

ARTWORK COMPETITION GUIDELINES

Yorgum Healing Services is seeking submissions from Noongar artists residing in Noongar country (Perth) to design an artwork mural for the wall of our Wittenoom Street East Perth Office. We would like the artwork to reflect the Noongar seasonal calendar including Birak, Bunuru, Djeran, Makuru, Djilba and Kambarang and for each of these seasons to display and tell the story how seasonal changes can positively impact social and emotional wellbeing.

In the Submission we would like to see a portfolio of previous work which showcases your experience. This is a competitive process and submissions will be judged by Yorgum Board of Directors and the CEO for final selection.

The artwork will be applied to branding of print and digital resources, merchandise and signage as well as future marketing campaigns.

BACKGROUND

Yorgum was established in 1991 by a group of Aboriginal women, some of whom worked in women's refuges, as they were concerned about the lack of appropriate counselling support for Aboriginal people experiencing spiritual, emotional and psychological pain. They wanted a service with a 'healing' approach rather than an ongoing, crisis-driven 'patchup' approach.

Yorgum is a Noongar name for a large red flowering gum tree which has healing properties. Aboriginal people have used the gum for many years in the treatment of numerous ailments, including diseases of the eyes.

The name Yorgum is an expression of the life-sustaining image of the living tree. The deep roots, rising sap, branches reaching to the sky, the shelter and the home provided to the many forms of life-insects, reptiles, birds and other animals. It is a symbol of connectedness and inter-dependence in the diversity of living beings.

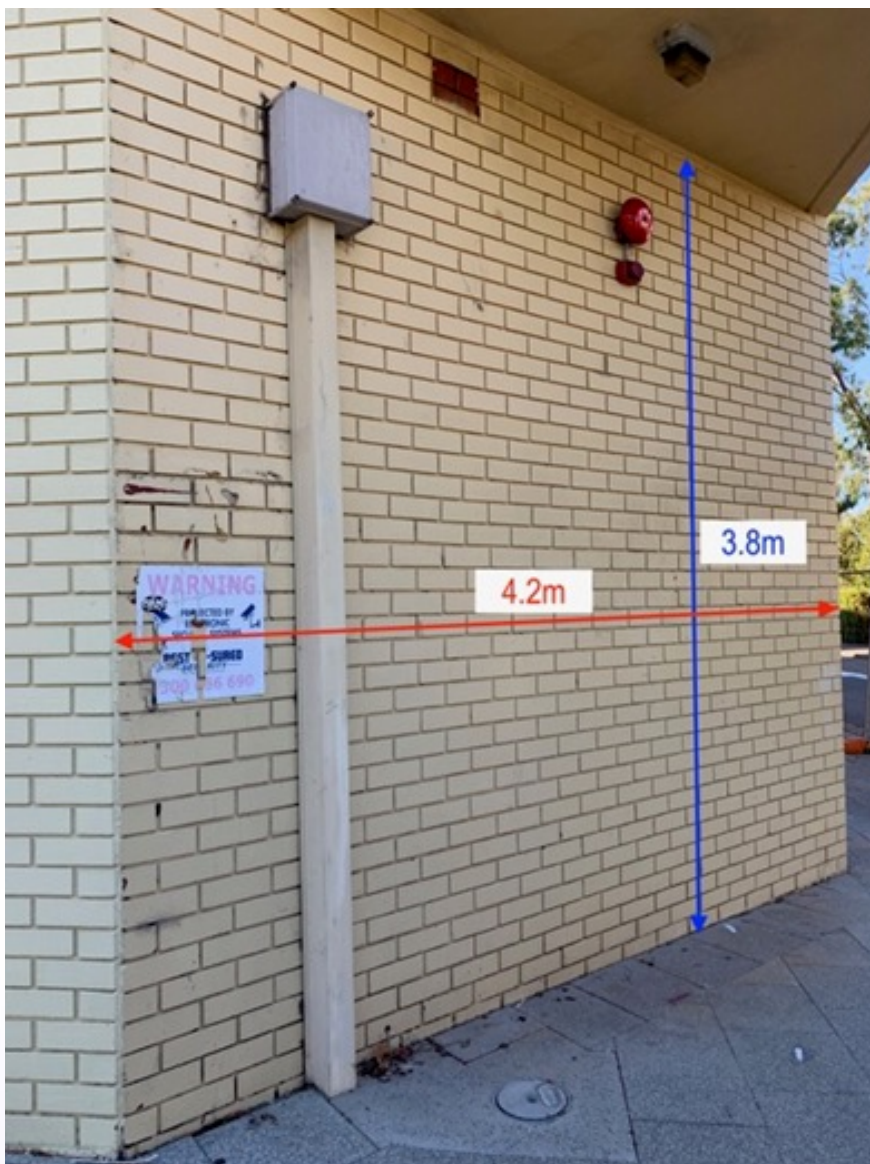
Our Vision is that Aboriginal people, their families and communities are empowered, and have the skills and supports, to improve and maintain their social and emotional wellbeing.

DELIVERABLES FOR WINNING ARTIST

- ◆ The Artist will meet with Yorgum Board of Directors and CEO to yarn about what the artwork will represent and to agree on key elements (including colours) before commencing the artwork.
- ◆ The artwork will tell a story about the Noongar Six Seasons and will explain the seasonal changes and how these changes can positively impact on the social and emotional wellbeing of Aboriginal people.
- ◆ The artist will design and provide artwork for the external brick wall at 176 Wittenoom Street, East Perth (4.2 m length & 3.8 m height (see image below).
- ◆ The artwork is also to be supplied in digital form such as Illustrator files (AI and APS files) along with hi-res and low-res jpegs. (This can be discussed with the Panel.)
- ◆ The Artist will provide a written story and summary explaining the artwork.
- ◆ The artwork will become the property of Yorgum Healing Services Aboriginal Corporation and will be used by Yorgum for branding of print, digital and media resources, and future marketing campaigns. At times only parts of the artwork may be used instead of showing the whole artwork.
- ◆ Exclusive copyright is being purchased for the artwork and will be used by Yorgum, citing the Artist in the public domain.

KEY DATES

Schedule	Dates
Submissions OPEN	17 June 2022
Submissions CLOSE	8 July 2022
Judging and announcement	11 - 22 July 2022
Artist briefing	25 - 29 July 2022
Finished Artwork due	19 August 2022



176 Wittenoom Street,
East Perth brick wall

**ARTIST SUBMISSION
FINAL DATE FOR SUBMISSION 8 JULY 2022**

Email to:
Dion Storey, General Manager, Corporate & Executive Services
dstorey@yorgum.org.au
08 9218 9477

Artist name	
Organisation or business name (include ABN) if relevant	
Address	
Email	
Phone	
Copy of photo identification (Driver's Licence or other)	