



2018 INDIGENOUS GUERNSEY

REQUEST FOR PROPOSAL



OUR VISION: BRINGING PEOPLE TOGETHER TO ACHIEVE GREAT THINGS

The Adelaide Football Club is an elite sports entertainment business. We aim to unite and excite and provide our supporters with the opportunity to be a part of something remarkable.

We are committed to four core values that will guide our decision making and performance.

HIGH PERFORMANCE: We strive to be a world class sports entertainment organisation. Whether it's on field or off field, we demonstrate elite standards and total professionalism in everything we do.

COURAGE: We have the courage and self-belief required to be world leaders in our field. We make strong decisions and understand it takes bravery to break new ground. We are not afraid of failure.

AUTHENTIC: We are honest and transparent. We don't believe in spin. We back ourselves to be open and truthful in our dealings with supporters, members, sponsors, stakeholders and each other.

TEAM FIRST: A team-first approach is at the heart of everything we do. We believe that a strong team is bigger than the sum of its parts. We bring people together to achieve great things.





REQUEST FOR PROPOSAL

The Adelaide Football Club (AFC) invites you to respond to a Request for Proposal (RFP) seeking the development and design of a mutually agreeable story and creative design for the Crows 2018 Indigenous guernsey on the terms and conditions contained in this RFP (for a term of 1 year).

The successful designer will be required to develop a guernsey design story and creative design for the Crows 2018 Indigenous guernsey.

It is a requirement that the final working artwork files (i.e. layered artwork files in InDesign or similar) of the final design (once agreed by AFC) and story to be provided to the Club once artwork approval has been granted.

In addition, the successful designer should be available for PR activities (if applicable) in the lead up to and during the Indigenous Round match to be held at Adelaide Oval in late May 2018 (date tbc)(activities to be confirmed but may include involvement in player related promotions etc.). Further, the designer agrees that the elements and all of the design may be used across other communications pieces, including but not limited: game day, signage, lighting, merchandise, collateral, website, social media, PR etc.

BACKGROUND

Aboriginal and Torres Strait Islander peoples have been a part of our Football Club since its inception. Our players are positive role models within their communities and through the range of community programs developed to engage with local areas. We greatly respect the land of the Kaurna people that provides the Club with a world class venue at Adelaide Oval and the history of this important place. We wish to continue the journey of education and reconciliation to highlight, focus and acknowledge the contribution Indigenous Australia has made to our community.

The Adelaide Football Club has arguably designed the best in field Indigenous Guernsey repeatedly for at least the last 4 seasons.

In 2018, we plan to continue this high performing benchmark. The following is an overview of where we have come from and where we would like to land in 2018.





KEY HIGHLIGHTS WHAT WORKED WELL

2017

- Storytelling about the connection the Adelaide Football Club has with our current home ground, Adelaide Oval, and the Kaurna peoples, as told through the design by Allan Sumner in collaboration with Ochre Dawn.
- Significant Media & Publicity in lead up to Indigenous Round and strengthening of the connection between the AFC and the Kaurna Land.

2016

- Storytelling through Eddie Betts & his Aunty Susie, who designed the guernsey resulted in significant media and publicity in lead up to Indigenous Round.

2015

- Designed in collaboration between Crows legend, Andrew McLeod, and renowned Torres Strait Island artist, Laurie Nona, the guernsey design enabled the Club to tell a compelling story about the strength of the Crows team.

"We have the best
Indigenous guernsey
every year! And the best
Indigenous players."

Paul

“WHAT THE FANS SAID”

"Every year they get more impressive."

Kiara

"Incredible as always. #weflyasone"

Soph

"Best design for a while I reckon, if not the best of all time" 🥰

Matt Gates

"Love. Love. Love. 🖤 🖤 🖤 #weflyasone" 💙 💛 💛

Mands

"The last two Crows jumpers have been rippers
- and very obviously Adelaide"

Crow28

”





2018 OBJECTIVES

Deliver on our vision for Reconciliation:

- The Adelaide Football Club's Vision is "Bringing People Together to Achieve Great Things".
- Together with our values and culture, our people are driven and aligned to promote a deeper respect and understanding of Aboriginal and Torres Strait Islander cultures.
- We are committed to playing an active role in Australia's Reconciliation journey.
- Ensure that Aboriginal and Torres Strait Islander people are represented across the whole Club and in everything we do.

Develop an engaging community story that can be told through the creative development of the 2018 guernsey design.

- Engage Aboriginal and Torres Strait Islander communities, current, and past players in the design and story of the Indigenous guernsey to be worn during Sir Doug Nicholls Indigenous Round.
- Promote the value and significance of Aboriginal and Torres Strait Islander art by providing the opportunity for Aboriginal and Torres Strait Islander artists to contribute to the Club that will help facilitate relationship building and understanding between AFC and community.

Bring to life the Club's 2018 cultural diversity & inclusion positioning of: DARE TO DREAM

- See over for full statement

DARE TO DREAM

The Adelaide Football Club acknowledges there are many lessons for us all to be learnt from the past, to reconcile our history as the basis to inform and guide our collective future. We are looking towards that future with a shared optimism, in the spirit of positivity, accessibility and opportunity that will project our focus and our efforts going forward.

As Nicky Winmar had stared down the face of racial intolerance, we too will do our part in challenging systems and structures that perpetuate inequality, disadvantage and marginalisation in sports. It is a respectful reminder to us all that much more needs to be done throughout Australia's sporting communities, and codes.

As a Club, as a good corporate citizen, and with a steadfast determination, we will celebrate, stimulate and underwrite the belief, 'dare to dream'. The foundations of this dream are based on inclusion, understanding, respect, pride and achievement which are aligned to our Club values of team first, high performance, authenticity and courage.

Whilst the realisation of this dream is personal and individually centric, its importance and value lies in its ability to encourage and support Indigenous children, youth and young adults to fully and unashamedly realise their full potential, and to succeed in a way they may have thought unimaginable.

We are a proud sporting Club of excellence, inspiring tomorrow's Indigenous leaders today. That remains our collective and shared future.

Adelaide Football Club RAP Committee



ADELAIDE FOOTBALL CLUB

BRAND PERSONALITY



CORE BRAND PURPOSE:

We Bring People Together To Achieve Great Things

TARGET:

Current members & fans of the Crows including non/low-attending Passive, Casuals & Pragmatic fans.



GENUINE

COURAGEOUS

AUTHENTIC

INNOVATIVE

INCLUSIVE

TEAM FIRST

THE 2018 BRIEF

Disclaimer: Please note that while this tender is open to all Australian citizens, we strongly encourage people from Aboriginal and/or Torres Strait Islander communities to participate in this tender process.

Off the back of the success of the past four years' Aboriginal and Torres Strait Islander stories, it is important to continue the quality production of the Adelaide Football Club Indigenous guernsey to showcase the Adelaide Crow's journey. Our brand within and through our Aboriginal and Torres Strait Islander engagement is very strong and the guernsey needs to reflect this through the design and story.

The story behind the Club's previous designs was the reason that our Club stood out from the rest. Being able to draw a picture is one thing but to convey a story to our family (supporters) so that they feel a connection through the guernsey is the most crucial part of the process.

Designs that make the guernsey should include many different elements, including, but not limited to, our environment, land, sea, people, culture and traditional lore of a knowledge carrier. It is important that through the design of the guernsey that our family (supporters) can pass on that knowledge to future generations as part of the continuous development of our own Adelaide Football Club culture.

Further, it is important to ensure that our Club brand values are intrinsic to the design – Team First, Courage, High Performance, Authentic – in order to ensure that we continue to bring people together to achieve great things.

In 2018, it is integral to reflect our Dare to Dream positioning, which value lies in its ability to encourage and support Indigenous children, youth & young adults to fully and unashamedly realise their potential and to succeed in a way they may never have thought imaginable.

We aim to integrate and tell the stories of our Indigenous and non-Indigenous players.

Adelaide Oval represents an important part of this storytelling. As the home of the Adelaide Football Club, it is key that we represent and showcase the importance our fans, members and supporters place on attending the venue every second week during the football season. Over 50,000 Adelaide Crows fans flock to Adelaide Oval – a bringing of people together to witness and achieve great things.

Our fans and members also should be intrinsic in the design – they are at the very heart of our Club.

The Crow is fundamental to the design of the guernsey and if incorporated into the design, should be reflective of our Club values. Visually, the Crow should also be strong, powerful, determined. However, the visual depiction of this does not need to be literal or overt.

Functionally, the design must be able to be leveraged through all touchpoints business-wide, including the guernsey, merchandise, event presentation (including theming of Indigenous Round), match day entertainment (including lighting design), match day graphics (big screen & LED), sponsor activations, hospitality collateral, video content, social media content, website/digital content, shop theming, packaging, community, membership communications etc.

It is a requirement that at a minimum, the base colour of the guernsey is 50% navy. Other colours that must be integrated into the design are gold and red. Additional colours, such as white, grey, charcoal, black, can also be considered.

We have set a standard, it is important that we continue to use this platform to engage with our Adelaide Football Club family.



2018 RFP DELIVERABLES

- **Proposed design/drawing/artwork for the 2018 Crows Indigenous guernsey**
- **Accompanying story that tells the story of the design must also be provided**

Please also note the following:

- Full CAD drawing (preferably in InDesign or similar) of the final guernsey will be required once the design has been agreed & approved by the AFC
- A fee, to be negotiated with the successful designer, will be payable once the project has been completed to the successful designer.
- A full contract will be drafted for execution as is required by the AFL.
- Intellectual Property Rights - All documents created and the intangible intellectual property rights (including patents, inventions, copyrights and trade secrets) created, developed, invented or discovered during your association with the AFC and related to the business of the firm are owned by the Club. Importantly, the Club retains the rights to use the guernsey design in perpetuity, including use of design elements across all communications, collateral (including membership, corporate, events, community), merchandise (including swing tags, packaging etc), signage, at match, video, digital, social. As such, no future royalties or commissions will be payable.

2018 RFP TIMING

The closing time and date for proposed story and guernsey design is: **4pm CST, Friday 22 September 2017.**

Design brief distributed	Monday 28 August 2017
Guernsey design & story due	4pm CST, Friday 22 September 2017
Crows to appoint preferred designer	Friday 6 October 2017
Design development & finalisation inc Board, Player, AFL approvals	9 - 30 October 2017
Finished art (including working files) due from designer to uniform supplier	Friday 3 November 2017
2018 Crows Indigenous guernsey launch	Early/Mid April 2018 (tbc)
2018 Sir Doug Nicholls Indigenous Round match	Late May 2018 (tbc)

2018 RFP CONTACT

Please email your completed proposal (including guernsey design and story) to the below details prior to the RFP closing date & time.

ANNA MUECKE
Adelaide Football Club
Brand & Marketing Manager

amuecke@afc.com.au
08 8440 6666

The image features two photographs of men in AFL Indigenous All Stars jerseys. The left photo shows two men in blue jerseys with yellow and red Indigenous patterns, including a large yellow eagle on the left man's jersey. The right photo shows two men in dark blue jerseys with yellow and red Indigenous patterns, including a large white eagle on the left man's jersey. Both jerseys feature the AFL, ISC, and Toyota logos. A large, dark blue diagonal banner with a white Indigenous dot pattern and a white eagle silhouette runs across the center of the image, containing the word 'APPENDICES' in yellow capital letters.

APPENDICES



2017 DESIGN & STORY

Designed by Allan Sumner in collaboration with Ochre Dawn

Kuwa Irrapina Tuwila nakurri-apinga - "Awaken the Crow Warrior Spirit"

Featuring symbols of the warrior preparing for battle and harnessing a sacred connection with the land, the Kuwa Irrapina Tuwila nakurri-apinga guernsey aims to inspire & awaken the warrior spirit.

The prominent Kurna shield, spears and boomerang represent strength and together form the collection of arms that were used by the ancient Kurna warriors. Depicted in background, the crow is taking up arms in preparation for battle. Likewise, the players putting on the guernsey will be like taking up their arms in preparation for the impending battle on the field.

Three interconnecting circles acknowledge the different Kurna communities that are spread out across the Kurna Parpunta or Adelaide Plains – north, south and central – and represent the bond between the Adelaide Football Club and Kurna land.

The dots surrounding these circles show the bringing together of people around the sports field to achieve great things (including fans, members, delegates, stakeholders and team members etc).

Representing Kurna Yarta or Kurna land is the red and yellow lines which are enhanced by the dots and symbolise both the iconic Adelaide waterways as well as the continuing journey of the Adelaide Football Club in connecting with the Kurna community.



2016 DESIGN & STORY

Designed by Veda & Susie Betts

"In our Culture, the "Garn-ga" (Crow) is very special as it represents the "Messenger / Watcher" from the other side. The "One" who brings the gifts of Wisdoms front thousands of centuries passed. The "Guardian" of the gateway to the "Other side".

Calling out individually to step forward.... awakening their "Spirit"....embracing their true-self...."We Fly As One".

Garn-ga (Crow) Magic

"Garn-ga!.... Fly Old magical spirit man
Giving and sending your Gifts of Wisdom
Gift of Healing to us and our Loved Ones
Garn-ga cries out into Bira (Sky)
Letting us know...

Taking our sorrow...."Healing our Hearts"
Calling out to each of us
Now is the time....step forward into our power
To become "New and True" in ourselves."

Veda Betts,
Wirangu Elder.



2015 DESIGN & STORY

Designed by Andrew McLeod

Diving Crow, watermark (on front and back of guernsey)

In this image, the Crow is in his diving action (Fire Pose) on its way to achieve its goal. The Crow demonstrates drive and strength in its pursuit to provide for its family regardless of the environment or barriers it may face.

Designs within the image again represent the environment the Crow faces throughout its life - prey, sea, wind and tidal forces. When the Crow is in the diving position the image also becomes a mean facial mask expression, depicting tactical aggression as the bird endeavours to overcome

the harsh elements of its environment in order to catch its prey.

How this reflects to the Adelaide Football Club:

The Crow depicted on the jumper represents how as a team we, the AFC, are on a journey that reflects life. Whilst life has its challenges, through courage and determination we, the AFC, will overcome any challenges or adversity in our stride to provide for our family (our supporters).

We, as a Club, will stick together in our flock and support one another unconditionally. This support is shown in the guernsey by the watermark Crows diving together as a sign of strength in numbers (representing our team).

GUERNSEY TEMPLATE



XS

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4XL





2018 INDIGENOUS GUERNSEY

