

Part C – EOI Statement of Requirements

General

Procurement	DCCEEW Aboriginal Visual Identity
Procurement Registration Number	PROC18388 DCCEEW Aboriginal Visual Identity

Documentation Structure

Part A	EOI Overview and Conditions
Part B	EOI Response Form (to be submitted by respondents)
Part C	EOI Statement of Requirements
Additional Documents	Attachment A – DCCEEW Aboriginal Visual Identity Overview

Background and objectives

The Department of Climate Change, Energy, the Environment and Water (DCCEEW) is seeking to commission an Aboriginal branding artwork that will serve as a culturally authentic visual identity across departmental initiatives, communications, and engagement activities. The artwork will be created by an Aboriginal and/or Torres Strait Islander artist and will reflect the Department's commitment to working in genuine partnership with Aboriginal peoples and communities. This procurement is necessary as the license for previously used artwork, sourced through the former Department of Planning and Environment, has expired and DCCEEW no longer holds the rights to use that artwork. Procuring a dedicated artwork will ensure compliance with ICIP, copyright and licensing requirements while providing the Department with ongoing usage rights for future applications.

The objective of this procurement is to secure an Aboriginal branding artwork that embodies Aboriginal cultural perspectives and supports the Department's commitment to embedding these perspectives across its policies, programs, strategies, and services. The artwork will be used consistently across a range of departmental materials, including publications, presentations, digital platforms, engagement resources, and corporate communications. The procurement process will be undertaken in a culturally safe, transparent, and respectful manner, ensuring appropriate consideration of cultural integrity, intellectual property rights, stakeholder engagement, and Aboriginal community perspectives. The resulting artwork will strengthen DCCEEW's ability to engage meaningfully with Aboriginal communities, provide a consistent and culturally appropriate visual identity, and support the Department's long-term strategic and community partnership objectives.

Scope

The Department of Climate Change, Energy, the Environment and Water (DCCEEW) is seeking Expressions of Interest from Aboriginal artists or Aboriginal-owned creative organisations to design and deliver an original artwork that reflects Aboriginal culture, connection to Country, and the

department's commitment to reconciliation and respectful engagement with Aboriginal communities.

The successful applicant will be expected to:

- Develop a concept design that aligns with the project brief and DCCEEW objectives
- Demonstrate appropriate consultation and engagement with relevant Aboriginal communities, Elders, or cultural knowledge holders where required
- Ensure all artwork is culturally appropriate, authentic, and respectful of Aboriginal culture and protocols
- Produce original artwork and provide all final artwork files in agreed formats and specifications
- Participate in project meetings and incorporate stakeholder feedback throughout the design process
- Provide a statement describing the artwork and elements, their cultural significance, and the story they represent
- Ensure all intellectual and cultural property considerations are appropriately addressed
- Deliver the final artwork within agreed timeframes and project milestones

Applicants should demonstrate:

- Experience in developing and delivering Aboriginal artwork projects of a similar scale and nature
- Cultural competence and an understanding of Aboriginal cultural protocols
- Ability to work collaboratively with government agencies, stakeholders, and Aboriginal communities
- Capacity to deliver high-quality artwork within specified deadlines and budgets

Requirements

Mandatory Requirements:

- Be an Aboriginal artist or an Aboriginal-owned and operated creative organisation
- Demonstrate experience in the design and delivery of Aboriginal artwork projects of a similar scale and complexity
- Demonstrate cultural competence, including the ability to engage respectfully with Aboriginal communities and adhere to relevant cultural protocols
- Provide examples of at least two previous projects that demonstrate artistic capability and successful project delivery
- Hold appropriate public liability insurance or demonstrate the ability to obtain such insurance prior to contract commencement
- Ensure all artwork is original and does not infringe on any intellectual property or cultural intellectual property rights
- Agree to participate in project meetings and stakeholder consultation processes as required
- Meet all project deadlines and deliverables outlined in this EOI

Timeframes

The proposed timeframes for the procurement process and delivery of the Aboriginal Visual Identity are outlined in the table below. These timeframes are indicative only and may be adjusted by DCCEEW to accommodate procurement requirements, stakeholder consultation, cultural considerations and project delivery needs.

Activity	Indicative Timeframe
Stage 1 – Expression of Interest	14 th August 2026
Stage 1 - Shortlist Applicants	28 th August 2026
Stage 2 – Concept Design	11 th September 2026
Stage 2 – Presentation from shortlisted applicants	9 th October 2026
Stage 2 - Evaluation	16 th October 2026
Contract Execution	30 th October 2026