

10th December 2024

Expression of Interest | Artist Brief

1. Summary

South West NRM (SWNRM) is seeking to commission an artist/s to develop an artwork to be used throughout our Reconciliation Action Plan (RAP) and other promotional items including:

- SWNRM RAP;
- Artwork on company vehicles;
- official clothing & merchandise;
- stationery, and
- e-mail signatures.

The artwork will form a lasting positive impact on our RAP journey.

South West NRM is inviting expressions of interest (EOI) from an experienced or creative Aboriginal or Torres Strait Islander Artist/s who wish to be considered for this exciting brief.

2. Budget

South West NRM has a budget of \$20,000 (ex GST) allocated for the successful application to deliver the original artwork as well as in digital print-ready formats including pdf, png and eps.

The budget will cover:

- Research.
- Design development including drawings, sketches, digital images, colours and materials of the artwork.
- Paint, materials.
- Material samples.

3. Background

South West NRM is a non-government organisation and registered charity, that has been at the forefront of addressing environmental challenges in South West Western Australia since 2002. For more than 20 years we've been spearheading efforts to conserve and restore the natural environment across some four million hectares through delivering Natural Resource Management (NRM) outcomes on Country. We work across two focus areas of Environmental Conservation and Sustainable Agriculture.

Our mission is to deliver landscape scale solutions for healthy and productive ecosystems. We cannot meet this vision in isolation and so over the past two decades we have developed numerous and extensive relationships across the South West region with community, government agencies, non-government organisations, research institutions, Aboriginal and Torres Strait Islander peoples and Traditional Owners, and private landholders.

We connect, inform and support people and organisations who work with, or have an interest in, environmental conservation, biodiversity and sustainable agriculture. We provide leadership, coordination, technical advice, facilitation, communications and on ground outcomes. South West NRM is also an association of 11 member organisations who represent interests in the environmental conservation and sustainable agriculture sectors in the region.



Fig 1. South West NRM region

Our projects and programs work to address the triple threat of climate change, biodiversity loss and ecosystem degradation in one of the most biologically rich, yet threatened environments on earth.

The region we operate in stretches across 4 million hectares (refer Fig 1.). Within the south west WA region are diverse landscapes and ecosystems – from world-renowned coastlines to towering old growth forests, internationally-significant wetlands, mighty rivers, and inland salt flats. There are 108 nationally-listed threatened species (84 plants and 24 animals) including the ngwayir (western ringtail possum), ngoorlyark (Carnaby’s cockatoo), gnaw (malleefowl), yarkiny (western swamp tortoise) and white-bellied frog.

With our partners, we operate at the intersection of science, technology and landcare, across natural and agricultural landscapes. We deliver evidence-based solutions for creating healthy ecosystems as well as improved productivity and sustainability for farmers.

South West NRM recognises Aboriginal and Torres Strait Islander peoples’ continuing custodianship over the land on which we work and seeks to ensure their over 60,000 years of knowledge and experience guides NRM planning and decision-making into the future.

Our vision



Our mission



Our values



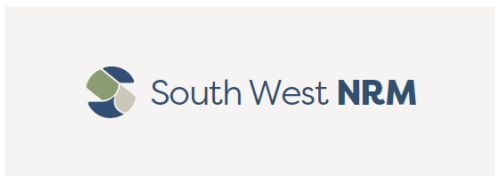
Our Brand

Brand mark

Reversed brand mark & horizontal alternate

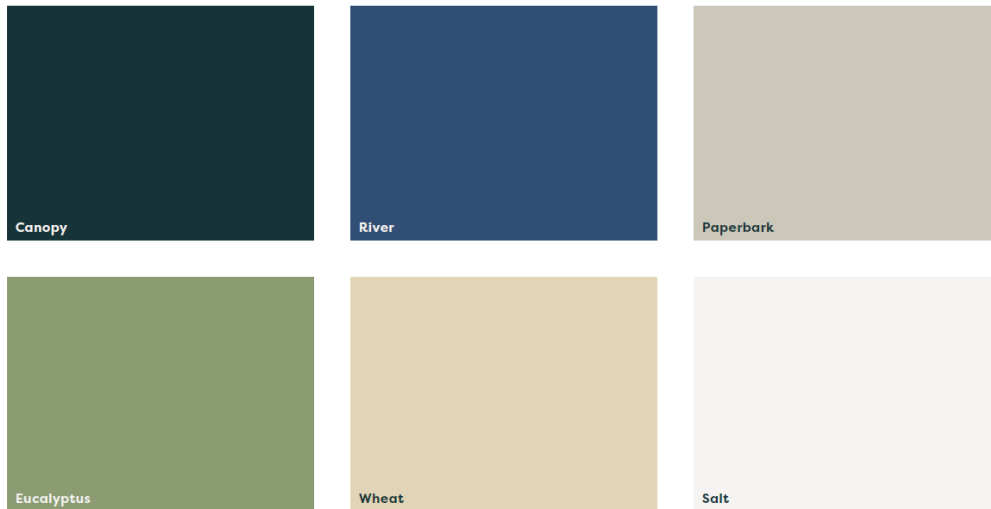


Mono brand mark & horizontal alternate



Colour palette

Overall colourway



4. Scope of work

South West NRM seeks to commission an Aboriginal or Torres Strait Islander Artist/s to create a painting whereby the full or part imagery can be used digitally in the context of developing visually branded marketing materials in our Reconciliation Action Plan - Reflect and additional promotional items.

The purpose of the artwork is to contribute towards the objectives within our RAP and express the South West NRM theme.

Your artwork should:

- a) Be contemporary in nature, engaging and positively convey the values and mission of the organisation; using colours which are in our logo;
- b) Respond to your cultural identity;
- c) Be detailed and informed with mark making (the creation of different patterns, lines, textures and shapes) with the view that parts of the image will be used for marketing;
- d) Culturally sensitive to local Aboriginal people and the Traditional Owners of the land.

South West NRM operates in seven different Noongar language areas being:

- Wadandi
- Kaniyang (Ganeang)
- Pibelman
- Goreng
- Wilman
- Binjareb

- Mineng

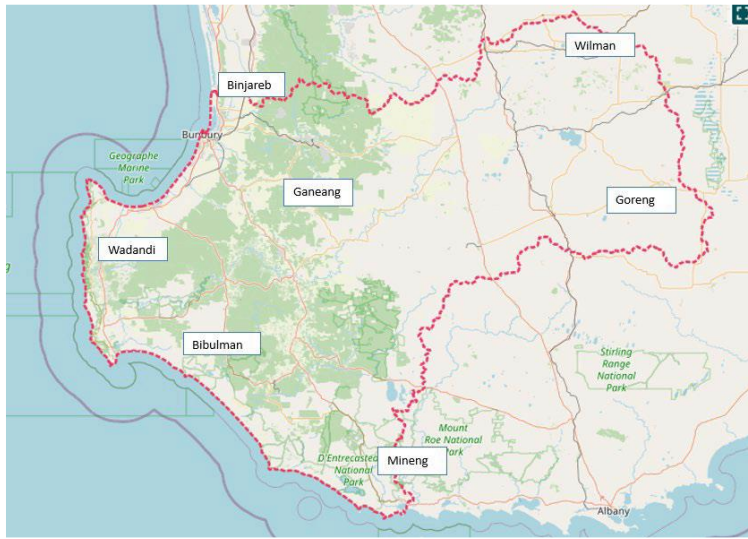


Fig. Noongar language groups within South West NRM operational boundary.

5. Proposed timeline

A proposed timeline for the delivery of your artwork is set out below:

Date	Event
31 st January 2025	Artist to submit design proposal. If people would like to send in examples or discuss a concept that they have we can select from there.
One week after submission date	Design and story presented to the RAP Working Group for approval.
One week following feedback from RAPWG	Artist to be notified of selection and contract signed, design development & review.
1-2 months from appointment	Completion of artwork and components

6. Payment schedule:

The successful artist/s will be able to submit invoices based on the following milestones:

1. 15% on signing agreement
2. 50% on submission of draft components
3. Balance on submission of final components

6.1 Entire agreement

On appointment the artist will be offered an agreement which will outline terms and conditions, payment schedules and deliverables.

7. Response to EOI

Requirements: In responding to this EOI please provide an overview or example of your idea or concept, intended colour scheme, key design elements and your interpretation of South West NRM's vision and associated budget.

Artists in responding to the expression of interest are welcome to send in examples of previous artwork created and or any other documents that are considered relevant. i.e. resume, references. All applicants will be contacted in relation to their submission.

8. Contact

Expressions of interest can be sent to Communications Manager Kristy Hitchens via email: khitchens@southwestnrm.org.au

If you require further information, please contact Kristy on 0436 328 454 or use the above email address. More information about South West NRM is available on our website at www.southwestnrm.org.au

Submissions are open until 4.00pm, Friday, January 31, 2025.