



## **Design Brief for Logo Design for the 12<sup>th</sup> Australian Indigenous Tourism Conference**

**Perth (Boorloo)**

**3-5 November 2026**



**SUBMISSION CLOSING DATE:  
Friday, 20 March 2026**

### **Background**

[The Australian Indigenous Tourism Conference \(AITC\)](#) is Australia's premier Indigenous tourism conference and the flagship national event of the Western Australian Indigenous Tourism Operators Council (WAITOC).

In 2026, AITC will be hosted in Boorloo (Perth) on Whadjuk Noongar Country and will bring together Aboriginal tourism operators, industry leaders, government representatives, and tourism professionals from across Australia to connect, collaborate, and shape the future of Indigenous tourism.

AITC 2026 will be delivered under the theme:

**Voices of Country: Leading with Culture**

This theme celebrates Aboriginal leadership, cultural authority, storytelling, and the strength of place as guiding forces in Australia's tourism future.

## About WAITOC

The Western Australian Indigenous Tourism Operators Council (WAITOC) is the peak not-for-profit organisation representing Aboriginal tourism operators in Western Australia.

WAITOC works closely with Aboriginal businesses, government, and industry stakeholders to advocate for, support, and grow Aboriginal tourism, while ensuring cultural integrity, sustainability, and economic opportunity remain central to the sector's development.

As the convenor of AITC, WAITOC is committed to showcasing Aboriginal voices, creativity, and leadership on a national platform.

## Description of Project

WAITOC invites Expressions of Interest from Whadjuk Aboriginal Artists to submit original artwork that will form the creative foundation of the AITC 2026 conference logo and associated promotional materials.

The selected artwork will play a key role in representing AITC 2026 nationally and will be used across conference branding, marketing, digital platforms, printed collateral, signage, and on-site materials.

The artwork should reflect the conference theme **Voices of Country: Leading with Culture** and may also respond to sub-themes including:

- Culturally authentic Aboriginal tourism experiences
- Aboriginal leadership within tourism and hospitality
- Economic development, employment, and training pathways
- Connection to Country, story, and place

The successful Artist's work and story will be acknowledged and featured as part of the conference branding and promotional activity.

## The Artwork

The submitted artwork must:

- Be original work and the sole intellectual property of the Artist
- Be suitable for adaptation into a conference logo and branding system
- Contain strong visual and motif elements that can be translated across multiple formats and sizes
- Be appropriate for digital, print, signage, and merchandise applications

The artwork may be new or existing work.

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Artists may submit their work in one of the following formats:

- JPEG image of a painting (low-resolution image acceptable for submission). The selected artwork will be professionally photographed and digitised in high resolution if required.
- Digital artwork file

Each submission must include:

- The artwork image
- A brief written story or description of the artwork
- An up-to-date Artist biography or CV (maximum two pages)

## **Intellectual Property, Licensing & Moral Rights**

The Artist will retain full copyright ownership of their artwork.

The successful Artist will enter into a written licensing agreement with WAITOC granting a non-exclusive, royalty-free licence to reproduce, adapt, and display the artwork solely for the purposes of promoting and delivering the Australian Indigenous Tourism Conference 2026.

This licence will include use across:

- Conference branding and logo
- Marketing and promotional materials
- Digital platforms and website
- Printed collateral and signage
- On-site conference materials

The licence will commence upon execution of the agreement and conclude two (2) years following the completion of the conference, anticipated to be mid to late 2028.

Any use of the artwork beyond this timeframe, or for purposes unrelated to AITC 2026, will require further written agreement with the Artist.

WAITOC acknowledges the Artist's moral rights under Australian law and commits to appropriate attribution wherever the artwork is reproduced, where reasonably practical. The artwork will not be used in any manner that is derogatory or prejudicial to the Artist's reputation or cultural integrity.

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Goolugatup Heathcote 58 Duncraig Road Applecross WA 6153  
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## Budget & Artist Recognition

The selected Artist will receive:

- A design fee of \$2,500 (ex GST), payable upon execution of the licensing agreement and receipt of a valid tax invoice
- One (1) complimentary full conference registration to attend AITC 2026
- Acknowledgement and profiling of the Artist and artwork across conference materials, website, and program

The design fee applies to both new and existing artwork submissions.

## Contractual Arrangements

The successful Artist will enter into a formal agreement with WAITOC outlining licensing, payment, and usage terms.

WAITOC will manage all contractual and administrative arrangements relating to the artwork.

## MORE INFORMATION & SUBMITTING ARTWORK

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

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