



SEPA Story & Welcome Wall

Andrew Ackerman





The SEPA Story and Welcome Wall





The intent of the Artwork

- Bring SEPA's story and culture to life in a graphical way using indigenous art.
- To visually explain our SEPA story and our cultural journey.
- Show that community spirit and the creation of a positive, safe workplace based around respect and caring is important to us.
- Create an opportunity and an open invitation to our people to join our mob (SEPA Family).



Why do we need a SEPA Story?



- As an Alliance growing in both size and stature, we think it's important to acknowledge how far we have come and the journey that lies ahead.
- We want to provide an opportunity for everyone to feel empowered to own and feel secure in their place within our Program Alliance, and our legacy.
- We want to provide a culture centred around taking pride in our work, and ensure we stay focused on living up to and owning the culture we all play a part in creating.
- We want to attract others to join our Alliance, and to demonstrate our commitment to the value and importance the SEPA Story has for us all to those we partner and collaborate with.

Welcome Wall Reveal



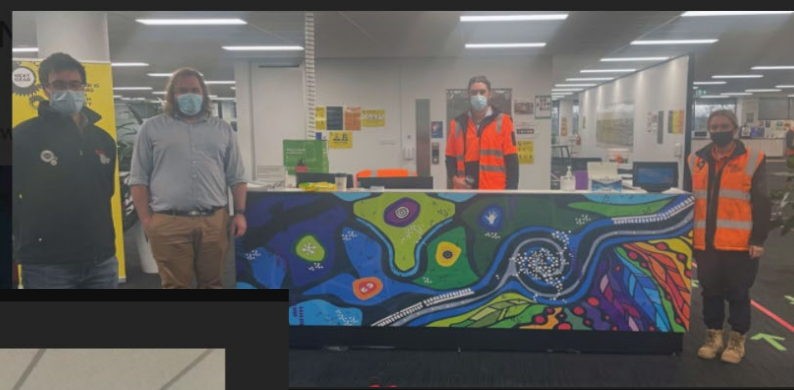
Cranbourne Line Upgrade site office



Hallam Road

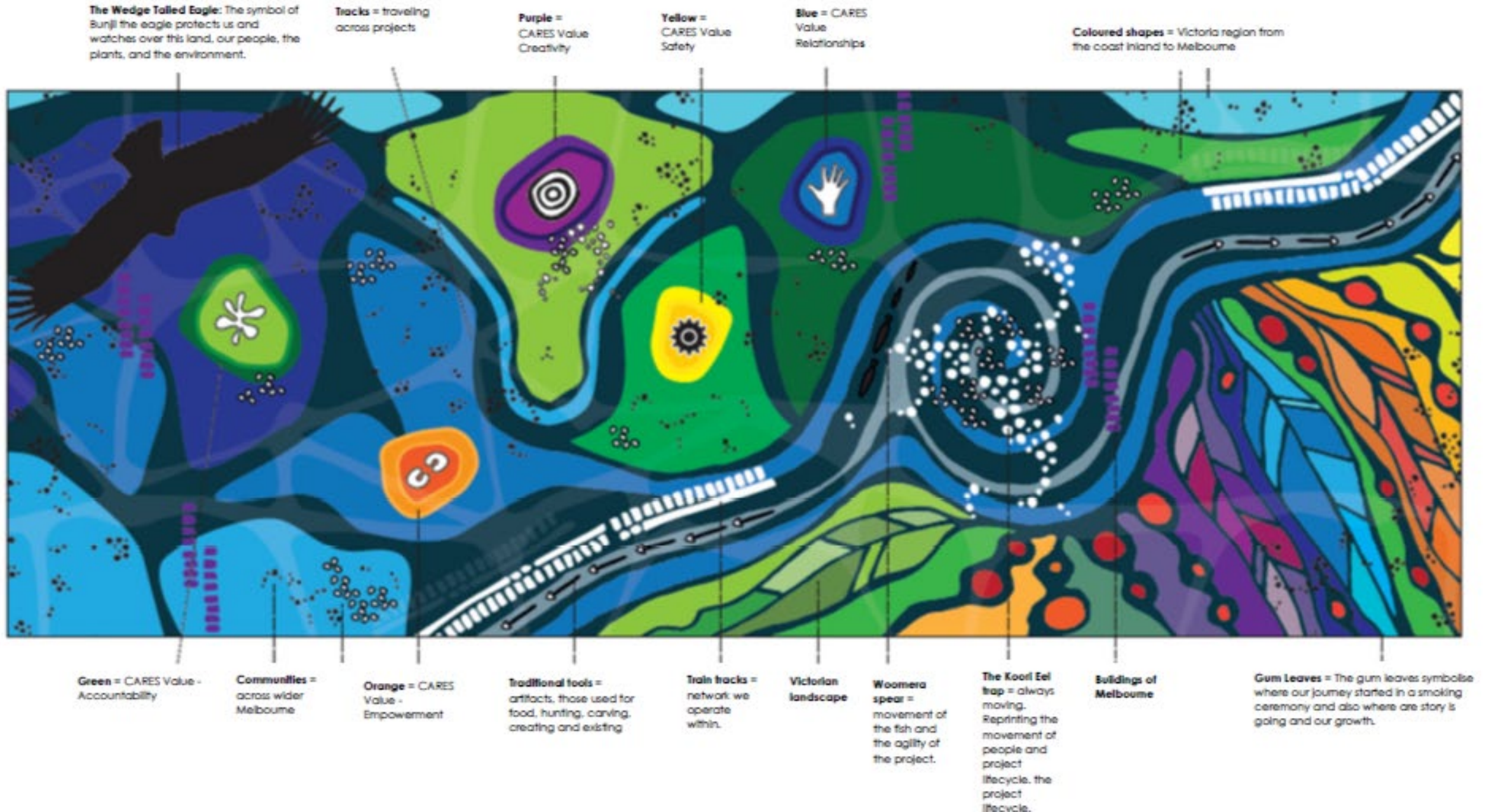


Mont Albert office



Manchester site office, Mooroolbark

Artwork legend:





How it started and how the story evolves

1. Invite and welcome SEPA team members to engage with the art and come into 3rd space and custodianship of SEPA Cultural Story
2. Establish the mindset of ownership and being custodians and influential of the SEPA culture
3. Understand the cultural story plan and cascading of story to next level of SEPA.



Engagement with AMT

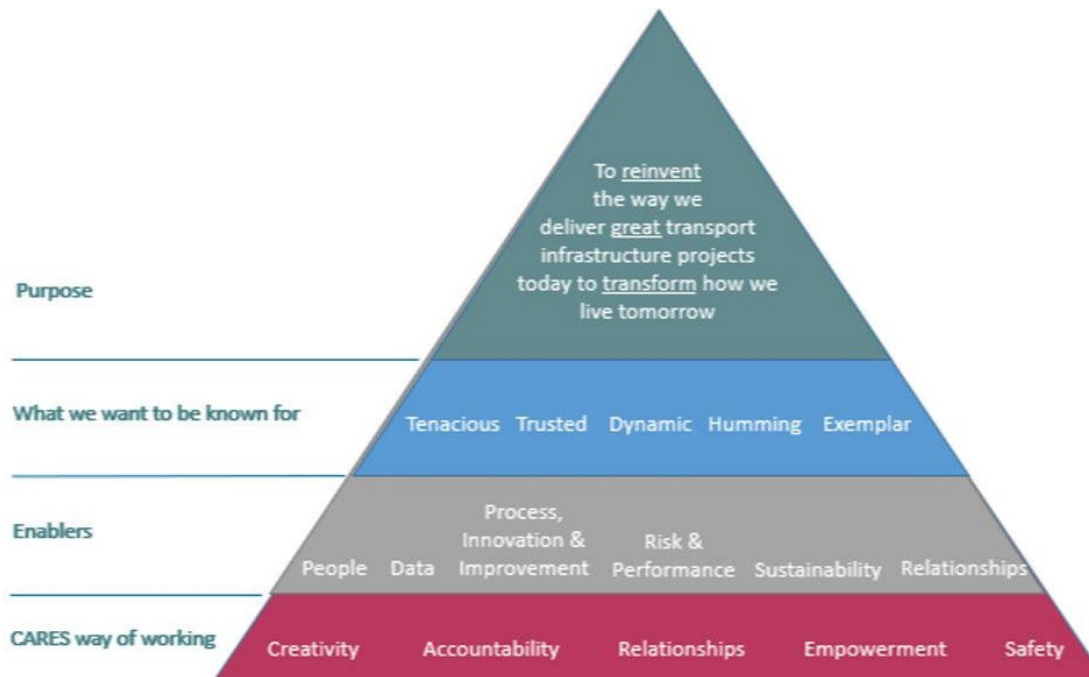
- ✓ Invite and welcome SEPA team members to engage with the art and come into 3rd space and custodianship of SEPA Cultural Story
- ✓ Establish the mindset of ownership and being custodians and influential of the SEPA culture
- ✓ Understand the cultural story plan and cascading of story to next level of SEPA.
- ✓ Identify within the SEPA Story and share a story
- ✓ Engage others in the artefact and our way of working culture through the art of story telling.





Does the SEPA story interact with our business plan?

The simple answer is yes. The SEPA Triangle talks to our Purpose, our Brand, our Enablers, and our CARES values. The triangle in the past has been used to illustrate what we stand for and the way we go to work. The SEPA triangle logically sits in a Business Plan, but just like our triangle, SEPA is evolving and we wanted to supplement our triangle with an artifact that people could really connect to and could symbolise the essence of our culture. Our new artwork does exactly that.



Where does the story end?

It doesn't! Our story has only just begun. With every personal story that a person shares, it just adds depth to our interpretation of the artwork, and it deepens the connection we have with each other. We invite you to help write the next chapter of our story and share your connection with the artwork while we encourage others to actively listen.





The SEPA Story artwork

Artwork by Jodie Brennan of Mazart Communications (Kinaway and Supply Nation certified business)



Video

