

Call for Entries

An invitation to Noongar Whadjuk Artists

Submissions invited for
Welcome to Country
ARTWORK
for Swan Valley Visitor Centre

SWAN VALLEY
VINEYARDS SINCE 1829



WAITOC.COM
Ancient Tracks - New Journeys

Call for Entries

An invitation to Noongar Whadjuk Artists



Swan Valley Visitor Centre 'Welcome to Country' mural.

For many visitors to the region, the Swan Valley Visitor Centre is their first port of call when visiting the area. WAITOC and the Swan Valley Visitor Centre invite Noongar Whadjuk artists to enter submissions that extend a Welcome to Country through art. A winning artwork will be selected from the entries by a panel of judges, with the artist of the selected piece receiving a prize of \$1,500.

New and existing artwork submissions welcome.

We invite all Whadjuk artists to tell their story of Country through their art. Artists with existing artwork that tells a story of Country are also encouraged to enter. Artworks can be supplied as digital images or painted pieces. The chosen artwork will be scanned, digitised and modified to fit if required.

Refer to the following pages for the competition details, technical specifications and entry form. For further enquiries contact
[Di Below marketing@waitoc.com](mailto:Di.Below.marketing@waitoc.com)

Welcome To Country Artwork Competition Entry Form

Closing Date: Thursday 31 August 2023 **Submission Address:** marketing@waitoc.com
Contact: Di Below, Marketing Manager, WAITOC Ph: 0437 518 292

The Entrants

This competition is open to artists and creative people of all ages who are of Noongar Wadjuk descent. It extends an opportunity for your artwork and profile to be featured at a prominent City of Swan location.

Name: _____ Phone: _____

Email: _____

The Theme

We are seeking new or existing artwork which will feature as a decorative 'Welcome to Country' design on the wall of the Swan Valley Visitor Centre reception area at Meadow Street & Swan Street, Guildford. This is the first port of call for many visitors to the region. The artwork will extend a traditional welcome and story which visually illustrates that the region, now known as Swan Valley, sits within a landscape that has been home to the Noongar Whadjuk people for over 60,000 years.

The Artwork

The artwork must be open to modification, if required, to incorporate the Welcome to Country message and to fit the ceiling space featured on the design specifications on the following page. It will need to contain flexible design elements.

You can enter one or more pieces of artwork. You can submit your work as

- 1) A JPEG photo of a painting or drawing - a low res image is fine*.
*The winning entry will be photographed in high resolution at a later date
- 2) A digital design image (this will need to be a high res JPEG of at least 15MB)

Please include a brief story/description of each art piece.

The artwork must be original work and the sole intellectual property of the artist. It must not carry any copyright agreements with any third parties at the time of entry and for the duration of the competition.

The Agreement

The entries will be judged by an independent panel, based solely on their artistic merit.

The winning applicant will receive a prize of \$1500 and will be featured at the launch and other related promotions by WAITOC and the WA Visitor Centre.

The successful artist will enter into a contract agreement with WAITOC, stating that the original artwork and design copyright is shared with WAITOC, allowing the artwork to be used in future WAITOC promotions. Unsuccessful entries will remain the property of the artists.

Declaration

I agree to the terms and conditions of this competition. I hereby confirm that I am the artist and owner of this artwork and of Noongar Whadjuk descent. There are no third parties who can claim copyright, ownership or reproductions of this artwork.

Signature _____ Date _____

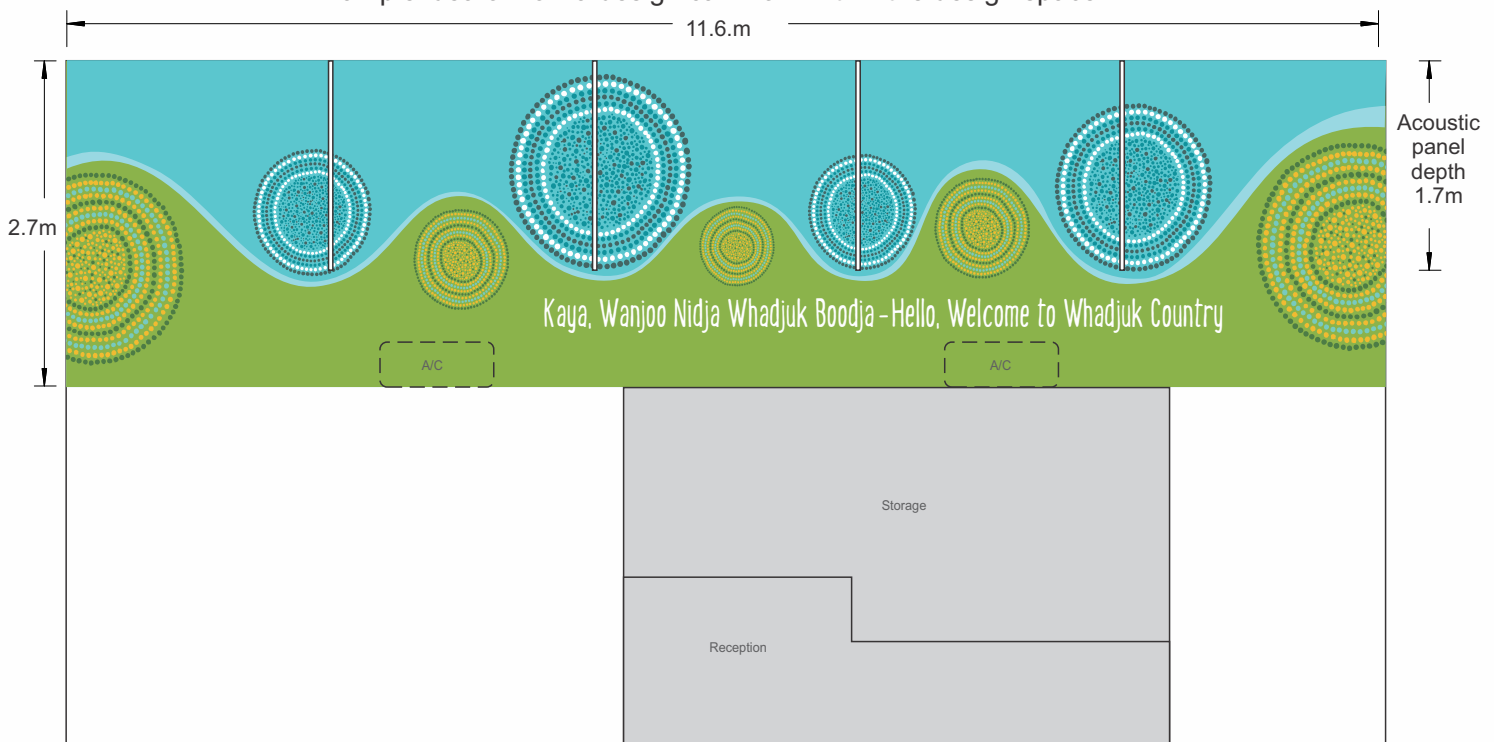
Things to consider

Your artwork and colour palette should reflect Whadjuk Boodja, its waterways, local flora and fauna and cultural stories connected to the area. Consideration should also be given to the panoramic format of the installment space.

The areas highlighted in orange below depict the design space.
Existing artworks can be modified to work within the design space.



Example idea of how a design can work within the design space.



About WAITOC

Western Australian Indigenous Tourism Operators Council (WAITOC) is the peak not for profit association representing Aboriginal Tourism in Western Australia.

WAITOC represents over 150 Aboriginal experiences listed on our website waitoc.com ranging from traditional dance and Dreamtime stories to contemporary history, bush tours, camping and art.

Our members operate at different levels depending on the season and the length of time they have been in business. The huge variety of statewide cultural experiences in our portfolio is our key strength.

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