



# EXPRESSION OF INTEREST

## ABORIGINAL & TORRES STRAIT ISLANDER ARTIST BRIEF

**Submission deadline: 5pm, Monday 16 February 2026.**

### Project description

Western Queensland Primary Health Network (WQPHN) invites Expressions of Interest (EOI) from an Aboriginal and/or Torres Strait Islander artist(s) to deliver new cultural artwork for our region:

1. **An original cultural artwork and story** that reflects the diversity, strength and connection of Western Queensland communities. The artwork will be created through a collaborative, culturally-informed process involving WQPHN stakeholders and members of the [Nukal Murra Alliance \(NMA\)](#), recognising the Alliance as a key partner and cultural authority in shaping the cultural narrative of our region.
2. **A new logo for the NMA** developed from the consultation and cultural conversations undertaken during the artwork process. The logo will be informed by the artwork's themes but will be ultimately guided by the Alliance.

The new artwork will be important cultural assets for WQPHN and the NMA, supporting our shared vision for strong, connected and healthy communities across Western Queensland.

### Who we are looking for

We would like to partner with an Aboriginal or Torres Strait Islander artist who will bring:

- **Connection to Country:** Living and creating within the [Western Queensland PHN region](#)
- **Cultural depth and artistic excellence:** Strong local cultural knowledge and the artistic capability to produce contemporary, meaningful artwork and narrative that reflects the diversity and strength of Western Queensland communities.
- **Collaborative spirit:** A willingness to work closely with WQPHN, the NMA and key partners throughout the design process to ensure cultural authenticity and alignment with our shared vision for reconciliation and health equity. The artist may take part in short interviews or photography to help share the story of the artwork.

*Please note, artists currently employed by or contracted to a WQPHN-commissioned service provider are not eligible for consideration in the Expression of Interest (EOI) selection process.*

# Scope of work

## WQPHN Cultural Artwork

The artist will create an original cultural artwork and accompanying narrative that tells the story of the Western Queensland region and brings people and communities together. The artwork will reflect our strong community spirit, commitment to reconciliation, cultural inclusivity and the importance of health equity – “plenty hands” across saltwater, freshwater and desert communities, and the 34 language groups across our region.

This deliverable includes:

- A unique and exclusive visual artwork suitable for large-format printing and digital media
- An artwork story
- A suite of supporting design elements and icons
- Guidelines for application (artwork style guide)
- At least two in-person or online workshops with WQPHN stakeholders, NMA members or community members

The artwork and its elements will be designed for flexible use across a wide range of physical and digital applications, including but not limited to:

- Organisational documents, reports and publications
- Communication and promotional collateral
- Websites, social media and digital platforms
- Signage, displays and event materials
- Merchandise and clothing

This artwork will stand as a visual representation of WQPHN’s commitment to reconciliation, cultural inclusivity and health equity, and may be featured across a range of initiatives relating to Aboriginal and Torres Strait Islander health including our Stretch Reconciliation Action Plan (RAP).

## Nukal Murra Alliance logo

The artist will design a new logo for the NMA. This logo is a distinct deliverable and will grow out of the consultation and cultural conversations undertaken during the artwork process, supported by additional focused engagement with NMA members. The artist will:

- Work directly with members of the Alliance
- Develop a logo that reflects the Alliance’s identity, values and cultural authority
- Provide logo files and usage guidance (style guide) to support consistent application

For more information about the Nukal Murra Alliance, visit:  
<https://www.wqphn.com.au/provider-resources/nukal-murra-alliance>

# Artist fees and usage rights

**Cultural artwork** - The successful artist will be remunerated based on their proposed quote. This quote must include exclusive (copyright) use of the commissioned artwork by WQPHN for a period of five years.

**NMA logo** - Full copyright and ownership of the final logo will be assigned to the NMA. This ensures the Alliance has complete cultural, legal and long-term control over how their logo is used as an enduring part of their identity.

## Materials and equipment

The artist is required to provide all equipment required.

## Project timeline

The project commencement date is 3 March 2026 and the project is required to be completed by 31 May 2026.

| Activity  | Key dates               |
|---|-------------------------|
| EOI Launched  | Tuesday 13 January 2026 |
| EOI Due   | Monday 16 February 2026 |
| Shortlist presented to panel  | Monday 23 February 2026 |
| Artist advised of outcome, implementation commences                           | Tuesday 3 March 2026    |
| Creative workshop/s   | Early March             |
| Artwork and logo development  | Mid-March to May 2026   |
| Implementation completed, finished artwork, logo and style guide presentation | 31 May 2026             |

## Selection criteria

| Criteria            | Description   |
|---------------------|---|
| 1. Artist statement | Demonstration of artist experience, connection to country and community; suitability to project and ability to connect with regional communities through visual storytelling. |
| 2. Design           | Portfolio demonstrating capability to produce both a cultural artwork and Alliance logo.  |
| 3. Availability     | Artist availability to complete project within specified project dates.   |
| 4. Quote            | Total price of quote, including design consultation, delivery of media, artist fees and copyright use.  |

## Application and agreement

To be considered for this opportunity, please complete the [online application form](#) with the following supporting information:

- A brief artist bio outlining your connection to Western Queensland Country and community
- Examples/images of previous relevant work
- A short outline of your collaborative process and how you like to work with communities. WQPHN will support connections to Aboriginal Community Controlled Health Organisations (ACCHOs), partners and relevant groups.
- An indication of your availability from March to May 2026
- Your contact details

If selected, the artist will be engaged under a Short Form Agreement (SFA). This agreement will outline the activities, deliverables, timelines and payment terms. These may include creating and delivering the agreed artwork or project, attending meetings and providing relevant documentation or promotional content.

By applying, the artist understands the terms will not be negotiated after the SFA is signed.

All applications remain the property of the artist unless selected as the successful artist.

## Contact

**Roderick Wright, WQPHN:** Via email [Roderick.wright@wqphn.com.au](mailto:Roderick.wright@wqphn.com.au) or phone (07) 4573 1900