

# Circularity

2023

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## Indigenous Knowledge & Perspective of Circularity: Philosophy, Practices, Solutions

Moderator



**Racquel Kerr**  
GHD



**Damien Melotte**  
Good Human



**Paul Paton**  
Federation of Victorian  
Traditional Owner Corporations



**Hayden Heta**  
Wamarra



**Liz Allen**  
Liz Allen Consulting

# The Indigenous Doughnut

Country Centred Circular Economy Framework

Paul Paton and Damien Melotte.



Indigenous Doughnut implementation example

Hayden Heta.



VICTORIAN TRADITIONAL OWNER  
NATIVE FOOD AND BOTANICALS STRATEGY



# PREP FMCG Packaging Recycling Ecosystem

Integrated Holy Grail pilot learnings - 2D and 3D Digital Watermark technology.

## KEY

- Physical flow
- Data flow
- Data cluster
- Durable products

### Packaging producers



Packaging designers

3D Digital Watermarks embedded into materials  
2D Digital Watermarks printed as invisible layers on packaging

### PREP Packaging Recycling Evaluation Portal

#### Create labelling

- Digital printer
- 2D digital watermark
- Export 3D digital watermark CAD pattern file



#### Create Reports

- Packaging innovation
- Pay facility

- Recyclability
- Modulated EPR fees

- Standardisation
- Cost

- Recyclability evaluation
- Calculator

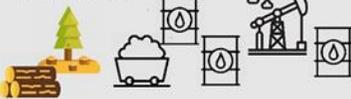
- Localised Assessment data
- Standards
- NHO Communications
- MRF
- Packaging projects
- Recycled content module
- ReUse package module



### Materials Digital Marketplace



Virgin materials



Recycled materials



Products made from recycle

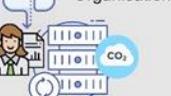


### Materials Recycling



Digital watermark results in high quality recycle

### NHO National Host Organisation



- Industry collaboration
- Infrastructure/collection schemes
- Shared benefit

- Secure Data

- Standards
- SDG's

- Government Policy, CE and Resource 2025.
- Materials price per/tonne

### MRF Materials Recovery Facility



2D and 3D Scanner sorts materials and captures data

- Non food packaging
- Food packaging
- Blacks
- Full body shrink sleeves
- Compostible
- Recyclable
- Colours
- Non recyclable items

### Big Brands / Producers



ReUsable package Store return

### Packaging Data

- SAP
- Dimensions
- Material Type
- Oracle
- Sales
- Producers

### Digital twins

Digital Watermarks provide accurate product usage and recovery analysis - thus scenario planning can be confidently exercised.



### Customers



- Recipes
- Allergies and Health
- Family budget
- Loyalty cards
- Anti-counterfeit
- Education Videos How to reuse, upgrade, disassemble and remanufacture.

### Product Scanner App

Scan product to get information, components shown right. Aimed to increase the participation of consumers.



### Recycling and Collection



### WEEE



3D Digital Watermarks could be molded into the surface of Electronic and Whitegoods products enabling easy post use management.

- Product repair. Identifying components a viewing video on how to repair.
- Product remanufacture. Refurbish, upgrade, disassemble and remanufacture.

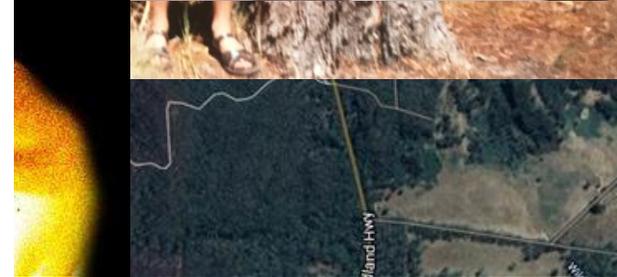
### Other Products Recycled

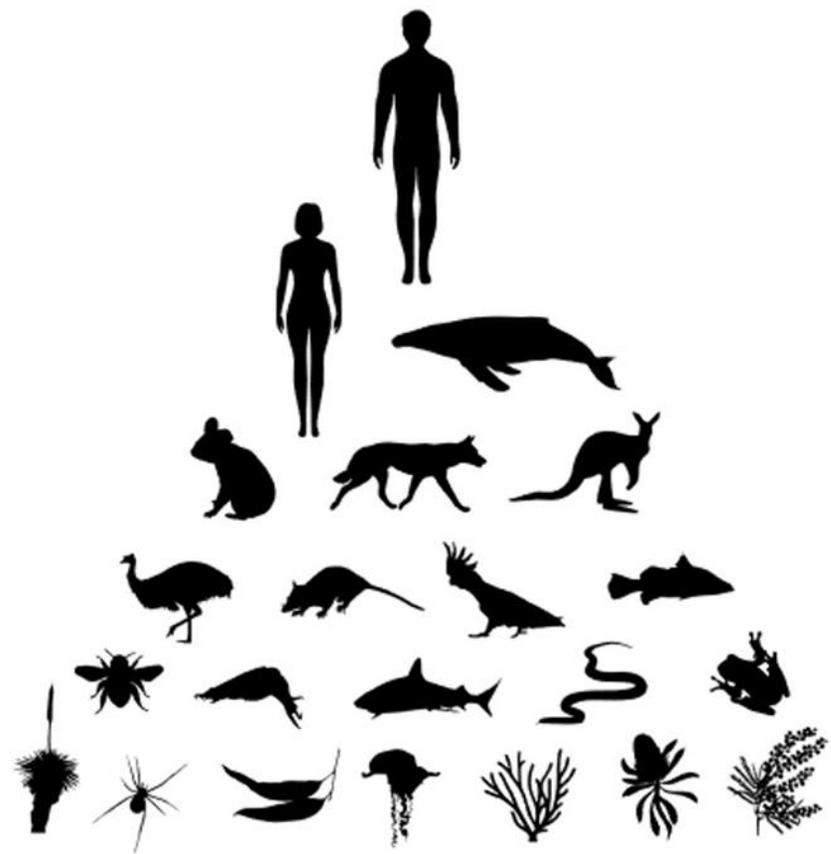
- Batteries recycled
- Textiles
- Building materials
- Wood products

### Compost



### Landfill

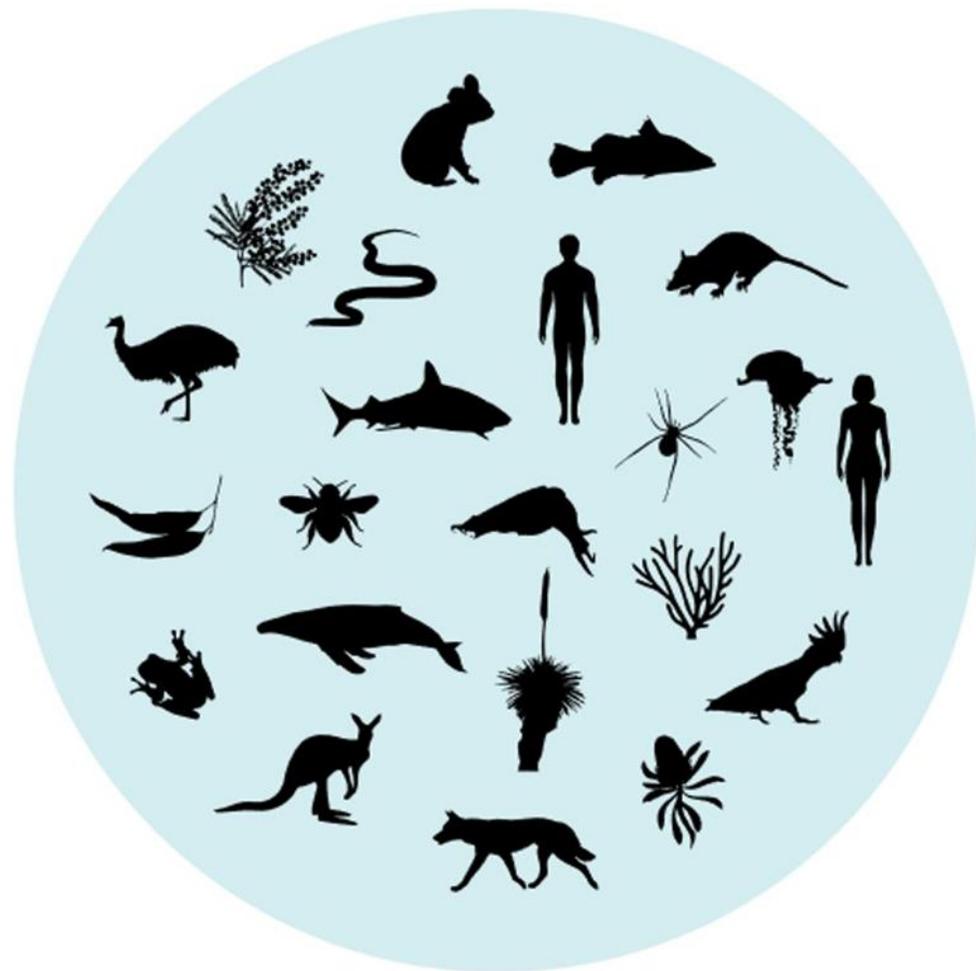


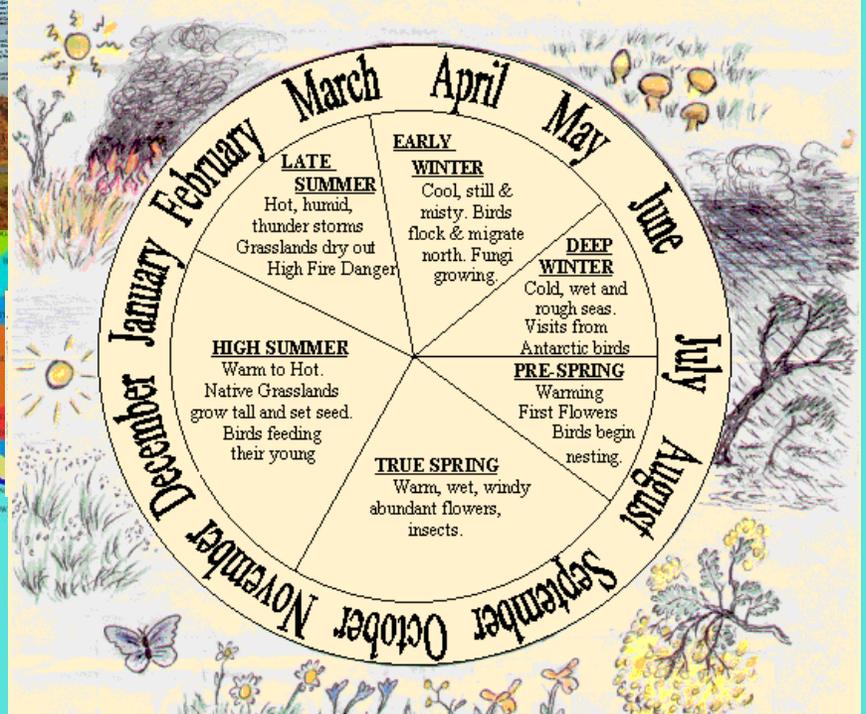
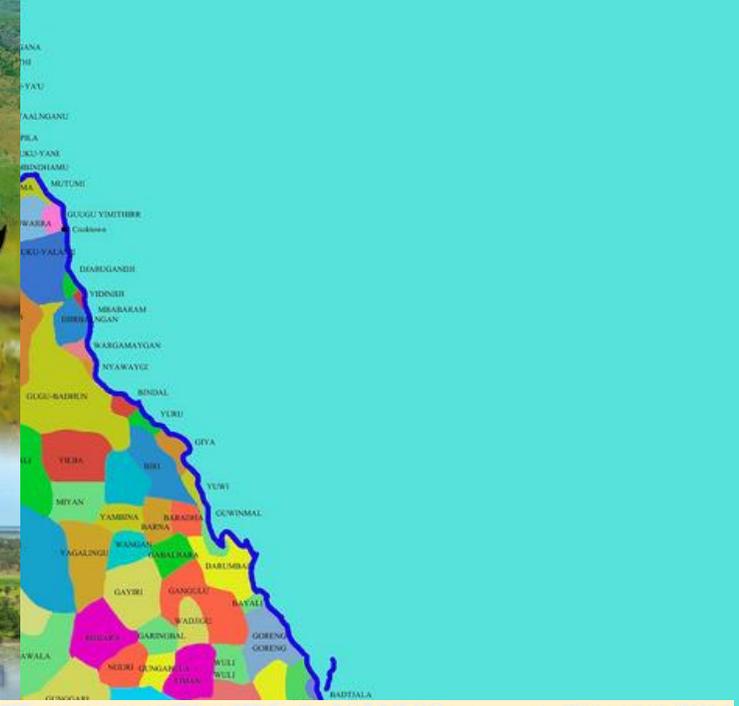
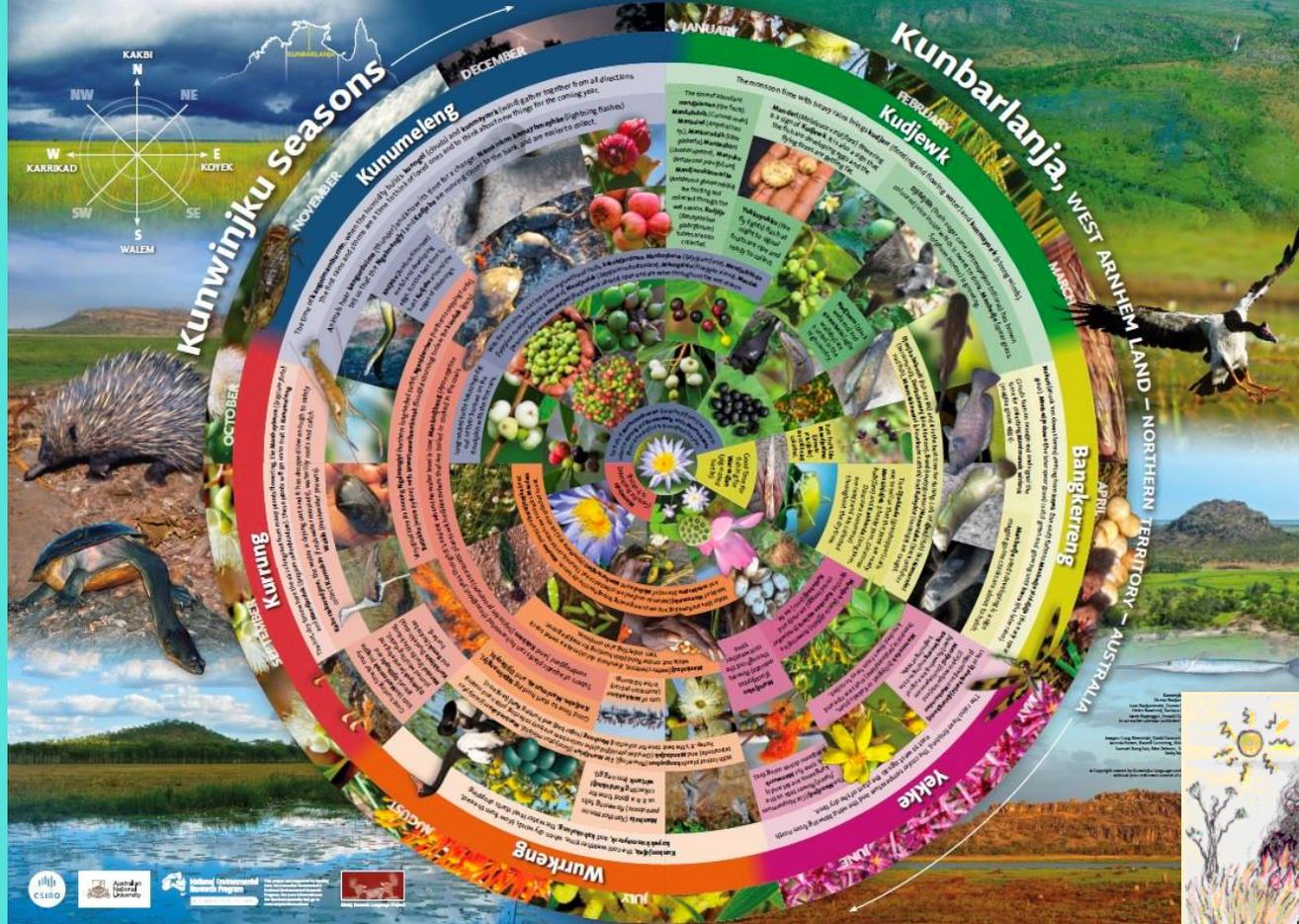


Moving from  
**Human-centred**



to  
**Country-centred**  
approach



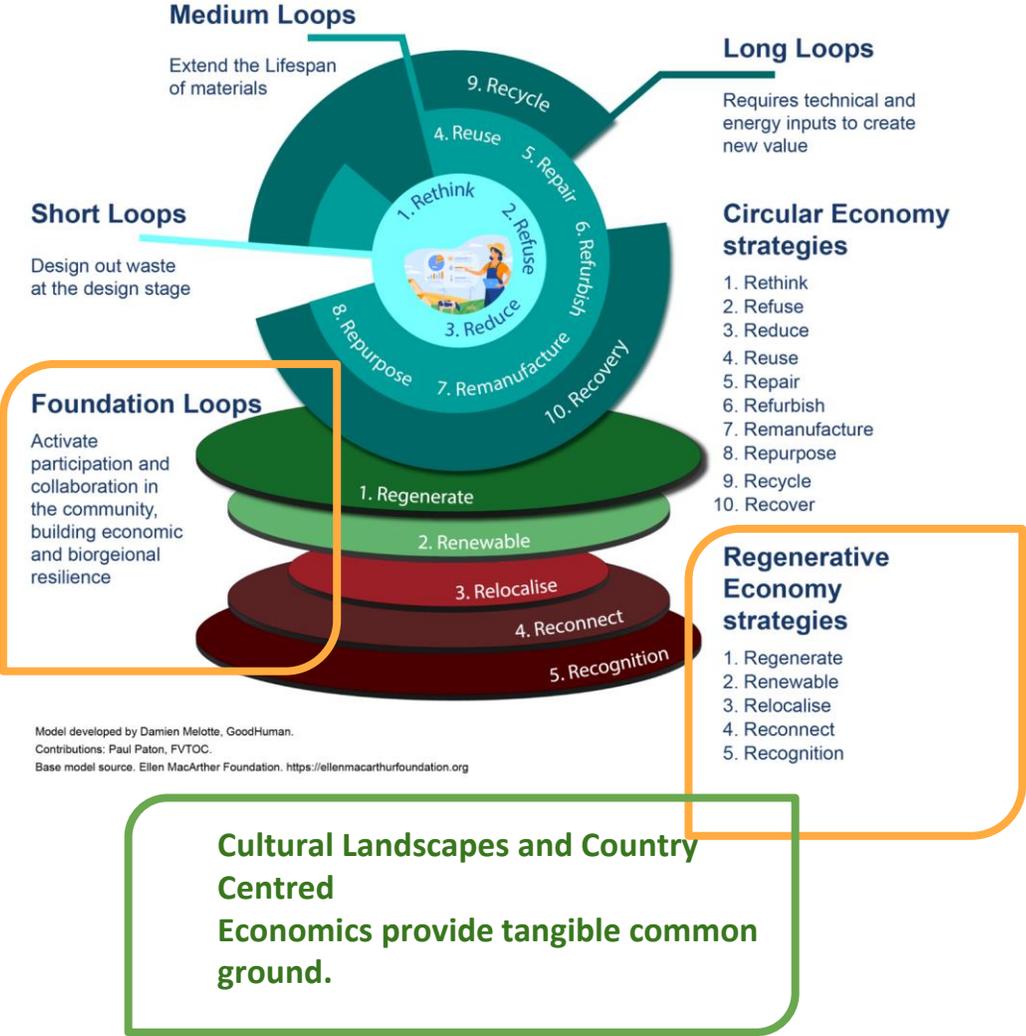


<https://www.csiro.au/en/research/indigenous-science>

<https://www.herringisland.org/seasons1.htm>

# First Nations Circular Economy Leadership potential

## Activating the Circular Economy in Regional Victoria



**Cultural Landscapes** hold values associated with our unique history and knowledge. They reflect our network of relationship between human and non-human animals, plants, ancestors, song lines, physical structures, trade routes and other significant cultural connections to Country.

A living Bio-Cultural Landscape is Country Centred Circular and Regenerative Economics.



# What is an Indigenous Doughnut? Our intent.

The Indigenous Doughnut is a Country Centred Circular Economy (CC-CE) model. The indigenous doughnut draws on millenia of learnings of managing, living and thriving on Country.

*“It has been created to enable a better understanding that our relationship with Country over generations gives us knowledge and authority to give guidance about incorporating the connection and care of Country principles into circular and regenerative economy practice.”* Paul Paton July 2023

We invite wider Australia to ‘Walk together’, to care for Country and to build a thriving, restorative and resilient economy that can benefit all.

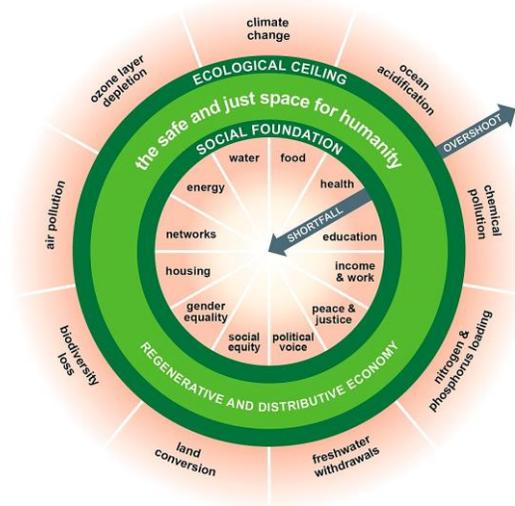
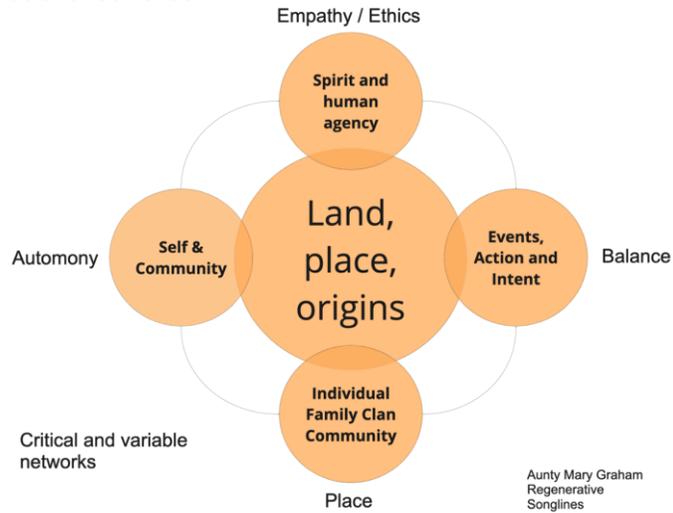
## **The Indigenous Doughnut is a CC-CE model that can be:**

1. Adapted, translated and utilised by local Traditional Owners, to suit their Country, Culture, Language, Community and Economic priorities.
2. Utilised by all Australian Businesses, Government Agencies and Partners to ‘Walk together’.



# Research and Investigation

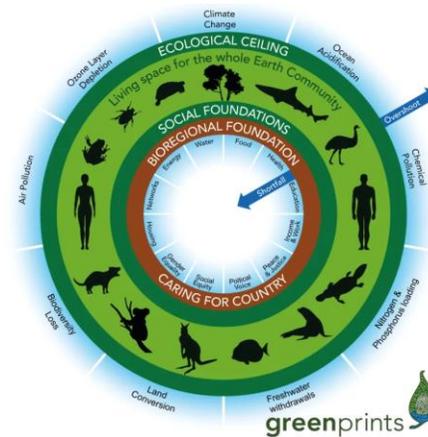
## Relationalist Ethos



<https://doughnuteconomics.org/>



<https://sharedvalue.org.au/the-purpose-playbook/>

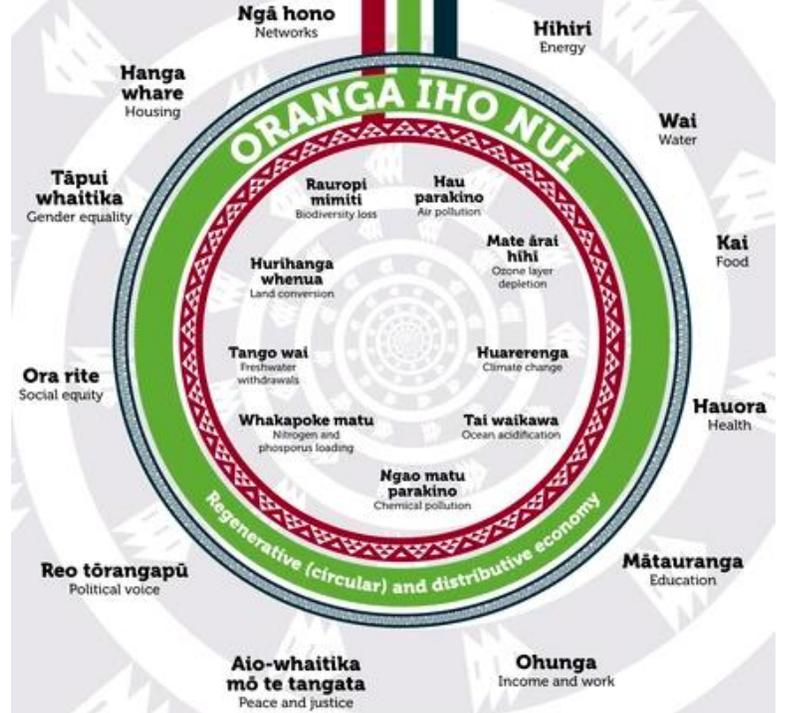


greenprints

**Oranga Iho Nui**  
The safe and just space for humanity to thrive and ecology to regenerate

**Hā Tuamātangi**  
Our last breath  
Ecological Foundation

**Tūāpapa o te Ora**  
Spring of wellbeing  
Social Wellbeing



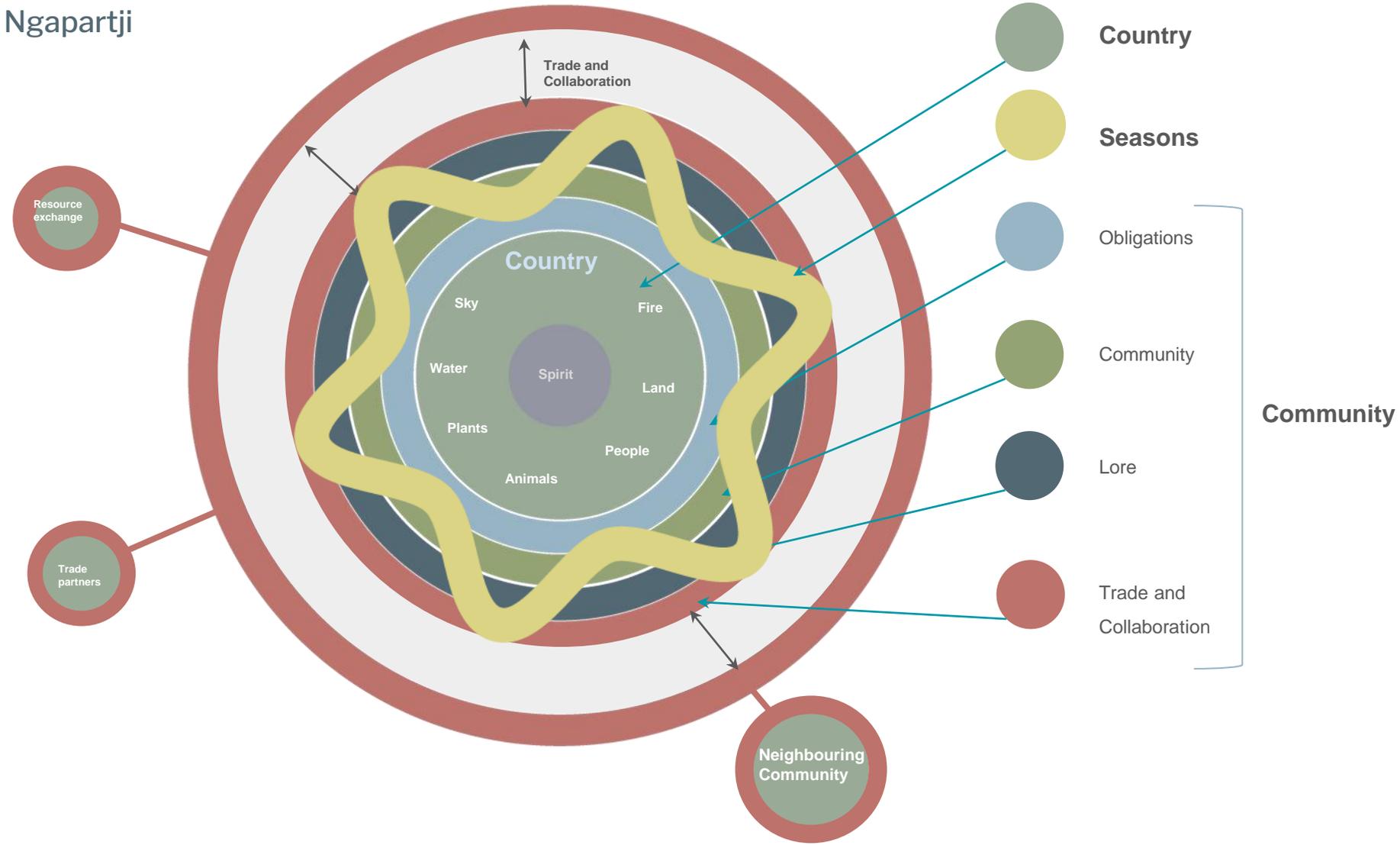
A Māori perspective of the iconic doughnut economic model, reimagined by Teina Boasa-Dean and Juhi Shareef. This indigenous reimagining puts the ecological foundation at the centre, denoting that it is Ranginui (the sky, the father of all things) and Papatūānuku (the earth, the mother of all things) that together, enable humanity to thrive.

[www.projectmoonshot.city](http://www.projectmoonshot.city)

# The Indigenous Doughnut. Country Centred Circular Economy, CC-CE.

Care for Country and it will care for you.

Ngapartji Ngapartji



# The Country Centred Circular Economy 'S' Strategies.

Care for Country and it will Care for you.

Participate  
caring for  
Country

- C01. Stewardship** - An obligation to care for Country. Not to be cruel. Moderate use of resources.
- C02. Seasons** - Understand Seasonal indicators and considerations.
- C03. Species** - Know local Species and ecosystem relationships. Local species as Participants.
- C04. Source** - Identify indigenous sustainable Sources. E.g. Original water tables.
- C05. Sharing** - Sharing and Reciprocity. E.g. Share abundant seasonal crops with neighbours.
- C06. Social Impact** - Actions that contribute to societal well-being.
- C07. Supply chains** - Sustainable, regenerative, fair and transparent supply chains.
- C08. Systems** - Systems not Silos. Develop collaborative business systems.
- C09. Scale** - How does it operate on Country at different scales? Macro, Meso and Micro.
- C10. Sense and Respond** - Feedback Loops. Capture and respond to real needs.
- C11. Synergy and Time** - Take a broader and longer view of time. Yesterday, Today & Tomorrow.
- C12. Songlines and Stories** - Respect Cultural knowledge and Lore. Seek publicly available information.

# Enhancing Circular Strategies with CC-CE

The Country centred circular economy strategies have been developed as a complementary strategic layer that can be utilised to enhance the 14R's

## Circular and regenerative strategies - the 14R's



## Country centred circular economy strategies - the 12S's



### Short loops

- R01 Refuse
- R02 Rethink
- R03 Reduce

### Medium loops

- R04 ReUse
- R05 Repair
- R06 Refurbish
- R07 Repurpose

### Long loops

- R08 Recycle
- R09 Recover

### Foundations

- R10 Regenerate
- R11 Re-Localise
- R12 Reconnect
- R13 Renewable
- R14 Recognition and Reconciliation

### R02 Rethink

What CC-CE Strategies could be considered at the Design stage?

### Country



### Community

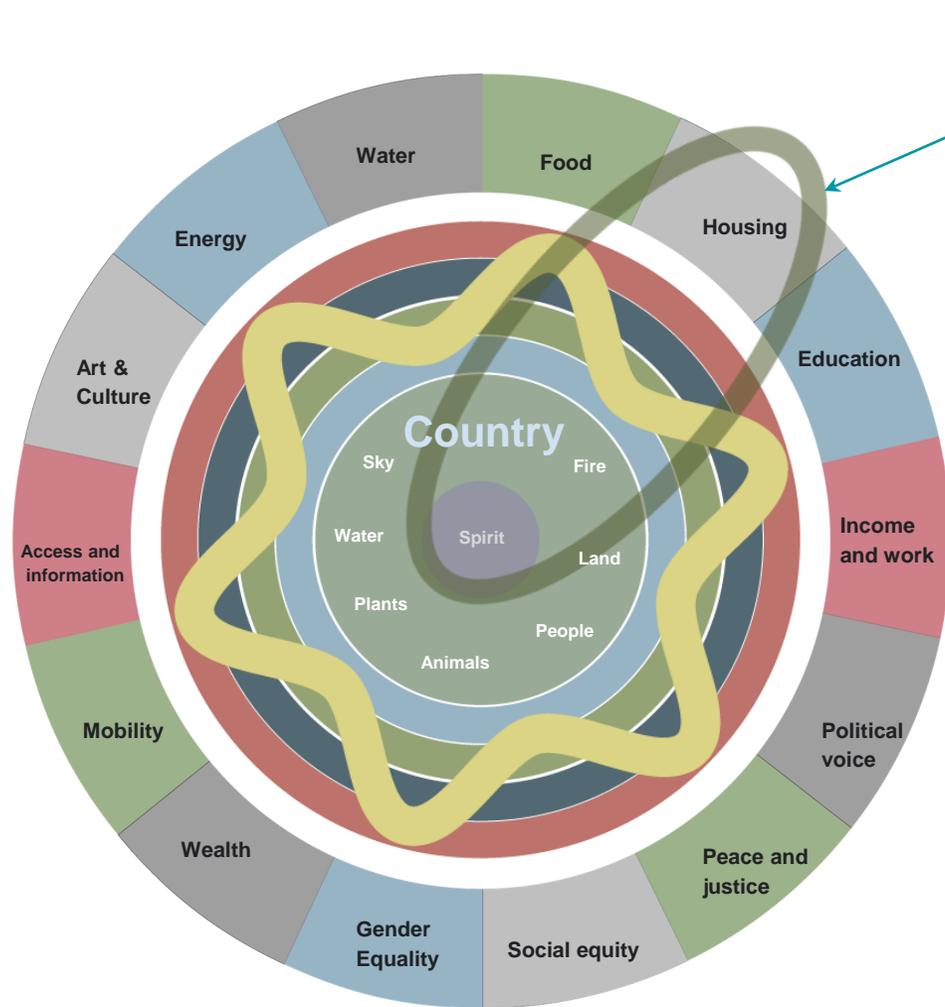


### Lens



# Participation in caring for Country - *Walking together*

Participating in the Care of Country is at the heart of *the Indigenous Doughnut* model. Building on Circular and Regenerative Economy strategies, the 12 CC-CE 'S strategies' can be used as guides to 'Walk together' and can be considered when designing, refining and redesigning partnerships, products and services.



## The Participation Loop is a bridge that spans all the elements of a dynamic systems interplay on Country.

How might we develop better affordable Housing with Country centred circular economy considerations in Gippsland?

### Country considerations:

C01. Stewardship. Restore biodiversity in construction. C02. Seasons. Pre Spring. Mid-July and August. Colder but drier, good for modular building installation. Good planting season to restore plants on construction site.



### Community considerations:

C05. Sharing. A central shared courtyard for 5 family groups to grow and share food. C06. Social impact. Secure green play space for children, shared care = more ability to work.

### Community considerations:

C07. Supply Chains. Large amounts of rough sawn ironbark are in storage at the closed mill. How can we repurpose this for walkways and connecting infrastructure between the modular units?  
C11. Synergy and time. Ironbark durability rating 1. 50+ years.

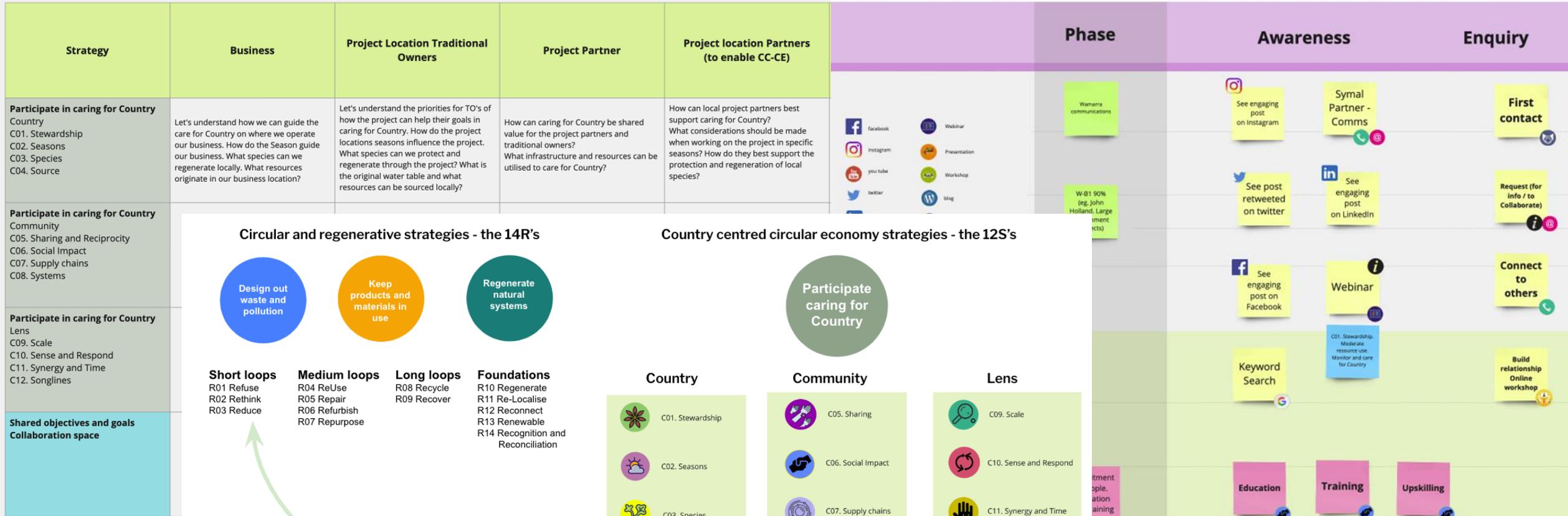
# CC-CE Implementation - Walking together

We have been developing tools and processes to bring the CC-CE model to life. Framework for Caring for country shared value and partner collaboration prioritisation. Continuous improvement of practice, tools and methodologies over time.

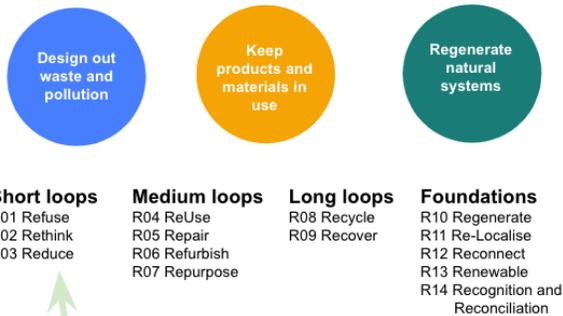


## Service Journey and Blueprint.

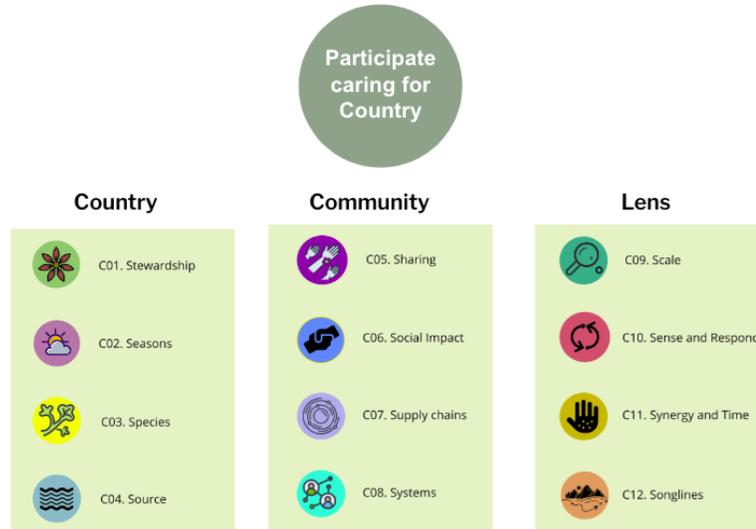
Draft v2. Last updated: 12/11/23



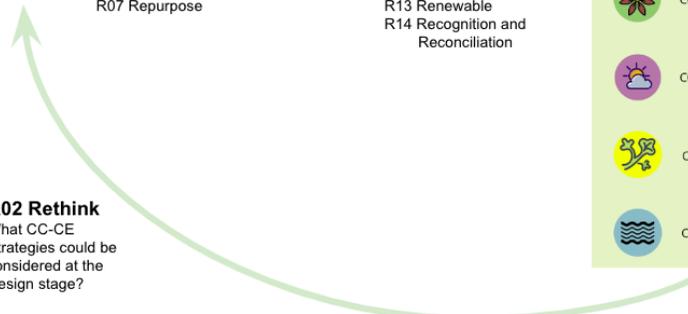
### Circular and regenerative strategies - the 14R's



### Country centred circular economy strategies - the 12S's



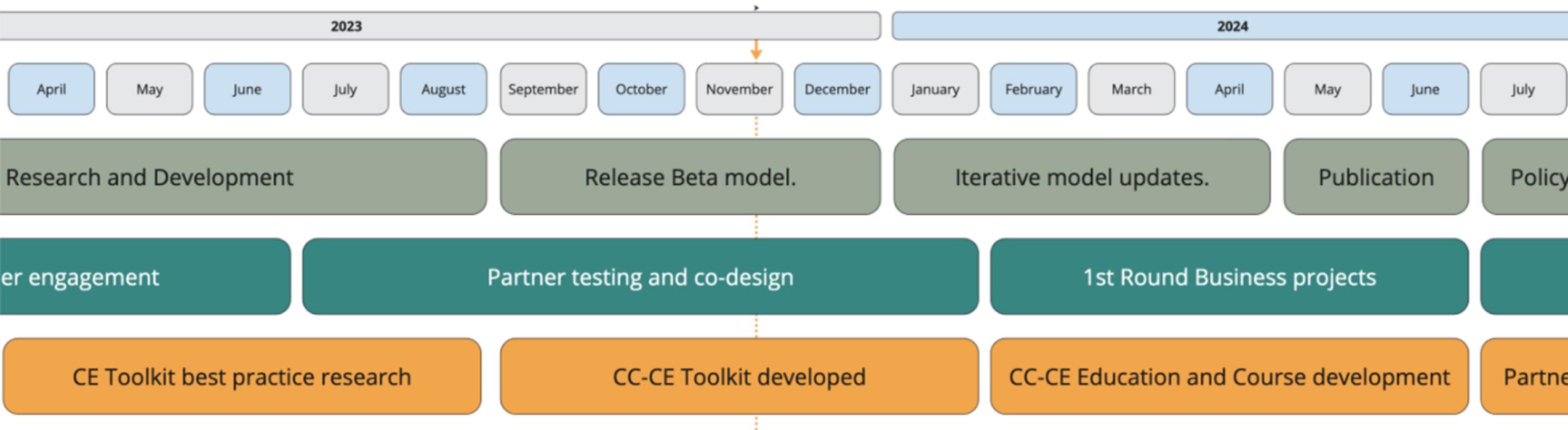
**R02 Rethink**  
 What CC-CE Strategies could be considered at the Design stage?



# Implementation - Vision and Roadmap

The Indigenous doughnut CC-CE intends to improve life for all living on Country through shared participation in caring for Country. The CC-CE model, strategies and tools open up shared value pathways and opportunities to bring together the best of both worlds to build a thriving and resilient Australia.

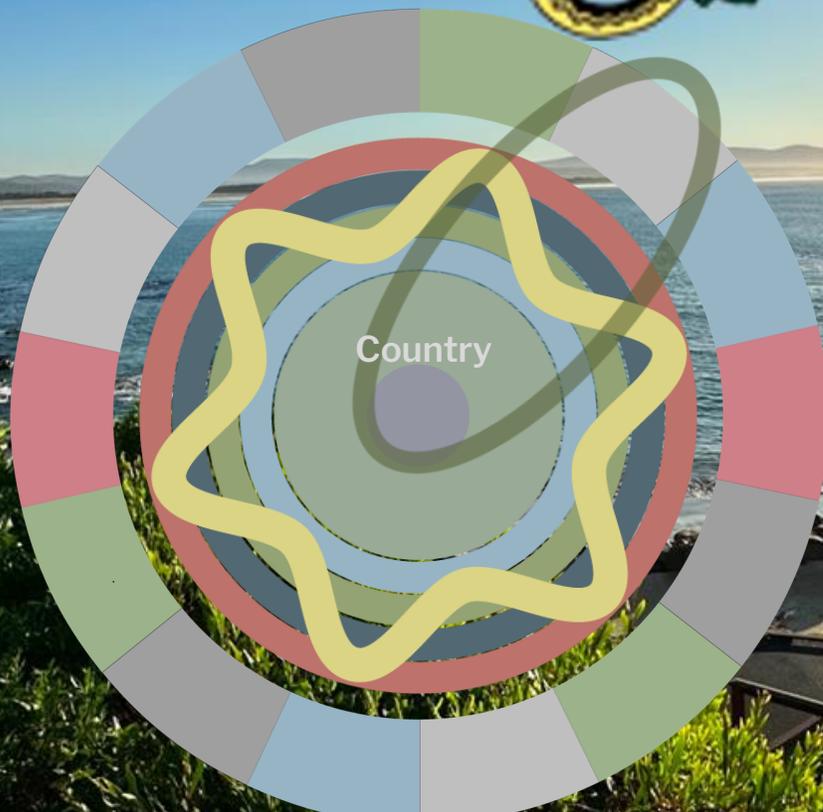
1. Support TOC and Businesses with Internal CE Transformation and CCCE Leadership initiatives.
1. CCCE Business and Partner Collaboration. Shared Value. How do we walk together?
1. Resource and Capability development. Business project implementation.



# Kanitba

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WAMARRA

# Meet Hayden



**Wiradjuri Nation**  
Albury Wodonga

**Hayden Heta**  
Managing Director

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# Overview



**Our purpose**

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**Embedding our culture**

---



**What we do**

---



**Legacy**

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# Who we are

- Aboriginal owned and operated
- Self performing contractor
- Civil and landscaping contractor.



**Continuity of employment**

---

**Upskilling**

---

**Cultural safety**

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# Our purpose

**Building meaningful careers for Aboriginal people.**



**To create meaningful careers**

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**Provide economic and financial independence**

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**Help individuals achieve self determination**

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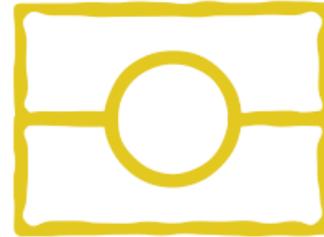
# Our team

Our team are skilled in a range of construction trades, from **operation of complex plant** and general **civil works** to specialist skills in **capentry, concreting** and more.



**97 full time employees**

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**55 full time  
Aboriginal employees**

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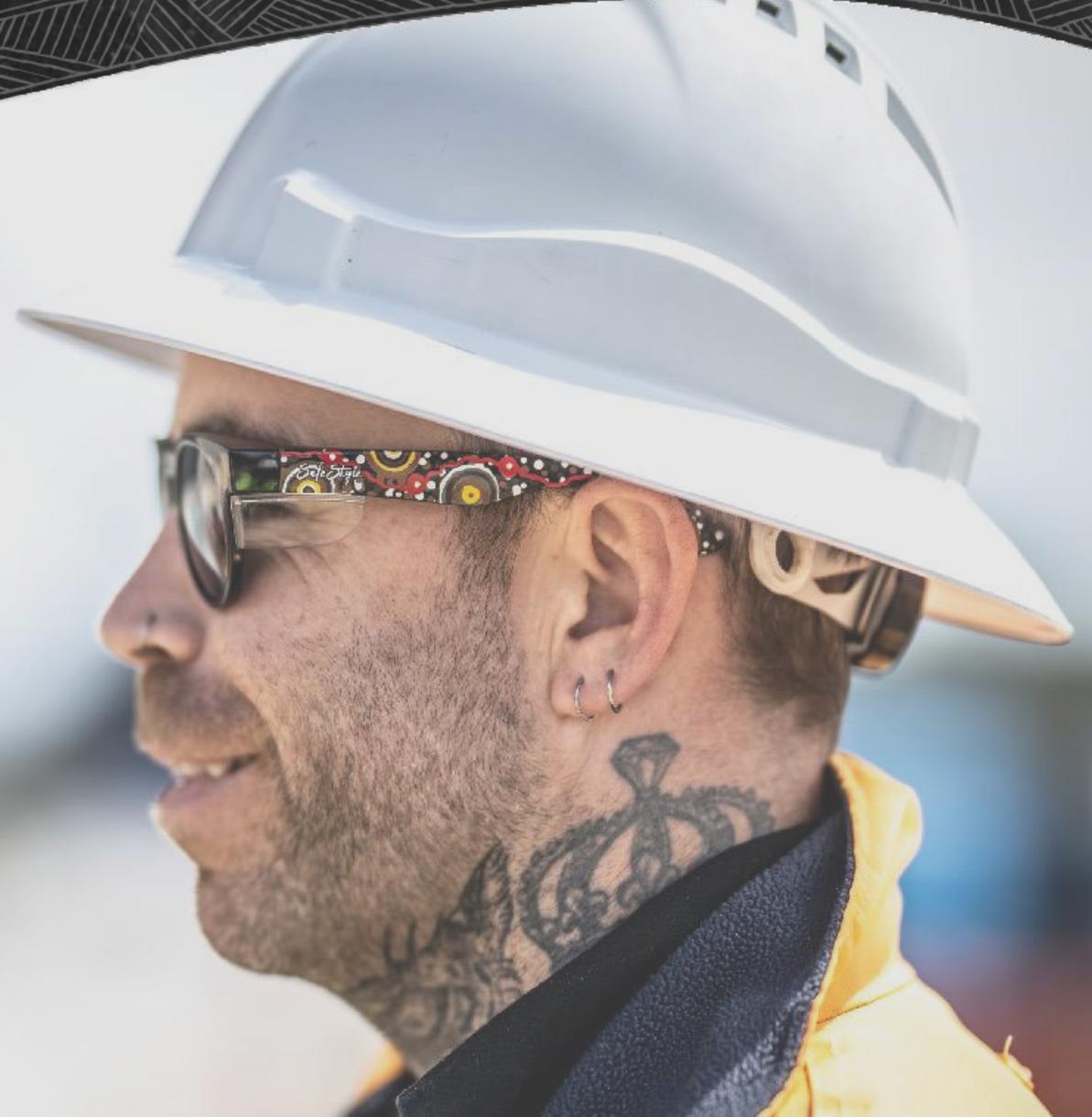


**Strong engineering  
and management**

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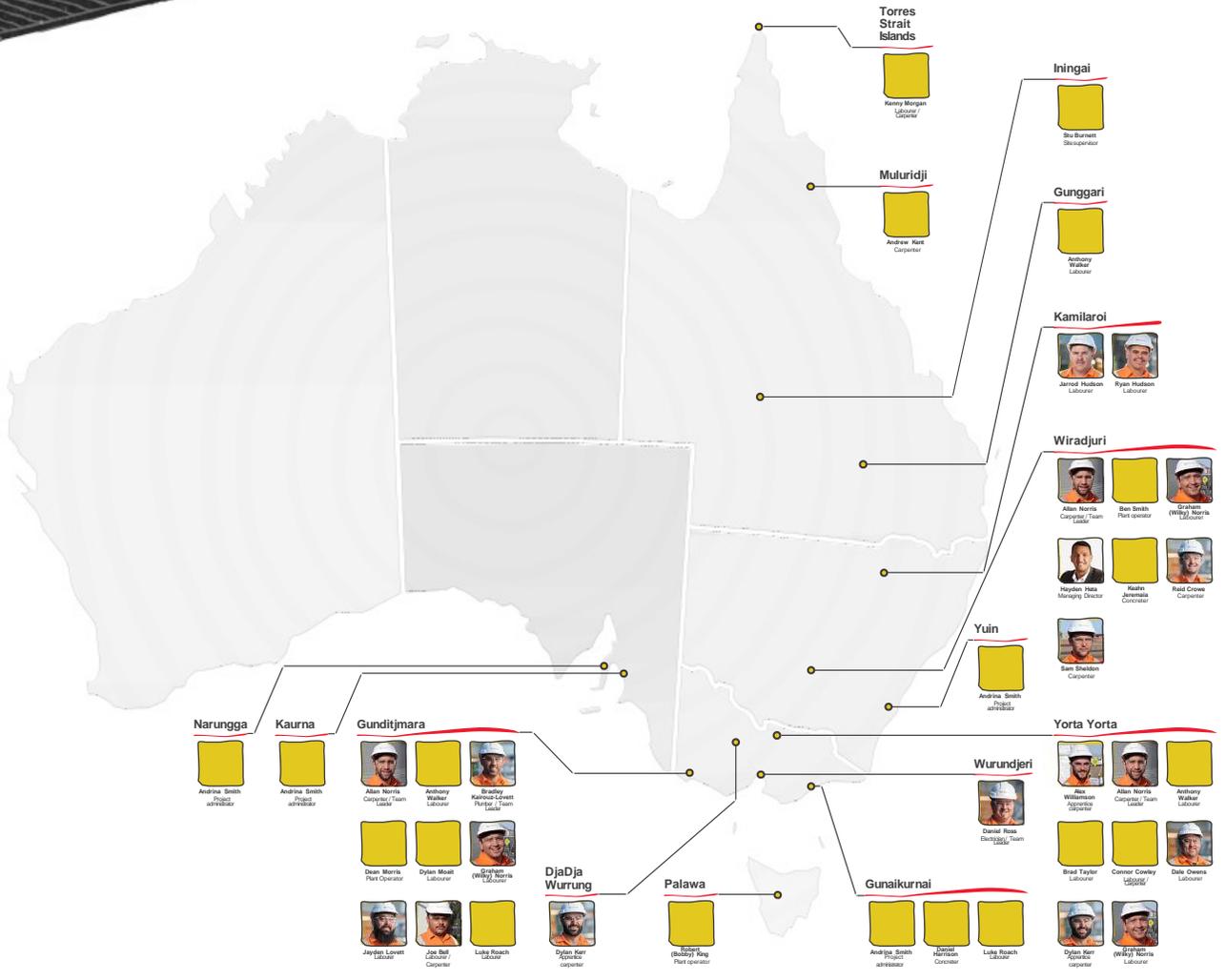
# Our cultural identity

- Focus on training and development
- Our values reflect our people and the broader community
- Develop Aboriginal role models and mentors
- Support individual growth
- Consolidate leadership skills.



# Our Nations map

Our Aboriginal Nations map illustrates the diverse Aboriginal heritage of our Wamarra employees and one that we're incredibly proud of.



# Traditional Owners

Wamarra is deeply committed to engaging Traditional Owners of the land on which we work, providing employment, development and training.



**Chisholm Road  
Prison Project**  
Wadawurrung



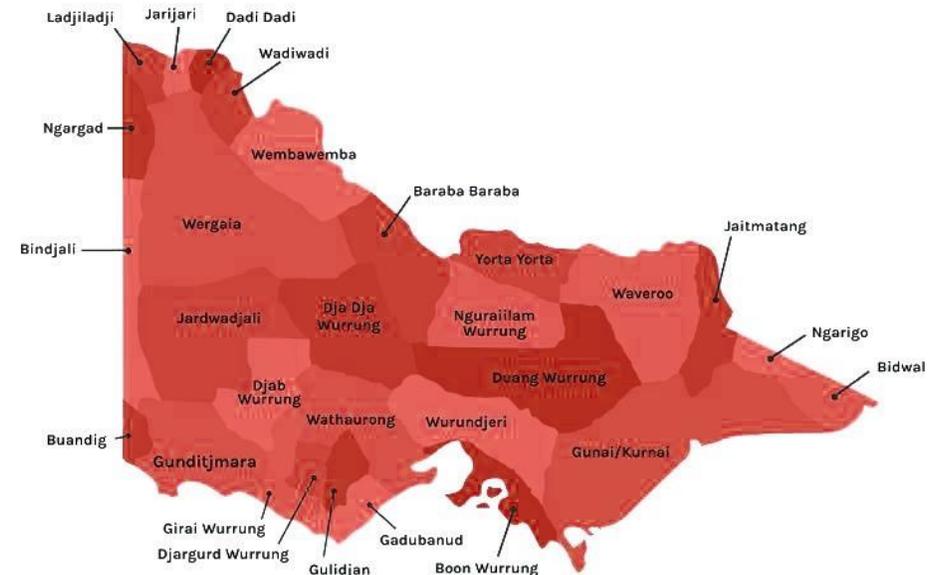
**Beecroft Reserve**  
Yuin



**LXR Landscape  
Initiative**  
Wurundjeri  
NARRAP team



**Griffith Three Ways  
Roads to Homes**  
Wiradjuri



# Aboriginal Employment

We are dedicated to developing long term, mutual beneficial and meaningful partnerships within the civil construction industry, broader Aboriginal community and within our own workforce.



**Destination for mob**



**Community connection**



**Deep seeded relationships**



**Aboriginal cultural support programs**



**Industry partnerships**



**Community partnerships**

# Our programs



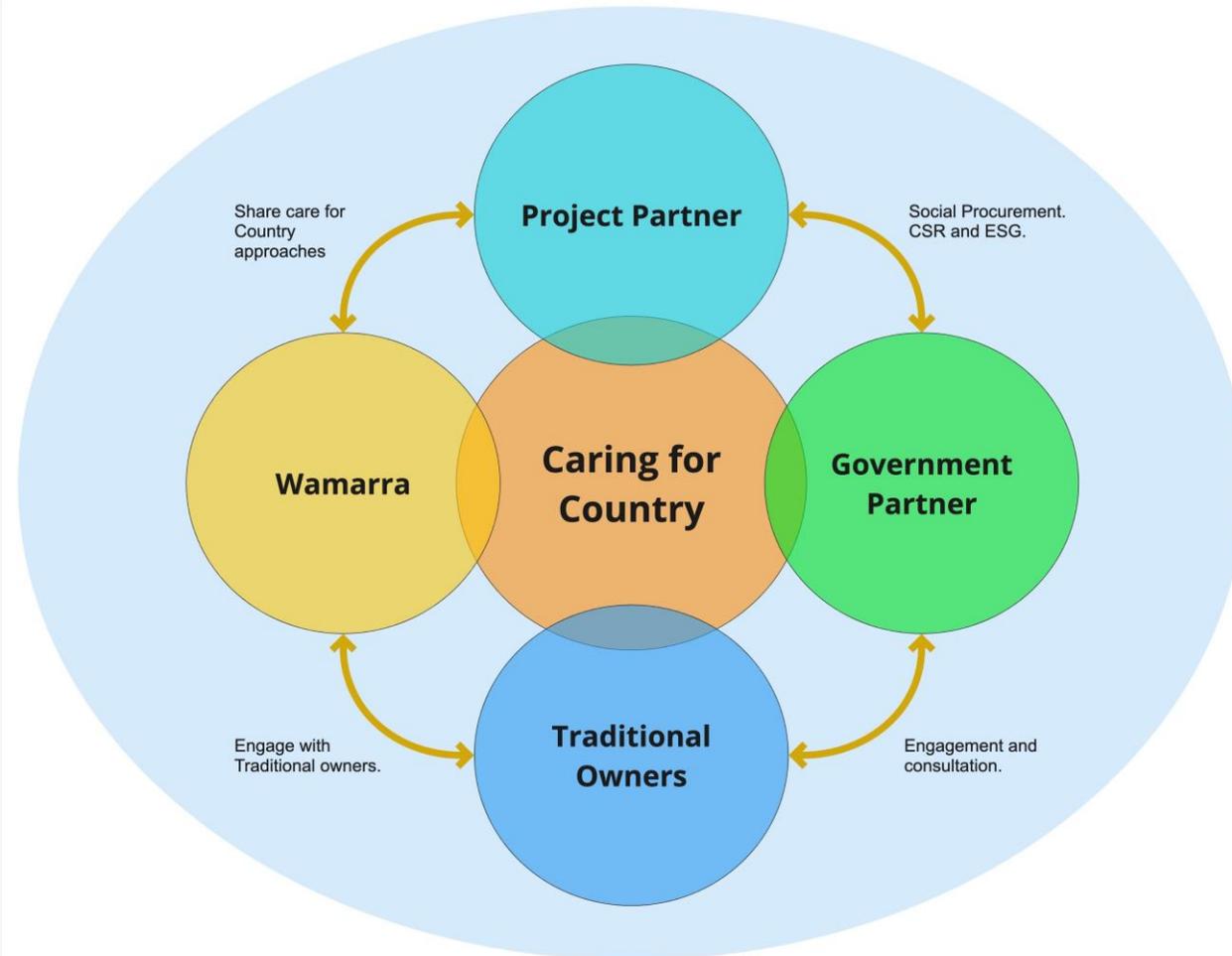
- Identifies and improves leadership styles
- Provides the tools required to promote better decision making
- Boosts team building skills
- Develops strong communication skills.



- Builds capability
- Identifies transferable skills
- Attracts those wanting a career change into construction.

# Country Centred relationships

- Caring for Country is common ground for all project partners.
- First Nations people have a Circular Economy leadership opportunity.
- Leading in Circular Economy provides more role-models for Mob entering construction.



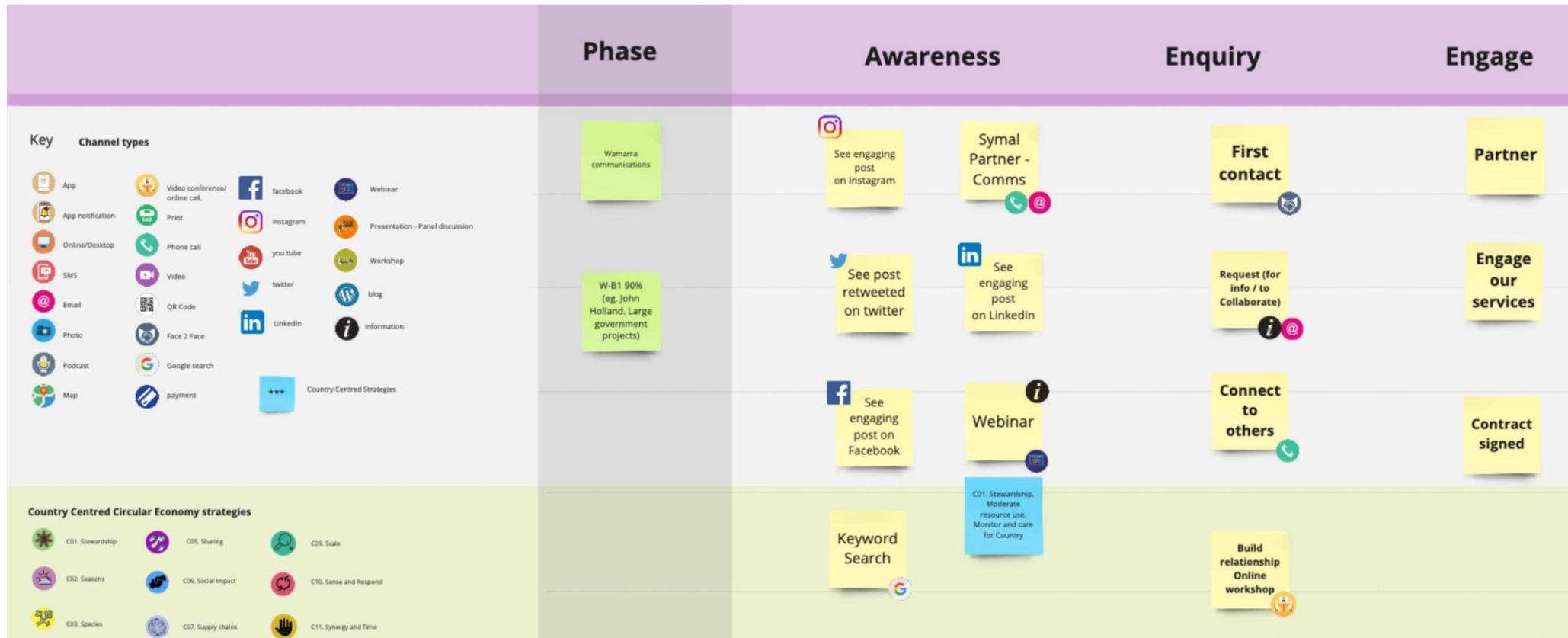
# Country centred circular economy

- Wamarra Country centred circular economy [project board link](#)



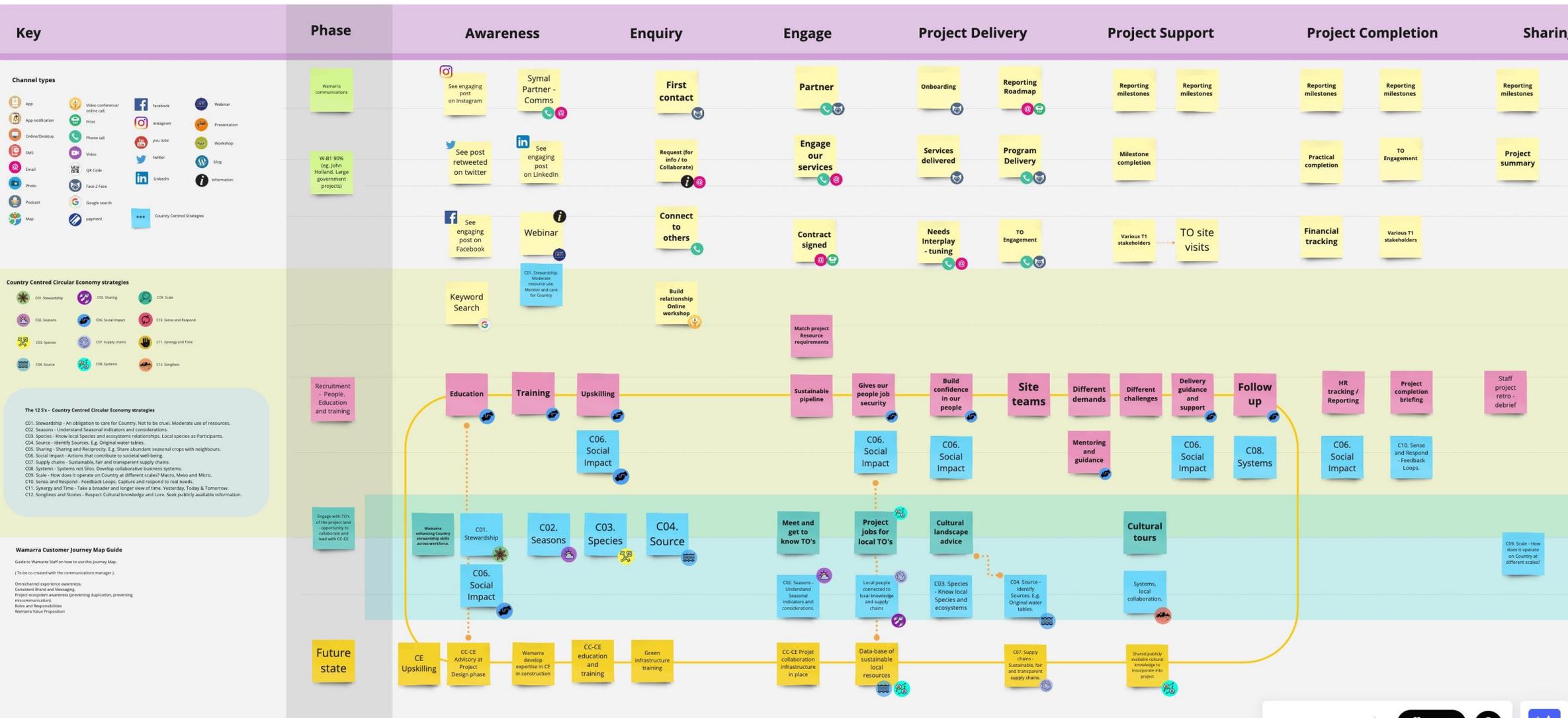
## Service Journey and Blueprint.

Draft v2. Last updated. 12/1/23



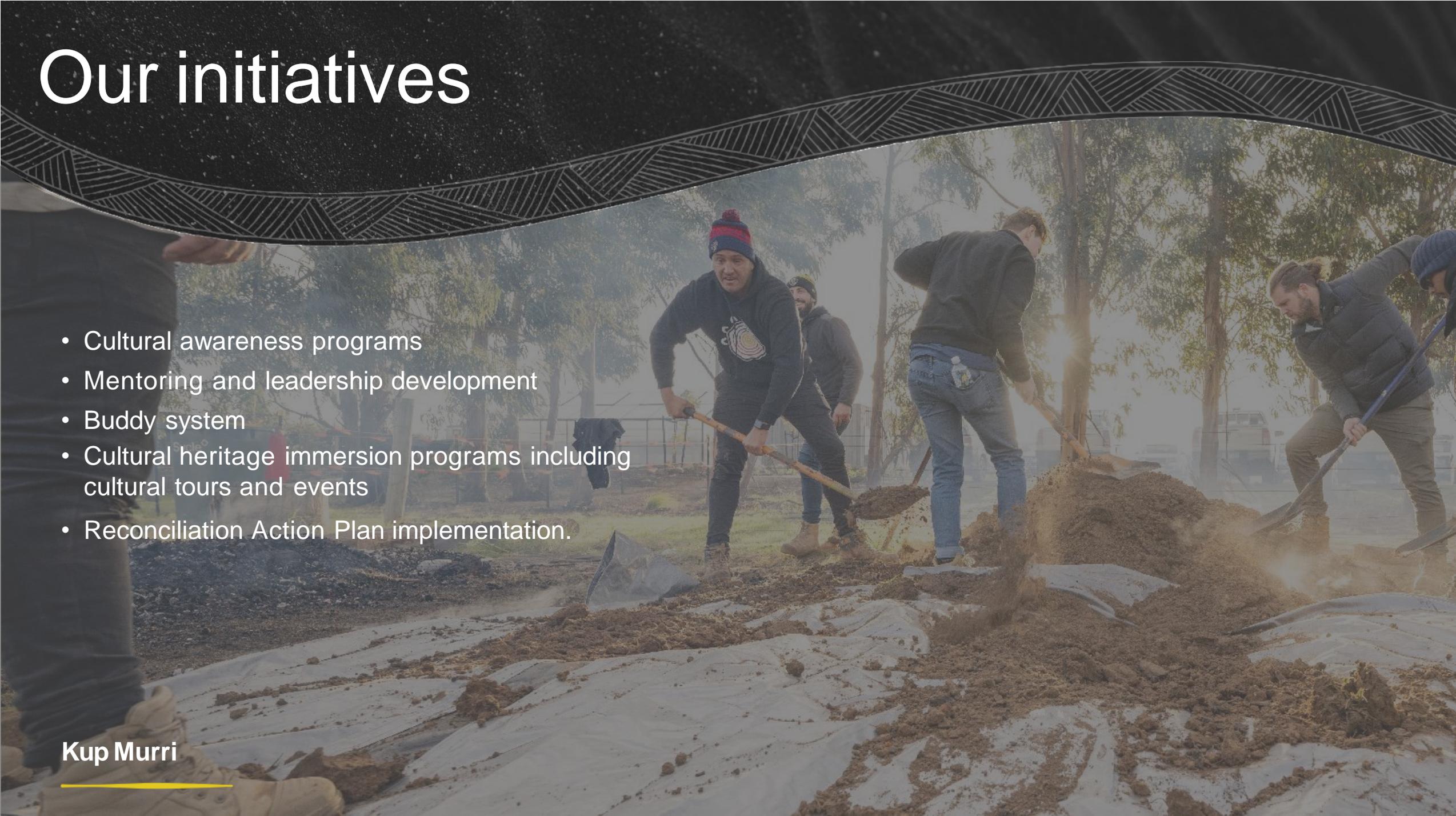
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# Our initiatives

- Cultural awareness programs
- Mentoring and leadership development
- Buddy system
- Cultural heritage immersion programs including cultural tours and events
- Reconciliation Action Plan implementation.



# Cultural safety

## How do we achieve cultural safety:

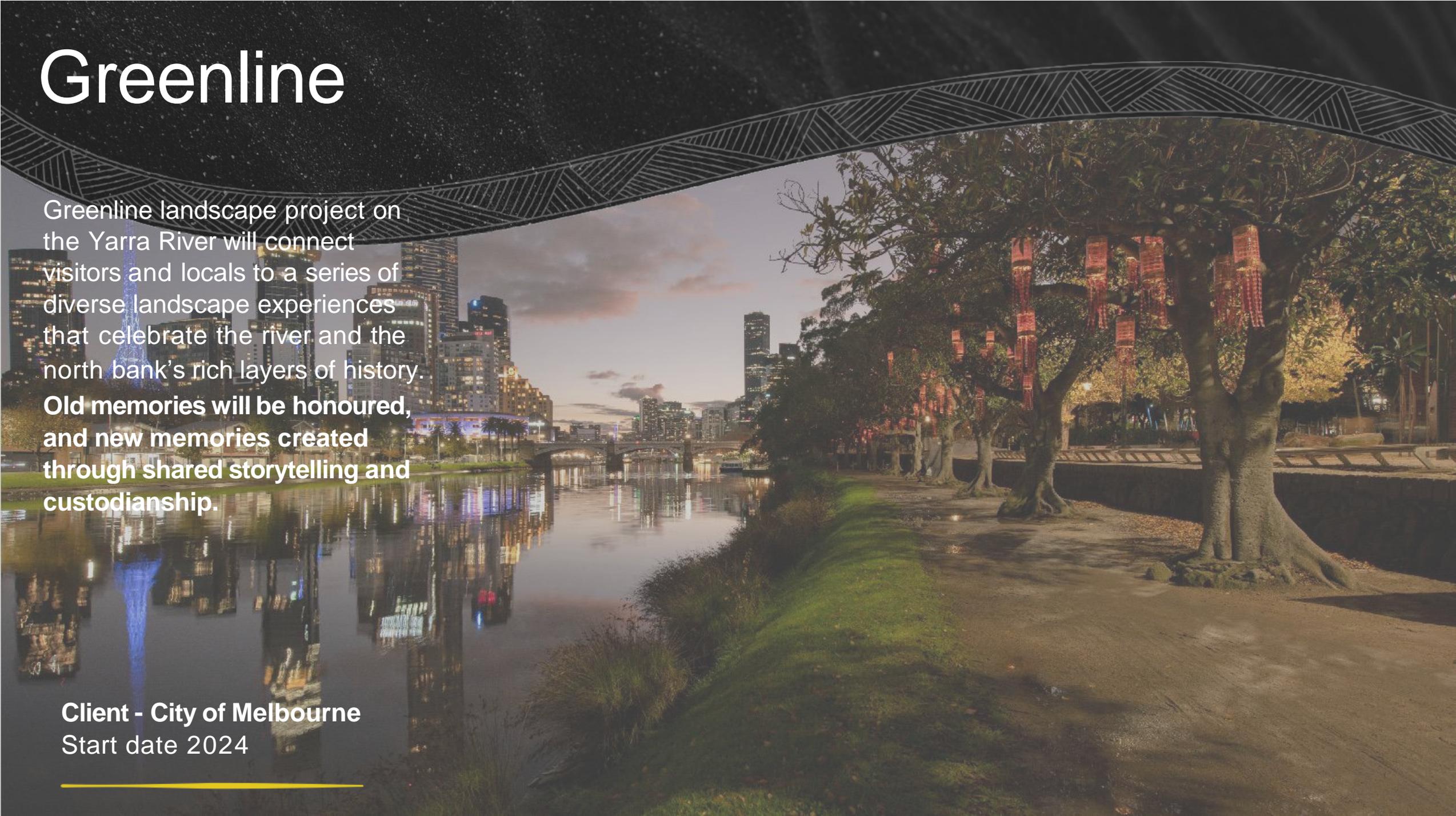
- Aboriginal mentors and leaders
- Comradery and teamwork
- Cultural support
- Support cultural connection and practices
- Genuine and authentic engagement and communication.

**Project completion BBQ**

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# Greenline

A nighttime photograph of the Yarra River in Melbourne, Australia. The river flows from the foreground towards the city skyline in the background. The city lights are reflected in the water. A large, modern, arched bridge structure with a complex geometric pattern spans across the top of the image. On the right bank, there are several large trees with red lights hanging from their branches. The sky is dark with some clouds.

Greenline landscape project on the Yarra River will connect visitors and locals to a series of diverse landscape experiences that celebrate the river and the north bank's rich layers of history. **Old memories will be honoured, and new memories created through shared storytelling and custodianship.**

**Client - City of Melbourne**  
Start date 2024

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# Bell to Preston

Wamarra delivered the hard are soft landscaping at Bell and Preston train stations as part of the Level Crossing Removal Project.

**The use of native planting was used to create a story across the whole revitalised area, with planting that includes native grasses and flowering varieties as well as thousands of trees.**

**Client - John Holland (WPA)**

July 2022 - March 2023

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# Legacy



**Building careers**

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**Community**

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**Enhance Traditional  
Owner engagement**

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**Social outcomes**

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e [info@wamarra.com.au](mailto:info@wamarra.com.au)  
[wamarra.com.au](http://wamarra.com.au)

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## Indigenous knowledge and the economy

### Land governance

- ✓ Self governance
- ✓ Joint Management
- ✓ Co-existence (third parties)
- ? Question of an Equitable standing

Free, Prior and Informed Consent is considered

**ESG (Environmental, Social, & Governance)**

**Cultural Heritage Management Plans**

**Social procurement - Victorian Government approach**

For every dollar of revenue, Indigenous businesses create \$4.41 of economic and social value

**Procurement policy generates \$5.3 billion in contracts for over 2,600 Indigenous businesses**

**REGISTERED ABORIGINAL PARTY**  
*Aboriginal Heritage Act 2006*

Registered Aboriginal Parties (RAPs) are responsible for managing Aboriginal cultural heritage within their appointed areas.

**RECOGNITION AND SETTLEMENT AGREEMENT**  
*Traditional Owner Settlement Act 2010*

The Traditional Owner Settlement Act provides a framework for the recognition of Traditional Owner rights and settlement of native title claims in Victoria.

### Reconciliation Action Plans

Relationships  
Respect  
Opportunities  
Governance

**Reconciliation, a \$24 billion investment in Australia's future**

### Indigenous Procurement Policy

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## Industry/Corporates

- ✓ Compliance due to social and legal licence
- ✓ Because competitors are doing it
- ✓ Greater commercial opportunities
- ✓ Want to make a difference
- ✓ Provide employment opportunities

## Traditional Owners

- ✓ Vision to keep knowledge and culture alive and to be recognized
- ✓ Cultural obligation to care/look after country with strategies
- ✓ Support partnerships with organisations that share the same values and commit to mutual and/or shared benefits

## Opportunities

- ✓ Industry collaboration
  - Tendering, strategy and engagement plans, (RAP's etc)
- ✓ Partnerships
  - Community benefits/programs
- ✓ Social Procurement/Supplier diversity
  - Indigenous businesses
- ✓ Training and Employment
  - Workforce development

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