

QUALITY WITHOUT COMPROMISE

JWLAND

RECONCILIATION ACTION PLAN

REFLECT

JULY 2024 - JULY 2025



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JWLand acknowledge the Ngunnawal and Ngambri peoples who are the traditional custodians of the Canberra region. We pay our respects to elders, past and present, and all of Australia's Indigenous peoples in the lands and regions in which we live and work. We acknowledge and respect the importance of continuation of culture, Indigenous contribution to building community, and commitment to closing the gap in a meaningful way.



Statement from CEO of Reconciliation Australia

Reconciliation Australia welcomes JWLand Construction to the Reconciliation Action Plan (RAP) program with the formal endorsement of its inaugural Reflect RAP.

JWLand Construction joins a network of more than 3,000 corporate, government, and not-for-profit organisations that have made a formal commitment to reconciliation through the RAP program.

Since 2006, RAPs have provided a framework for organisations to leverage their structures and diverse spheres of influence to support the national reconciliation movement. The program's potential for impact is greater than ever, with close to 3 million people now working or studying in an organisation with a RAP.

The four RAP types — Reflect, Innovate, Stretch and Elevate — allow RAP partners to continuously develop and strengthen reconciliation commitments in new ways. This Reflect RAP will lay the foundations, priming the workplace for future RAPs and reconciliation initiatives.

The RAP program's strength is its framework of relationships, respect, and opportunities, allowing an organisation to strategically set its reconciliation commitments in line with its own business objectives, for the most effective outcomes.

These outcomes contribute towards the five dimensions of reconciliation: race relations; equality and equity; institutional integrity; unity; and historical acceptance.

It is critical to not only uphold all five dimensions of reconciliation, but also increase awareness of Aboriginal and Torres Strait Islander cultures, histories, knowledge, and leadership across all sectors of Australian society.

This Reflect RAP enables JWLand Construction to deepen its understanding of its sphere of influence and the unique contribution it can make to lead progress across the five dimensions. Getting these first steps right will ensure the sustainability of future RAPs and reconciliation initiatives, and provide meaningful impact toward Australia's reconciliation journey.

Congratulations JWLand Construction, welcome to the RAP program, and I look forward to following your reconciliation journey in the years to come.



Karen Mundine
Chief Executive Officer
Reconciliation Australia



INDIANHAM STAGE 2
BLOCK 2, SECTION 115
INDIANHAM ACT

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Our Business

Over the past ten years, JWLand has established a reputation for delivering projects of uncompromising quality. Within that short time, we have delivered more than 2,120 properties across 15 residential developments. Currently we have more than 350 dwellings under construction and approximately 1,800 in the pipeline for future release.

At JWLand, one of our greatest strengths is our people. Our integrated business model brings together around 40 employees, with expertise in urban planning, design, development, construction, finance, marketing and sales. Therefore, the entire development process is managed from conception through to sales, construction and delivery. This allows us to achieve consistently high standards of quality, providing clients and business partners with the added assurance that comes from dealing directly with the developer.

Central to our company's identity, is the rich cultural diversity represented amongst our staff. Currently, around five percent of our employees identify as Aboriginal and/or Torres Strait Islander people.

Our construction team has the vision, experience and capability to deliver projects across a range of sectors and locations. With capacity and resources to deliver projects nationally, JWLand is currently operating in the ACT and Victoria.

Our developments are supported by an extensive network of subcontractor and supplier organisations, ensuring we can introduce the latest construction techniques and materials to our projects. Through our subcontractor and supplier base we can also source the best trade and material prices available in the market. This cost efficiency is passed onto our clients in our competitive tender prices. Our construction projects are backed by internal and external resources, putting us in a strong position to manage all challenges on any project.

JWLand's Head Office is located in Braddon in the ACT.



Meet JWLand's Reconciliation Working Group

JWLand proudly introduces our Reconciliation Working Group, a dedicated team committed to fostering inclusive and respectful relationships with Aboriginal and Torres Strait Islander communities. This group aims to promote cultural understanding and awareness, ensuring that our organisation actively contributes to reconciliation efforts.

With our Reconciliation Working Group driving positive change within JWLand, we strive to create meaningful opportunities for collaboration, learning, and growth. Our commitment to reconciliation is integral to our values and vision, and we look forward to making a significant impact through this important initiative.



Michael Prendergast

RECONCILIATION CHAMPION
NATIONAL HEAD OF DEVELOPMENT

As the Reconciliation Champion, Michael is responsible for leading the development and implementation of the Reconciliation Action Plan within the organisation. His role involves promoting the Reconciliation Action Plan's objectives, ensuring alignment with the organisation's strategic goals, and fostering a culture of inclusivity and respect. Michael will work closely with all stakeholders to drive engagement, oversee progress, and report on achievements and areas for improvement. He will act as the primary spokesperson for reconciliation initiatives, advocating for sustained commitment and action across all levels of the organisation.



Don Fowler

EDUCATION, EVALUATION, AND COMMUNICATIONS COORDINATOR
SHEQ MANAGER

Don is responsible for developing and overseeing cultural awareness and reconciliation training programs, monitor the progress and impact of the Reconciliation Action Plan and manage internal and external communications. Don will identify training needs, design and deliver customised training sessions across the business, and source appropriate training providers to enhance staff understanding of Indigenous cultures and reconciliation principles. He will develop and maintain a comprehensive monitoring and evaluation framework, collect data on outcomes, and produce regular reports on activities and outcomes.



Rachel Newcombe

RECONCILIATION COORDINATOR
PROJECT DIRECTOR, PRODUCT ASSESSMENT AND QUALITY ASSURANCE

Rachel manages the day-to-day operations and coordination of the Reconciliation Working Group. She will organise meetings and events, maintain and track initiative timelines, and ensure that all activities are delivered as scheduled. She will coordinate communication within the working group and across the organisation, ensuring that all JWLand team members are informed and engaged in the reconciliation process.

Our Reconciliation Indigenous Advisor & Artist

We are honoured to have Eddie Longford join us on this journey. Eddie is a proud Wiradjuri man born and raised on Ngunnawal country, he will contribute as our Cultural Advisor and Indigenous Artwork Artist for the Reconciliation Working Group.

Eddie's extensive experience in social services and government, combined with his passion for contemporary Indigenous art, uniquely positions him to guide JWLand in achieving our reconciliation action plan goals. His artwork, characterised by a blend of traditional and non-traditional elements, embodies the essence of cultural connection and understanding. Eddie will advise JWLand on promoting cultural awareness and inclusivity, fostering meaningful relationships, and facilitating cultural awareness training with the JWLand team.

As an artist, Eddie shares his indigenous culture and knowledge of Country through his vibrant artwork that reflects the land that he grew up on that holds great significance to him and his family.



Eddie Longford

CULTURAL ADVISOR & INDIGENOUS ARTIST

As the Cultural Advisor, Eddie will provide essential guidance on cultural matters, ensuring that the Reconciliation Action Plan is culturally appropriate and respectful of Aboriginal and Torres Strait Islander peoples. This role involves advising on cultural protocols, facilitating cultural awareness training, and supporting the organisation in building meaningful relationships with Indigenous communities. Eddie will ensure that the Reconciliation Action Plan incorporates Indigenous perspectives and knowledge, promoting cultural competence and sensitivity among staff. He will also play a crucial role in identifying opportunities for collaboration and engagement with Indigenous stakeholders.

The Story Behind Our Artwork

It is with great pride that we unveil the Indigenous artwork crafted by Eddie Longford. In collaboration with JWLand, Eddie has thoughtfully integrated traditional and contemporary elements, Indigenous symbolism and JWLand values to convey our commitment and journey towards reconciliation.

The artwork features significant Aboriginal symbols, including meeting places, journey lines, and waterholes, representing unity, collaboration, and the continuous journey towards cultural understanding. Our Indigenous artwork also represents Country, incorporating the Brindabella Ranges, Murrumbidgee and Molonglo Rivers, and the Snowy Mountains, all of which are significant to the Ngunnawal peoples, the traditional custodians of the region.





The Story Behind Our Artwork (continued)

The central motif of the artwork represents JWLand and our team, highlighting our commitment to reconciliation and connection to Country. Symbols featured articulate people, and meeting places, which signify unity, collaboration, and the continuous journey towards cultural understanding.



JWLAND



Connection to Community

Represents the vital connections within the community, signifying the relationships and unity among individuals and groups. It highlights the importance of fostering strong, supportive networks within local communities.



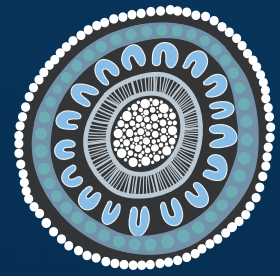
Building Community

Emphasises the collaborative efforts in building and strengthening communities. It reflects the shared responsibilities and collective actions necessary to create sustainable and resilient communities for the future.



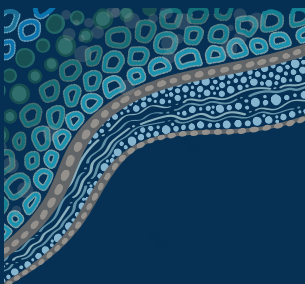
Allyship First Nations

Signifies the commitment to supporting local First Nations communities. It represents efforts to empower, respect, and uphold the cultural heritage and rights of Indigenous peoples in the region.

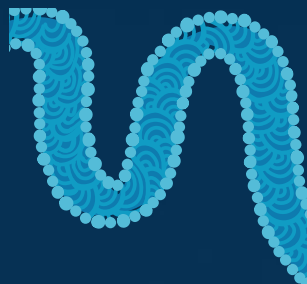


Supporting Local First Nations Community

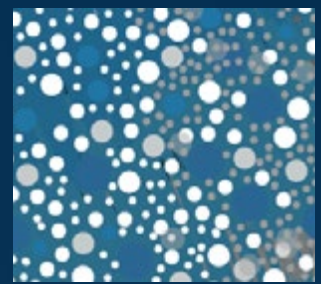
Identifies the connection and support for First Nations peoples, illustrating the importance of standing in solidarity, understanding, and advocating. It honours the rich cultural heritage and contributions, their integral role in the community and the nation, and reflects a commitment to being a supportive and an active ally in reconciliation efforts.



Brindabella Ranges



Murrumbidgee and Molonglo Rivers



Snowy Mountains

The Brindabella Ranges are embedded in Ngunnawal Dreaming stories, conveying the creation of the landscape and its spiritual meaning. The Murrumbidgee and Molonglo Rivers, flowing through the ACT and NSW, have been vital for food, water, and transportation for thousands of years and hold deep spiritual significance. The Snowy Mountains represent an ongoing life force, strengthening the ancestral links of Indigenous peoples, with family stories and traditional knowledge deeply embedded in the landscape.

The vibrant colours and intricate patterns in Eddie’s artwork illustrate the interconnectedness of communities and the importance of sharing knowledge and stories. Eddie’s unique style, blending traditional dots and lines with modern techniques, captures the essence of our reconciliation goals, promoting cultural awareness and inclusivity. This artwork serves as a powerful reminder of our shared commitment to fostering respectful relationships with Aboriginal and Torres Strait Islander communities.



Our Reconciliation Action Plan

JWLand is proud to support diversity within our business and the communities in which we operate. In doing so, we understand and recognise that we have a responsibility to actively promote and participate in reconciliation with Aboriginal and Torres Strait Islander People, who we acknowledge as the Traditional Owners of the lands on which we operate.

As part of our commitment to reconciliation, JWLand will establish a Reconciliation Working Group. Championed by National Head of Development, Michael Prendergast, it will be made up of employees across the business, to ensure that we:

- Undertake practical engagement with First Nations People in future undertakings and work to further develop established industry and community relationships to support the development of our Reconciliation Action Plan. This includes engaging First Nations People external to JWLand to advise us on our Reconciliation Action Plan.
- Ensure that our Reconciliation Action Plan is endorsed at the Senior Management level, supported throughout the business and promoted in our business relationships. This includes regular reporting on the progress of our Reconciliation Action Plan deliverables.
- Continue to foster and encourage cultural awareness and training of all JWLand employees. This includes seeking advice and guidance on methods to improve our knowledge and understanding of Aboriginal and Torres Strait Islander Peoples lands, culture, history and future.
- Look for opportunities and strategies to support increased employment and retention of First Nations People within JWLand.
- Within our Reconciliation Working Group, define and record how JWLand will grow, implement, and report on our Reconciliation Action Plan. We will seek to involve First Nations People in our Reconciliation Working Group, to advise and support the development of future Reconciliation Action Plans and initiatives.

Our Reconciliation Action Plan will help drive us to recognise our role in the reconciliation journey and identify the steps we can take to encourage respect, understanding and positive change. Our Reconciliation Action Plan journey starts with the Senior Management Team and members of the Reconciliation Working Group. They will meet on a regular basis to discuss how we will implement our Reconciliation Action Plan, define roles and responsibilities, and commit to initiatives.

Our Reconciliation Action Plan (Continued)

While JWLand’s journey towards reconciliation is in its infancy, we have taken some modest steps towards engagement with Aboriginal and Torres Strait Islander People. This includes participation and sponsorship of community-based events.

We have also reached out to members of the Aboriginal and Torres Strait Islander community, to assist us with engaging our staff in cultural experiences, such as local Heritage Trail Walks, guided tour of artefacts at the National Museum of Australia and Cross-Cultural Training. Through our Reconciliation Working Group, future activities are planned to coincide with NAIDOC Week and form part of our annual celebration of First Nations People.

As we continue with our business undertakings, JWLand will seek advice from local First Nations People, to assist in incorporating Aboriginal and Torres Strait Islander culture into our development and construction projects.

The organisation looks forward to partnering with First Nations People for pre-planning, place making, urban design responses, and project marketing of our future developments and construction projects.



Relationships

	Action	Deliverable	Timeline	Responsibility
1.	Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	Identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence.	July-24	<ul style="list-style-type: none"> Project Manager Development Manager
		Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	Aug-24	<ul style="list-style-type: none"> Project Manager Development Manager
2.	Build relationships through celebrating National Reconciliation Week (NRW).	Circulate Reconciliation Australia’s National Reconciliation Week (NRW) resources and reconciliation materials to our staff.	Sept-24	<ul style="list-style-type: none"> Construction Director
		Reconciliation Action Plan Group members to participate in an external NRW event/s.	27 May – 3 June-25	<ul style="list-style-type: none"> Safety Health Environment Quality Manager
		Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	April-25	<ul style="list-style-type: none"> Safety Health Environment Quality Manager
3.	Promote reconciliation through our sphere of influence.	Communicate our commitment to reconciliation to all staff.	Oct-24	<ul style="list-style-type: none"> Construction Director National Head of Development
		Identify external stakeholders that our organisation can engage with on our reconciliation journey.	Aug-24	<ul style="list-style-type: none"> Safety Health Environment Quality Manager Development Manager
		Identify Reconciliation Action Plan and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	July-24	<ul style="list-style-type: none"> Safety Health Environment Quality Manager
4.	Promote positive race relations through anti-discrimination strategies.	Research best practice and policies in areas of race relations and anti-discrimination.	March-25	<ul style="list-style-type: none"> Safety Health Environment Quality Manager
		Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	March-25	<ul style="list-style-type: none"> Construction Director National Head of Development



Respect

	Action	Deliverable	Timeline	Responsibility
1.	Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation.	Jan-25	• Project Manager and HR Manager
		Conduct a review of cultural learning needs within our organisation.	July-25	• Safety Health Environment Quality Manager and HR Manager
2.	Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area.	Sept-24	• Construction Director
		Increase staff's understanding of the purpose and significance behind cultural protocols, including <i>Acknowledgement of Country</i> and <i>Welcome to Country</i> protocols.	Nov-24	• Construction Director
3.	Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	Raise awareness and share information amongst our staff about the meaning of NAIDOC Week.	July-25	• Safety Health Environment Quality Manager
		Introduce our staff to NAIDOC Week by promoting external events in our local area.	June-25	• Safety Health Environment Quality Manager
		Reconciliation Working Group to participate in an external NAIDOC Week event/s.	First week in July, 2025	• Project Director, Product Assessment and Quality Assurance



Opportunities

	Action	Deliverable	Timeline	Responsibility
1.	Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.	Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.	Feb-25	• Project Manager
		Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	Feb-25	• Safety Health Environment Quality Manager
2.	Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.	Feb-25	• Project Manager and Development Manager
		Investigate Supply Nation membership.	Feb-25	• Safety Health Environment Quality Manager



Our Reconciliation Action Plan (Continued)



Governance

Action	Deliverable	Timeline	Responsibility
1. Establish and maintain an effective Reconciliation Working Group to drive governance of the Reconciliation Action Plan.	Form a Reconciliation Working Group to govern Reconciliation Action Plan implementation.	July-24	• Construction Director
	Draft a Terms of Reference for the Reconciliation Working Group.	July-24	• Construction Director
	Establish Aboriginal and Torres Strait Islander representation on the Reconciliation Working Group.	July-24	• Safety Health Environment Quality Manager
2. Provide appropriate support for effective implementation of Reconciliation Action Plan commitments.	Define resource needs for Reconciliation Action Plan implementation.	July-24	• Safety Health Environment Quality Manager
	Engage senior leaders in the delivery of Reconciliation Action Plan commitments.	July-24	• Safety Health Environment Quality Manager
	Continue to support our senior leader appointed to the role of Reconciliation Champion.	July-24	• Safety Health Environment Quality Manager
	Define appropriate systems and capability to track, measure and report on Reconciliation Action Plan commitments.	July-24	• Construction Director
3. Build accountability and transparency through reporting Reconciliation Action Plan achievements, challenges and learnings both internally and externally.	Contact Reconciliation Australia to verify that our primary and secondary contact details are up to date, to ensure we do not miss out on important correspondence.	Aug-24, annually	• Safety Health Environment Quality Manager
	Contact Reconciliation Australia to request our unique link, to access the online Reconciliation Action Plan Impact Survey.	1 Aug-24, annually	• Safety Health Environment Quality Manager
	Complete and submit the annual Reconciliation Action Plan Impact Survey to Reconciliation Australia.	30 Sep-24, annually	• Safety Health Environment Quality Manager
4. Continue our reconciliation journey by developing our next Reconciliation Action Plan.	Register via Reconciliation Australia's website to begin developing our next Reconciliation Action Plan.	Jan-25	• Safety Health Environment Quality Manager



JWLAND

CONTACT

Michael Prendergast

RECONCILIATION CHAMPION

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