

Victoria 2026 Commonwealth Brand Visual Identity – Seeking Expressions of Interest

Background

We're seeking to commission artworks by First Nations artists to represent the five regions hosting the Victoria 2026 Commonwealth Games:

- **Ballarat/Wadawurrung**
- **Bendigo/Dja Dja Wurrung**
- **Geelong/Wadawurrung**
- **Gippsland/Gunaikurnai**
- **Shepparton/Yorta Yorta**

At the Games Opening Ceremony, athletes and visitors will be welcomed for the first time. As this will be held at the MCG, we're also seeking a sixth artwork to represent **Melbourne/Wurundjeri Woi-Wurrung**.

Why

The Games will be spread out across Victoria's regional centres, in an event co-hosted by Traditional Owners.

Our design system features multiple artworks by First Nations artists to recognise the many Countries on which these Games will be held.

Who

We're seeking to collaborate with First Nations artists with connections to the lands on which the Games and Opening Ceremony will take place.

Seeking expressions of interest (EOI) from Traditional Owner artists that might be interested in participating

Artist in each region are warmly encouraged to submit an EOI with the following information including -

1. A bio of themselves:
 - ❖ Name and contact details
 - ❖ Country the artist belong to
2. A short summary of their vision or description of their proposed artwork for Victoria 2026 (written or visual)
3. Provide between 3 – 10 examples of prior works

This EOI process will close on **5 May 2023**. The above submission materials are to be emailed to **brand@victoria2026.com.au** no later than **5 May 2023**. If you have any queries, please contact Dean Heta on Mobile: 0499 890 492 or email dean.heta@victoria2026.com.au

Next steps

- Once the EOI closes on 5 May 2023, your Expression of interest will be sent to your respective Traditional Owner Corporation (TOC)
- Your TOC will select three artists who will be invited to produce artwork. If you are shortlisted, your TOC will contact you to commence production of your artwork
- Unsuccessful EOI applicants will be advised by email
- The Victoria 2026 Design Council will select the final artwork per region (six in total)

Remuneration

Shortlisted (3 per region) will receive \$1,500 per artist

Selected artists, whose original artwork is included as part of the Victoria 2026 Commonwealth Games visual identity, will receive a fee of **AU\$10,000 ex GST**, to cover usage and licensing/sub-licensing.

More information about usage can be found in the appendix

Appendix

The Overall Process

1. EOI Distribution through TOC channels, LGA channels and OC channels.
2. By 5 May 2023, artists in each region will submit to :
 - Artists to provide a bio of themselves and a description of their submission.
 - Artists to provide 3 - 10 examples of prior work.
3. By 26 May 2023, TO group will select three artists to develop their artwork
 - The three artists will each receive \$1,500 to develop their concept and artwork to be submitted by 2 August 2023
4. The TOC will submit those final artworks to Victoria 2026 Design Council
5. Victoria 2026 Design Council will select one artist from each region.
6. Selected artists will be notified via the TO groups and will be provided with \$10,000 as a limited licensing fee that will endure until 12 months post the Games. At which point, ownership will be returned to the artist.
7. Any refinements that is required to the artwork will be communicated to the artist.
8. Final brand visual identity will be revealed in October 2023

**How the artwork
may be used**
Concepts only

Artworks may appear in promotional materials, advertising, wayfinding and more.



How it works

Each Country/region will be assigned a colour. This should be the dominant colour in your artwork.

While the artwork should reflect the traditions of First Nations art, it doesn't necessarily need to be traditional in execution.

The six artworks will become part of the Victoria 2026 Commonwealth Games visual identity. Sometimes they'll be used individually and sometimes side-by-side with other artworks.



Creative considerations

Work should be abstract or textural not figurative to avoid clashing with the other brand elements.

- Avoid using faces or other distracting elements.
- Consider texture and repeating patterns.
- Your artwork may be cropped, coloured or manipulated.
- The full size and shape can be determined by the artist but we recommend a minimum size of 30 x 30cm.
- Work should be 2D (or close to it).
- Consider mediums like painting, etching, print work, digital art.
- Please avoid photography, licenced imagery or found objects.

Thank you