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Kojonup farmer Jen Warburton named spokesperson for Steel Blue Breast Cancer Care WA campaign

Adam Poulsen Countryman
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 Kojonup farmer and Steel Blue Breast Cancer Care WA campaign spokesperson Jen Warburton. Credit: Supplied



A much-loved WA farmer and breast cancer survivor has become the face of a major fundraising campaign organised by one of Australia’s biggest safety boot manufacturers.

Jen Warburton, of Kojonup, was this week named the spokesperson for Steel Blue’s Breast Cancer Care WA campaign, which launched Monday.

To mark its 15-year partnership with BCCWA, Steel Blue is doubling donations to \$20 from

The company has sold about 160,000 pairs of “charity boots” in the past decade and a half, raising more than \$1.6 million for breast cancer support services.

“The funding helps people and their loved ones impacted by breast cancer access practical, emotional and financial support through BCCWA, which does not go unnoticed,” Ms Warburton said.

“I am a true testament to this support, being diagnosed with breast cancer in 2021 and utilising the amazing services throughout my treatment.

“I am truly very appreciative of the Steel Blue support of this not-for-profit agency.”

The campaign’s second aim is to support breast cancer prevention.

Ms Warburton said early detection was key, with more education, communication and conversation about regular breast checks vital.





📷 Steel Blue Breast Cancer Care WA campaign ambassadors Jocelyn Dasilva, left, Susan Walsh, Jen Warburton, Jahna Trethowan, Katala Holling, Brooke Threthowan and Megan McCracken, who work in a variety of mining, agriculture and manufacturing trades. Credit: Supplied/Blue Steel/Blue Steel

“One in seven women will experience being diagnosed with breast cancer before the age of 85 and having this knowledge and education is critical,” she said.

“I’m very fortunate to have had access to the Breast Screen WA van to diagnose my cancer, but I’m in full support of any encouragement or information that can lead to people being diagnosed before it’s too late.”

As part of this year’s campaign, “blue-collar” ambassadors from across WA will don pink and purple boots to champion the message: “A real lady tradie always checks her equipment.”

Steel Blue chief executive Garry Johnson said the company was “investing in lives and helping people in a very practical way through our partnership with BCCWA”.

“They have helped so many through the work they do providing free-of-charge specialist breast care nursing, counselling, and financial hardship support,” he said.

“Every dollar donated to BCCWA returns \$4.43 worth of social value with more than 1300 families supported in 2021.”

BCCWA chief executive Zoe McAlpine said thousands of families had directly benefitted from its partnership with Blue Steel.

“We are also grateful for Steel Blue’s help in raising awareness of early detection of breast cancer because early detection dramatically improves survival rates.”

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