sealed/maintained; % of population with high-speed internet
Improve health, aged care, and recreational facilities (Partner & Advocate)	Number of new or upgraded facilities
Enhance disaster resilience and emergency preparedness (Provider)	Community risk assessment updates; preparedness programs conducted Number of Get Ready events held
Leverage grants and partnerships to fund major capital works (Partner)	\$ value of external funding secured annually
Department Responsible: Engineering	
Other council services: Recoverable works, roads, bridges, DRFA, aerodromes, water and sewer, plant and workshop	

Strategic Priority 4: Environmental Sustainability

Objective: Conserve natural resources and support sustainable development.	
Strategies	Performance Measures
Implement land and water conservation programs (Partner)	Number of environmental projects initiated
Encourage renewable energy and low-carbon initiatives (Advocate)	Renewable energy capacity installed (MW)
Work with industry to manage environmental impacts (Partner & Regulator)	Compliance rates for environmental regulations
Promote sustainable agriculture practices (Partner)	Uptake of sustainable land practices by landholders
Department Responsible: Environment and Regulatory Services	
Other council services: Stock routes, stock facility, environmental health, biosecurity	

Strategic Priority 5: Governance and Community Engagement

Objective: Ensure transparent governance, effective planning, and community-led decision making.

Strategies	Performance Measures
Conduct meaningful community engagement on major plans (Provider)	Participation rates in engagement activities
Provide clear, timely reporting and financial accountability (Provider)	Audit results and annual report compliance
Support councillor and staff professional development (Provider)	Training hours per staff/councillor per year
Review and implement robust long-term planning documents (Provider)	% of strategic plans reviewed annually
Department responsible: Office of the CEO, Corporate and Community Services	
Other council services: Community engagement, financial management, information management, integrity and accountability, corporate governance, management systems and policies, organisational sustainability, risk management, internal governance and Regional partnerships	

Strategic Priority 6: Health, Wellbeing and Liveability

Objective: Foster a safe, inclusive and healthy community.

Strategies	Performance Measures
Recruit and retain GPs and health workers (Advocate)	Number of full-time health practitioners in Shire
Expand services for youth, aged care and mental health (Advocate & Partner)	Community satisfaction survey results
Deliver cultural, sporting and community-building programs (Provider)	Number of events/programs run each year
Support and strengthen the volunteer sector (Partner)	Volunteer participation rates
Department responsible: Office of the CEO, Community Services	
Other council services: Childcare, aged care, events, sport and recreation, facilities, community grants	

Community Engagement

Council undertook a review of its Economic Development Strategy with the assistance of the Department of State Development and Infrastructure in late 2024 and during that review engaged with the McKinlay Shire Communities, business and community to ascertain the Strengths, Challenges and Opportunities within the McKinlay Shire. Due to this recent work the Council utilised that work to develop the Strategic Priorities for the Corporate Plan review rather than re-survey the community again so soon after the recent works.

The draft Corporate Plan was released for public comment prior to being formally adopted by the Council. Feedback from the Community was incorporated into the draft before being presented to the Council for formal adoption.



TOURISM INFORMATION CENTRE

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Email: tourism@mckinlay.qld.gov.au

LIBRARY SERVICES

Julia Creek Library Phone: 07 4746 7930

Email: jlibrary@mckinlay.qld.gov.au

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OUR COUNCILLORS

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