

Artist Expression of Interest Submission Pack



Overview

Tourism Australia is inviting Expressions of Interest (EOI) from Aboriginal and Torres Strait Islander artists to help bring a new creative direction to life.

Tourism Australia is commissioning a suite of digital artworks inspired by the ancient and enduring songlines of this continent. Artwork that will play a central role in the latest evolution of its marketing activity, helping to strengthen the organisation's connection to Country and deepen its relationship with First Nations cultures.

This is a meaningful opportunity to contribute to how Australia is represented on a global stage, through the resilience, beauty, and integrity of First Nations storytelling.

The process is being led with care, cultural safety and respect at every stage. EOIs are welcomed from both established and emerging artists, and Tourism Australia is committed to supporting all shortlisted participants, including assistance with digitising artworks for commercial use if required.

This project is being delivered in partnership with YarnnUp, a First Nations-led consultancy and creative agency. Together, Tourism Australia and YarnnUp are creating a space for story, connection, and Country to guide the way. Submissions are warmly welcomed from Aboriginal and Torres Strait Islander artists across the country, at all levels of commercial experience.

Project Goals

This project aims to:

- Honour and represent the enduring power of songlines as an integral part of Aboriginal and Torres Strait Islander cultures
- Embed First Nations artistry and storytelling within Tourism Australia's visual identity
- Ensure that the final artworks are culturally respectful, flexible for use across various formats, and deeply rooted in Country and cultural insight
- Offer a fair, supportive, and transparent opportunity for First Nations artists to contribute to a national brand in a meaningful way

The final artworks will form part of Tourism Australia's brand toolkit, and be featured across owned channels, campaigns, and communications, both in Australia and globally.

Scope of Work

This project will be delivered in two stages:

Stage 1: Expression of Interest (EOI)

Artists are invited to submit an EOI outlining their experience, artistic approach, and initial reflections on how they might approach the brief.

Three artists will be shortlisted from this stage.

Stage 2: Concept Development

Each shortlisted artist will be commissioned to develop an initial concept and will receive a \$10,000 participation fee. One artist will then be selected to complete the final suite of artworks.

Final Deliverables

The selected artist will be commissioned to create:

- 1 core artwork representing the concept of songlines, delivered as a high-resolution JPEG.
- 10 individual songlines extracted or derived from the core artwork, each delivered as a standalone vector file (.AI or .EPS).*
- Supporting cultural storytelling that explains the inspiration and meaning behind each element.
- Usage guidelines to support appropriate and flexible application across Tourism Australia's brand.*

* YarnnUp will continue to support all shortlisted artists throughout the concept development process, including assistance with preparing and presenting their ideas, digitisation support, and liaison with the project team as needed.

These 10 songlines are not intended to be separate, unrelated artworks. Instead, they should be visual elements drawn from or developed in relation to the core artwork, with flexibility to be applied as standalone brand assets.

Submission Details

To be considered, please include the following in your submission:

- A short artist bio (up to 250 words)
- A CV or summary of relevant experience (PDF)
- A portfolio of a minimum of 3 previous works (PDF or website URL)
- Indication if you would require technical support to digitise your artwork if selected
- A short written statement (up to 250 words) responding to the opportunity.
We're keen to understand:
 - Why this project resonates with you
 - How you approach cultural storytelling through your practice
 - Any initial ideas or directions you might explore

All submissions must be received by 7 October 2025.

Eligibility Requirements

Suppliers must be either:

An Aboriginal or Torres Strait Islander Sole Trader

Must be an individual with lived experience as an Aboriginal and/or Torres Strait Islander person. Confirmation is based on the three-part community standard:

- Do you have Aboriginal and/or Torres Strait Islander ancestry?
- Do you identify as an Aboriginal and/or Torres Strait Islander person?
- Are you recognised as such by your community?

A simple self-declaration form will be provided as part of the EOI.

An Aboriginal or Torres Strait Islander Business

Must be majority-owned by Aboriginal and/or Torres Strait Islander peoples.

Confirmation may include:

- Supply Nation certification, or
- Membership with a State/Territory Indigenous Chamber of Commerce, or
- Other forms of evidence (e.g. statutory declaration or equivalent community confirmation).

Artwork Considerations

We are seeking a suite of 10 digital artworks derived from a single core piece that:

- Reflect the concept of songlines and the enduring connection between people, Country, and story
- Can be delivered as vector files (support available if required)
- Are adaptable for use across a range of formats, including print, web, video, and merchandise
- Maintain integrity and meaning even when used flexibly across Tourism Australia’s channels
- Are grounded in cultural respect, and clearly separate sacred, ceremonial, or restricted knowledge from publicly shareable storylines

Please note: Tourism Australia does not seek to own or publish cultural knowledge that is not appropriate for public use.

Evaluation Criteria

All EOIs will be reviewed by a panel comprising Tourism Australia and Aboriginal and Torres Strait Islander cultural advisors. Submissions will be evaluated using the following criteria:

Criteria	Description	Weighting
Creative Alignment	The artist’s style aligns with Tourism Australia’s brand personality and tone - joyful, vibrant, culturally respectful, and uniquely Australian.	30%
First Nations Thinking	The ability to incorporate First Nations ways of knowing and cultural insight into both the creative process and final artwork.	25%
Capability	Demonstrated experience delivering artworks or design for brand or commercial application*. Includes track record, collaboration skills, and ability to deliver digital artwork (or willingness to be supported to do so).	25%
Professional Delivery	Willingness to deliver the work to agreed timeframes and budgets.	20%

Timeline

All EOIs will be reviewed by a panel comprising Tourism Australia and Aboriginal and Torres Strait Islander cultural advisors.

Submissions will be evaluated using the following criteria:

Milestone	Timeline
Stage 1	
EOI Brief Released	September 2025
Submission Close	7 October 2025
Shortlisted Artists Notified	Late October 2025
Stage 2	
Concepts Developed	October-November 2025
Final Artist Selected	November 2025
Final Artwork Delivered	December 2025

Terms & Conditions

- All shortlisted artists will receive a participation fee.
- The final selected artist will be engaged under a separate contract and paid for the completion and delivery of the final artwork and associated deliverables.
- The selected artwork will be licensed in perpetuity to Tourism Australia for use across its brand, marketing, and communication channels, both domestically and internationally. Tourism Australia will purchase the copyright of the final artworks for commercial use. However, all cultural and intellectual property remains with the artist. Any use of cultural knowledge, story, or meaning will be guided by the artist and will not be altered or repurposed without permission.

Submission Checklist

Before submitting, please make sure your application includes:

- Artist bio (250 words)
- CV or relevant experience (PDF)
- Portfolio (PDF or website URL)
- Short response to brief (250 words)

Tourism Australia

Tourism Australia is the Australian Government agency responsible for promoting Australia to the world as a destination for business and leisure travel.

Tourism Australia's purpose is to increase the economic benefits of tourism to Australia, and in particular seeking opportunities to grow the overnight annual expenditure generated by tourism.

The organisation is active in around 16 key markets, where it aims to grow demand for the destination's tourism experiences by promoting the unique attributes which will entice people to visit.

Tourism Australia's activities include social and digital media, traditional advertising, public relations and media programs, trade shows and programs for the tourism industry, consumer promotions, online communications and consumer research.

In marketing Australia to the world, Tourism Australia sees tourism is a platform for embracing and celebrating the thriving cultures of Aboriginal and Torres Strait Islander peoples and is central to our national identity.

This vision is articulated in Tourism Australia's current Stretch Reconciliation Action Plan (RAP), which reaffirms its ongoing commitment to provide staff, stakeholders and the industry with an opportunity to engage, listen to and connect with Aboriginal and Torres Strait Islander peoples and cultures. For more information visit [Tourism Australia](https://www.tourism.australia).



Submit your Expression of Interest

Applications must be submitted via:
www.yarnnup.com.au/tourism-australia-EOI

Please include all materials in a single PDF or
zipped folder where possible.

For questions or support, please contact:
songlinesEOI@yarnnup.com.au

Cultural Support & Guidance

Our team is available to provide support
throughout your application journey.

This opportunity is being delivered by YarnnUp in partnership
with Tourism Australia, with cultural integrity and community at its core.

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