

Expression of Interest (EOI)

UTAS Campus is Country – Visual story of connection to Place Commission

Closing Date: Monday 28 September 2026 12pm (AEST)

1. Introduction

The University of Tasmania invites Expressions of Interest (EOI) from Palawa digital artists and/ or graphic design agencies to develop a digital Campus is Country – Visual story of connection to Place (Campus is Country).

Campus is Country is to represent UTAS [mission](#), [values](#) and connections with Country in line with the “distinct contributions from Lutruwita/ Tasmania to the world” ethos and is required by 1 December 2026 with the style guide due by 18 December 2026 to meet the funding body deadlines.

This EOI is the first stage of a two-stage procurement process. Shortlisted applicants will be invited to participate in a restricted Request for Quotation (RFQ) process that attracts a one-off payment for submission of a completed response and invoice.

UTAS welcomes and strongly encourages EOIs from Palawa artists who may work together with an Aboriginal/ allied graphic design agency to create the digital artwork in the required design formats and style guide within the timeframe. You can find a video sharing the vision of this EOI on our [website](#).

2. Background

The University is seeking to commission a distinctive visual story that reflects the University’s [mission](#), [values](#) and connections to Country. The Campus is Country digital artwork is required by 1 December 2026 with the style guide due by 18 December 2026 to meet funding body deadlines.

The intended uses for Campus is Country include but not limited to merchandise, signage, branding of documents, reports, plans, initiatives, research, teaching and learning materials and programs that reflect the story and meaning of the artwork. The style guide and licencing agreement with the artist and or graphic design agency will ensure that UTAS respects and upholds cultural protocols, Indigenous Cultural and Intellectual Property (ICIP) and meaningful applications of the Campus is Country artwork.

Following the creation and approval of Campus is Country, the University intends to procure an Aboriginal supplier to develop and supply a merchandise line incorporating Campus is Country. The merchandise line will be made available and distributed through the University’s contracted merchandise and online shop provider.

3. Scope of Services

Palawa artists and graphic design agencies are invited to express interest in the commissioning of Campus is Country, services include but not limited to:

- Development of a digital Aboriginal UTAS Campus is Country, including concept development, consultation, refinement and approval processes. The development may involve working with a graphic design agency to complete the final designs in the scalable, high-resolution formats required for application.
- Creation of a style guide placed in the University's Brand Guideline that includes
 - the story of the artwork and elements or patterns
 - acknowledging the artwork and artist/ agency
 - advice on artwork usage and application arrangements
- Collaboration with UTAS to finalise sign off on the Campus is Country commission and application licencing agreement.

4. Fees

The selected Palawa artist or graphic design agency will be paid a total of \$63,500 artist to deliver Campus is Country artwork and style guide. Three artists/ agencies that are shortlisted from the EOI submissions will be receive a one-off \$3,500 payment when they submit the completed Request for Quote (stage 2) and an invoice.

The total payment for the commissioned artist/ agency includes the one-off \$3,500 payment and \$60,000 to deliver the final artwork and style guide.

5. Key Requirements

Please ensure your EOI submission includes responses to all criteria.

Mandatory criterion

- Provide a statement that confirms you and or the graphic design agency identify as Palawa
 - If submitting as an agency, confirm registration or certification with Supply Nation, Tasmanian Indigenous Business Directory, and/ or Palawa Business Hub
- Agree to
 - Transfer exclusive and in perpetuity ownership and copyright but not moral rights to the University upon receipt of the agreed purchase value, in line with ICIP and cultural protocols.
 - Consult and/ or work with Palawa and Aboriginal communities and University staff, students, alumni and contractors (as required) to create a digital artwork and incorporate a style guide in UTAS's Brand Guideline.
 - Predominantly use UTAS's primary and secondary colour palette in the artwork (palette provided with the Request for Quote).
 - Complete the digital artwork and deliver it to the nominated UTAS contact person on, or before 1 December 2026.
 - Provide UTAS with final designs in scalable, high-resolution formats (.AI, .EPS, or 300 DPI .PSD) or willingness to work with a graphic design agency to produce the final designs in the required formats.
 - Complete and deliver the style guide to the nominated UTAS contact person on, or before by 18 December 2026.

Evaluation criterion

- Provide an artist/ agency biography
- Provide a digital artwork portfolio of up to 5 pieces
- Provide an artistic statement (250 words) explaining how the proposed approach is a Campus is Country visual story of UTAS's mission, values and connections with Country

6. Evaluation Criteria

Mandatory Criterion
Artist or graphic design agency confirms identifying as Palawa • If an agency, confirms they are registered or certified with Supply Nation, Tasmanian Indigenous Business Directory, and/ or Palawa Business Hub
Artist/ creative agency agrees to • Transfer exclusive and in perpetuity ownership and copyright but not moral rights to the University upon receipt of the agreed purchase value, in line with ICIP and cultural protocols • Consult and/ or work with Palawa and Aboriginal communities and University staff, students, alumni and contractors (as required) to create a digital artwork and incorporate a style guide in UTAS's Brand Guideline • Predominantly use UTAS's primary and secondary colour palette in the artwork (palette provided with the Request for Quote) • Complete the digital artwork and deliver it to the nominated UTAS contact person on, or before 1 December 2026. • Provide UTAS with final designs in scalable, high-resolution formats (.AI, .EPS, or 300 DPI .PSD) or willingness to work with a graphic design agency to produce the final designs in the required formats. • Complete and deliver the style guide to the nominated UTAS contact person on, or before by 18 December 2026.

Please note

EOIs must meet both mandatory criteria to progress to evaluation by an Aboriginal selection panel.

Evaluation Criterion	Weight
Biography demonstrates the capacity and experience to produce a high-quality bespoke digital artwork and work with UTAS and if required, graphic design agency to develop an accompanying style guide.	20%
Artistic statement (250 words) clearly speaks to how the proposed approach is a Campus is Country visual story of UTAS's mission, values and connections with Country.	50%
The digital art portfolio demonstrates the artist's or agency's ability and experience in providing high-quality digital artwork, including but not limited to bespoke pieces	30%

7. Submission Requirements

Please ensure your EOI submission includes responses to all criteria.

- Respondent profile, including
 - Registered and trading name,
 - ABN/ ACN if applicable,
 - Contact person name, email and phone/ mobile,
 - Website address if available
- Provide a statement that confirms you and or the agency as Palawa
 - If submitting as an agency, confirm registration or certification with Supply Nation, Tasmanian Indigenous Business Directory, and/ or Palawa Business Hub

- Agree to
 - Transfer exclusive and in perpetuity ownership and copyright but not moral rights to the University upon receipt of the agreed purchase value, in line with ICIP and cultural protocols
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 - Complete and deliver the style guide to the nominated UTAS contact person on, or before by 18 December 2026.
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- Provide an artistic statement (250 words) explaining how the proposed approach is a Campus is Country visual story of UTAS's mission, values and connections with Country

8. Lodgement Details

EOI submissions lodged via **TenderLink** or **email** by Monday 28 September 2026 at 12:00 pm (AEST).

Please lodge TenderLink submissions to: <https://portal.tenderlink.com/utas/login>

Please lodge email submission to: Cultural Collections: cultural.collections@utas.edu.au

Late submissions will not be accepted.

For enquiries, contact: **Cindy Thomas**
Curator, Indigenous Cultural Collections
Email: cindy.thomas@utas.edu.au

For enquiries, contact: **Nell Angus**
Strategic Projects Officer, Office of the Pro Vice-Chancellor Indigenous Excellence
Email: lynnell.angus@utas.edu.au

9. Next Steps

Shortlisted respondents will be invited to participate in a restricted RFQ process that opens on 1 October 2026 and closes 22 October 2026. At the RFQ stage UTAS will provide the UTAS primary and secondary colour palette and DRAFT commissioning and licensing agreement. The RFQ seeks additional information including

- Artist/ agency details and insurances held or willingness to acquire if successful
- Artwork concept and creation including community consultation
- Graphic design requirements and if required, support.

The RFQ submission attracts a one-off payment of \$3,500. Please note, this payment is available to invited artists and agencies who submit a complete RFQ response that addresses all selection criteria and includes an invoice with their submission.

The University expects the Creative Expression to be completed by **1 December 2026**, with style guide to be completed by **18 December 2026**.

Terms and Conditions of the EOI

- **Purpose of the EOI:** This EOI is not an offer and does not constitute a contract or a commitment to proceed to an RFQ or any other procurement process.
- **Submission Requirements:** All responses must be submitted via TenderLink by the closing date specified in the released EOI documentation. Late submissions will not be considered.
- **Evaluation and Shortlisting:** Submissions will be evaluated against the published criteria by an Aboriginal selection panel. The University reserves the right to shortlist respondents for the next stage at its sole discretion and may request clarification or additional information.
- **Confidentiality:** All information provided by the University must be treated as confidential. Respondents must not disclose any part of the EOI or their response to third parties without prior written consent.
- **Conflict of Interest:** Respondents must declare any actual, perceived or potential conflicts of interest. The University reserves the right to exclude a respondent on the basis of a conflict of interest.
- **Costs and Expenses:** All costs associated with preparing and submitting an EOI response are the responsibility of the respondent.
- **No Obligation to Proceed:** The University is under no obligation to proceed to the RFQ stage, award a contract or accept any submission as a result of this EOI.
- **Intellectual Property and ICIP:** Respondents retain ownership of their submissions. The University may use submission information for evaluation purposes. Any subsequent agreement for commissioned artwork appropriately addresses Indigenous Cultural and Intellectual Property, moral rights, cultural protocols, ownership, licensing and permitted uses.
- **Compliance with Laws and Policies:** Respondents must comply with all applicable laws and University policies, including those relating to procurement, probity, work health and safety, modern slavery and responsible procurement.
- **Sustainability and Responsible Procurement:** Respondents should demonstrate commitment to Indigenous participation, ethical supply chains, reduced packaging and environmentally responsible merchandise practices, where applicable.
- **Right to Vary or Cancel:** The University reserves the right to amend, suspend or cancel the EOI process at any time.
- **Governing Law:** This EOI process is governed by the laws of Tasmania, Australia.