

MEDIA BACKGROUNDER PORTSIDE SOAP - PILBARA COLLECTION

PORTSIDE SOAP

Portside Soap is a social enterprise based in Port Hedland, Western Australia, founded by The Junction Co. The project was established at the beginning of COVID-19 restrictions in WA (early April) to address two issues: address the increased demand for quality hygiene products, and generate a revenue stream while the Courthouse Gallery+Studio (managed by The Junction Co) was closed.

Portside Soap created an employment opportunity for a local resident, whilst also keeping the current Courthouse Gallery+Studio staff employed. The products were a success, and well received by the Pilbara community. The 'Home' range continues to be a best-seller at the Courthouse Gallery+Studio.

Profits from sales of Portside Soap are reinvested into the enterprise, and go towards developing community engagement and creative programs delivered by The Junction Co. Portside Soap is also supporting Pilbara community groups by providing donations of soap.

Recognising the successful formula of Portside Soap, the team decided to grow the social enterprise by developing a new artisan range that would take inspiration from the Pilbara and be marketed to a national audience, bringing awareness to the community values of the region whilst also placing a spotlight on the wealth of creative enterprise in the area.

ABOUT PORTISDE ARTISAN RANGE

The new artisan range, Pilbara Collection, will launch nationally in conjunction with its debut at the Big Design Market 2020 and be available to purchase online, and in retail stores across Australia in the coming months.

As with the original range, profits from the sales of the Pilbara Collection will be reinvested into creative community programming, with a vision to involve Pilbara-based community and not-for-profit groups in the soap making process to mentor through the development of a social enterprise.

THE PRODUCT

Portside Artisan Soap is handcrafted in Port Hedland, Western Australia, using high quality, 100% natural ingredients. Inspired by the vast Pilbara landscape and dynamic industry, there are three products in this range:

- Red Dirt (red clay, Kakadu plum, sandalwood, mandarin + rosemary essential oils): *a tribute to the ancient lands which the Kariyarra people are the custodians and call home. The Red Dirt Soap connects you to the rugged earth of this country, whilst cleansing and hydrating the skin.*

- Salt+Sea (pink clay, coconut, ginger + sweet orange + lemongrass essential oils): *reminiscent of endless summer days at the beach, Salt+Sea transports you to the raw coastline of the Indian Ocean, an endless horizon from the Pilbara shore.*
- Pilbara Worker (wattle seed, eucalyptus + lemon myrtle + tea tree essential oils): *dirt and sweat make up the essence of the Pilbara worker, and this soap will remove all traces of work and leave you fresh to explore the wild, untouched Pilbara terrain.*

Each product observes the emotional response to the Pilbara region, from the ancient sacredness of the red dirt of the Pilbara, to the raw saltiness of the Indian Ocean which borders the Pilbara, and the unmistakable bootprint of the people who live and work in the Pilbara.

The products are free from:

- fragrance
- alcohol
- preservatives
- non-naturally derived ingredients

INGREDIENT LIST

RED DIRT

Coconut oil, olive oil, shea butter, sustainable palm oil, red clay, Kakadu plum, sandalwood + mandarin + rosemary essential oils

SALT+SEA

Coconut oil, olive oil, shea butter, sustainable palm oil, pink clay, coconut + ginger + sweet orange + lemongrass essential oils

PILBARA WORKER

Coconut oil, olive oil, shea butter, sustainable palm oil, wattle seed, eucalyptus + lemon myrtle + tea tree essential oils

WHERE TO PURCHASE

Portside Artisan Soap can be purchased:

Online:

- <https://thejunctionco.com.au/portside-soap/>

Retail stores:

- Courthouse Gallery+Studio – 16 Edgar Street, Port Hedland, Western Australia
- The Bungalow on Edgar – 12 Edgar Street, Port Hedland, Western Australia
- Cossack store and gallery, Cossack Heritage Town, WA

For wholesale enquiries please contact:

- portsidesoap@thejunctionco.com.au

QUOTES FOR MEDIA USE

Attribute all quotes to The Junction Co. Executive Officer (Ms) Katie Evans.

“The social enterprise, Portside Soap, was created in response to the extraordinary climate brought on by Covid-19 restrictions, and provided us with the opportunity to offer local employment and produce a required hygiene product to the local market immediately.”

“The social enterprise, Portside Soap, was a direct response to the extraordinary climate brought on by Covid-19, and provided us with the opportunity to offer local employment and much needed hygiene product to the Hedland community.”

“Our vision for the Portside soap was to provide high-quality and locally-made products to promote Port Hedland and the Pilbara and bring sense of pride, and we had a mission to be ethical, environmentally responsive, provide employment, produce products locally, and to establish a sustainable social enterprise operation.”

“In the long-term, our vision for Portside Soap is to be a vehicle for community engagement and creative exploration, by connecting with other Pilbara not-for-profits, to bring them on a journey to collaborate on a creative process of soap making, leading to a unique product for their niche communities.”

MEDIA CONTACT

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