



The National Anti-Corruption Commission

COMMISSIONED ARTWORK PROPOSAL
27 SEPTEMBER 2024

GILIMBAA REF: BD1716



overview and *approach*



The National Anti-Corruption Commission enhances integrity in the Commonwealth public sector by deterring, detecting and preventing corrupt conduct.

It is seeking to work with a First Nations supplier to commission an artwork that will be used in its new office fit-out.

The Gilimbaa team is excited at the prospect of working with you on this important project. Our proposal includes the following:

1: Creative workshop

Gilimbaa will facilitate an initial creative workshop with your team at an agreed location or online, in order to:

- Introduce our project team;
- Explore the key themes and messages to be conveyed;
- Explore key sensitivities and inclusions in the artwork story;
- Discuss the artwork and its requirements in more detail;
- Discuss the desired application of the work in more detail; and
- Establish the artistic direction.

We will present key messages taken from the creative workshop back to your team for sign-off before development of the artwork concept commences.

2: Artwork development

Based on the sign-off of the key messages and outcomes of the creative workshop, Gilimbaa will develop the concept for the artwork.

We have included two options for artwork creation to best suit your organisation's needs and intended application.

- A **bespoke artwork** is the most extensive, and is inspired by the key themes, messages and goals of your organisation's story as uncovered in the artwork strategy session and exploration. The capacity for extension is broad - bespoke artworks can be used as the foundation for your RAP publication, video/animation pieces and a wide range of collateral. We will provide an accompanying style guide to ensure the integrity of the artwork and cultural significance is maintained.
- A **motif artwork** is a beautiful piece of cultural art that is created using a similar process but with less capacity for extension. A motif is a standalone, intricate symbol of your organisation's story and relationship with Indigenous Australia. Similar to a bespoke piece, we will provide an accompanying style guide to ensure the integrity of the artwork and cultural significance is maintained.

Whichever artwork type chosen, your artwork concept will be distinctive, contemporary, and dynamic, reflect your direction and heritage, and, most importantly, resonate with your staff, stakeholders, and partners. Any existing brand and style guides can be closely considered in the artwork concept development stage.

Our creative team will present the artwork concept to your team for feedback and will make refinements based on this.

3: Style guide

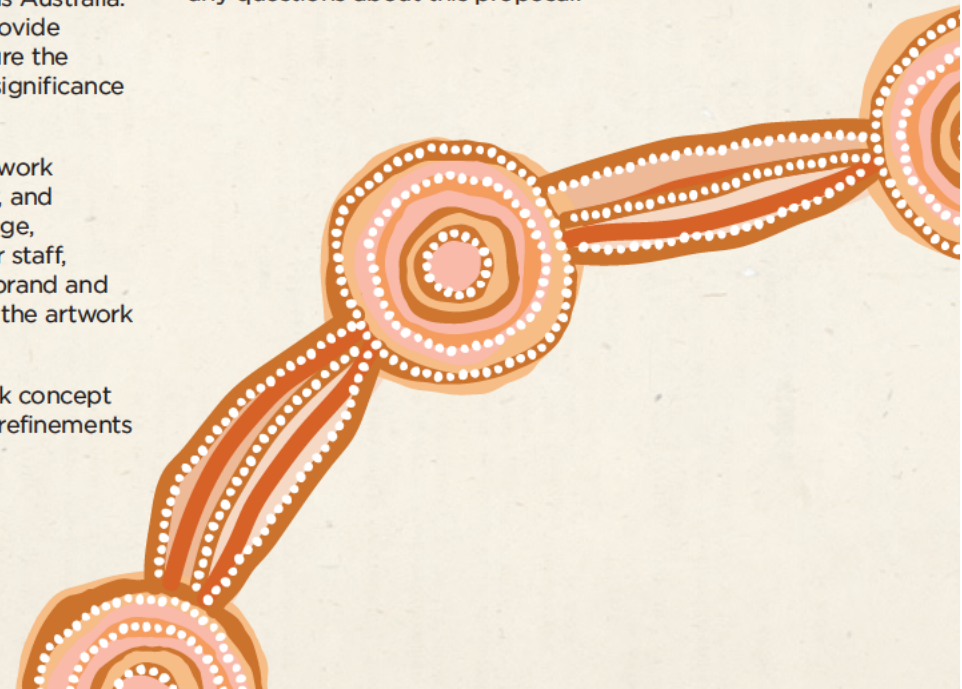
A comprehensive style guide will be created to ensure consistent application of the artwork and its elements across the required communications materials into the future.

The style guide will show the artwork applied across various mediums, articulating its application, flexibility and adaptability. It will explain and provide clear and concise guidelines on the artwork's use, and include such detail as:

- The artist bio;
- The key messages and story represented by the artwork;
- Element meaning and usage;
- Specification of application; and
- 'Dos' and 'don'ts' for the artwork use.

If there is a specific medium or piece of collateral you on which you wish to see the artwork applied, please let us know.

Please do not hesitate to contact us should you have any questions about this proposal.





creative that *connects*

Gilimbaa is a full-service research, communications and creative agency that has been operating since 2008, specialising in the development of culturally relevant and engaging design and content for and with Aboriginal and Torres Strait Islander communities and connecting resources to communities in an effective and empowering manner. We have an excellent track record in delivering design and communications projects for government agencies, corporate clients, universities and not-for-profits, with a strong record of financial stability combined with excellence in project management and client service.

We are a registered Supply Connect supplier and were named Supply Connect Supplier of the Year in 2015.

Gilimbaa means 'today' in the language of the Wakka Wakka people, and our work reflects the blending of the power and process of storytelling (and the role this plays in the education and celebration of culture and community) with innovative and effective communications processes and products. Our core focus is on the design and development of communications content and resources that are appropriate to the needs of, engaging and empowering for, and actively connected to Aboriginal and Torres Strait Islander communities around Australia.



our *services*



Aboriginal and Torres Strait Islander Community Engagement

Gilimbaa's creative approach is embedded in stakeholder engagement and audience analysis as the cornerstone of targeted communication. This process is critical to achieving successful and credible outcomes. Gilimbaa has the experience and connections to engage and consult with key representatives to achieve your project goals appropriately and effectively.

Animations

Tactical communications incorporating messages delivered by animated characters or graphics are deeply engaging for the right audience. Gilimbaa has leading-edge illustration and animation capability and a strong track record in developing everything from short vines and shareable snippets to longer TVCs and animations.

Artwork Consultation

With expert artwork and communication strategists on hand, Gilimbaa will work with you using our unique creative process to develop your artwork story. We can provide everything from short creative workshops to day-long sessions and stakeholder roundtables to help you define your key messages and concepts.

Audio Production

From radio ads to community service announcements and much more, Gilimbaa can produce high-quality and engaging audio content to meet your needs. Our unique networks of radio partners also present opportunities for national, regional, and audience-specific radio campaigns that reach large audiences for low cost.

Bespoke Indigenous Artwork

Gilimbaa's in-house Indigenous artists create exquisite bespoke and motif artworks to graphically capture a story using elements from traditional visual storytelling. We'll work with you to identify the most appropriate artwork type for you, whether it's a full bespoke artwork, element, motif, or cultural pattern.

Brand Development

Making a positive and memorable impression with your audiences and customers creates meaningful, long-term relationships. We can work with you to develop your brand, re-brand, or create communications strategies and resources that will increase your organisation's recognition among key customers, partners, and stakeholders.

Campaigns

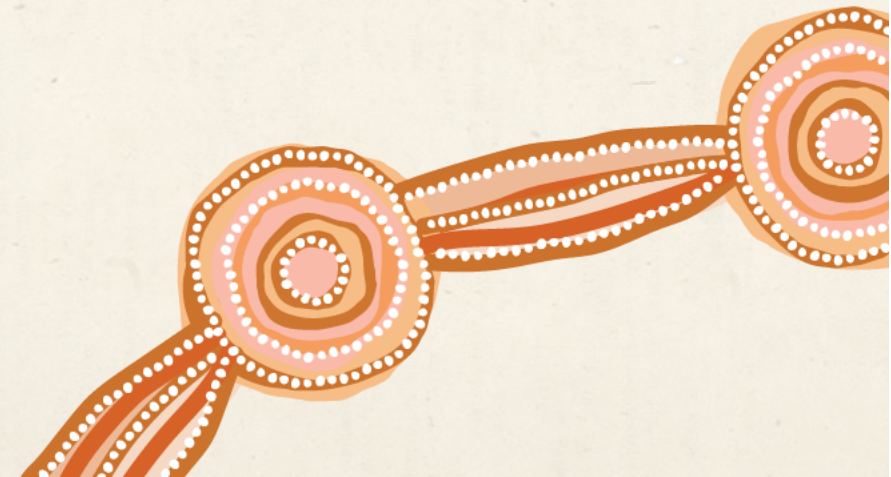
With our experience working with federal and state governments, national organisations, and community members, we are experts in the development and execution of tactical communication campaigns that cut through. We can work with you to develop effective internal and external communications resources as well as impactful public relations, intermediary engagement, and media strategies.

Content Writing

In our world of rapid-fire information overload, content is still king. Gilimbaa will create meaningful, targeted content that will resonate with your audiences. We are experts in writing content for and with Aboriginal and Torres Strait Islander audiences that cuts through.

Didgeridoo Event Performances

The didgeridoo's deep, spine-tingling resonance has been heard on Australia's vast lands for countless generations, and has become the ideal vehicle for engaging local, national, and international audiences with Indigenous Australia. To enquire about booking a didgeridoo performance by Gilimbaa's Executive Director, David Williams, contact us today.



Document Design and Layout

Whether you need a Reconciliation Action Plan, annual report, book, brochure, or other document designed, our in-house team will make sure your documents pack a visual punch. We will work with you to ensure the design and content of your print or digital document stands out among the rest.

Graphic Design and Illustration

Gilimbaa's talented creative team produces the creative assets that bring your brand or story to life. From digital and publication design to hand-rendered imagery, we'll create the visual assets to tell your stories in a unique and engaging way.

Photography

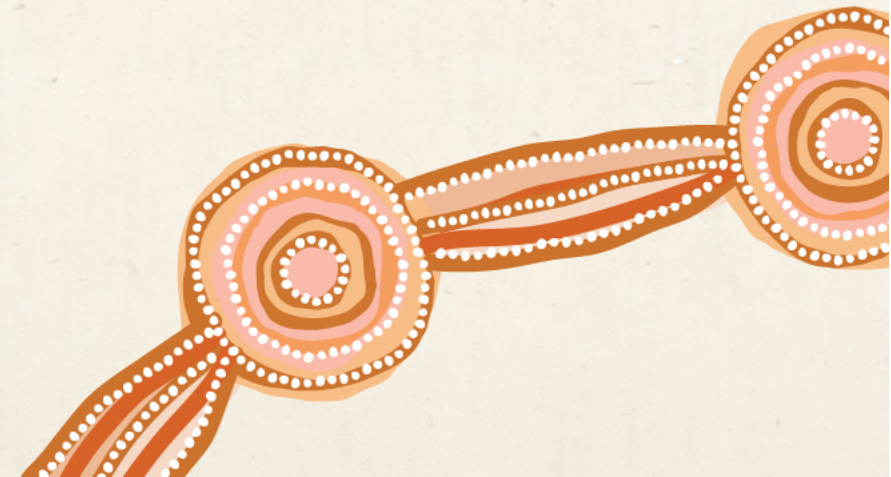
Our experienced photographers have the capability to capture powerful images that achieve results. Whether you're looking for campaign imagery, corporate-style photos, event photography or community shots, we've got you covered. You can book us for a few hours or a few days, and we can provide all the necessary editing services you'll need.

Translations

Australia is one of the most linguistically diverse areas of the world and English may not be the first language of many in your target audience. Our experienced team can work with you to identify opportunities to increase your reach with communities all over Australia.

Video Production

Whether you're seeking to inform, entertain or both, there is no better medium than video. Gilimbaa's team of videographers can make sure your messages are truly engaging, and you can utilise our scriptwriters, world-class editors, talent pools, and voiceover artists.



your *project team*





David Williams

**EXECUTIVE DIRECTOR, FOUNDER,
AND ARTIST**

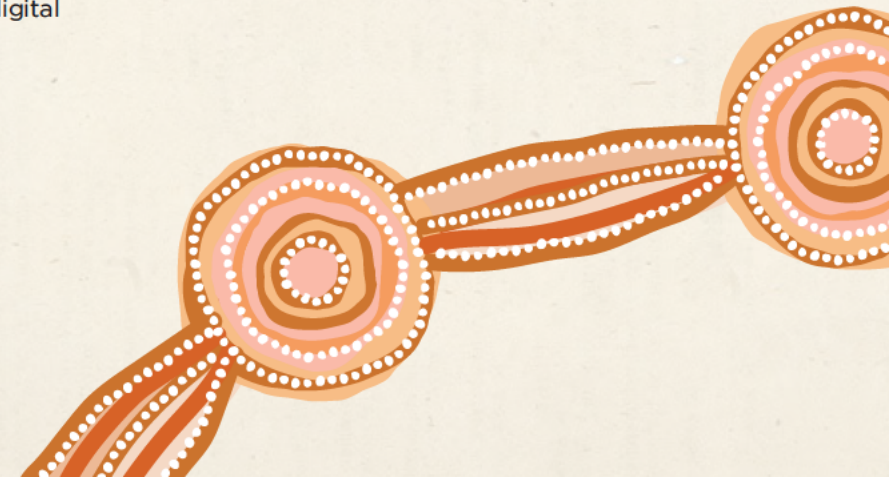
As a proud Wakka Wakka man and the Executive Director of Gilimbaa, David brings a lifetime of culture and connections to Gilimbaa. David was influenced by his immediate family and his Elders who encouraged him to use his creative skills as a tool to connect his culture to the wider community. With almost 20 years as a cultural performer working locally, nationally, and internationally, David uses creativity as an effective tool of 21st century cultural communication. David has a unique capability to walk in two worlds, influencing in the boardrooms nationally and internationally with the same ease as he connects with community. He is chairperson of the Indigenous Advisory Group for the Queensland Art Gallery and Gallery of Modern Art, a former board member of the Queensland Museum Network, former chairperson of the Queensland Museum Aboriginal and Torres Strait Islander Consultative Committee, and former RAP Advisory Member for both Microsoft and Woolworths Group.



Navada Currie

GRAPHIC DESIGNER

Navada is a Mununjali and Kabi Kabi woman whose creative career started at Inala Wangarra in 2015, where she had the opportunity to work with Aboriginal children to create a pop-up art museum named Jarjums Life Museum. Since then, she has had the opportunity to contribute her skills to several charities and fundraising campaigns, playing a part in raising funds to help support Australians facing a range of challenges. Navada's path as a graphic designer in the not-for-profit space has taught her the power of visuals to inspire change, raise awareness, and make a difference. She has also worked as a freelance designer and within a digital marketing agency.



our *experience*



Woolworths Group

BESPOKE RAP ARTWORK

It was Gilimbaa's privilege to work with the Woolworths Group team and First Nations Advisory Board to deliver a bespoke artwork for its 2023 Innovate Reconciliation Action Plan.

'A Brave Heart for a Better Tomorrow' by David Williams tells the story of Woolworths Group's reconciliation journey. It's a journey that began many years ago. A journey with many steps left to take. A journey that leaves no part of Australia untouched. At the artwork's heart is a place where everyone belongs. A place where people unite and slow down to listen. A place of courage and inspiration.

Woolworths Group's values: 'we care deeply', 'we listen and learn', and 'we do the right thing' are important elements of this story, connected to its heart. Its strategic pillars are vital to moving the story forward. The footprints of ancient trading routes are threaded throughout.

Connections with First Nations communities grow as Woolworths Group moves from safe to brave; building momentum that evokes camaraderie and creates ripples of change felt in diverse communities all over Australia. And as this story unfolds, the brave steps Woolworths Group takes will help lead us towards a more reconciled nation and, ultimately, a better future for everyone.



Thales Australia

BESPOKE RAP ARTWORK

Thales Australia is a trusted partner of the Australian Defence Force and is also present in commercial sectors ranging from air traffic management and ground transport systems to security systems and services.

Gilimbaa was delighted to work with Thales to create a bespoke artwork for its latest Reconciliation Action Plan to help realise its reconciliation vision of fostering a culture where all Australians understand, respect, and are proud of Aboriginal and Torres Strait Islander histories and cultures.



Mater

BESPOKE RAP ARTWORK

Mater is a catholic, not-for-profit ministry of Mercy Partners, guided by the spirit of the Sisters of Mercy, who first established Mater in 1906 when they built the first Mater Private Hospital. This was the start of a tradition of care and compassion for the sick and needy that continues to inspire today.

Gilimbaa was delighted to be invited by the Mater team to work on the development of a bespoke artwork for its Reflect Reconciliation Action Plan. David Williams created the artwork, 'The Heart to Heal, the Strength to Grow' to tell the story of Mater's history, heritage, and its reconciliation vision: 'Our door is open, everyone is welcome, and no-one gets left behind'.



Cross River Rail Delivery Authority BESPOKE RAP ARTWORK

As an organisation, Cross River Rail Delivery Authority is keenly aware of the importance of connection to place and connection to each other, and that the idea of connection is deeply rooted in First Nations belief. With this in mind, it approached Gilimbaa to collaborate on its first Reconciliation Action Plan (RAP) artwork alongside Goreng Goreng artist Rachael Sarra.

At the heart of Meanjin (Brisbane) is the Mairwar (Brisbane River), a cultural pulse beating, connecting and igniting stories, customs and lore. This always has and always will be a deeply cultural site. From our past, through to the present, with every footstep we are guided by our ancestors' spirit. As we shift, disturb, adapt and grow we are reminded of culture anchoring us to place and supporting us through our journeys together. Once we understand and learn from the past, connect in the present and continue this link through to the future we will be able to create an environment that represents and reflects everyone. The more we connect, the more we are able to grow vibrantly, together.



Electoral Commission of Queensland

MOTIF ARTWORK

The Electoral Commission of Queensland (ECQ) is established under the Electoral Act 1992 as an independent statutory authority, responsible for the impartial conduct of state and local government elections in Queensland.

The Gilimbaa team was excited to be invited by ECQ to develop a motif artwork for its Reconciliation Action Plan (RAP); as part of its goal of making democratic processes in Queensland more inclusive and representative of everyone. David Williams created the artwork, 'Honouring Our Past, Together Shaping Our Future'



Domain Group

MOTIF ARTWORK

Domain Group (or simply Domain) is an Australian digital property portal and associated real-estate industry business. Gilimbaa was asked by the organisation to develop a motif artwork for its Reflect Reconciliation Action Plan (RAP), with David Williams creating 'With Open Hearts and Minds, Together We Grow' as a result.

"Being open is at our core. We shine a light on all things property by opening minds and opening doors. Our openness brings people together and helps us grow. When we listen to and learn from those around us, we open a path to a better future for everyone."

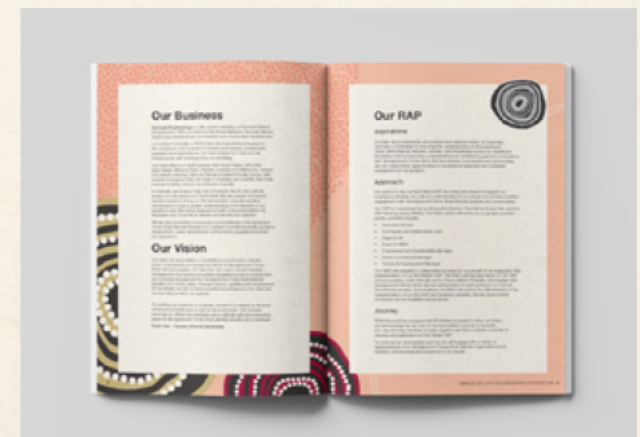
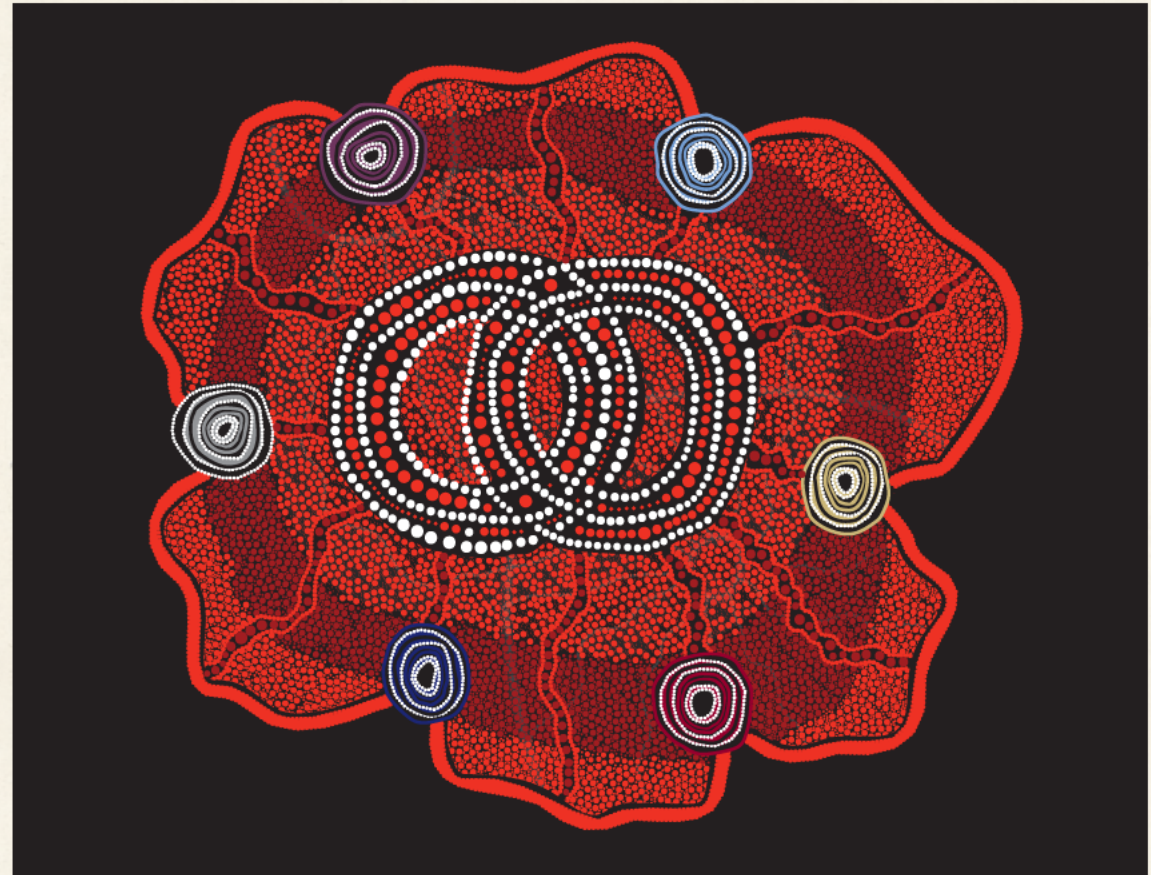


Gamuda Australia

MOTIF ARTWORK

Gamuda is a global engineering, property and infrastructure company with an excellent track record of delivering world-class major projects. Its strength lies in its ability to identify, innovate and deliver breakthrough solutions which improve the standard of living for the communities in which it operates. The company, founded in Malaysia, has strong values including respect, trust, connections, positive impact, sustainability and innovation, and the core theme for its Reflect RAP artwork was the idea of 'Together, Weaving Our Future'.

The artwork embodies the idea that everyone who works for Gamuda has a role to play in realising the importance of reconciliation, recognising the impact they can make no matter how small, and reacting through positive and meaningful actions. The artwork, completed by Gilimbaa's David Williams, respects the company's cultural origins and recognises what role it plays today that will allow pathways to be created for a better and more equitable future.



ISPT

MOTIF ARTWORK

Gilimbaa was proud to have worked with ISPT on its 'Reflect' Reconciliation Action Plan (RAP) artwork motif, 'Invested in All, The Richer We Grow', developed by David Williams. The seed is planted, knowledge is shared, and connections are formed. As ISPT formally embarks on its reconciliation journey, its values and vision as an organisation are embedded into its reconciliation artwork.

At the centre, culture and diversity of its people are embedded. The concentric circles represent where ISPT is today and what its reconciliation journey aspires to achieve. The vibrant colour palette represents sand, sun and water - elements integral for our communities. Radiating out from the centre is ISPT's connection to, and recognition of, Aboriginal and Torres Strait Islander cultures and acknowledgement of their rightful place within this country. As ISPT employees and stakeholders connect and learn, this recognition becomes part of everyday life. Each circle represents this path to learning and increases as knowledge grows.



deliverables and budget: *bespoke artwork*

| DELIVERABLE | Cost excl. GST |
|---|-----------------|
| Creative workshop (two to three hours) <ul style="list-style-type: none">• Facilitated by Gilimbaa• Your team and stakeholders in attendance• To explore, discuss and develop the artwork story and direction• Includes Artist, Strategist, General Manager and Project Manager• Includes key message development and presentation | \$7,900 |
| Design of artwork <ul style="list-style-type: none">• - Bespoke artwork concept development• - Presentation to your team for feedback and refinements• - Feedback and refinements (one round)• - Development of artwork story | \$27,360 |
| Development of style guide | \$3,360 |
| Project management | \$900 |
| Total (excl. GST) | \$39,520 |
| GST | \$3,952 |
| Total (incl. GST) | \$43,472 |

This quote includes set rounds of changes to the concept(s) – see above. Any further rounds may incur additional costs. There is no allowance made in the estimate for sourcing or purchase of stock photography, graphics or fonts. All necessary content including copy, images, fonts and style guides must be supplied. There is no allowance for the retouching of supplied images. No travel outside of Brisbane is included in this budget. No printing is included in this budget.

deliverables and budget: *motif artwork*

| DELIVERABLE | Cost excl. GST |
|--|-----------------|
| Creative workshop (two hours) <ul style="list-style-type: none">• Facilitated by Gilimbaa• Your team and stakeholders in attendance• To explore, discuss and develop the artwork story and direction• Includes Artist, Strategist, General Manager and Project Manager• Includes key message development and presentation | \$7,090 |
| Design of artwork <ul style="list-style-type: none">• Motif artwork concept development• Presentation to your team for feedback and refinements• Feedback and refinements (one round)• Development of artwork story | \$9,090 |
| Development of style guide | \$2,880 |
| Project management | \$720 |
| Total (excl. GST) | \$19,780 |
| GST | \$1,978 |
| Total (incl. GST) | \$21,758 |

This quote includes set rounds of changes to the concept(s) – see above. Any further rounds may incur additional costs. There is no allowance made in the estimate for sourcing or purchase of stock photography, graphics or fonts. All necessary content including copy, images, fonts and style guides must be supplied. There is no allowance for the retouching of supplied images. No travel outside of Brisbane is included in this budget. No printing is included in this budget.

proposal *acceptance*

Client: The National Anti-Corruption Commission
Project Name: RAP Artwork
Project Value: Bespoke Artwork: \$39,520 excl. GST
 Motif Artwork: \$19,780 excl. GST

This proposal is valid for 30 days from date of issue. Please complete the following, then scan and return to Gilimbaa by email. In signing this document, you are accepting the investment and scope of work and have read and agree to the terms and conditions as set out below.

Signature Section 47F(1) -
Personal privacy

Date 22 October 2024

Name Section 47F(1) -
Personal privacy

TERMS AND CONDITIONS

1. Payment:

Gilimbaa will issue a 60% milestone invoice after receipt of the signed proposal and will commence work upon receipt of this payment. For the remaining 40% due (based on a 60% initial payment), Gilimbaa will submit an invoice at the completion of the project. All payments are to be made in Australian dollars (AUD\$). Gilimbaa accepts no liability for money transfer fees. All prices in this proposal are in Australian dollars (AUD\$). Payment terms for completion invoices are strictly 30 days from invoice date.

2. Scope of Work:

The above investment is for the scope of work stated in the proposal. Should the scope of work and/or the brief change it follows that the cost estimate may also need to change. Should this occur, your Project Manager will discuss this with you in advance when time permits.

3. Intellectual Property:

This proposal is for The National Anti-Corruption Commission. Any other research data, concepts, diagrams, or illustrations remain the property of Gilimbaa. Any alternate intellectual property rights contained in the design or materials used in the execution of this project, including artwork and computer-generated instructions and information, remain with Gilimbaa. The National Anti-Corruption Commission warrants that it holds all necessary intellectual property rights in any document or material, (including, but not limited to, plans and drawings), that are supplied to Gilimbaa for its provision of Goods and Services and that there is or will be no infringement of any rights or entitlements held by any third party. The National Anti-Corruption Commission indemnifies and holds harmless Gilimbaa for any claims made against it arising from Gilimbaa's use of any drawings, design or any other document, material or information provided by The National Anti-Corruption Commission. The National Anti-Corruption Commission warrants that all designs or instructions to Gilimbaa will not cause Gilimbaa to infringe any patent, registered design, or trademark in the execution of The National Anti-Corruption Commission orders. The intellectual property (IP) of all cultural creative developed as part of this project remains with Gilimbaa. The National Anti-Corruption Commission is granted a perpetual license to use any cultural creative developed for this project only for the reasons for which it was created and for closely associated activities and programs that are non-commercial in nature. The style guide must be followed in all usage, and the artist and Gilimbaa must be referenced wherever it is practically possible to do so.

4. Delay or Cancellation of Work:

This proposal is valid for 30 days from the date of issue. The project must commence within three calendar months following receipt of the signed proposal and payment, unless otherwise agreed prior. It should be feasible to complete the deliverables stated within the timeframe stipulated in the supplied project plan. However, Gilimbaa does not accept responsibility for events beyond its control and reserves the right to change or amend the project plan as events warrant. For any delays beyond this timeframe Gilimbaa reserves the right to review costs and advise any increases that may apply, especially for any third-party components of the project. Gilimbaa will not proceed with work until any additional costs have been paid. For any delay of more than one month, we will invoice you for all work completed to date, including expenses. In the event of your cancellation of this project once an advance deposit has been made Gilimbaa will refund the proposal value less the value of work completed to date. All work will remain the property of Gilimbaa but will be available if the project should be resumed later. At this time Gilimbaa reserves the right to advise of any additional costs required to complete the project.

*"great things happen when
good people come together"*

Uncle Bob Anderson
QUANDAMOOKA ELDER



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(07) 3367 8895 / office@gilimbaa.com.au / www.gilimbaa.com.au

Hours: Monday to Friday, 8:30am to 5pm
ABN 64 130 765 632



TAX INVOICE

National Anti-Corruption Commission
Attention: **Section 47F(1) -**
GPO Box 605
CANBERRA ACT 2601
AUSTRALIA
ABN: 47 446 409 542

Invoice Date
28 Oct 2024

Invoice Number
3647

Reference
PO 24-715

ABN
64 130 765 632

Gilimbaa Pty Ltd
2 Ambleside Street
WEST END QLD 4101
Australia
accounts@gilimbaa.com.au

| Description | Quantity | Unit Price | GST | Amount AUD |
|----------------------------------|----------|------------|------------------|------------------|
| Motif artwork for office fit-out | 0.60 | 19,780.00 | 10% | 11,868.00 |
| Invoice 1 of 2 | | | | |
| 60% Commencement Invoice | | | | |
| | | | Subtotal | 11,868.00 |
| | | | TOTAL GST 10% | 1,186.80 |
| | | | TOTAL AUD | 13,054.80 |

Due Date: 17 Nov 2024

Payment electronic transfer:
Name: Gilimbaa Pty Ltd
Bank: CBA
BSB: 064-121
Account Number: 10213593
Re: Invoice Number

Please email your remittance to accounts@gilimbaa.com.au

Gilimbaa will issue a 100% project invoice after acceptance of the proposal and will commence work upon receipt of this payment. All payments are to be made in Australian dollars (AUD\$). Gilimbaa accepts no liability for money transfer fees. Gilimbaa prefers EFT (electronic funds transfer) for monetary transactions. Work will only proceed upon receipt of the signed Proposal Acceptance and payment of the project invoice. This proposal is valid for 30 days from date of issue. All prices in this proposal are in Australian dollars (AUD\$). Payments terms in all instances are strictly seven (7) days from invoice date.



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