



## 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

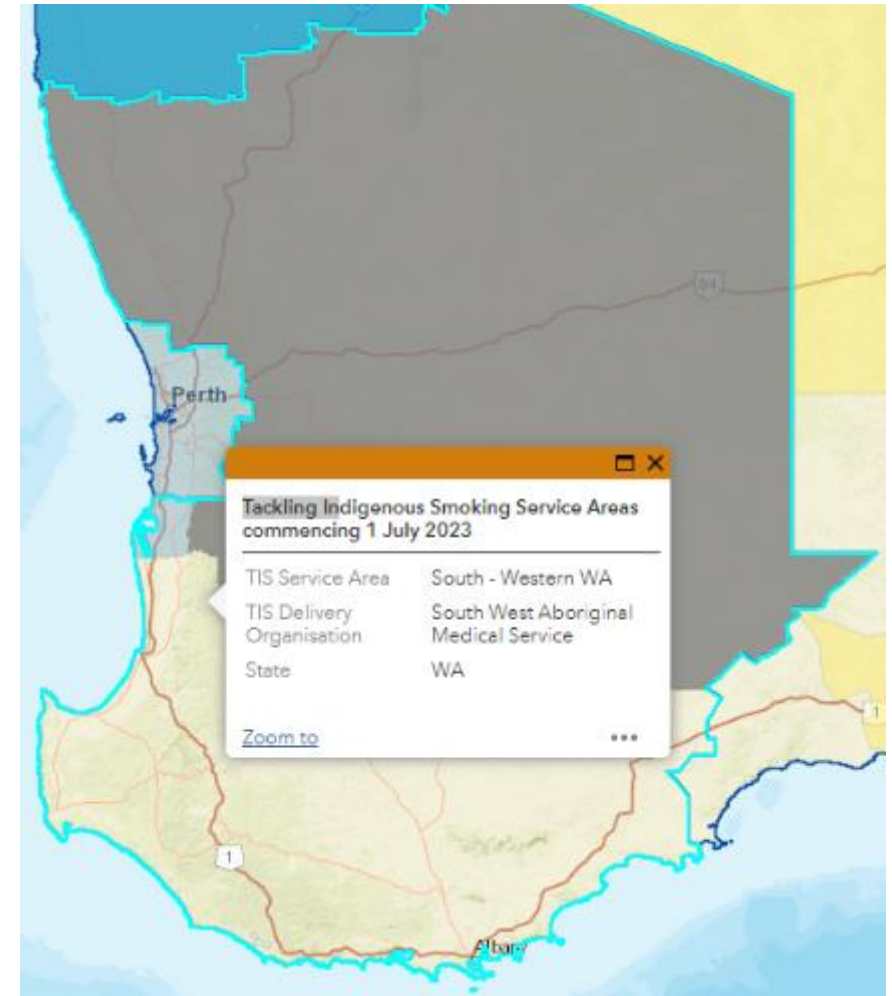


South West  
**AMS**  
Aboriginal Medical Service

Our Health, Our Way

# IREG 507 South Western WA

- Total area:
  - 22 318 080.7ha
- Regions:
  - Wheatbelt
  - Peel
  - Southwest
  - Great Southern
- Major cities/towns:
  - Mandurah
  - Pinjarra
  - Bunbury
  - Busselton
  - Albany
  - Katanning
  - Northam
  - 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



# 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

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](http://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)



# 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



Tackling Indigenous Smoking





**Thank you**