



Design Brief for Logo Design for the 11th Australian Indigenous Tourism Conference

Melbourne (Naarm)

29 – 31 October 2024



**SUBMISSION CLOSING DATE:
28 May 2024**

Background

[The Australian Indigenous Tourism Conference \(AITC\)](#) continues to stand as the premier Indigenous tourism conference in Australia, proudly serving as the flagship event for WAITOC Association Inc.

About WAITOC

As the convener of AITC, the Western Australian Indigenous Tourism Operators Council (WAITOC) stands as the foremost not-for-profit association representing Aboriginal Tourism in Western Australia.

WAITOC offers guidance and information to state and federal government agencies and other stakeholders within the tourism industry. WAITOC's mission is to champion Aboriginal Tourism, nurturing a supportive business network for Indigenous operators throughout Western Australia.

Through initiatives spearheaded by WAITOC, the Aboriginal Tourism industry in Western Australia is experiencing rapid growth and development, showcasing its potential and resilience.

Description of Project

We are seeking new or existing artwork created by a Victorian Aboriginal Artist who will form the basis for the design of the AITC 2024 logo and promotional materials for the conference. The successful Artist will enter into a licensing agreement with WAITOC for a non-exclusive license to use and manipulate the artwork.

The original artwork and Artist will be featured in the AITC promotional material, website and program to assist with branding and promoting the eleventh AITC, which will focus on the theme: **“Songlines – Cultural Threads”**.

Sub-themes for the conference will also include the opportunities for culturally authentic Aboriginal tourism products and the development, employment and training of Aboriginal people in the tourism industry.

The Artwork

The artwork must be open to graphic design and will be manipulated to incorporate the conference title and theme. It will need to incorporate useful design and motif elements and flexible design elements.

The artwork must be original work and the sole intellectual property of the Artist.

The Artist is to supply an electronic version and/or photograph of artwork and an up-to-date Artist Bio/CV (max 2 pages) with their submission.

You can submit your work as:

- JPEG photo of a painting - a low-res image is fine*.
*The winning entry will be photographed in high resolution at a later date, and the artwork will be scanned and digitised.
- A digital design image
- Please include a brief story/description of the piece submitted.

Ancient Tracks - New Journeys



Goolugatup Heathcote 58 Duncraig Road Applecross WA 6153
Email: info@waitoc.com / Web: www.waitoc.com

Budget

The chosen Artist will receive a design fee of \$2,000 (ex GST) and be granted a non-exclusive, royalty-free license for the logo's use in promoting AITC 2024.

This license extends from the contract signing until 2 (two) years post-conference completion, to mid to late 2026.

The design fee applies to both new and existing artwork. Furthermore, the selected Artist will have the opportunity to showcase their work during AITC 2024, and additionally, they will be provided with 1 (one) complimentary conference registration.

Contractor

The successful Artist will enter into a contract agreement with WAITOC for the design.

Art Coordinator

WAITOC will oversee the coordination of the project, and all contractual arrangements will be managed through their office. Any enquiries regarding the artwork should be directed to the dedicated WAITOC Art Coordinator.

MORE INFORMATION & SUBMITTING ARTWORK

Please address any queries/requests for information and artwork for submission to:

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