



JAX WAX

Australia Indigenous Project

Jax Wax Australia will be donating a percentage of sales from their new flora inspired range to help support Indigenous youth in regional and remote areas of Australia.

TINA COPLAND, OWNER and Director of Jax Wax said, “We are proud of our ethics and the social practices conducted by our company. These beliefs in our corporate social responsibility, have motivated us to make a positive change in the lives and education of our indigenous communities. With our new range of floral inspired products having a story connecting their names to the product and giving information on how Australia’s indigenous people use them, it was logical for us to support such an under resourced and worthwhile cause”, Tina said.

For Jax Wax Australia’s National Trainer Michele Hetherington who is Aboriginal, her heritage is very important. The stolen generation directly affected her family and moving forward is about the preservation and sharing of culture and seeking a better understanding for everyone. The Northern New South Wales town of Kempsey is a place haunted by the ghosts of its past. With strong family ties to the region Michele is aware that people of this town have seen more than their fair share of tragedy and division through the years. Sadly for many the past is not past, many indigenous families continue to struggle with a profound sense of loss and are still subjected to racial discrimination.

“WE MAKE A LIVING BY WHAT WE GET, BUT WE MAKE A LIFE BY WHAT WE GIVE.”
 – Winston Churchill.

Jax Wax Australia decided that Kempsey would be a great place to begin their Indigenous Support Project, working with Alfred Drew (Alfie), an Aboriginal Languages teacher, artist and local football coach. They have started a programme to raise participation levels in sport and education with an aim to provide pathways to better life choices for Aboriginal and Torres Strait

Islander children within the community. Jax Wax’s view is that participation in sport in general, but particularly team sport encourages healthy living choices and importantly, promotes psychological well-being.

Jax Wax has begun sponsorship with the Kempsey Dragons Junior Rugby League Club and are looking for help to support the senior part of the club, the Macleay Valley

Mustangs. Michele has met with Tim Moorehead the President of the Mustangs about sourcing funding. Tim has put a lot of time and effort into a great mission statement and advertising strategies that also provide an opportunity for sponsors to promote their brand as a watermark and pop up on both live stream and weekly highlight packages.

Macleay Valley Workplace Learning Centre has presented additional opportunities to engage with local youth. Principal, Mark Morrison, Kempsey’s 2016 Citizen of the year says: “the college invest in every individual young person who wishes to re-engage in their future and find a place to belong in our Great Valley and Australian Culture”. Many Rivers Family Violence Prevention and Legal Service will also be collaborating with Jax Wax Australia for NAIDOC (National Aborigines and Islanders Day Observance Committee) Week celebrations 8th - 15th July 2018 along with a program for young ATSI women.

Jax Wax Australia would like to invite everyone in the beauty industry to join them in helping the Kempsey community, and on a broader scale support Indigenous youth in remote areas across Australia. ■



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