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JULY 2022 KALUMBURU

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In July 2022 Enterprise Partnerships WA (EPWA) Facilitators, Alana Hunt and Natasha Short (Kimberley Birds) visited Kalumburu to work with the Tramulla Strong Women's Group and support leadership and enterprise development through critical reflection, practical skills and dreaming up future possibilities.

On Monday upon arrival in Kalumburu we met with the CEO Madeline Gallagher and organised a Tramulla meeting for Tuesday.

Over the course of the week we:

- Met with Tramulla Strong Women's Group to reflect on their past achievements via their 2019-21 Strategic Plan and explore current needs and possibilities for the future.
- Provided focused mentoring to Esther Waina towards the development of her small business Yuulwaay.
- Supported the Tramulla Op Shop to increase sales and build a strong money story.

*"I KNOW EXACTLY WHAT
HOPES AND DREAMS I
HAVE...WE NEED THE
GOVERNMENT TO TRUST US
AND FUND US".*

MERCY FEDERICKS (DECEASED)



On Tuesday we gathered with the Tramulla Women's Group to reflect on achievements and learnings from the 2019-21 Strategic Plan.

We began reading the words of Mercy and Doreen, who have both passed away but had strong visions for the work of Tramulla.

Current concerns expressed by the women that could inform a future strategic plan include:

- Hunger and rising costs of living
- Community well being and safety
- Access to vehicles to support healing and small business

Possible community based solutions were discussed including:

- Strength in unity; a collective voice is stronger than a single voice
- Issue based letter writing
- Signs around the community about alcohol, ganja and violence
- Peer support within Tramulla: healing within the group not just outside
- Creating healing spaces in community and out bush
- Night time security led by women
- Tramulla vehicle ownership

"TRAMULLA IS OUR DREAMING. IT IS OUR DREAM FOR US WOMEN TO STAND UP AND MAKE (THE COMMUNITY) STRONGER."

DOREEN UNGHANGO (DECEASED)

Tramulla Op Shop

At the Tramulla Op Shop we had discussions with Maggie Captain (Op Shop Manager), Gertrude Wainer (Op Shop Security), Frances and Jordan Unghango (Op Shop Trainees) about:

- The money story (annual profit and loss) and the need for the Op Shop to generate more income (the basic business rule not to spend more money than you earn)
- Ways of generating income including cleaning and organising the shop, conducting sales, opening before funerals, sourcing other useful products like brooms, kids toys, or new t-shirts from target, discarding old/useless stock.
- Proper processes for cash handling and depositing
- Manual card processing when the square card reader does not work
- Occupational health and safety review and risk assessment.

Natasha Short from Kimberley Birds recorded some videos with Gertrude and Jordan about their vision for the Op Shop and the role it plays in the community.

When it came to generating more income, one idea proposed by Maggie and Gertrude was for the Op Shop to purchase a deep freezer which could then be used to store and sell fish caught by Tramulla Women and to make ice cups to sell to people on hot days.

Madeline from KAC also raised the possibility the Op Shop could be moved to the Commercial Laundry building. However this idea needs more planning to ensure the Op shop can operate with a secure lease.

Tramulla also had a little outdoor market of cup cakes and fritters.



Yuulwaay Produkts with Esther Waina

Yuulwaay is a small business established by Gaamberra and Kuini woman, Esther Waina in Kalumburu. Yuulwaay is the Kuini name of the green ant. Taking inspiration from the way green ants work together, Yuulwaay Produkts produces naturally made soaps and ointments that nurture culture, Country, and family.

While working independently Esther has been guided on this journey by EPWA in recent years. This trip we focused on getting her products market ready.

Esther, with minimal resources at hand, used a roll of brown paper and a stamp of the Yuulwaay logo to package over 200 soaps! Esther plans to sell these in Kalumburu, on the coast and in Margaret River at Mr Barvel Winery as part of the Dillybag Collective.

We explored pricing, sole trader logistics, and designed promotional postcards and pamphlets. Esther made concrete plans for the next steps in her business journey. We planned a mentoring trip to Broome with Pat Torres, a successful First Nations business owner of Mayi Harvests in Broome.

A key obstacle for Esther is her access to a car to both source materials on Country and to take them out to market.



*Country provides me
with everything I need.*

Esther Waina





Photo: Maria Fredericks Kalumburu Photography Collective



Natasha Short
Kimberley Jiyigas



Alana Hunt
Enterprise
Facillitator

**enterprise
partnerships.**

