

NAIDOC 2025 ARTWORK COMPETITION

Gandangara Local Aboriginal Land Council (GLALC)



GANDANGARA
Local Aboriginal Land Council

Marumali
Gandangara Health Services
Gandangara Transport Services





Call for Innovative Original Artwork GLALC Members & Aboriginal Artists

We are calling all interested GLALC Members and local Aboriginal artists who meet the eligibility criteria to submit a formal Artwork Submission to showcase your talent on Gandangara Local Aboriginal Land Council (GLALC) promotional material.

This opportunity is in celebration of NAIDOC 2025 celebrating the unyielding spirit of our communities and inviting us to honour and elevate First Peoples voices, culture, and resilience.

“The Next Generation: Strength, Vision & Legacy”

The 2025 theme celebrates not only the achievements of the past but also the bright future ahead, empowered by the strength of our young leaders, our communities’ vision, and our ancestors’ legacy.

Find out more about the theme by visiting www.naidoc.org.au

GLALC is one of 120 Local Aboriginal Land Councils in NSW. The objectives of GLALC are governed by the *Aboriginal Land Rights Act 1983* (NSW) to improve, protect and foster the interests of all Aboriginal people within the Council’s area and everyone who is a Member of the Council. This responsibility includes providing essential services such as health and transport, managing and protecting our lands and sacred sites, curating our historical artefacts, and growing our financial assets.

The jurisdictional boundaries of GLALC span, in whole or in part, six Local Government Areas in the South Western Sydney region. These include Liverpool, Fairfield, Canterbury - Bankstown, Parramatta, Cumberland and Sutherland Shire.

Example shown here is the NAIDOC 2024 winning artwork on hoodie.





Call to Action

Available is a unique opportunity, whereby the artist of the winning artwork will be invited to co-create the final artwork for use in GLALC marketing and promotional material.

GLALC invites our active Members and local Aboriginal artists over the age of 16 to submit an artwork in the following format :

- An A3 drawing (42 cm x 29.7 cm) in black & white on paper or
- Digital image A3 (42 cm x 29.7 cm) in black & white on a USB stick or

- A 2 Dimensional (2D) artwork that can be translated into a black & white digital image

The winner will be awarded the following prizes:

- Printed poster (A3) of the final artwork
- 2 x T-shirts or hoodies with printed artwork
- 1 xGLALC 40th Anniversary Book (Published July 2025)

If you would like to learn more about this opportunity, check your eligibility contact GLALC at brandcentral@glalc.org.au or call (02) 9602 5280

Please refer to the Terms and Conditions to lodge your NAIDOC 2025 Artwork Competition Entry. Competition Entry closes at 5:00pm, Friday, 4 April 2025.

Below: Artwork example of cultural artwork co-created with the Gandangara BrandCentral Team to design shirt.



Note

The layout of final artwork will be co-created by BrandCentral & the artist. The GLALC logo will be incorporated into the front of the T-shirt or hoodie.



Over the past two years, we have engaged Members & community to participate in our yearly NAIDOC competition. Check out these deadly artworks below from 2024 & 2023.





Competition Submission Artwork Guidelines

- The artistic work must be original
- The Artwork visually addresses the NAIDOC Theme:
The next generation, strength, vision & legacy
- Artwork to be submitted to GLALC reception in one of the following formats :
 - Artwork A3 size (42 cm x 29.7 cm)
 - Digital image A3 size (42 cm x 29.7 cm) on a USB stick
 - An Artwork that can be translated into a digital image
- Artwork must be in a 2 Dimensional (2D) format only
- Artwork submitted by Deadline 5:00 pm, Friday 4 April 2025
- Artwork delivered to GLALC Offices at 64 Macquarie Street, Liverpool
- The Entrants will also submit a statement that describes and explains the underlying ideas or motivations for producing the Artwork
- One Artwork submitted per Artist
- Artwork must meet Assessment criteria



Assessment Criteria

The following assessment criteria will be applied to assist with selecting the winning Artwork:

1. The Artist Identifies as an Aboriginal person as defined in section 4 of the *ALR Act 1983* (NSW) as a person who:
 - a) is a Member of the Aboriginal race of Australia (Part 1); and
 - b) identifies as an Aboriginal person (Part 2); and
 - c) is accepted by the Aboriginal community as an Aboriginal person (Part 3).
Submitted evidence is required as part of the application
2. The Artist is an
 - GLALC Active Member or
 - Immediate family member of an Active Member and/or
 - Local Aboriginal Artist who resides within the GLALC jurisdictional areas
3. Artist is over the age of 16
4. The 2D Artwork must be submitted in either digital format 300dpi or vector file on a USB or on an A3 substrate in person to: Gandangara Local Aboriginal Land Council at 64 Macquarie St Liverpool, NSW 2170 by **Friday, 4 April 2025**
5. Is the storytelling of the NAIDOC theme effectively conveyed through the Artwork?
6. Does the artist provide a clear and compelling explanation of the Artworks cultural meaning and inspiration?
7. Is the Artwork original?
8. Has the Artist used Aboriginal symbols in the Artwork? If yes, has the artist attributed them respectfully to avoid cultural appropriation by acknowledging its origins and cultural significance?
9. Does the Artwork bring an innovative, fresh contemporary perspective to the NAIDOC theme?
10. Can the Artwork be adapted and transferred to a digital image for print?

Immediate family means:

- a spouse, de facto partner, child, parent, uncle, aunt, grandparent, grandchild or sibling of the person


Local means:

- Local refers to a person who resides within GLALC boundaries

Terms & Conditions

Each entry must be entered in accordance with these Terms & Conditions.

1. Entry to this competition is open to all Active GLALC Members, their immediate families & Local Aboriginal artists.
2. Artwork must be original
3. 1 Artwork entry per Artist
4. The artist must submit with Artwork the NAIDOC Competition Artwork Submission Form
5. The artist is over the age of 16 of the family that is an active Member or a local Aboriginal artist



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6. Entrants must reside within the GLALC jurisdictional boundaries. This pertains to, in whole or in part, six Local Government Areas in the South West Sydney region. These include Liverpool, Fairfield, Canterbury-Bankstown, Parramatta, Cumberland and Sutherland Shire
7. Entry into this competition is free. Artists will not receive any financial benefits entering the competition
8. The artist agrees to allow permission for GLALC to reuse digital artwork in its entirety or abstract details freely across media outputs & physical applications
9. Formal submissions that comply with the Competition Artwork Guidelines will only be accepted.
10. Judging panel: Competition organisers are excluded from entry
11. Family members of the GLALC Board & employees are permitted to enter
12. Non-GLALC Members are required to provide evidence of Aboriginality (refer to Assessment Criteria 1) with your 2025 NAIDOC Artwork Submission Form
13. The Selection Panel's decision is final
14. GLALC is not responsible for any incorrect or inaccurate information or other errors (whether technical or otherwise) that may occur in the course of conducting this competition
15. GLALC accepts no responsibility for any loss or damage of artwork. All original artwork or digital files will be returned to the Artist
16. GLALC reserves the right, at any time, to verify the validity of any entry or claim for the prize (including, without limitation, identity and other personal details of the entrant)
17. The Artist grants permission to Gandangara the BrandCentral creative team making artwork adjustments to accommodate branding requirements. This includes artwork cropping to suit production
18. The Artist retains the copyright of, and moral rights to, the artwork and, or artwork, and the use by GLALC is non-exclusive
19. All applicants will be notified in an email or by phone of the panel's outcome, whether successful or not
20. The winner will be notified via the phone on Friday, 2 May 2025
21. The winning Artist agrees to be available to come in for a yarn and have a photograph taken in the week of the 5th to 9th of May
22. The winner will formally be announced on GLALC's Facebook by Wednesday 14 May 2025, once the winner has been personally informed and a photograph taken.

Selection Panel

Gandangara Local Aboriginal Land Council (GLALC) is facilitating the NAIDOC 2025 Artwork Competition process of commissioning the artwork for use.

All eligible entries must comply with the Assessment Criteria and agree to the Terms & Conditions to be shortlisted for the Selection Panel. The Selection Panel consists of representatives of the following key roles:

- 2 x Yarn Up Elders
- 1 x GLALC Board nominee
- 1 x GLALC OCEO nominee
- 1 x BrandCentral nominee
- 1 x External Professional Network

In the event of a conflict of interest the panel member will be removed & an alternative nominee will be selected by the OCEO.



CLOSING DATE FRIDAY 4 APRIL 2025 at 5:00pm

COMPETITION SUBMISSION FORM

Please complete this form and submit it alongside your artwork entry

Name: _____ Age: _____

Address: _____

Phone (H): _____ (M): _____ Email: _____

Preferred method of contact: _____

Title of Artwork: _____

Submission date: _____

Please provide the Panel with a statement about your artwork and how it relates to the NAIDOC theme of "The Next Generation: Strength, Vision & Legacy":

(Please use the space below or provide it on an additional page)

Are you related to any GLALC Board Members or Staff?

Yes No

If you win, what is your size T-shirt/hoodie? _____

Are you a current GLALC Member?

Yes No

If no, please provide evidence of Aboriginality as stated in Criteria 1

DECLARATION

I hereby agree to the Terms & Conditions outlined in this NAIDOC 2025 Artwork Competition as set out in the Competition Submission Artwork Guidelines.

Name: (Print) _____ Signature: _____ Date: _____

Please submit your Competition Submission Form along with your artwork or digital artwork on a USB to our offices at 64 Macquarie Street, Liverpool NSW 2170

Need help or have any questions?

We are always happy to help. For any questions regarding the Terms and Conditions or eligibility for this competition, please call BrandCentral on (02) 9602 5280 or email brandcentral@glalc.org.au

We are excited to receive your creative entry!

www.gandangara.org.au