



Woak Warlang, Wongin Warlang (Breathe Healthy, Live Healthy) Team Branding

Presented by: Clinton Watson, Heath Ryder, Llewelyn Beecham-Clark and Renae Stack



We acknowledge the Traditional Owners of Noongar Boodjar and recognise their continuing connection to land, waters and culture. We pay our respects to their Elders past, present and emerging.

SWAMS acknowledges, honours and welcomes the diverse communities of which we are a part of and we celebrate the extraordinary diversity of people's bodies, genders, sexualities, and relationships that they represent.

SWAMS at a Glance



49,844

Episodes of
health care

170+

Staff milestone
met this
financial year



2,286

Members as at
30 June 2022

57%

of ATSI staff

4,237

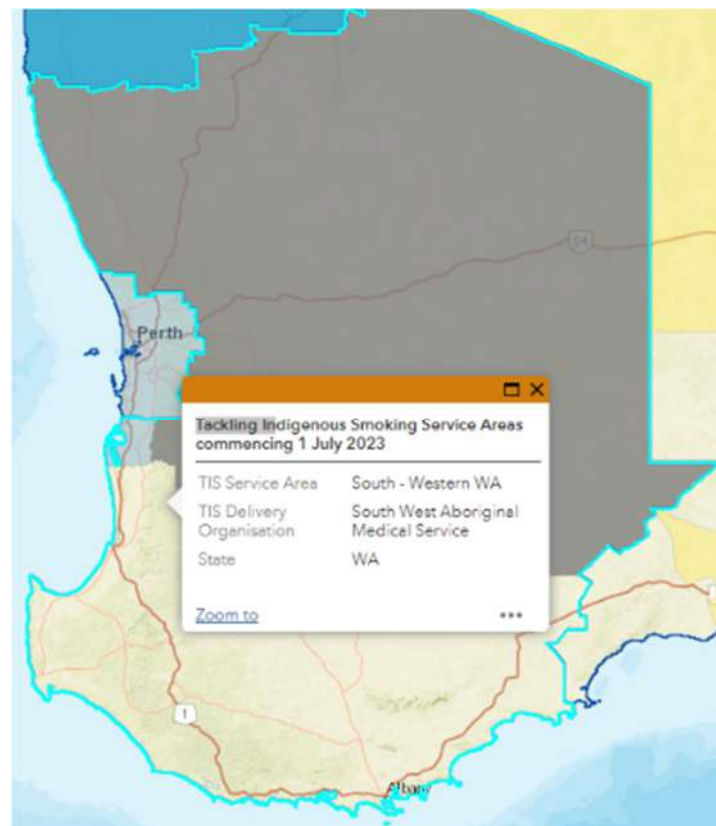
Individual
clients seen



IREG 507 South Western WA

- Total area:
 - 22 318 080.7ha
- Regions:
 - Wheatbelt
 - Peel
 - Southwest
 - Great Southern
- Major cities/towns:

| | |
|-------------|-------------|
| • Mandurah | • Albany |
| • Pinjarra | • Katanning |
| • Bunbury | • Northam |
| • Busselton | • Narrogin |



Tackling Indigenous Smoking Branding for Southwestern WA

- We hoped to work closely with an Aboriginal Artist to create a piece of work that connects to:
 - Country
 - Cultural identity
 - Represents Aboriginal community across Noongar Boodja.

EOI Process

Consultation:

- Local Aboriginal artists
- SWAMS Communications team
- Noongar Arts Officer (Bunbury Regional Art Gallery)
- SWAMS Cultural Committee

Development:

- Clear language and expectations
- Budget/fee
- Scope and purpose of artwork to be developed
- Selection process

Slide 6

JB0

Add cultural committee here please, and the role they've played in naming the TIS program and supporting the EOI process

Jasmin Brown, 2024-03-06T05:29:48.525

Expression of Interest

In December 2023 we released an expression of interest form that asked for an artist who:

- Identifies as Aboriginal
- Resides in either the South West, Great Southern, Wheatbelt or Peel regions
- Can collaborate effectively with our team to bring the vision to life.

Tasking them to create a visual story that supports and conveys the following messages:

- No smoking or vaping in community
- Stopping people from starting to smoke or vape
- Connects to country, cultural identity and represents Aboriginal community across Noongar Boodja



Expression of Interest
An invitation to local Aboriginal artists

South West
AMS
Aboriginal Medical Service
Our Healthy Country

SWAMS is seeking expressions of interest from talented and innovative Aboriginal artists to bring life to its Tackling Indigenous Smoking (TIS) Program.

Message to include:

- No smoking or vaping in community
- Stopping people from starting to smoke or vape
- Connects to country, cultural identity and represents the local Aboriginal community

The successful artist will be paid \$6000

Expressions of Interest close
4pm, Friday 12th
January 2024

Successful artist will be notified,
Friday 19th January
2024

Visit our website swams.com.au for full details

Call to Action:

- Bring life to the Tacking Indigenous Smoking Program





Breathe Life, Not Smoke

Artist: Jacob Goodlich (Left), TIS CLO Clinton Watson (Right)

Slide 10

JBO

Can we place this slide in between slides 8 and 9..announcing the winner and then playing his video to end the presentation.

It's a less than 10min presentation - 8min tops, including question time.

Jasmin Brown, 2024-03-06T05:28:30.760

Lessons and next steps:

Lessons:

- Being clear on the eligibility requirements:
 - non-Aboriginal applications
 - Applications from outside the target region
- Time constraints

Next steps:

- We are now going to use this artwork to create:
 - T-shirts
 - Car wraps
 - Sun shades
 - Car air fresheners
 - And much more promotional material





Thank you