

**601 Pacific Highway, St
Leonards**
Connecting with Country
Community Engagement
October 2025

Prepared by 
ngurra
advisory



Acknowledgement of Country

Ngurra Advisory acknowledges the Cammeraygal people as the Traditional Custodians of the lands, waters and skies where this project is located. We pay our deepest respects to Cammeraygal Elders past and present, and recognise their enduring connection to Country, a place of deep cultural significance that continues to hold the stories, knowledge and traditions of their people.

We honour the ongoing custodianship of the Cammeraygal people and their role in caring for Country, community and culture, and acknowledge that this always was and always will be Aboriginal land.

Indigenous Cultural Intellectual Property Rights

We aim to work respectfully with First Nations people and communities to protect the rights of Culture and Country.

This framework has been informed by engagement through discussions with selected stakeholders.

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ICIP refers to the rights that Indigenous people's have, and want to have, to protect their traditional knowledge, resources, knowledge systems, arts and culture

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Disclaimer: The information contained in this report is specific to the property located at 601 Pacific Highway, St Leonards.

It has been prepared based on the unique characteristics, context, and circumstances of this site. This report must not be relied upon or applied to any other projects or locations without appropriate review and adaptation by Ngurra Advisory and the Traditional Custodians, Elders and Knowledge Holders who have been involved in the consultation of this report.

This document is considered ICIP and should not be shared without the permission of Ngurra Advisory.

Purpose & Context

About this report

This Community Engagement Report has been prepared by Ngurra Advisory on behalf of Stockland Development to document the Connecting with Country engagement undertaken for the proposed mixed-use development at 601 Pacific Highway, St Leonards, on the ancestral lands of the Cammeraygal people as at the date of writing this report.

The purpose of this report is to:

- Capture and summarise the engagement process undertaken with Cammeraygal Custodians and community representatives.
- Present key themes, cultural values, and design priorities that have emerged through this engagement.
- Outline how these insights have informed the development's Connecting with Country Design Principles Framework.
- Identify next steps for ongoing cultural collaboration, validation, and governance as the project moves through design, delivery, and long-term operation.

This report forms a key part of Stockland Development's commitment to the Designing with Country Framework, ensuring that Aboriginal knowledge systems, cultural values, and community aspirations are embedded across all stages of the project.

It reflects a process grounded in deep listening, respect, and partnership, where Country itself remains central to guiding decision-making, design, and stewardship.

"This is more than just a building or a landmark tower, it is a place of Country, where cultural values are embedded in every part of the project."



**Words shared by Auntie Jeanie Moran,
Cammeraygal Traditional Custodian and
Knowledge Holder**

Introduction

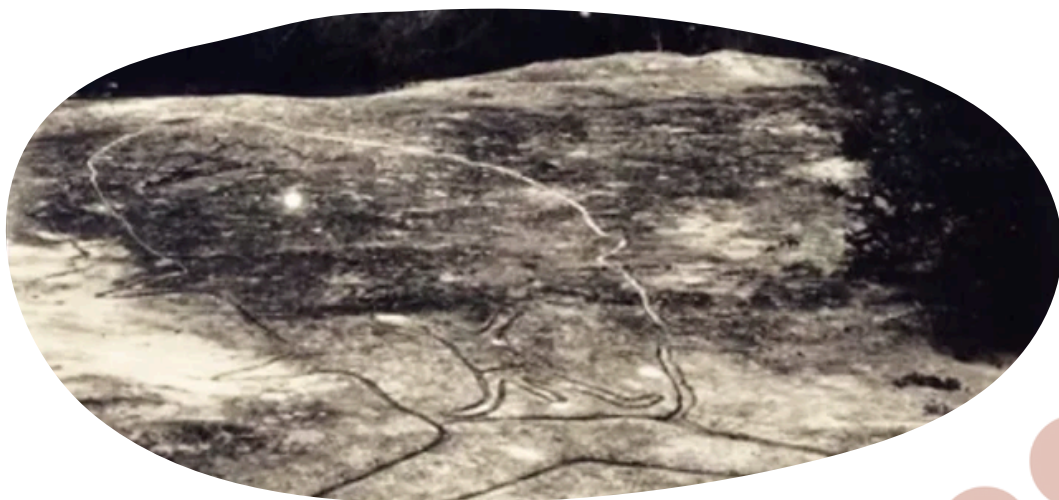
Grounding the Project in Country

This Community Engagement Report outlines the Connecting with Country engagement process that has informed the design, delivery, and long-term operation of the proposed mixed-use development at 601 Pacific Highway, St Leonards, owned by Stockland Development. Located on Cammeraygal Country, along the sandstone ridgeline and saltwater valley catchments of the Lower North Shore, the project is guided by the principle that design must honour and sustain the deep and ongoing connection of the Cammeraygal people to this place.

This area holds profound spiritual, ecological, and cultural significance. Through Walks on Country, cultural workshops, and validation sessions, Ngurra Advisory has worked alongside Cammeraygal Custodians Auntie Jeanie Moran and Paige Moran to ensure that their knowledge, values, and stories are meaningfully embedded in the design.

The development represents a landmark opportunity within the St Leonards–Crows Nest strategic centre, delivering a high-quality mixed use offering that strengthens community connection, responds to its ridgeline topography, and creates spaces that are inclusive, sustainable, and culturally safe.

By embedding Aboriginal knowledge systems and cultural perspectives into design, construction, and long-term stewardship, the project stands as an example of how contemporary development can respect, celebrate, and care for Country, creating a legacy of reconciliation, truth-telling, and shared responsibility.



Whale carving at Balls Head, Waverton.
Helen McGrath/CC BY 2.0



Community Engagement Summary

Who we engaged

Ngurra Advisory worked closely with Cammeraygal Traditional Custodians Auntie Jeanie Moran and Paige Moran.

Their deep cultural knowledge and connection to Country were central to shaping this framework, ensuring the voices of the Cammeraygal people were meaningfully embedded throughout the project.

When & Where

Engagement involved Walks on Country, site visits, yarning sessions, and collaborative workshops focused on culturally respectful dialogue.

These sessions created space for Custodians to share stories, identify cultural values, and provide guidance on connecting with Country in meaningful ways.

How we engaged

Engagement was undertaken between July and September 2025, aligning with the early planning and design phases. Activities included on-Country sessions at Ku-ring-gai Chase National Park (Aboriginal Heritage Walk), the Coal Loader, Flat Rock Gully, and the ridgeline outlooks, as well as sessions held in culturally safe community settings across North Sydney. Engagement was also supported through a series of online sessions and virtual meetings, ensuring flexible, accessible participation for community members and project partners.

Community Engagement

Engagement Overview

Ngurra Advisory led the Connecting with Country engagement process for the 601 Pacific Highway project in close partnership with Cammeraygal Traditional Custodians Auntie Jeanie Moran and Paige Moran. Their deep knowledge, stories, and connection to Country were central to shaping the cultural direction of the project and ensuring that Cammeraygal voices are visible and respected throughout every stage of design.

Engagement was undertaken between July and September 2025, aligning with the project's early planning and concept design phases. Activities included Walks on Country, yarning sessions, and cultural workshops held at sites of importance to the Cammeraygal people, such as Mount Kuring-gai National Park and the Coal Loader in North Sydney.

These sessions created culturally safe spaces for deep listening, allowing stories and guidance from the Custodians to inform the project vision, design principles, and ongoing relationship with Country.

Traditional Custodian and Aboriginal Community Involvement

The engagement process has been instrumental in shaping the Connecting with Country Framework for the 601 Pacific Highway development. Through close collaboration with the Cammeraygal Custodians, the framework has been guided by culturally informed knowledge, values, and aspirations.

This process ensured that Cammeraygal cultural narratives and responsibilities were embedded across the project's vision, design principles, and implementation strategies, supporting design responses that are respectful, authentic, and reflective of Country.

Engagement has also laid the foundation for ongoing cultural governance, including the planned formation of a First Nations Working Group to provide continued cultural advice, review design milestones, and support delivery. This Working Group will uphold cultural integrity throughout all phases of the project and strengthen relationships between the development team and the local Aboriginal community.

In addition, the process has identified potential opportunities to promote cultural restoration, Aboriginal employment and procurement, and long-term community benefit, ensuring that the project contributes to economic participation and social outcomes for First Nations peoples.

Community Engagement

Engagement Activities

As part of the Connecting with Country process, a series of cultural engagement activities were undertaken to ensure the voices, knowledge, and values of the Cammeraygal people were meaningfully embedded in the design and planning of the 601 Pacific Highway development.

Each activity provided opportunities for the project team to listen, learn, and collaborate directly with Traditional Custodians, deepening understanding of Country and shaping how cultural narratives are reflected within the built environment.

The following engagements were facilitated between July and September 2025, supported by Ngurra Advisory in collaboration with Auntie Jeanie Moran and Paige Moran, Cammeraygal Traditional Custodians.

Meet and Greet – July 2025

The initial Meet and Greet session brought together the Cammeraygal Custodians, Ngurra Advisory, and members of the Stockland Development project team.

This introduction created a culturally safe space for participants to connect, share early aspirations, and build relationships founded on respect and understanding.

Discussions focused on establishing engagement protocols, defining expectations for collaboration, and exploring the project's vision through a cultural lens. This session laid the foundation for ongoing dialogue and mutual trust throughout the process.

Reconnection to Site – July 2025

The Reconnection to Site session was held on Cammeraygal Country, allowing Custodians to return to the local landscape and re-establish their connection with place prior to design discussions.

This activity provided time for reflection and observation, listening to Country, noticing the flow of water, the form of the ridgeline, and the energy of the site. It also created the space for Custodians to share stories, memories, and teachings that reveal how this area has long served as a place of movement, gathering, and cultural exchange.

Insights from this visit informed the development of key design themes such as Reading the Ridgeline, Mother Earth and Water as Memory, and Night Sky Country.

Community Engagement

Walk on Country – August 2025

A Walk on Country was led by Auntie Jeanie Moran, beginning at Mount Kuring-gai National Park and continuing to the Whale Engraving Site, a culturally significant location selected by Auntie Jeanie.

This Walk on Country provided a meaningful opportunity for the Cammeraygal Custodians, Ngurra Advisory, and the Stockland design team to connect with the spirit and stories of Country firsthand. Guided by Auntie Jeanie, participants learned about the Whale Engraving Site and reflected on the whale as an ancestral being and saltwater messenger, symbolising strength, unity and the bond between land and sea. The site stands as a powerful reminder of the deep relationships between the Cammeraygal people and neighbouring tribes and clans, whose enduring connection to this coastal Country continues to shape how stories are read across land, water, and sky.

Throughout the walk, participants were encouraged to listen to Country, to observe the sounds, patterns, and presence of life, and to consider how these teachings could inform the project's design response. Reflections on the interconnectedness of earth, water, and celestial cycles became foundational to the project's Connecting with Country Framework, particularly through themes of Father Sky Country, Mother Earth and Water as a memory and lifeblood.



WALK ON COUNTRY LED BY CAMMERAYGAL TRADITIONAL CUSTODIAN,
AUNTIE JEANIE MORAN

Community Engagement

Cultural Opportunities Workshop – September 2025

The Cultural Opportunities Workshop was held at the Coal Loader, North Sydney, bringing together Cammeraygal Custodians and the Stockland Development design team.

The workshop focused on identifying key opportunities for cultural integration across architecture, landscape, and interpretation. Uncle Billy MacPherson opened the session with a didgeridoo performance, acknowledging Country and setting a tone of reflection and respect.

Themes discussed included cultural storytelling through design, water as life and memory, connection between earth and sky, and the role of art, language, and planting palettes in expressing Cammeraygal identity. This session produced actionable pathways for embedding cultural values in the design and delivery process.



UNCLE BILLY MACPHERSON PLAYING THE
DIDGERIDOO AT THE CULTURAL
OPPORTUNITIES WORKSHOP



DISCUSSING THE LANDSCAPE & OPEN
SPACE OPPORTUNITIES

Community Engagement



Validation Workshop – September 2025

The Validation Workshop provided an opportunity for Cammeraygal Custodians to review and confirm the cultural themes, values, and design responses developed throughout the engagement process.

This collaborative session ensured that the Connecting with Country Design Principles Framework accurately reflected the stories, knowledge, and aspirations of the Cammeraygal people.

Auntie Jeanie expressed her satisfaction with the process, noting that the project team had deeply listened to Country and thoughtfully applied their learnings in a meaningful and respectful way. She shared her excitement to see culture come to life as the building is realised on Country.

Feedback from the workshop informed the refinement of the framework and guided next steps for ongoing cultural governance through the establishment of a First Nations Working Group.



Community Engagement



Outcomes of Engagement

Through respectful dialogue and cultural immersion, the following key outcomes were achieved:

1. Cultural Themes Validated

Five interconnected cultural themes were identified and confirmed by Cammeraygal Custodians to guide the project:

- Acknowledgement of Cammeraygal Country
- Reading the Ridgeline and Topography
- Mother Earth – Water as Memory and Gathering
- Night Sky Country (Father Sky and celestial cycles)
- Living Legacy

2. Integration into Design

Custodian insights directly shaped architectural, landscape, and public realm design responses, including:

- The tower's crown designed as a beacon connected to Night Sky Country.
- The podium and façade reflecting the natural ridgeline and pathways of movement.
- A planting palette featuring endemic species such as Banksia, Lomandra, Dianella, and Xanthorrhoea, honouring the Blue Gum Forests and sandstone ecosystems.
- Gathering spaces, sensory planting, and water elements to encourage people to see, hear, and feel Country.

3. Strengthened Cultural Capability

Walks on Country and workshops deepened the cultural literacy of the project team, enhancing understanding of Cammeraygal perspectives on land, water, ecology, and the night sky.

4. Commitment to Ongoing Partnership

A shared commitment was made to establish a First Nations Working Group to ensure cultural governance, accountability, and continued collaboration throughout the project's lifecycle.



Next Steps

Moving from Engagement to Implementation

As the project progresses, the following actions will ensure that cultural knowledge and relationships continue to guide design, delivery, and long-term operations:

1. Finalisation of the Country-Centred Design & Cultural Integration Framework

- Incorporate feedback from Cammeraygal Custodians to finalise the framework document.
- Ensure the framework captures design narratives, Country-led principles, and cultural responsibilities.

2. Establishment of a First Nations Working Group

- Formalise the Working Group, including Cammeraygal Custodians, Elders, Knowledge Holders, and broader First Nations representatives.
- Define the Group's role in reviewing design milestones, advising on cultural matters, and supporting delivery.

3. Cultural Immersion and Learning Activities

- Deliver a Cultural Immersion Workshop in partnership with Bush to Bowl, supporting continued learning about native ecosystems and Country-based practices.

- Encourage participation from all project partners to embed cultural understanding across disciplines.

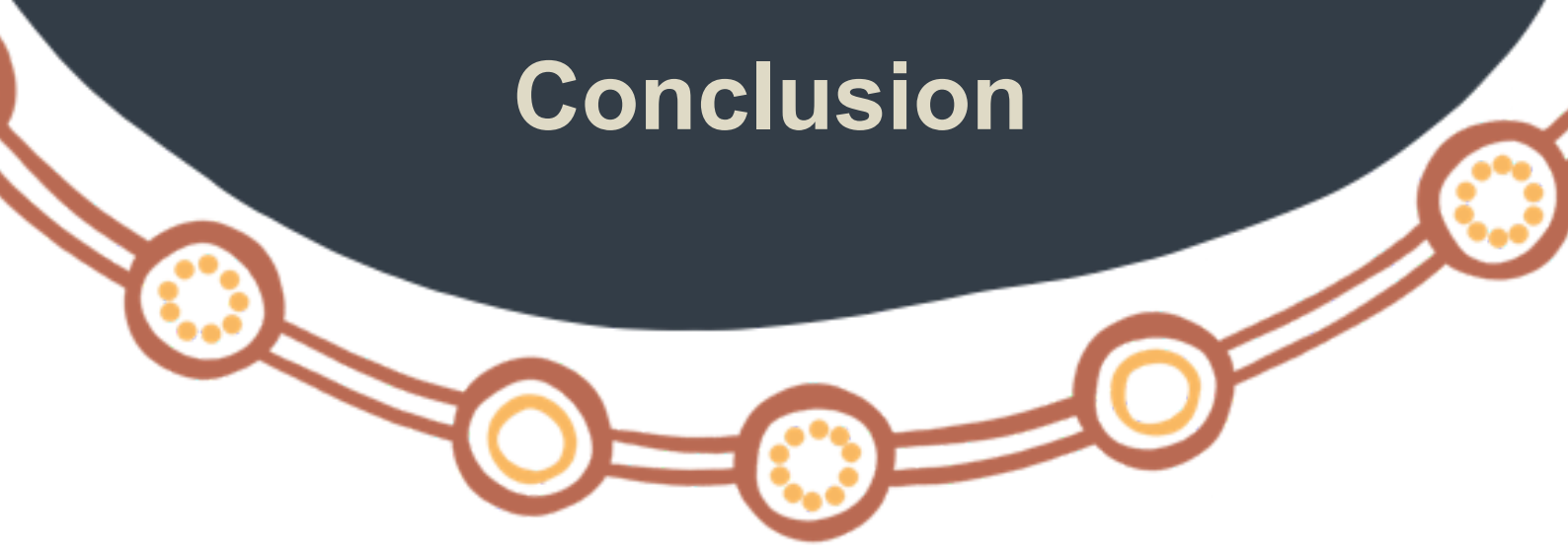
4. Cultural Protocols and Ceremonies

- Plan a Smoking Ceremony and Welcome to Country at the commencement of construction, honouring Country and ensuring safe passage for works.
- Establish ICIP (Indigenous Cultural Intellectual Property) protections to safeguard all stories, imagery, and cultural expressions shared through the process.

5. Ongoing Engagement and Reporting

- Maintain open communication between Ngurra Advisory, Stockland Development, and the Cammeraygal community.
- Report progress on cultural integration, employment, and procurement outcomes through the Connecting with Country Progress Report.

Conclusion



Continuing Connection and Collaboration

The Connecting with Country engagement process for the 601 Pacific Highway development has been shaped through genuine partnership, deep listening, and respect for Cammeraygal Country.

The insights and guidance shared by Auntie Jeanie Moran and Paige Moran have grounded the project in cultural integrity, ensuring that Country is not only acknowledged but actively embedded in design, decision-making, and stewardship.

This process has demonstrated the value of collaborating with Traditional Custodians early and meaningfully, resulting in outcomes that celebrate the spirit, stories, and knowledge of the Cammeraygal people. The development now stands as an opportunity to lead by example, embedding cultural values, promoting truth-telling and reconciliation, and creating a place where all who live, work, and gather can feel the presence and strength of Country.

Through continued partnership and cultural governance, the 601 Pacific Highway project will honour its guiding vision:

“To create a place of Country, where Cammeraygal culture, history, and spirit are respected, celebrated, and cared for, now and into the future.”





Thank you

Ngurra Advisory and Stockland Development extend our heartfelt thanks to the Cammeraygal people, the Traditional Custodians of this Country, for their time, knowledge, and generosity in guiding this project.

In particular, we acknowledge Auntie Jeanie Moran and Paige Moran for their ongoing leadership, wisdom, and care in sharing the cultural stories, values, and connections that have shaped this work.

Your engagement and guidance have ensured that the 601 Pacific Highway project remains grounded in respect for Country, celebrating the spirit, strength, and living culture of the Cammeraygal people.



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