

Sine Cera.

Who is Sine Cera and where are they going? This document answers those questions in detail; in fact, it's the blueprint to take you there.



Sine Cera
RAINFOREST RETREAT

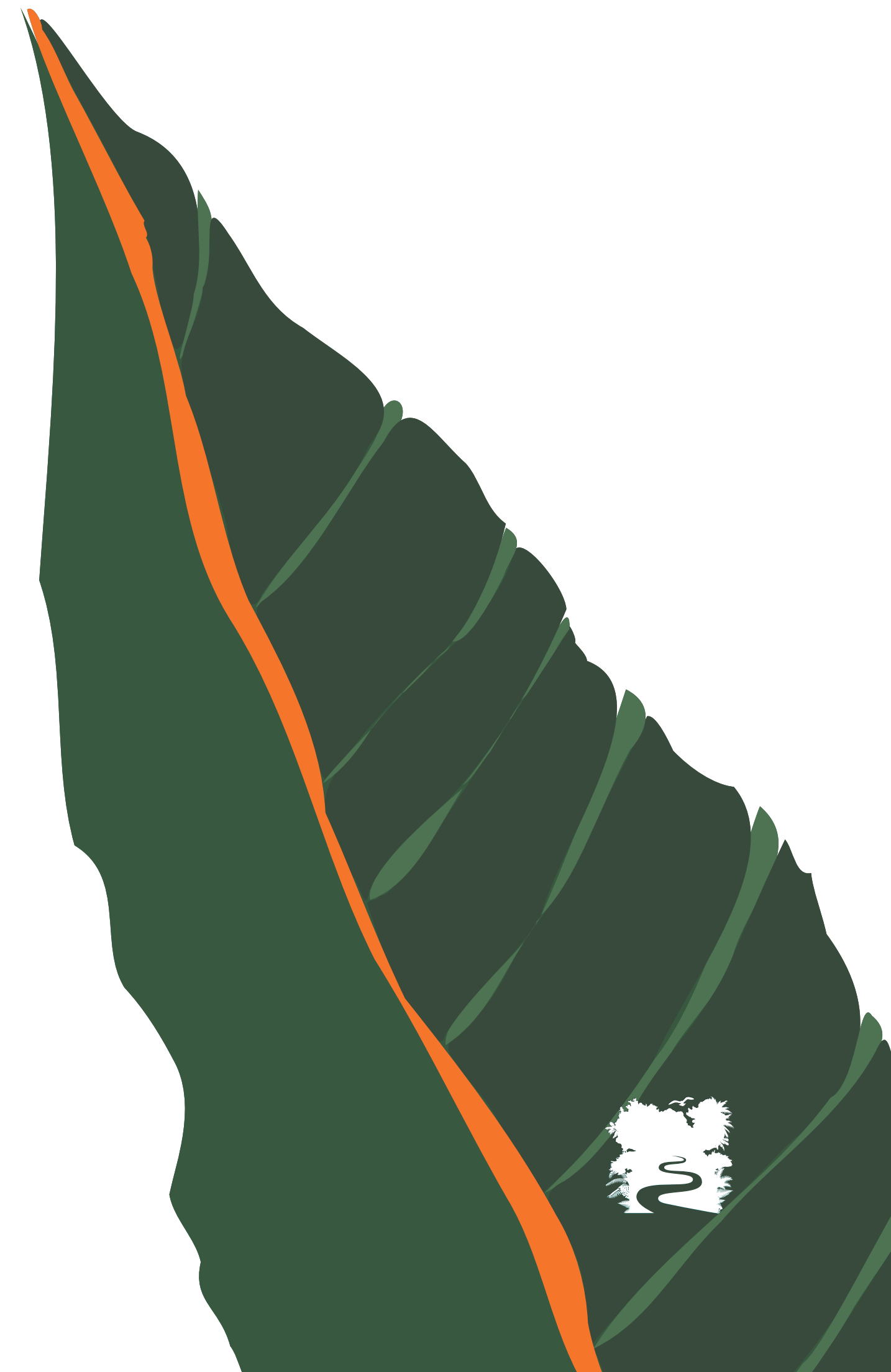
About the brand.

Sine Cera is the perfect rainforest retreat, a place where people and nature come together to heal and reset. Trade in city concrete, engine noise and light pollution for bushland ridges, trickling creeks and uninterrupted night skies.

This is a retreat unlike any other, with a focus on real experiences and taking people back to their roots. We offer

affordable accommodation set in unbelievable scenery, where local flora and fauna create peaceful harmony, rejuvenate the spirit and energise weary souls. This is a unique opportunity to reconnect with yourself, with others, and with nature in an idyllic rainforest hideaway.

This is Sine Cera: Where people and nature connect.



Sine Cera was born out of compassion & care.

In 1982, Dutch-born nurse Munawaroh English was working in Australia, caring for Aboriginal people in an aged care setting. Distressed to see residents housed in impersonal facilities and given lots of medication, Munawaroh set up Morningside Care, her own charity and aged care facility in Brisbane. Here, she provided residents with everything they needed to live a more fulfilling and dignified life.

By 1989, Munawaroh wanted to help even more people. She sold Morningside Care and bought 200 acres of rainforest land next to the World Heritage Border Ranges National Park in Cougal, Northern New South Wales. The untouched, pristine rainforest offered the perfect setting for relaxation and rehabilitation programs, yet was still accessible from nearby cities. With the help of her husband Labasir and an estimated 200 volunteers over the years, Munawaroh built the Sine Cera Rainforest Retreat, a sanctuary to support people through the healing power of nature.

Current CEO Irwan Freeman Wyllie shares a story about meeting with Munawaroh in the late 1990s on a visit to Sine Cera.

“My husband and I have been thinking,” Munawaroh said to Irwan. **“We are getting old, and we want you to promise us that you will always protect and preserve Sine Cera when we are gone. Will you do that?”**

When Munawaroh passed away in 2008, Irwan kept that promise and, together with a new Dharma Care Board, set about renovating and revitalising Sine Cera. All proceeds from the rainforest retreat go to support Dharma Care’s work bringing generational change to those in desperate need in regional communities around the world, and allowing many more lives to be touched by Munawaroh’s vision.

Dharma Care is an associate member of the [Susila Dharma International Association \(SDIA\)](#), a network of charitable organisations and projects in 26 countries around the world. SDIA has consultative status with the United Nations Economic and Social Council (ECOSOC) and the U.N. Children’s Fund (UNICEF).

SDIA is the humanitarian arm of the [World Subud Association \(WSA\)](#) - an international spiritual association of men and women of all nationalities, beliefs, faiths, and cultures. Its aims include the relief of poverty and deprivation, and the development of a healthy and harmonious inner and outer environment for the well-being of humankind.



Why Sine Cera?

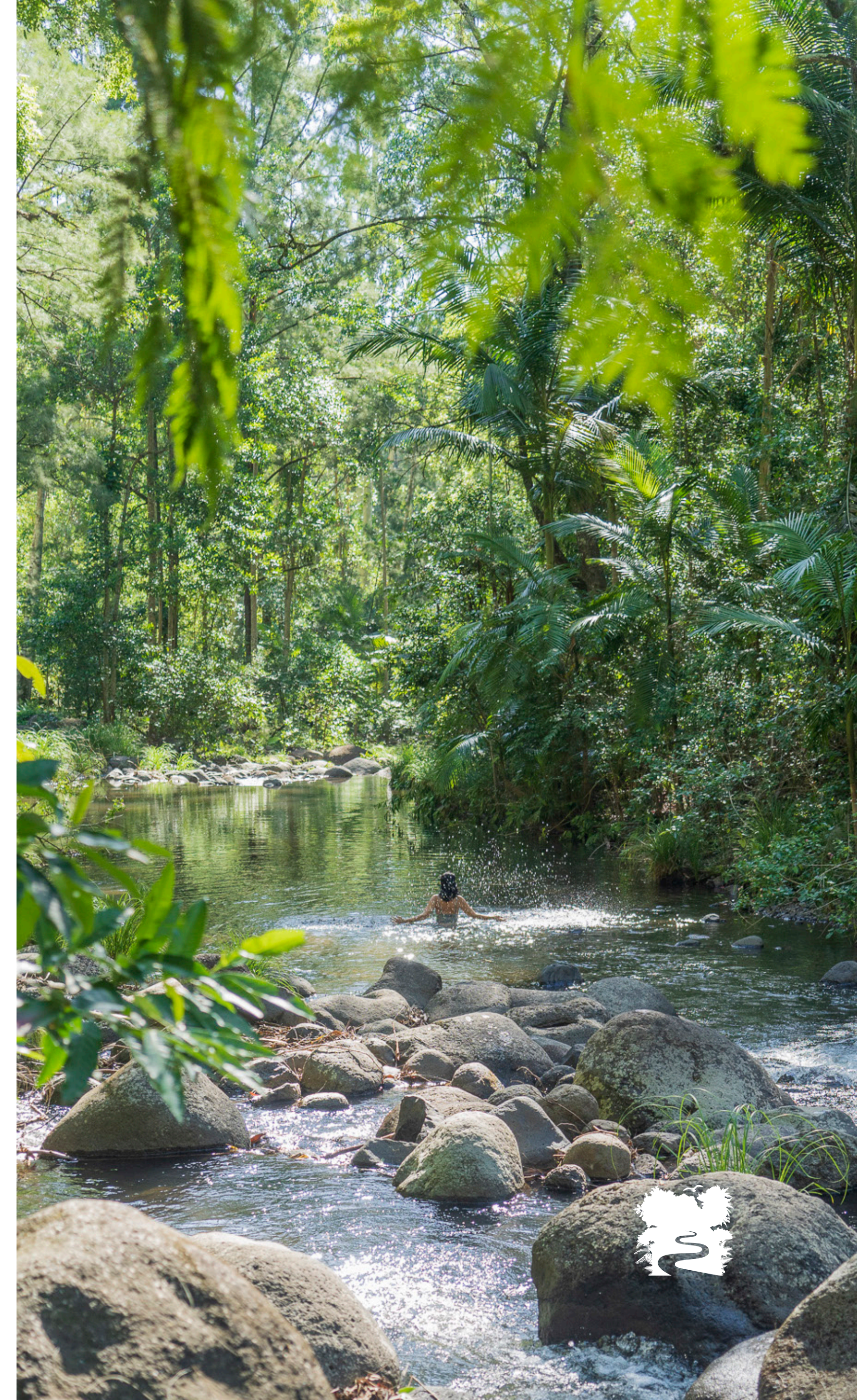
/Sinna Cherah/

The name Sine Cera consists of two Latin words: **Sine**, meaning ‘without’, and **Cera**, meaning ‘wax’. This is the origin of the English word ‘sincere’, and dates back to Roman sculptors of ancient times. It’s said that dishonest sculptors would cleverly use melted wax and marble dust to conceal flaws in their work. Artists with nothing to hide therefore began to market their pieces as ‘sine cera’ or ‘without wax’ to show that their work was honest, genuine, and all natural. This is how we view our role within our spectacular rainforest retreat, approaching everything we do with sincerity, kindness and harmony to ensure a positive experience for all.



Our mission.

Sine Cera is a place where people make connections with themselves, with each other and with nature. We want to be the place that people think of when they need to create connections within a group, or recharge from the stress of the modern world. Our name is synonymous with care and honesty, and our goal is to make available the wonderful natural resources we have at our disposal to help provide the perfect venue for retreat organisers to achieve their goals.



Our vision.

Sine Cera exists to create a place where people come together in a beautiful natural setting to rediscover their humanity. We want to show everybody the beauty of the natural world, and how much there is to gain from stepping back, switching off, and tuning in to nature and each other. We want to create a world where people nourish their inner lives as well as their bodies and minds, and where spending time in nature becomes the catalyst for that adventure.

Our focus.

We want to create a space for memorable experiences that matter by giving people the respite they need to revive and thrive. Whether spending time with friends and family, exploring the spectacular surroundings, or participating in a personal development program, Sine Cera is a place where healing and relaxation occur. All proceeds go to support the charitable work of Dharma Care that exists to create generational change for people in desperate need in rural communities in Australia and overseas.



Our values.



01

Healing

Many of our guests come to us overwhelmed and in desperate need of a break as part of a facilitated group. The beautiful landscape surrounding Sine Cera provides a natural healing effect that promotes both physical and spiritual wellbeing – the main focus of our retreat centre.

02

Connection

Sine Cera is a place for people to connect with nature, with themselves, and with those around them. Our tranquil hideaway is the perfect location to let go of the trappings of the modern world and allow retreat participants to build deep, meaningful connections.

03

Sincerity

We treat our guests and the local environment with sincerity and care, helping to create a haven of peace and harmony. These values are instilled in every one of our team members, allowing us to be honest and sincere in everything we do.



04

Sustainability

We have the utmost respect for the beautiful natural surroundings that make up our resort. Preserving and nurturing this precious ecosystem is something that we take extremely seriously, and we make every effort to increase sustainability and minimise our impact on the environment by working with government and non-government environmental groups.

05

Simplicity

Sine Cera is all about switching off and getting back to nature in its simplest forms. The world is a complicated place that can be overwhelming, and we encourage our visitors to simply relax and enjoy real human experiences just as nature intended.



Our personality.

Sine Cera is a positive, optimistic free spirit with a passion for nature, spirituality and laughter. We exist to help others to improve their wellbeing by providing them with an environment where retreat organisers and their guests can relax, experience inner peace, and build meaningful connections.

We're passionate and supportive of the plans of retreat organisers, always learning from our experiences and excited to help wherever we can. Most of all, we are friendly and sincere, sharing our thoughts and feelings when we communicate with retreat organisers. We want to create the clear communication and mutual respect necessary for a great event.



Supporting those in need.

When your group stays at Sine Cera, you're not just investing in the wellbeing of yourself and your group; you're also providing funds for worthwhile causes in the local community and beyond. Sine Cera is part of the Dharma Care family, a Northern NSW charity that exists to create generational change in the lives of disadvantaged people in regional communities in Australia and overseas.



All proceeds from our rainforest retreat go directly towards supporting the activities of Dharma Care, so when you stay with us, you're also helping people who are in desperate need of support and care.



Meaningful experiences & connections.

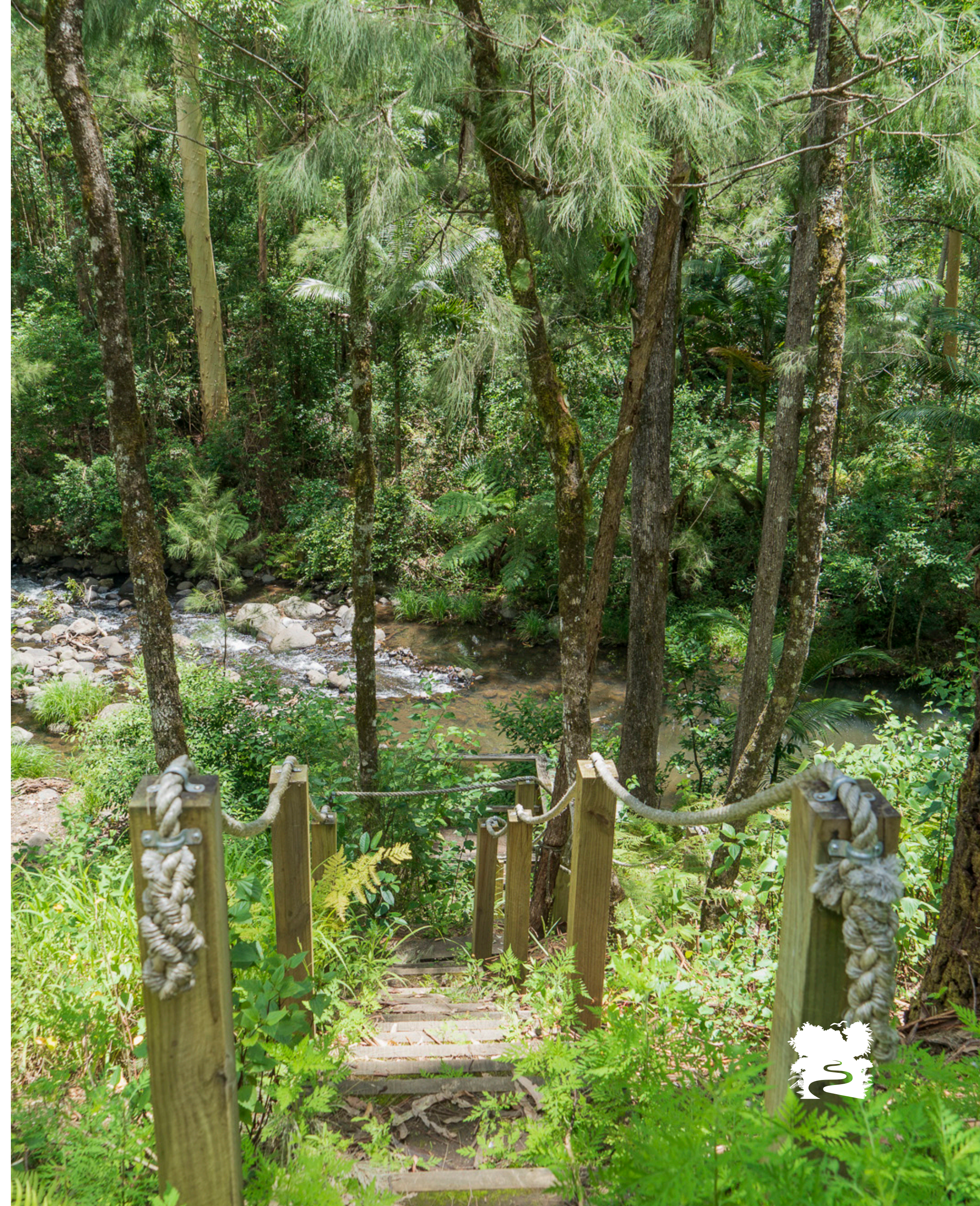
Sine Cera exists to help people have meaningful experiences and create deep connections with their fellow human beings. We care about the simpler things in life, encouraging our visitors to switch off, relax and unwind. Instead of just offering an escape from everyday life, we provide the facilities and natural environment to help you and your group reconnect with yourselves and with nature. We give you the freedom and mental space needed to truly experience and appreciate the gifts of the world around you.



A safe, inclusive sanctuary in nature.

We're advocates of the healing properties within ourselves and of nature. This is why we created a retreat centre immersed in a beautiful wilderness within reach of our region's major towns. Sine Cera is your home in nature. It's a place of acceptance, where everyone is welcome, and where you can sincerely be yourself.

Our team has worked hard to build a peaceful, welcoming environment that ensures safety for everyone, both mentally and physically. If you let us know your needs, we will do our best to meet those needs, or explain why we can't. We work hard to prepare our facilities for you and then leave you in peace to enjoy your retreat. In this sense, Sine Cera is a self-managed facility. In return for our sincere efforts, we expect you to leave the facilities as you found them.



Proudly Australian.

We're proud to be able to do what we do surrounded by some of the most spectacular sights and sounds our country has to offer. Australia is home to a wide array of breathtaking scenery, and Sine Cera captures this in its most natural form, giving visitors a unique opportunity to experience the unspoilt beauty of this ancient landscape. Sine Cera adjoins the World Heritage listed Border Ranges National park. Our site is home to Northern New South Wales' most iconic flora and fauna, with an estimated 660 species of plants and animals, including rare and endangered species.



Positioning statements.

- 01** Sine Cera is a haven for those seeking a deeper connection with themselves, with others, and with the natural world. We provide a 100-bed retreat centre where you can relax, reflect, and recharge surrounded by the unique beauty of the Australian rainforest.
- 02** Sine Cera is a wellness retreat centre nestled in pristine rainforest, where you can heal your mind, body, and soul, all while contributing to a greater cause. This eco-friendly retreat centre will become your home while you disconnect from the chaos of modern life and allow yourself to forge deeper connections with yourself and others. Come and discover your inner peace in the outer world.
- 03** Sine Cera is a unique rainforest retreat that exists to help people to relax, unwind and create meaningful connections.
- 04** Sine Cera is a safe space in nature, helping people to create meaningful connections with themselves, with each other, and with the world around them.
- 05** Immersed in the beauty of the Australian rainforest, Sine Cera is a place to restore your wellbeing through mindful living, meaningful connections and selfless giving.
- 06** Sine Cera is a sustainable rainforest retreat that helps you to disconnect from the complexities of modern life and reconnect with the natural world. Sine Cera is a wilderness within reach.



Tagline Suggestions.

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|----|-----------------------------|----|--|
| 01 | Your home in nature | 06 | Connecting with nature and each other |
| 02 | Wilderness within reach | 07 | The healing power of nature |
| 03 | Nourishing the human spirit | 08 | Human experiences in nature |
| 04 | Relax, refresh, refocus | 09 | Reconnecting people with each other and nature |
| 05 | Rejuvenation in nature | 10 | Relax and refresh in nature |





Sine Cera
RAINFOREST RETREAT



VERTICAL LOGO



HORIZONTAL LOGO



LOGO MARK



LOGOTYPE



TAGLINE



VERTICAL LOGO



HORIZONTAL LOGO



LOGO MARK



LOGOTYPE



TAGLINE



BLACK SILHOUETTE



WHITE SILHOUETTE





Sine Cera

RAINFOREST RETREAT





Where
people
& nature
connect.

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Welcome to Sine Cera, your home in nature.

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