
Media Release

15 April, 2020

The Junction Co. is excited to introduce Portside Soap, a new creative start-up directly responding to the shortage of appropriate hand-washing supplies across the Pilbara, as a result of the COVID-19 pandemic.

The vision of Portside Soap is to provide a supply of low cost soap to Pilbara community and businesses, provide an employment opportunity to someone affected by a job loss as a result of COVID-19 and provide families at home with online learning content, and soap kits, to capacity-build our community.

This project is managed by the Junction Co, as part of the West End precinct activation project, and supported by the BHP Vital Resources Fund. The Junction Co. Executive Officer Katie Evans says,

“We recognised that our team had the skills, equipment and space within the Courthouse Gallery+Studio facility to make soap for the community, and approached BHP with the proposal for seed-funding as part of their COVID-19 response fund. They were incredibly supportive from the start.

Warren Wellbeloved, General Manager Rail at BHP says, “BHP’s \$50 million Vital Resources Fund aims to support regional businesses during this difficult time. It’s on top of our commitment to also accelerate payments to local and Indigenous businesses from 30 days to seven days. We’re all in this together and BHP will continue to look for more ways to help support the communities in which we operate.”

The Junction Co. have designed the Portside Soap to be scalable, and amplify Hedland’s creative enterprise community. Activation Coordinator and project lead, Patrycja Rosinska notes,

“In addition to the soap products, Portside Soap seeks to provide face-to-face soap making workshops for the community, whilst also engaging young Hedland entrepreneurs to teach them about creative enterprise start-ups.

The Portside Soap project is part of The Junction Co.’s precinct activation plans, and seeks to also raise the profile of small businesses still open in the West End. Portside Soap will be available for sale from local businesses, and gives them an opportunity to earn additional revenue.

Portside Soap will utilise innovative technologies to maximise production. Courthouse Gallery+Studio Manager Bec Fogarty says,

“The Portside Soap production team will have access to the Gallery+Studio’s state-of-the-art equipment to ensure the best possible outcomes, including utilising our 3D printer for branding, lighting and camera’s for marketing, and the opportunity to provide supporting products made through the new ceramics studio, for example, a ceramics soap dish.

Portside Soap has commenced production of bulk soap orders for business and the artisan soap will launch their first product range in early May, inline with Mother’s Day.

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