



**BLADON WA**  
WE BRAND EVERYTHING



**YirraKurl**  
ABORIGINAL ARTIST



BRANDED BY  
**BLADON**  
STORYTELLING BY  
**YIRRAKURL**

COME AND VISIT OUR

# SHOWROOM

WHY NOT MAKE A TIME TO VISIT OUR EXTENSIVE SHOWROOM, IT IS  
GUARANTEED TO SPARK IDEAS ON MAKING YOUR NEXT PROMOTIONAL  
PRODUCT OR STAFF INCENTIVE A MAGIC ONE.





**BLADON WA**  
WE BRAND EVERYTHING

## ABOUT BLADON WA

AT BLADON WA, WE BELIEVE IN CREATING POWERFUL AND MEMORABLE RELATIONSHIPS AND EXPERIENCES THAT SPAN A CUSTOMER'S LIFETIME. WE ARE NOT JUST AN ORDER TAKER, WE ARE YOUR MATCH MAKER. MATCHING THE IDEAL PRODUCT WITH A MEANINGFUL EXPERIENCE. WE UNDERSTAND AND ACKNOWLEDGE YOUR WANTS AND WITH OUR KNOWLEDGE AND EXPERTISE WE DECIPHER YOUR NEEDS.

OUR AIM IS TO SHARE WITH YOU AN ENJOYABLE AND SMOOTH JOURNEY WHEREBY WE ARRIVE AT THE PERFECT PROMOTIONAL PRODUCT OR CORPORATE GIFTING OPTION FOR YOU. AT BLADON WA, IT'S NOT ALL ABOUT THE PRODUCT, IT'S ABOUT THE PROCESS AND THE PEOPLE.

WE WANT YOU TO: EXPERIENCE BLADON WA.

**BLADON WA | WE BRAND EVERYTHING**



WE DELIVER  
NATION-WIDE  
& OVERSEAS





## ABOUT THE ARTISTS

### DEBORAH NEWENHAM

IS A SELF-TAUGHT ABORIGINAL ARTIST. HER COLOURFUL PAINTINGS AND BRIGHT DESIGNS SHIMMER WITH THE ENERGY OF THE BUSH. DEBORAH'S INSPIRATION COMES FROM LIVING CREATURES, BIRDS AND ANIMALS TELLING STORIES ABOUT OUR CONNECTION WITH NATURE AND LIFE UNDER THE SEA. DEBORAH'S TRADITIONAL YET CONTEMPORARY STYLE REFLECTS HER JOURNEY AND THE IMPORTANCE OF FAMILY AND COMMUNITY IN THE MODERN WORLD.



### A RICH NOONGAR HERITAGE

BORN IN FREMANTLE, WESTERN AUSTRALIA, DEBORAH'S NOONGAR ANCESTRY COMES FROM HER MOTHER'S SIDE. NOONGAR MEANS "A PERSON OF THE SOUTH-WEST OF WESTERN AUSTRALIA". THE NOONGARS ARE ONE OF THE LARGEST ABORIGINAL CULTURAL BLOCKS IN AUSTRALIA. DEBORAH'S FATHER IS FROM HOLLAND. HE CAME OUT TO AUSTRALIA AFTER THE SECOND WORLD WAR WITH HIS MOTHER AND BROTHER TO MAKE A NEW START AFTER HIS FATHER PASSED AWAY.

### ABOUT YIRRAKURL

YIRRAKURL WAS BORN AS A RESULT OF DEBORAH'S PASSION FOR PAINTING WHEN SHE WAS PREGNANT WITH HER FIFTH CHILD IN 1993. YIRRAKURL MEANS "TO GO UP" IN NOONGAR LANGUAGE. IT IS A CULTURAL DESIGN SERVICE WITH THE MISSION TO COMBINE ANCIENT INDIGENOUS STORYTELLING TO CREATE PRODUCTS AND DESIGNS WITH MEANING. YIRRAKURL PROVIDES CORPORATE ART LICENCING, CULTURAL PRODUCT AND GRAPHIC DESIGN, FINE ART FOR SALE, INTERPRETATIVE SIGNAGE AND ART COMMISSIONS FOR INTERIOR AND ARCHITECTURAL PURPOSES. SPEAK TO DEBORAH ABOUT THE BENEFITS OF INCORPORATING YIRRAKURL INDIGENOUS ART IN YOUR BUSINESS

All trademarks and artworks shown in this directory are the sole property of the registered owners of the respective trademarks and artworks. Imprinted messages, logos or brands displayed on products in this directory appear for the sole purpose of demonstration and the sizes of the artwork shown on the various products may be subject to change. As the producers of the Branded By Bladon catalogue, Bladon WA makes no claim or representation in relation to the ownership of such trademarks and artworks.

The artworks in this directory is the sole property of the parties which provided it to Bladon WA. The depiction of any trademark is not intended to suggest a real or implied endorsement of the product on which they appear by the company whose message or logo is imprinted on them. The directory and artwork are not intended to suggest that products are readily available for sale to anyone, except for parties expressly authorised to purchase or distribute them.

Products purchased from Bladon WA are subject to the availability of products from suppliers. Any purchase must meet the terms and conditions of the relevant supplier. Bladon WA cannot guarantee that a supplier will supply products to a potential purchaser. Bladon WA excludes, to the full extent permitted by law, any liability arising from or in connection with the purchase of products advertised in Branded By Bladon, including but not limited to, a supplier's discretion in supplying or refusing to supply products to a potential purchaser.

## MELISSA SPILLMAN

MELISSA'S INDIGENOUS HERITAGE COMES FROM HER NANNA'S SIDE (BERNICE WOODS) FROM GNOWANGERUP. MELISSA IS THE DAUGHTER OF ABORIGINAL ARTIST DEBORAH NEWENHAM AND WAS BORN IN NAMBOUR IN 1987. MELISSA WAS RAISED IN QUEENSLAND BEFORE MOVING TO PERTH AT THE AGE OF 10.

ABORIGINAL ART WAS ALWAYS AROUND MEL FROM A YOUNG AGE AS HER NANNA, MOTHER AND AUNTY WERE ALL PAINTING. LEAVING SCHOOL AT THE END OF YEAR 10, MEL HELPED HER MOTHER WITH HER ABORIGINAL ART BUSINESS WHICH DEVELOPED SIGNIFICANTLY IN A SHORT PERIOD OF TIME.

IN 2018 MEL WORKED WITH KURONGKURL KATITJIN, EDITH COWAN UNIVERSITY IN COLLABORATION WITH A WOOD SCULPTOR TO CREATE DESIGNS (REPRESENTING 2 NOONGAR REGIONS) ON WOOD CARVINGS, INSTALLED AT JOONDALUP ECU. MEL WAS ALSO INVITED TO BE A PART OF THE "PETER FARMER JR AND THE YOUNG ABORIGINAL ARTIST COLLECTIVE" EXHIBITING HER ARTWORK PAINTINGS. MELISSA AND HER MOTHER HAVE SINCE JOINED AND RE-ESTABLISHING YIRRAKURL, FOCUSING ON CORPORATE LICENCING AND ANY OTHER OPPORTUNITIES THAT MAY COME OUR WAY, TO SHARE AND TELL STORIES THROUGH ART.



## BENJAMIN GOEBEL

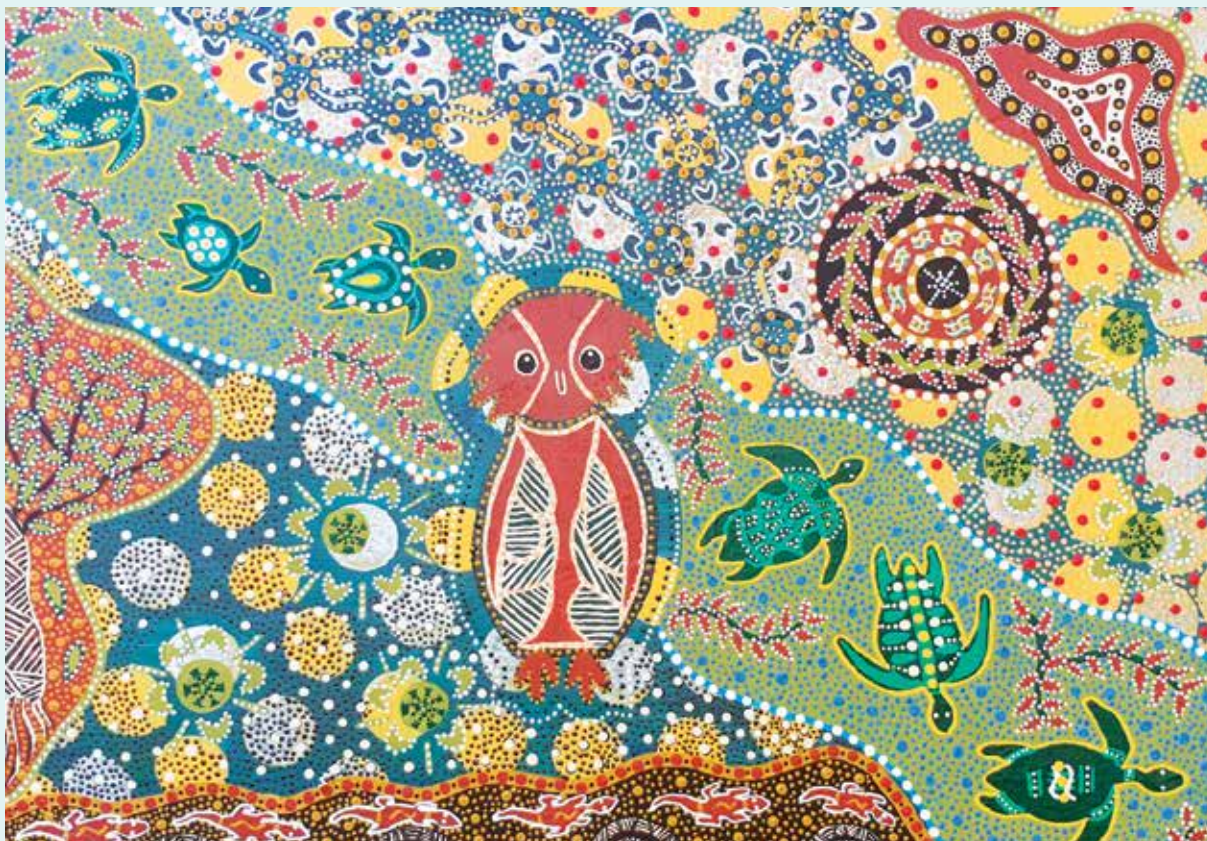
BENJAMIN GOEBEL IS THE 5<sup>TH</sup> CHILD OF ABORIGINAL ARTIST DEBORAH NEWENHAM-COERTSE BORN IN GYMPIE IN 1994. BEN'S ABORIGINAL FAMILY GOES BY THE NAME 'WOODS' AND IS FROM GNOWANGERUP WHICH IS IN THE SOUTH WEST OF WESTERN AUSTRALIA.

BEN HAS ALWAYS BEEN INTERESTED IN SKETCHING/DRAWING AS A CHILD, HAVING MANY SCRAPBOOKS WITH ALL TYPES OF SKETCHES. BEN WAS INSPIRED TO PICK UP THE PAINTBRUSH, AS MANY OF HIS FAMILY HAVE DONE. BEN COMBINED HIS SKETCHING AND ABORIGINAL DOT ART, FURTHERING HIS OWN TECHNIQUE AND STYLE.

IN 2018, BEN WAS INVITED TO BE A PART OF THE "PETER FARMER JR AND THE YOUNG ABORIGINAL ARTIST COLLECTIVE" WHERE HE EXHIBITED 4 OF HIS PAINTINGS. BEN HAD RECEIVED A LOT OF GREAT FEEDBACKS REGARDING HIS ARTWORKS AND DECIDED THAT HE WANTED TO KEEP PAINTING AND CHALLENGING HIMSELF TO NEW MATERIALS AND TECHNIQUES.





**MY WISE OWL**

ARTIST: DEBORAH NEWENHAM







### CONNECTION TO COUNTRY

ARTIST: DEBORAH NEWENHAM AND MELISSA SPILLMAN







**BECAUSE OF HER - WE CAN**  
ARTIST: DEBORAH NEWENHAM





**TRAVELLING**

ARTIST: BENJAMIN GOEBEL



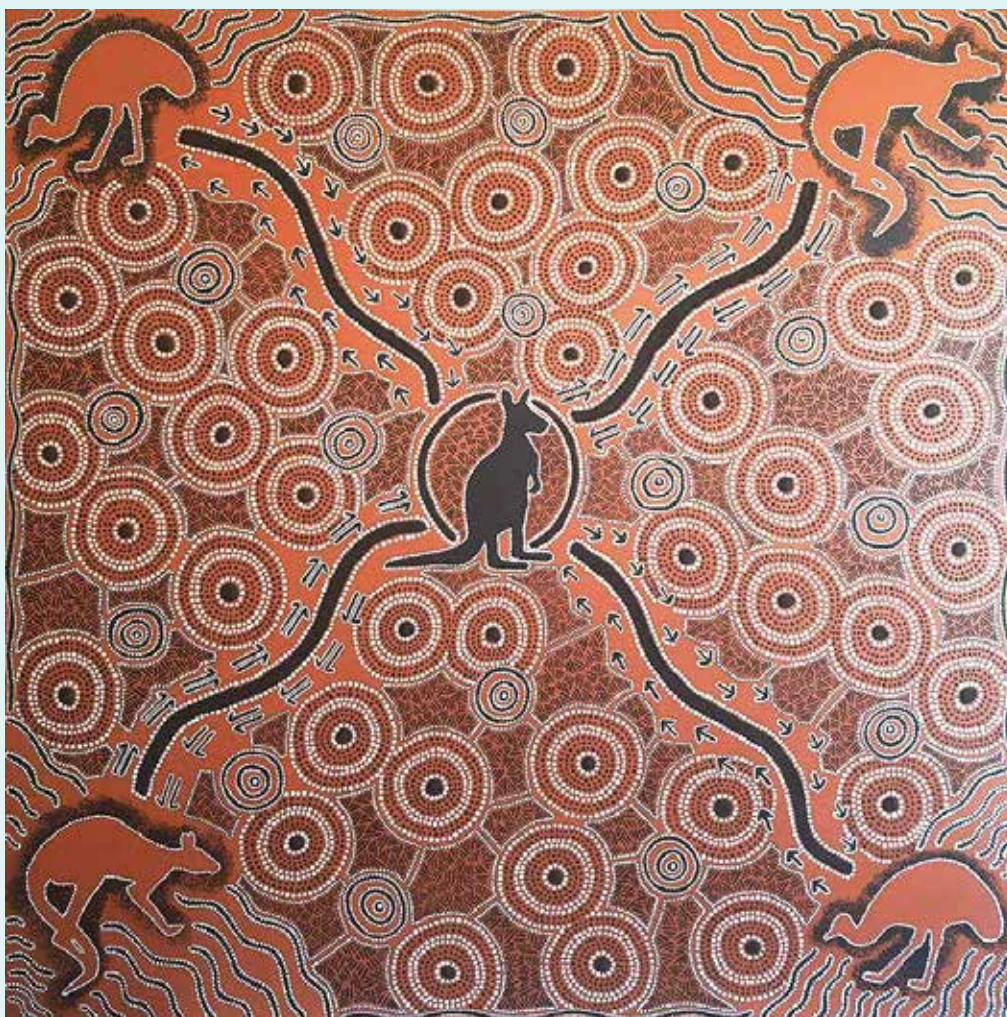


**SEA DREAMING**

ARTIST: BEN GOEBEL





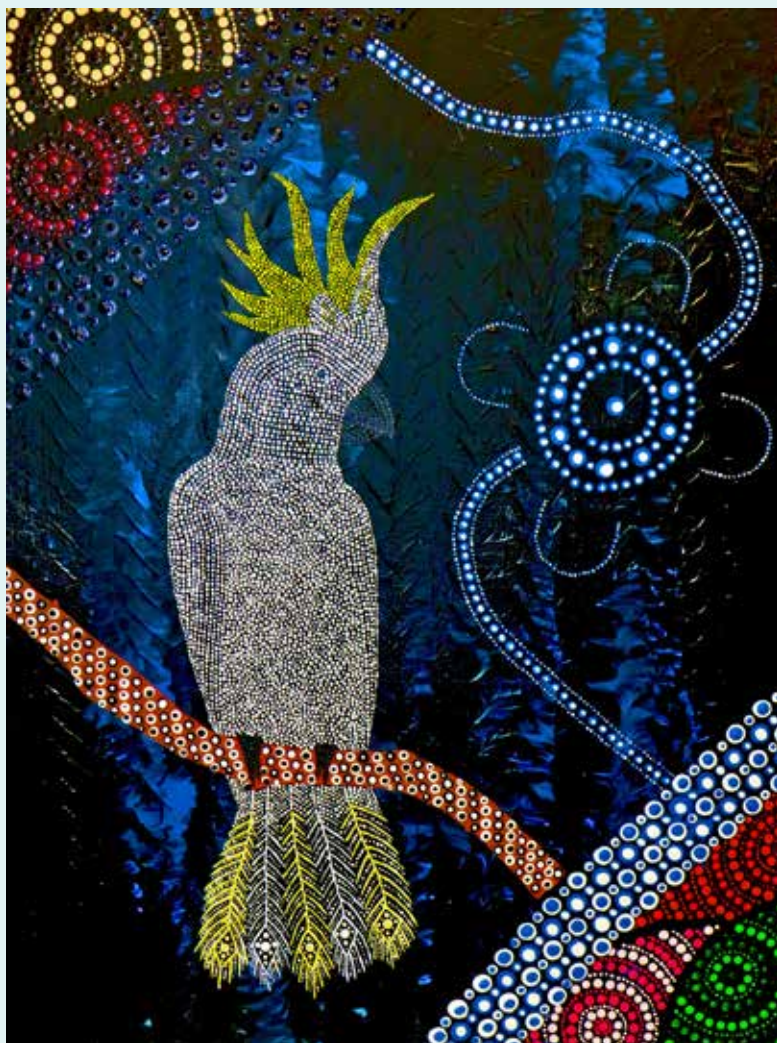


### KANGAROO AND EMU SPIRITS

ARTIST: MELISSA SPILLMAN



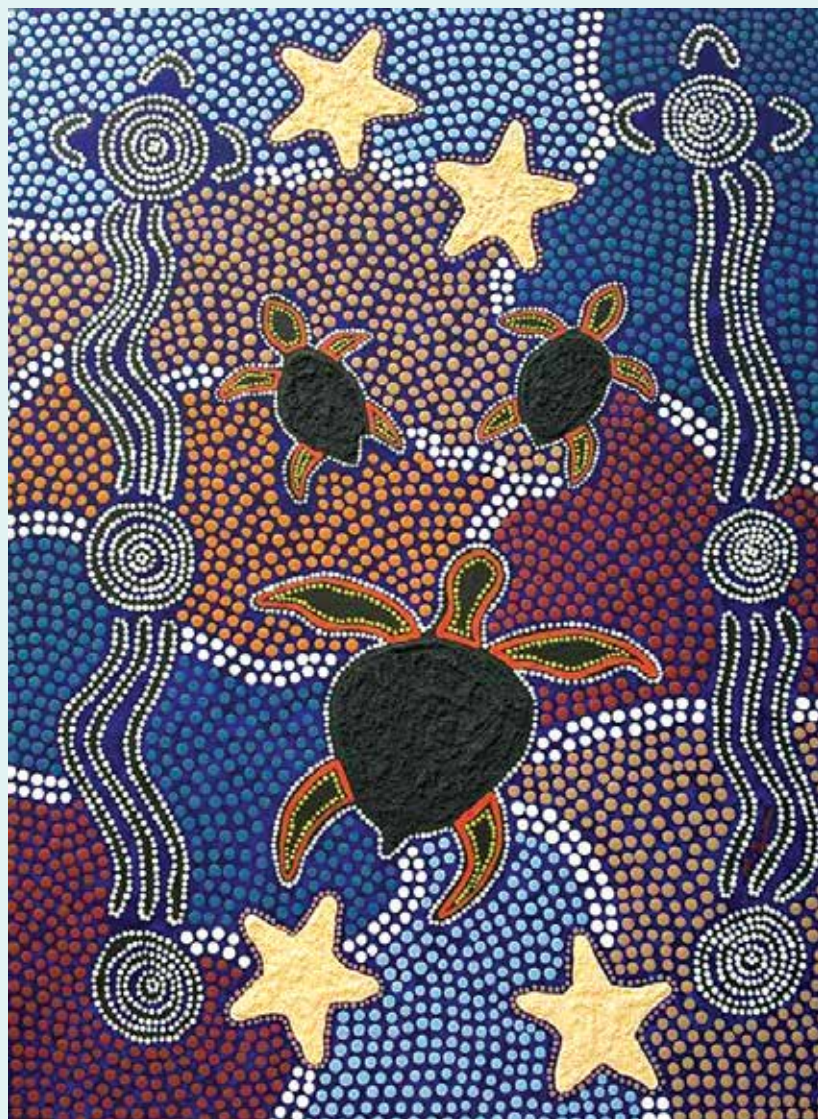


**COCKATOO**

ARTIST: BEN GOEBEL







# **TURTLES**

ARTIST: MELISSA SPILLMAN





**MY LAND**

ARTIST: MELISSA SPILLMAN







## KANGAROO

ARTIST: BEN GOEBEL





**SEVEN SISTERS**

ARTIST: MELISSA SPILLMAN







### PROTECTING OUR CULTURE

ARTIST: DEBORAH NEWENHAM-COERTSE







**TURTLES DREAMING**  
ARTIST: BEN GOEBEL





## NEED ADVICE?

### CAN'T FIND THE RIGHT PRODUCT?

IF YOU CAN'T FIND THE RIGHT PRODUCT, COLOUR OR SIZE, WE WOULD LOVE TO HELP. WE HAVE MANY YEARS OF EXPERIENCE AND CAN TRACK DOWN THE ITEM YOU DESIRE. JUST GIVE OUR FRIENDLY TEAM A CALL AND WE'LL WORK TOGETHER WITH YOU TO FIND THE RIGHT PRODUCT TO SUIT YOUR NEEDS.

# 08 9240 7900

**BLADON WA | WE BRAND EVERYTHING**





**Yirrakurl**  
ABORIGINAL ARTIST

**COMMERCIAL ABORIGINAL ART  
& CULTURAL STORYTELLER**

**CONTACT DETAILS**

DEBORAH NEWENHAM-COERTSE  
MOB | 0413 434 839  
EMAIL | DEB@YIRRAKURL.COM

**EXPLORE YIRRAKURL**  
[WWW.YIRRAKURL.COM](http://WWW.YIRRAKURL.COM)



**BLADON WA**  
WE BRAND EVERYTHING

**PROMOTIONAL PRODUCT &  
CORPORATE GIFT SPECIALIST**

**VISIT OUR SHOWROOM**

UNIT 3/6 STRETTON PL  
BALCATT WA 6021

**CONTACT OUR OFFICE**

(08) 9240 7900  
[SALES@BLADONWA.COM.AU](mailto:SALES@BLADONWA.COM.AU)

**EXPLORE BLADON WA**  
[WWW.BLADONWA.COM.AU](http://WWW.BLADONWA.COM.AU)