



FREQUENTLY ASKED QUESTIONS

2021 Sir Doug Nicholls Round Guernsey - Expression of Interest

What is the Australian Football League's Sir Doug Nicholls Round?

The AFL's annual round recognising and celebrating the contribution of Aboriginal and Torres Strait Islander peoples and culture is named in honour of Sir Doug Nicholls. Sir Doug, who epitomised the spirit of reconciliation, played 54 games for Fitzroy and was a brilliant all-round athlete. The first Aboriginal person to be knighted, he also served as governor of South Australia and was devoted to the wellbeing of Aboriginal and Torres Strait Islander peoples.

How does North Melbourne celebrate Sir Doug Nicholls Round?

North Melbourne is committed to celebrating the immense contribution Aboriginal and Torres Strait Islander peoples have made to the establishment and continuing success of Australian Rules Football. As such, Sir Doug Nicholls Round is an important date in the North Melbourne calendar. North players wear a guernsey designed by an Aboriginal and/or Torres Strait Islander artist during Sir Doug Nicholls Round, as well as other significant matches during the AFL season. In addition to this, North works with Elders and performers to create a calendar of events during the Round for players, staff, and North members to engage in and learn from.

Does North wear a different Sir Doug Nicholls Round guernsey every year?

Yes. North Melbourne players will wear a different guernsey design every year which has an accompanying story design. North's Aboriginal and/or Torres Strait Islander players are heavily involved in the design process and work with the artist to bring this design to life.

Who will be on the selection panel to choose the preferred artist?

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. The Aboriginal and/or Torres Strait Islander players at North Melbourne will also play a role in selecting the preferred artist.

What examples of artwork should I provide in my Expression of Interest?

Any images, pdfs, or Adobe Creative Suite files you think best demonstrate your artistic ability. You do not need to upload any designs for the guernsey or create any new work for this submission; although you can if you wish. We also encourage you to look at previous guernsey designs to get an understanding of the type of artwork you will be commissioned to create.

Do I need to have experience working with an Australian Rules Football Club to be eligible?

No. However, you do need to have experience working collaboratively with an organisation to bring a piece of artwork to life e.g. working with your local primary school to create a painting around the schools' values.



NORTH MELBOURNE FOOTBALL CLUB

Will I get paid for my design?

Yes. 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 artist's galleries and other artworks where possible.

Do I have to be a North Melbourne supporter to design the guernsey?

No.

Who should I get a letter of recommendation from?

The letter of recommendation is an important part of your application. This could be provided by a Senior Elder of your Country, the owner of a gallery where your artwork is, a community leader etc. It's important that your letter of recommendation explains how you have experience in producing art to a brief within set timelines.

Do I need to be Aboriginal and/or Torres Strait Islander to apply?

Yes. This is an Aboriginal and/or Torres Strait Islander identified role.