



# *Sir Doug Nicholls Round Guernsey*

EXPRESSION OF INTEREST

*2021*





## *Acknowledgement to Country*

The North Melbourne Football Club and its not-for-profit community arm, The Huddle, respectfully acknowledge the Traditional Owners and Custodians of our training and home game venues, particularly the Wurundjeri, Wathaurong, Palawa and Muwinina Peoples. We pay our respects to Elders past, present and emerging; and recognise the resilience, strength, pride and passion of Australia's First Peoples.

## *Background*

North's vision for reconciliation is to celebrate, honour, and promote our deep and shared connection with Aboriginal and Torres Strait Islander Peoples; creating a community that champions respect and belonging for all. The North Melbourne Football Club understands the importance of belonging – the unique connection between people, which unifies community.

We proudly acknowledge and celebrate our Aboriginal and Torres Strait Islander cultures and heritage and recognise the importance of creating collaborative partnerships to drive sustainable and impactful change. As part of the club's Reconciliation Action Plan it is seeking to engage an Aboriginal and/or Torres Strait Islander artist to design its 2021 Sir Doug Nicholls Round playing guernsey.







## Expression of Interest

The North Melbourne Football Club invites you to respond to an Expression of Interest (EOI) seeking the creative development and design of a mutually agreeable story and artwork for North's 2021 Sir Doug Nicholls Round playing guernsey (for a term of one year).

The successful artist will be required to be available for PR activities (if applicable) in the lead up to and during the 2021 Sir Doug Nicholls Round. Further, the artist agrees the elements and all of the design may be used across other communications pieces, including but not limited to: game day, signage, lighting, merchandise, collateral, website, social media, PR etc.

## Eligibility

- The artist must be Aboriginal or Torres Strait Islander
- Emerging and commercially recognised artists with a portfolio of work and demonstrated experience in producing pieces to a brief within set timelines
- Younger emerging artists are encouraged to apply

## Selection

An independent panel of people will be convened to oversee the moderation of Expressions of Interest and identify the preferred artist. The panel will consist of senior Aboriginal and Torres Strait Islander Elders and Community Leaders.

## Key Dates

ACTION	DEADLINE
Expression of Interest opens	11/10/19
Expression of Interest closes	31/10/19
North to appoint preferred artist	20/11/2019
Artist to meet Aboriginal and/or Torres Strait Islander AFL listed players	w/c 02/12/19
Artist to submit first draft of guernsey design	20/12/2020
Guernsey design finalised; including Board, Play-er, RAP Working Group, and AFL approvals	03/02/2020
Finished art submitted to apparel partner	02/03/2020







## *The Design*

North is seeking an artist to develop an engaging story that can be illustrated through creative design on a guernsey, by celebrating and representing the club's history and how it's aligned to the famous 'Shinboner Spirit'. The 'Shinboner Spirit' defines North; epitomising the values of belonging, real, bold and never beaten.

## *Key Deliverables*

- Proposed design/drawing/artwork for the 2021 Sir Doug Nicholls Round guernsey
- Accompanying story of the design must also be provided

### **Please note the following:**

- Up to one third of the total net profit of the 2021 Sir Doug Nicholls Round guernsey sales will be paid to the successful artist. The club will promote the successful artists galleries and other artworks where possible
- 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 club 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 the use of design elements across all communications, collateral (including membership, corporate events, community), merchandise (including swing tags, packaging etc), signage to match, video, digital, social. As such, no future royalties or commission will be payable.





# Past Sir Doug Nicholls Round Guernseys



2014

**OUR ICON**  
Artist: Sarrita King



2015

**OUR ICON II**  
Artist: Sarrita King



2016

**BLOODLINE**  
Artist: Sarrita and Tarris King





2017

**TRIBAL**

Artist: Sarrita King



2018

**ORIGINS**

Artist: Tarrise King



### 2019

Story: Totem [toh-tuhm]; A natural object or animate being assumed as the emblem of a clan, family or group.

Depicted on the fabric of North's 2019 Sir Doug Nicholls Round jumper, are the powerful totems of each of its Aboriginal players.

The honey ant (Jed Anderson), goanna (Paul Ahern), turtle (Jy Simpkin) and water (Kyron Hayden), all bring this delicate and unique artwork, aptly titled 'Totem', together.

The Totem's flowing design also features the 'Rainbow Serpent' or the 'Ngalyod' in Western Arnhem Land; a powerful being that originated from beneath the earth and created huge ridges, mountains and gorges as it pushed upward towards the surface of the land.

North's spiritual home, Arden St, is also visible in the form of a blue oval or deep waterhole in which 'Ngalyod' dwell.

The centre of the jumper symbolises the club itself, and the six blue bands running into it represent the main rivers and water from each player's home country, which links them back to their country.







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## *2021*

### **CONTACT INFORMATION**

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RECONCILIATION  
ACTION PLAN

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