

Great Barrier Reef Artwork Project

Expression of Interest – Stage 1

1. Background

The Reef Joint Field Management Program (RJFMP) are committed to working in partnership with Great Barrier Reef Traditional Owners to manage and protect the Reef.

To signify this commitment, to acknowledge the long and rich connection Traditional Owners have with the Reef, and to provide more culturally inclusive products the RJFMP would like to obtain artwork that represents the Great Barrier Reef.

RJFMP are running this project to procure artwork by an Aboriginal or Torres Strait Islander person with connections to land and sea Country of the Great Barrier Reef.

The RJFMP is the joint program (Qld Parks and Wildlife Service and Reef Authority) that manages the Great Barrier Reef World Heritage Area which includes 1050 islands, 2900 reefs, marine parks and coastal areas. It is home to iconic plants, animals, habitats and rich cultural heritage. The RJFMP is responsible for planning and executing field operations across the World Heritage Area. It delivers direct conservation actions, monitors change and compliance, responds to incidences and manages visitor interactions to mitigate threats within the World Heritage Area.

The artwork project has two stages:

Stage 1 Expression of interest (*this process*) – a process to shortlist artists based on looking at examples of current art and an Artists Biography.

Stage 2 – Successful artist/s process. The successful artist or artists will be contacted and provided with further details which includes additional information regarding style, payments, agreements for purchase, Intellectual Property, etc. Artwork provided as part of stage 2 can be current artwork, if relevant to the themes, or new artwork.

2. What we are looking for

We are seeking artwork that depicts Land and Sea Country of the Great Barrier Reef World Heritage Area in its entirety, Aboriginal and Torres Strait Islander culture and stories that are related to and explore the following themes:

- The Great Barrier Reef is at the heart of its Sea Country peoples' lives and informs interconnected relationships between the natural, spiritual, economic and cultural worldviews of the Reef's Traditional Owners
- Natural and cultural landscape
- Building better partnerships to protect and manage the cultural and natural values of Great Barrier Reef Land and Sea Country
- Cultural and Ecological connections and the importance and value of the Great Barrier Reef
- Significant and iconic species

Artwork can be traditional and/or a modern-contemporary style that is representative of the Great Barrier Reef and its catchments.

Stage 1 - EOI - Artist Brief – Great Barrier Reef Artwork Project

Artists will retain all copyright and associated intellectual property rights, moral rights and Indigenous cultural rights. Additional information will be provided to successful artists regarding the requirements in Stage 2.

3. How the artwork will be used

The selected artwork will be digitised (if not already) and used either in-whole and/or in-part (key elements created as individual motifs) for a range of uses and materials by the RJFMP. This may also include, only after agreement with the artist, or artists, elements from multiple pieces of artwork (from the same artist or different artists) being used side by side.

An example of how the artwork could be used as a whole, and in parts, is provided as an attachment to this EOI – **Attachment 1**.

The uses include, but are not limited to:

- Acknowledgement of Country feature artwork
- Identity package including logo, report design templates, PowerPoint design templates, branding, letterhead design templates, social media design templates, email signature blocks, signage, awards, zoom/TEAMS background image, banners, e-magazine and newsletters
- Apparel and products, including t-shirts, hats, beanies, lanyards, notebooks, pens.

The Artist will always be credited wherever their work appears. i.e. Artwork name © Artist Name (acknowledgement if requested).

4. How to submit an EOI

- Submit images of up to three pieces of artwork that show the style of the artist and relevance to the listed themes – **do not submit the original artwork**.
- An Artist Biography including the artists connection to the Great Barrier Reef.

Please note there is no payment for the EOI stage of the process.

Payment will be made to the successful artist for their artwork. The total budget for the artwork project is \$5,000. With a one-off payment made to successful artist/s depending on satisfaction of selection criteria and how many pieces of artwork are selected under the process.

Submit your EOI response or any questions via email to gbrmpr.comms@des.qld.gov.au with the title 'EOI GBR artwork' by COB 30th August 2024

5. How artist/s will be selected

Successful artist/s will be chosen by an evaluation panel comprising of staff from RJFMP (Queensland Parks and Wildlife Service and the Reef Authority – including Aboriginal or Torres Strait Islander staff), Office of the Great Barrier Reef and World Heritage and Departmental communications/graphic expert.

Stage 1 - EOI - Artist Brief – Great Barrier Reef Artwork Project

The artist/s will be shortlisted based on the following criteria:

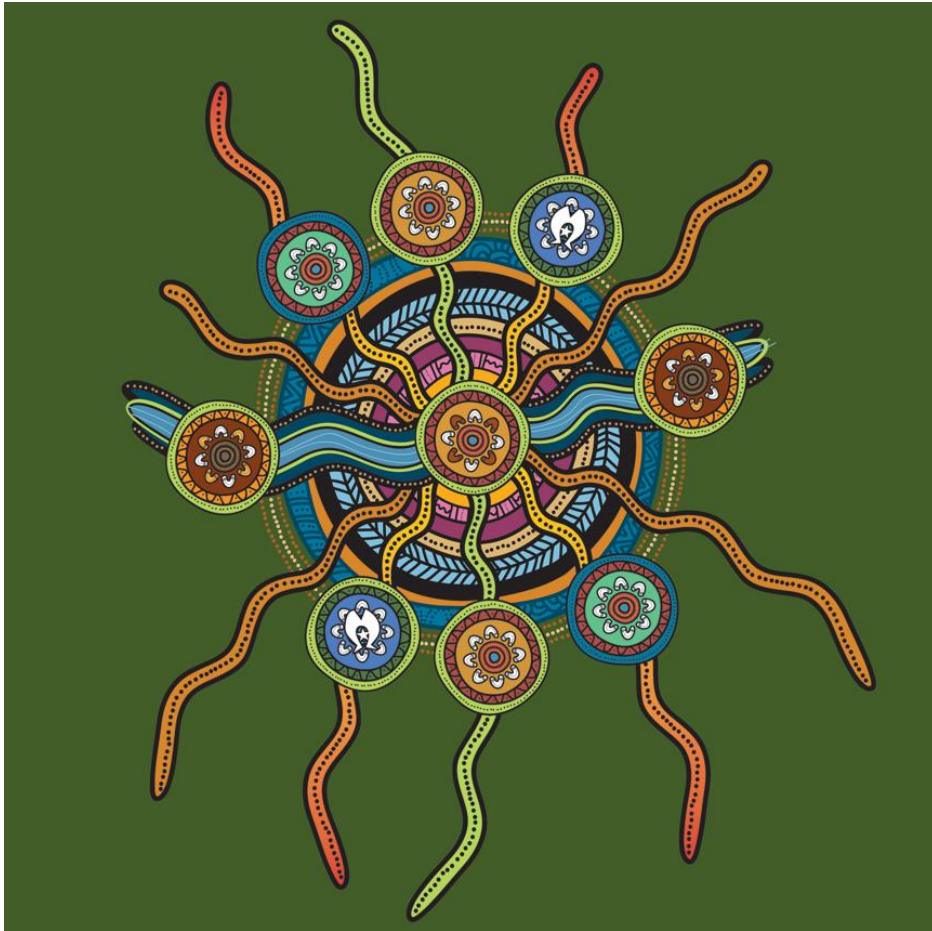
- an Aboriginal or Torres Strait Islander person with connections to Land and Sea Country of the Great Barrier Reef
- Style, and relevance of examples to listed themes in section 2 and if applicable suitability of artwork for use as detailed in section 3.
- Cost/Value for money

6. Key dates

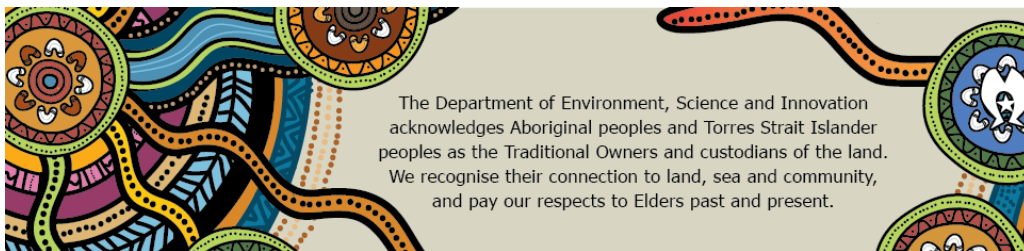
- Expression of interest applications open: 1st August 2024
- Expression of interest applications deadline: COB 30th August 2024
- Successful artists contacted: by mid- September 2024
- All artists notified of the outcome: by early October 2024

Any questions please email gbrmpr.comms@des.qld.gov.au

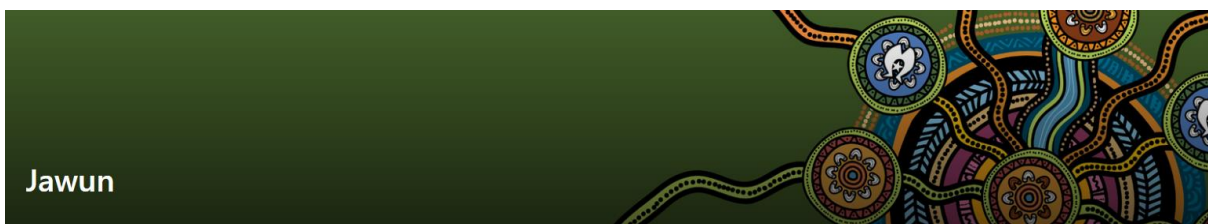
Attachment 1 – Example of artwork in whole and how used in parts



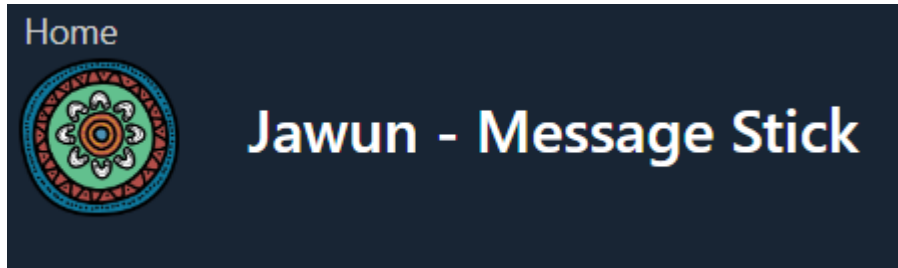
Original art – digitised – Boyd Blackman artist



Email signature block



Department intranet page header



Department intranet page header



Car wrap



Banner with Boyd Blackman
