

HOUSING — SOUTH HEDLAND — “NEW LIVING” BILLBOARDS

1714. Hon Robin Chapple to the Minister for Agriculture and Food representing the Minister for Housing:
I refer to the large South Hedland New Living billboards in South Hedland, and I ask:

- (a) who sponsored the billboards; and
- (b) was it a conscious decision not to include Aboriginal people amongst the seven people shown:
 - (i) if yes to (b), what was the reasoning behind this decision;
 - (ii) if no to (b), was it a mistake; and
 - (iii) if not to (b), will this now be rectified:
 - (A) if no to (iii), why not?

Hon Ken Baston replied:

The Department of Housing advises:

- (a) The signs are not sponsored, but are installed and paid for as part of the Department of Housing’s South Hedland New Living project marketing works, completed by Jaxon Pty Ltd as project managers.
- (b) No
 - (i) Not applicable
 - (ii)–(iii) No
 - (A) The images featured on the signs currently installed, and those in the process of being installed, were sourced using people from the Hedland community subsequent to seeking volunteers from a local school. The South Hedland New Living project has always been committed to all members of the Hedland community, which has been demonstrated in particular through its support to various community groups, sponsorships, community development initiatives, events and newsletters. When sourcing images for future marketing signage, participation by any sector of the local community is welcome.