

Call for expression of interest for First Nations Artwork

THE PROJECT

Expressions of interest are called from First Nations artists in Queensland for an original piece of First Nations artwork, either on canvas or digital, that is specific to Caxton Community Legal Centre and in accord with our branding. The amount available for this project is \$10 000.

ABOUT CAXTON COMMUNITY LEGAL CENTRE

Established in 1976, Caxton is Queensland's oldest and one of Australia's largest community legal centre. We provide free legal and social support services and assist over 25 000 people per annum who experience vulnerability and disadvantage. Through our innovative multidisciplinary model, we promote and protect human rights in Queensland and provide access to justice. We also actively engage in strategic law, policy and systems reforms, and deliver community legal education.

OUR COMMITMENT

We are committed to meaningful reconciliation, and make it our priority to focus on structures, policies, attitudes and activities that promote the recruitment and retention of First Nations staff and volunteers, and the delivery of culturally responsive services to First Nations peoples. We employ five First Nations staff, and two members of our management committee identify as First Nations peoples.

BACKGROUND TO THE CALL FOR EXPRESSIONS OF INTEREST

We have almost completed our *First Nations Justice Strategy*, which will include a First Nations Strategy—towards 2032 and two First Nations Action Plans 2025–2028 and 2029–2032. This strategy has been guided by the experiences and perspectives of First Nations peoples close to Caxton with deepening commitments towards relationships, respect, advocacy, Closing the Gap and governance.

In 2024, Caxton moved office and rebranded to increase community engagement with our legal self-help information and online content. See Appendix 1 for Caxton's branding colours and themes.

The decision to commission a new First Nations artwork fits into this context. The artwork will have dual application—for our First Nations strategy documents and for our overall branding.

THE BRIEF

The successful applicant will produce:

1. a high-quality original piece of artwork, measuring approximately 70 cm x 90 cm, in accord with Caxton's branding. This may be a:
 - painting on canvas that is also digitised in high resolution format
 - high-resolution digital artwork that is also printed onto canvas.

We require the artwork on canvas for display at our premises, the digital version for reproduction and an artist's statement and biography

2. up to 10 individual components from the artwork in digital form to be used as icons representing given topics for use on various collateral including brochures, pamphlets and reports, along with a rationale for the use of these components to represent the given topics and guidelines on how to use them respectfully and in a culturally appropriate way.
3. an indication of sections of the artwork that may be reproduced on collateral, such as marketing products, banners, web pages or shirts, along with a rationale for the coherence of these sections and guidelines on how to use them respectfully and in a culturally appropriate way.

Some considerations to be taken into account when producing the artwork and components

The artwork's design should allow for individual components and sections that can be individually selected for sensitive and coherent use as icons on our collateral and for other applications specific to services delivered to First Nations peoples and the general community.

The colours used in the artwork should complement those in Caxton's branding guidelines (the successful applicant will be provided with a copy of Caxton's branding guidelines on appointment).

PROJECT MILESTONES

The projected timeline for the project is two to three months from appointment date. A series of meetings will be required to meet the project milestones (these are to be included in the itemised quote in the EOI):

- meeting 1—after the contract is signed, yarn with the artwork advisory group (CEO, First Nations staff/committee member and communications lead) (two hours)
- meeting 2—presentation of draft design concept, components, sections and rationales, and discussion (two hours)
- meeting 3—handing over and launch of completed project (two hours morning tea with staff).

USE OF THE ARTWORK

We seek to use the artwork in a way that respects traditional culture and knowledge. The artist confirms that the artwork upholds community expectations around what is acceptable to include in their artwork and to be published by Caxton. Caxton confirms that information about the artwork and an acknowledgement of the artist will be displayed in our office next to the exhibited artwork, in our First Nations strategy documents, in our annual reports and wherever the artwork is reproduced in full. Copyright to the final artwork (physical and digital) and all associated components and sections is to be held by Caxton Legal Centre Inc. Caxton will not use the artwork for commercial gain. The artist retains moral rights in the work.

EVALUATION CRITERIA

The expressions of interest will be assessed by the CEO, communications lead and First Nations project adviser according to the artist's demonstrated experience and capacity to undertake this project.

CLOSING DATE AND NOTIFICATION

Expressions of interest will close at 5 pm on Monday 10 March 2025. Please email your completed form (below) and attachments to our Communications & Community Engagement Lead, Celeste.Macintosh@caxton.org.au. For all enquiries contact Celeste.

Applicants are expected to be notified by Friday 21 March 2025.

EXPRESSION OF INTEREST FORM

Artists name	
Company name (if relevant)	
Address	
ABN (if relevant)	
Contact name	
Position	
Phone	
Email	
If successful, when could you begin work?	
Please lay out the timeframes that you would require to complete each part of the work, noting the sections under Project Milestones.	
Please provide an itemised quote including all aspects of the work and consultation meetings as outlined in the brief.	
If you would like to vary any aspect of the brief, please provide detailed explanations of these here.	
Please outline a proposed payment schedule that would enable you to complete the work in a timely fashion.	
Please link to or attach at least three examples of your work that demonstrate your experience and capability to undertake this project.	
Are you aware of any conflict of interest that should be taken into account when evaluating your EOI?	

APPENDIX 1

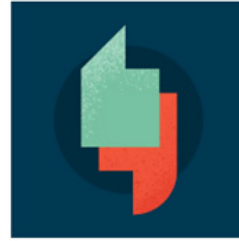
Thematic brand graphic breakdown

The thematic graphics give a sense of who Caxton is and what the organisation stands for.

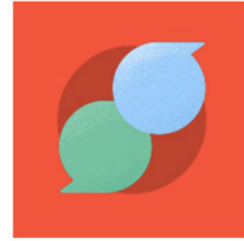
Each graphic relates to an umbrella of related topics, for example, community, partnerships, volunteers, co-design, collaboration, and pro bono.



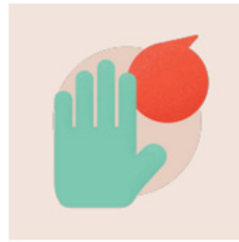
Community engagement
Partnerships
Volunteers
Co-design
Collaboration
Pro bono



Legal information
Self-help tools, factsheets, kits
Community legal education
Learning modules
News alert



Legal services
Social support services
Integrated practice
Health justice partnership
Multi-disciplinary practice



Advocacy
Strategic litigation
Law & systems reform
Campaigns
Thought leadership



Impact
Access to justice
Inclusive society
Human rights realised
Individual and community wellbeing



Culture
Diversity
Inclusion
Healing

Descriptive iconography

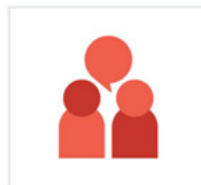
Descriptive icons are designed to segment and signpost information.

The icons focus on what Caxton does. Funnelling the user journey and breaking up text to make information more digestible for different literacy levels.

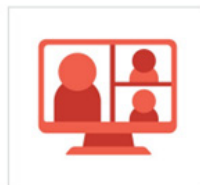
These icons are available in the three primary brand colours: red, green, and blue.



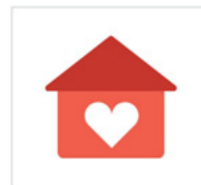
Statewide



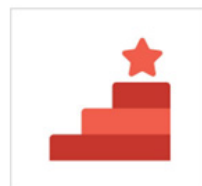
In-person advice sessions



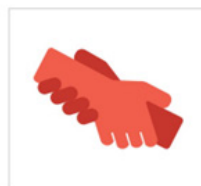
Webinar



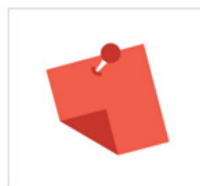
Home visit & outreach



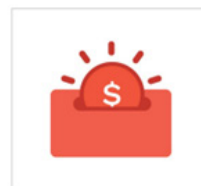
Self-help steps



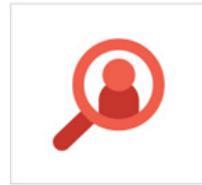
Partnership



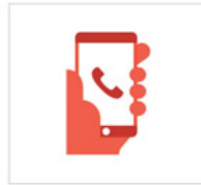
New & notices



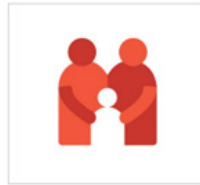
Fundraising/donations



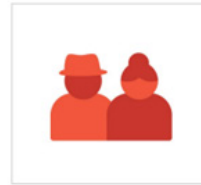
Work with us



Phoneline



Families & Domestic Violence



Seniors & Elder Abuse