



Who we are

Wildflower is a Not for Profit
Indigenous-led social enterprise. We
create and nurture native green
spaces while empowering
communities. Our mission is to create
opportunities for people who face
systemic disadvantages through
meaningful work and sustainable
career paths.

Where we started?

Roman and Matt have been best friends since they were teenagers bonding initially over basketball, playing for an Indigenous team in Inner-city Sydney. This bond has strengthened over time and through hardships from growing up in a broken system.

These two boys from disadvantaged communities are now men that know the injustice and inequity that exists because they lived it and survived it. Together, Roman and Matt have 20-year careers in horticulture, community services and youth work. They founded Wildflower Gardens for Good to change the game and provide hope, opportunity and pave paths for personal success and happiness for disadvantaged young people, especially in the Indigenous community.







Social Sustainability

Community Empowerment

By creating equity across our community, we work towards building a diverse and inclusive place in our society. Our projects bring people from all walks of life together to create a sense of place and belonging.



Job Equity

Our aim is to create working opportunities for people who continuously face systemic injustices. We make sure to include all people no matter their gender, race, religion or cultural background. Everyone is welcome here!



Connection to Country

We aim to reconnect people with nature and culture. Through our daily conversations on site and mentoring we create spaces where we can build trust and meaningful relationships so everyone can have a sense of belonging and contribution.





Environmental sustainability

Restoring Native fauna & flora

Wildflower uses a different approach to landscape services. We use methods and techniques that are sensitive to the land and enhance local ecosystems. Our focus is beauty and biodiversity, with an emphasis on softscapes, indigenous plants and food forests.



Greening urban spaces

Through a variety of different services we offer our aim is to explore the idea of 'rebuilding cities and minds' in a way where we can co-exist in an harmonic and co-dependent way with nature.



Educating community

Mentoring for us matters and our goal is to educate and empower our community with knowledge that they can use to apply not only at work, but within their daily lives as they acknowledge the importance to care for the environment in the world we current live.

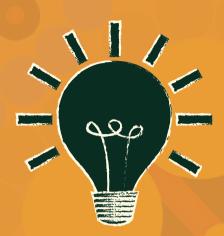




Economic sustainability

Creating job opportunities

We are a local business that supports local community. Our aim is to create opportunities where there is a gap and work towards building a stronger, independent and just place to live in.



Local economy -community

As a not-for-profit social enterprise we focus on not only creating jobs for our community but also supporting other small business, events and any other relevant projects and programs that are for community growth.



Local economy-partners

When you hire our services you are also helping other local business to grow with us. As we demand a variety of different skills we give preference to partner with other local and likeminded business to deliver our project with the best quality possible.







SDGs

8. Decent work and economical growth

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

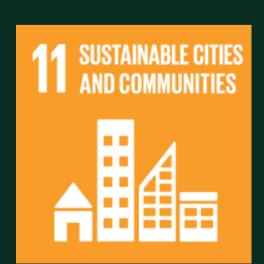
11. Sustainable Cities and communities

Make cities and human settlements inclusive, safe, resilient and sustainable

13. Climate Action

Take urgent action to combat climate change and its impacts



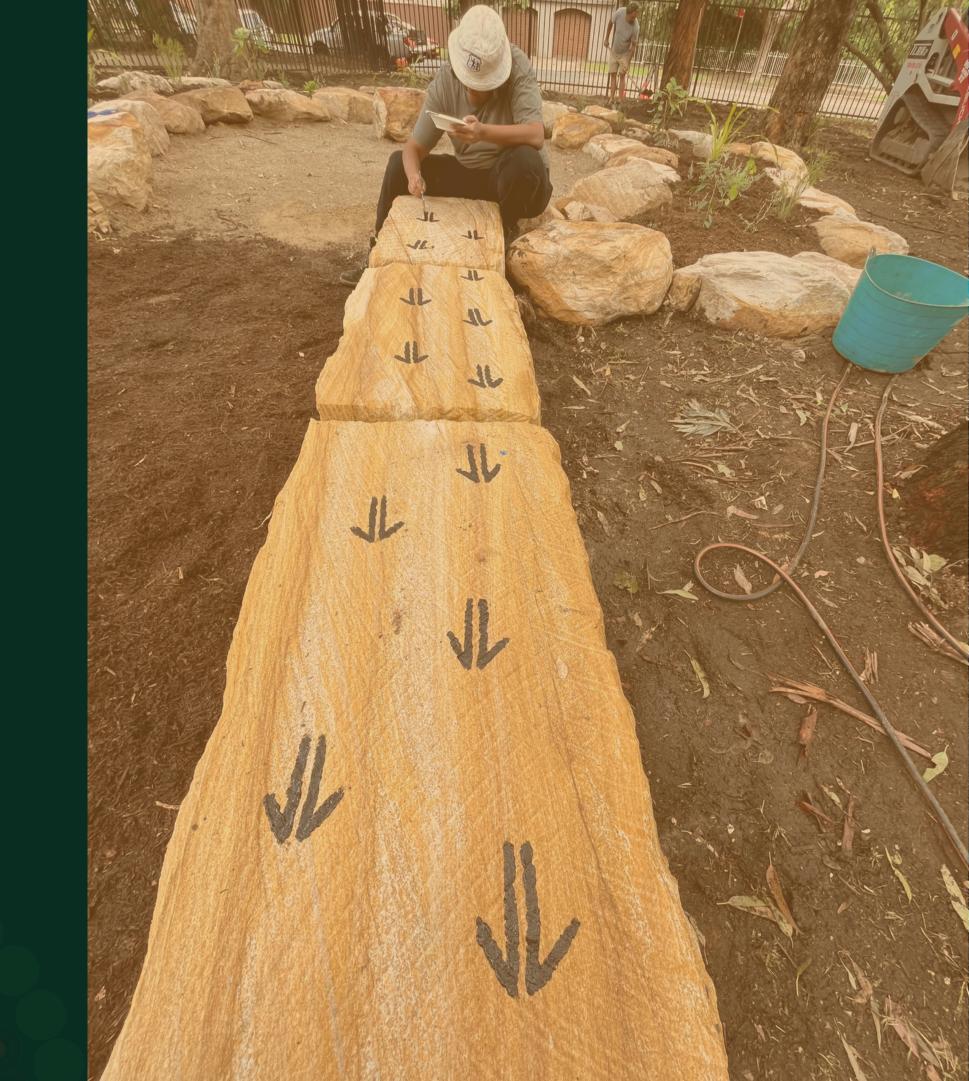






Our services

We offer premium sustainable services to Government, Communities, Corporate and individuals. We compliment large or small infrastructure projects with full softscape work, ecological restoration projects, city garden creations, facility garden/grounds maintenance, plant installations projects, plant selection and advice.





Our services

Create & build gardens:

*Infrastructure projects to deliver complete softscaping works * Gardens Installations and creations for government business and community;

Landscape maintenance:

*Parks and greenspace maintenance;

Land management projects:

*Bush restoration projects * Tree planting projects * Weed management solutions * Habitat corridors for native wildlife;

Community projects:

Community engagement and community building programs;



Recent projects

Victoria Ave. Public School

Indigenous Sensory garden.

Ryde Hospital

Ryde Hospital Yarning Circle soft works installation

Northen Beaches Hospital

Garden maintenance contract with Ventia

City of Canada Bay Council

Habitat restoration planting project

Homebush Boys High School

Yarning Circle



Recent projects

Metro Local Aboriginal Land Council

Bush fire hazard reduction project- Terrey Hills

Mission Australia

Garden maintenance and community engagement project for 2 social housing sites in Sydney

City of Sydney Pilot program

Horticulture and Landcare Mentorship for Young Aboriginal Men and Women- Revamping gardens across the city

National Centre for Indigenous Excellence

Grounds and Garden maintenance

Mirvac

Maintanence contract



Our board members







Paula Weldon- Chairperson

My name is Paula Weldon and I am a Wiradjuri woman and have long history of working with highly vulnerable young people in Government and Community Organisations over the past 25 years. My previous role was at Legal Aid NSW in Children Civil Law team, my clients were participating in the Koori Youth Court at Parramatta and Surry Hills. I believe Wildflower could provide meaningful employment for young people.

Shaun Herat - Vice chairperson

Shaun has a career in Financial Services spanning 20 years. Having completed a Bachelor degree in Economics and a Masters of Business in Accounting, Shaun commenced his working career in the Accounting Field, specifically Distressed/Insolvency services in the SME space. This was followed by a move into Banking where Shaun has worked for 15 years with National Australia Bank in roles both domestically and offshore in the UK and US markets. Shaun is currently a Senior Director in the Corporate Banking business of NAB, focussed on large private and small public businesses in the domestic market includes subsidiaries of large multinationals.

Matthew Coe

Proud Wiradjuri man with a lifetime of community-led, First Nations focused community development, youth work and mentorship. Matthew is a proud Wiradjuri man with a passion for and lived experience of the First Nations peoples fight for rights, equity and equal opportunity. His ability to connect with people and mentor young people that are going through life's challenges is one of his greatest strengths and attributes. People love Matt, because he loves people.

Our board members







Liam Ridgeway

My name is Liam Ridgeway, I'm Gumbaynggirr and Dhungatti on my dad's line and Wakka Wakka on my mum's line. I grew up on Gadigal Country in the inner west of Sydney the majority of my life. I'm the co-founder of Ngakkan Nyaagu (NGNY), a 100% Aboriginal owned digital solutions company and the co-founder of Indigitek, a not for profit that supports and creates learning and career pathways for Aboriginal and Torres Strait Islander people in STEM.

Jasmin Speedy

I am Jasmin Speedy, a Gomeroi Woman from Tenterfield Northern NSW but I have settled in Sydney for the past 20 years and now call this place home. I have worked across Government and Community sectors since being in Sydney and am currently working

sectors since being in Sydney and am currently working with Aboriginal Affairs as a Project/Policy Officer with the Closing the Gap Directorate.

Rebeca Chungue

My name's Rebeca Chungue and I'm a first generation Australian, born and raised in Bossley Park (Fairfield) and now based in the inner west. I have a Human Geography and Town Planning background and have worked in State Government for 10 years. I've been working in the delivery of new social and affordable housing and asset management strategies for the Aboriginal Housing Office for the last 4 years.

Our board members







Willei Coe

My name is Willei Coe a Wiradjuri man who's spent a lot of my childhood & teen years in and around Redfern, Marrickville & Waterloo area. I've got experience in a lot of different areas like community services, law (only a little bit), youth work, gardening. In the last 5/6 years I was a part owner of 2 businesses & cofounder of them, so I've got experience in that as well..

Maks Khan

Maks is a qualified Chartered Accountant and a member of Chartered Accountants Australia and New Zealand (CAANZ). Maks started his professional career with the BIG 4, before moving on to further develop the skills gained and joined a reputable Chartered Accounting firm in Sydney. He has progressed into the role of a Business Services Manager, where he leads a team of ambitious and talented accountants.

Roman Deguchi

Growing up in Inner City Sydney on Gadigal Land. Roman has a mixed cultural background including Aboriginal heritage. His mix of personal lived experience and professional background has led him to co create Wildflower. He is an award winning Horticulturist with over 20 years' experience working in the field. Winner of 2019 Australian Institute of Horticulture, Award of Merit. 2019 Westfields Local Heroes award winner. Projects featured on flagship programs Gardening Australia, ABC's Compass and SBS news.

Our Ambassadors

The ethos of Wildflower – Gardens for Good is manifest in all that they do and to provide a platform for empowerment, skills development and mentorship within the horticultural, landscape and bush regeneration space is a wonderful thing. I continue to be impressed by the passion, quality and commitment brought by the team to ongoing projects and I can't wait to see what the future holds for this vitally important social enterprise.

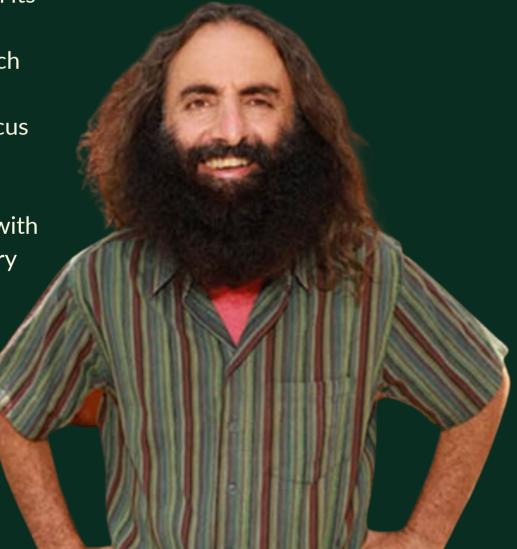
Clarence Slockee- Director Jiwah Pty Ltd



As an enterprise Wildflower is growing an outlook and perspective that values the importance of rewilding, reconnecting and rebuilding our individual and collective relationships with the landscapes and country where we live. Their work is bringing new life to the old stories of every place they touch. The Wildflower team bring an approach to landscape that showcases and spotlights with new energy the old stories of the places they work with. Their wholistic approach strives to create connection between the cultural, ecological and community layers of the landscapes they design and enhance. Roman and the team at Wildflower bring a passion for plants, people, landscape and culture that radiates heart and soul.

They engage with their work through a different lense that is firmly grounded in its connection and support of community. From its collective and inclusive approach to employment right through to its low impact methods and techniques that focus on building biodiversity in nature, their approach to landscape design and management transforms opportunities with equity, sustainability and care for country and community at its core.

Costa Georgiadis



Our testimonials





We stand in solidarity with Wildflower to challenge systematic inequalities in the workplace and assist individuals experiencing employment challenges and disadvantage in creating a brighter future for themselves.

We look forward to creating meaningful and sustainable employment pathways for

justice involved young people, men and women with Wildflower.'

Carly Stanley- CEO and Founder Deadly Connections

On behalf Metropolitan Local Aboriginal Land Council (MLALC) as CEO I confirm: MLALC support for Wildflower Social Enterprise to operate land conservation projects and programs and to provide employment opportunities for Aboriginal people Land Conservation is an area that is integral to Aboriginal / 1st Nations peoples Culture, Heritage and Identity as well as overall Health & Wellbeing "MLALC is proud to support Wildflower given that land conservation is a key component of 1st Nations / Aboriginal responsibilities in caring country."

Nathan Moran -CEO Metropolitan Local Aboriginal Land Council (MLALC)

Our testimonials



Collaborating with the Wildflower team at Common Ground in Camperdown has been an excellent opportunity to deliver a triple win; creating beautiful bio diversity in our gardens; engaging community about Aboriginal land practice; boosting local economy by providing job opportunities for locals that are underemployed and under-utilised in community. Mission Australia and Wildflower's partnership strengthens communities and supports people to thrive.'

Kyle Wiebe- Community Development Coordinator Common Grounds, Mission Australia



I am extremely delighted to recommend to you the exemplary services of Wildflower. We are the current Facilities Maintenance Managers at the National Centre of Indigenous Excellence and we engaged Wildflower to maintain our large site. Since coming on board the Wildflower team have been reliable, always on time and kept the facility to a high standard and regularly receiving positive Tenant and employee feedback. I would not hesitate to recommend Wildflower and we wish them all the best.

Feel free to contact me for more information. Yours Sincerely,

Tim Moggridge
Director NPM Indigenous

Our testimonials



We engaged Wildflower to collaborate with us in the construction of our new garden at our home in Ashfield. Not only did they create a wonderful native garden, but they worked closely with us along the way to understand our needs and preferences and help us create the garden that reflects who we are. They were able to recommend a diverse range of plants that are native to our local area and will help improve the local biodiversity - Roman has an excellent understanding of local native plants! The team was a delight to have on-site, they were friendly and fun to work with, and I would recommend Wildflower to anyone wanting to create a residential native garden in the Inner West.

Noni Hollands- Private client

On behalf of the Homebush Boys High School community, we would like to thank Roman and the team at Wildflower. From the very beginning, Wildflower were extremely passionate, professional and friendly. We came to Roman with a vision of creating a Yarning Circle and sensory garden that could be used by our students as a place to build connections with each other as well as function as a meaningful outdoor learning space. A space where our school could build a deeper connection to Aboriginal culture. Our project came to fruition and was finished on time and within our budget. We were blown away by the finished product and by how much our students engaged with the space. The high standard of craftsmanship, knowledge and expertise in local plants and materials and professionalism are why we would recommend Wildflower to any business, school or organisation looking to start their project journey with an exceptional team.

Sam Widmer - Head Teacher Support Unit Homebush Boys High School



Our details

Wildflower, Gardens For Good Inc

ABN: 98 742 903 078

Year Established: 2020

Legal Structure/Ownership: Registered

public benevolent institution, Incorporated

Association









Support our movement



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<u>Wildflower</u>



