

# INDIGENOUS DESIGN

## COMPETITION



### THE GIANTS' CLUB VISION

- ✓ The GIANTS pride ourselves on being a family club like no other, bringing people together as one community.
- ✓ Throughout our short existence we have acknowledged and celebrated Aboriginal and Torres Strait Islander culture and heritage and provided a platform for greater awareness and education to the wider community.
- ✓ Our Board, executive, staff and players are committed to being leaders in the reconciliation process to develop a better understanding of our history and build avenues for genuine inclusion.

### SUBMISSION OVERVIEW

- ✓ The GIANTS are giving Indigenous artists the opportunity to develop and design their 2018 Indigenous playing guernsey.
- ✓ To participate, artists will be required to create a guernsey story which is demonstrated through the creative design for the GIANTS 2018 Indigenous guernsey.
- ✓ The successful artist should be available to participate in PR and media activities in the lead up to and during Indigenous Round (Rd 11 v Adelaide Crows, Sunday 3 June, 2018).
- ✓ The artist agrees that the elements of the design will be used to further promote Indigenous Round across both digital and print collateral.
- ✓ Final artwork would be preferred in layered artwork files (Adobe Illustrator) however it is not a requirement. It is noted that the artwork will be adapted digitally once the final design has been granted.



## DESIGN ELEMENTS

The submission for the design and story must incorporate the following elements:

- / **The GIANTS community pillars** must be at the forefront when commencing the design and story, these include:
  - **Harmony** – promote the importance of reconciliation by celebrating culture, people and land
  - **Health** – Provide opportunities for Aboriginal and Torres Strait Islander peoples to participate and benefit from our existing health initiatives
  - **Education** – Provide platforms for cultural awareness education and use game day as a channel to further educate
  - **Employment** – Develop genuine partnerships with different networks and organisations to build our reputation as an employer
- / A minimum of 50% of the guernsey design must be orange. It is our standout colour and there's nothing like it in the AFL. Other core colours must include charcoal and white.
- / The GIANTS "G" is a fundamental element to the design. The visual element however does not need to be positioned as is on the current guernsey, however it must have prominence.

## TIMINGS AND DELIVERABLES

- / Designs can be submitted as an individual or as a group.
- / A proposed design/artwork for the 2018 GIANTS Indigenous guernsey.
- / Accompanying story that speaks of the design.
- / The successful artist fee will be discussed with designer and will be paid once the design is complete. The artist design will appear on national television, local media coverage and notable reference across the GIANTS owned channels.
- / A contract will be drafted as per AFL requirements.
- / A panel will decide on the winning design and will include GIANTS Indigenous players Zac Williams and Jeremy Finlayson as well as a mix of GIANTS internal and external stakeholders.

Designs and story must be submitted to the GIANTS by 5pm Wednesday 29 November, 2017 and sent to [Samantha.Prodanovic@gwsgiants.com.au](mailto:Samantha.Prodanovic@gwsgiants.com.au) or call 0403 566 143 for further information.

The Sir Doug Nicholls Indigenous Round logo that celebrates our Indigenous culture

