

EXPRESSION OF INTEREST

SEPTEMBER 2026

Artist Information Pack
WorkSafe First Nations RAP Artwork Commission

Artist credit: Artwork by Chloe Chatterton



We would like to acknowledge Aboriginal and Torres Strait Islander Peoples as the Traditional Owners and Custodians of Australia.

We pay respect to Elders, past and present, and to all Aboriginal and Torres Strait Islander Peoples. We are proud to have a Treaty in Victoria and acknowledge the work that continues to be done to embed truth, equity, and cultural strength at the heart of Victoria's shared future.

Always was, always will be.



WorkSafe Victoria Innovate Reconciliation Action Plan (RAP) Artwork Commission

Little Rocket, on behalf of WorkSafe Victoria, invites Expressions of Interest from First Nations artists to create an original artwork for WorkSafe Victoria's Innovate Reconciliation Action Plan (RAP).

This commission presents an opportunity to create a lasting visual identity that reflects WorkSafe Victoria's commitment to reconciliation, cultural respect and meaningful relationships with First Nations peoples. The selected artwork will feature throughout the Innovate RAP and across associated print and digital communications.

We welcome applications from emerging, established and experienced First Nations artists living, working or connected to Victoria. Artists are encouraged to respond to the creative brief with an authentic concept that reflects their artistic practice, cultural knowledge and storytelling.

The commissioning process will be managed by Little Rocket through a transparent, culturally respectful and artist-centred process that recognises and respects Indigenous Cultural and Intellectual Property (ICIP) throughout the commission.

Commission Value: \$16,000
Eligible Applicants: Victorian First Nations artists
EOI Opens: Tuesday 1 September 2026
EOI Closes: Tuesday 6 October 2026 11:59 pm (AEST),
Artwork Delivery: 9 November – 14 December 2026

About WorkSafe Victoria

WorkSafe Victoria is Victoria's workplace health and safety regulator and workplace injury insurer. We work to prevent workplace harm, support the recovery of injured workers and promote safer, healthier workplaces across the state.

Our vision is to create a Victoria where every worker returns home safely and every workplace is committed to preventing harm. We strive to be a leader in workplace health, safety and recovery, delivering positive outcomes for workers, employers and the broader community.

At WorkSafe Victoria, we recognise that reconciliation is an ongoing journey built on respect, relationships and meaningful action. Through our Reconciliation Action Plan (RAP), we are committed to strengthening relationships with First Nations peoples and creating opportunities to listen, learn and work together.

We are committed to deepening our understanding of First Nations cultures, histories, knowledges and lived experiences by connecting with Community, Country and each other. We acknowledge the enduring strength and resilience of First Nations peoples, while recognising the ongoing impacts of colonisation and historical injustices.

Our RAP reflects our commitment to fostering culturally safe and inclusive workplaces where First Nations peoples are respected, valued and supported to thrive. Through storytelling, truth-telling and genuine partnerships, we aim to contribute to a more inclusive future for all Victorians.



Our Reconciliation Journey

As WorkSafe Victoria begins the next stage of its reconciliation journey through its Innovate Reconciliation Action Plan (RAP), we are seeking a First Nations artist or artist collective to create an original artwork that will become the visual identity of the Innovate RAP.

Building on the foundations of WorkSafe's Reflect RAP, the commissioned artwork will reflect the organisation's ongoing commitment to Reconciliation and the values, relationships and aspirations that guide this next chapter.

The artwork will feature throughout the WorkSafe Innovate RAP and across print and digital communications, creating a lasting visual expression of WorkSafe's reconciliation journey.

We welcome applications from emerging, established and experienced First Nations artists and artist collectives. Artists are encouraged to develop a concept that is authentic to their own artistic practice and reflects themes of connection to Country, community, respect, healing, collaboration and a shared future.

The successful artwork will celebrate First Nations culture while reflecting WorkSafe's ongoing journey of learning, respect and meaningful relationships.



WorkSafe Reflect RAP 2023 - 2025 Commission
Awarded Artwork: Safe Journey Home
Artist: Chloe Chatterton *Wadawurrung*

Creative Brief

First Nations artists are invited to submit a written concept proposal (up to 300 words) outlining their creative vision for WorkSafe Victoria's Innovate Reconciliation Action Plan (RAP) artwork.

We welcome submissions across all art forms, mediums and creative practices. Your proposal should briefly describe your creative vision, the stories, themes and cultural perspectives you would explore, and your proposed artistic medium or approach. We are interested in understanding how your artwork will respond to reconciliation through a First Nations lens while reflecting WorkSafe's vision, values and commitment to building respectful relationships with First Nations peoples.

This Expression of Interest is intended to capture your initial creative direction rather than a fully resolved concept. You are not expected to produce a finished design or detailed artwork proposal at this stage. Instead, we are looking for a strong creative vision, authentic storytelling and an approach that demonstrates your artistic practice and cultural perspective.

The successful artist will work collaboratively with WorkSafe Victoria and Little Rocket to further develop and refine the concept throughout the commissioning process, ensuring the final artwork reflects both the artist's creative practice and the objectives of the Innovate RAP.

Please note: This Expression of Interest is seeking your creative vision rather than a finished artwork. Successful applicants will work collaboratively with WorkSafe Victoria and Little Rocket to further develop and refine the concept during the commissioning process.

The artwork concept should reflect themes of:

Connection to Country

Community

Respect

Healing

Shared responsibility

Walking together

Eligibility Criteria

Eligibility

The WorkSafe Victoria Innovate Reconciliation Action Plan Artwork Commission is open to all identified First Nations artists who are living in Victoria on Country or as a community member.

Applications are welcomed from emerging, established and experienced artists working across all creative practices.

Applicants must:

- Identify as an Aboriginal and/or Torres Strait Islander artist.
- Be living and working in the state of Victoria.
- Meet the eligibility requirements outlined
- Be available to participate throughout the commissioning process and project timeline.
- Be willing to enter into an Artist Commission Agreement and Licence Agreement if selected.
- Complete the Submission Form and supply required supporting documentation.]

Artistic Approach

The selection panel is seeking a strong visual concept that demonstrates creativity, cultural authenticity and thoughtful storytelling. The artwork should communicate a compelling narrative that can be effectively adapted across a range of print and digital applications.

Artistic Mediums

We welcome works made in digital, flatworks, canvas and weaving.

Application

As the commissioned artwork will be applied across a range of branded assets and communications, artists should be comfortable supplying layered artwork files (where applicable) or granting permission for individual motifs, symbols, patterns and design elements to be extracted and used independently, while maintaining the integrity of the overall artwork.

Written Concept

Artists are invited to develop an original artwork concept exploring reconciliation through a First Nations perspective while aligning with WorkSafe Victoria's Innovate Reconciliation Action Plan and organisational values.

The artwork concept should reflect themes of:

- Connection to Country
- Community
- Respect
- Healing
- Shared responsibility
- Walking together



Commission Budget

The total commission value is **\$16,000 (+ GST where applicable)** and comprises two separate components: an **Artwork Commission Fee** for the design and creation of the artwork, and a **Licence Fee** for WorkSafe Victoria's approved use of the artwork in accordance with the Licence Agreement.

Artwork Commission - Up to \$6,000 (+ GST where applicable)

The artwork commission fee covers the design, development and delivery of the commissioned artwork and should include all costs associated with successfully completing the commission.

This includes:

- Concept development, creative research and design exploration.
- Artwork creation and production.
- Participation in up to three (3) online project meetings and stakeholder consultations.
- Review and execution of the Artist Commission Agreement and Licence Agreement, including participation in the project engagement period.
- Participation in the agreed artwork review process, including up to two (2) major concept refinement rounds and one (1) final minor amendment round.
- Preparation and delivery of the final artwork in the required digital formats.
- Preparation of the artwork story, Artwork Modification Form and other supporting project documentation.
- Provision of cultural information to support the Artwork Cultural Guide and Artwork Application Guide.
- Reasonable correspondence and communication throughout the project.
- Any materials, software and other expenses associated with delivering the commission.

Artists should ensure their proposed budget reflects the full scope of the commission and all costs associated with delivering the artwork within the agreed project timeline.

Commission Budget

Artwork Licence - \$10,000 (+ GST where applicable)

The successful artist will receive a **\$10,000 licence fee (+ GST where applicable)** in exchange for granting WorkSafe Victoria an **exclusive licence** to use the commissioned artwork within the State of Victoria for a period of **five (5) years**, in accordance with the Licence Agreement.

The **artist will retain ownership of all Intellectual Property (IP) and Indigenous Cultural and Intellectual Property (ICIP)** associated with the artwork. The Licence Agreement will outline the approved rights of use, attribution requirements and cultural protocols to ensure the artwork is used respectfully and in accordance with the artist's wishes.

The licence includes use of the artwork across WorkSafe Victoria's Innovate Reconciliation Action Plan and associated non-commercial communications, across the following:

Print Applications

- Innovate Reconciliation Action Plan (RAP)
- Reports and corporate publications
- Brochures and information resources
- A5 QR Code cards
- Conference and event banners
- Framed or printed canvas reproductions for WorkSafe offices

Digital Applications

- PDF publications and reports
- PowerPoint presentations
- WorkSafe Victoria website
- Electronic Direct Mail (EDMs)
- Social media and digital marketing assets
- Email signatures
- Internal digital screens and office signage
- Connect intranet homepage banners and noticeboard imagery

Non-Commercial Promotional Items

- Lanyards
- Keep cups
- Tote bags
- Other approved non-commercial promotional materials and staff uniforms associated with the Innovate RAP.

Any use of the artwork outside the agreed licence scope, licence period or approved applications will require the prior written approval of the artist and may be subject to a separate licence agreement.



How to Submit

Applications must be submitted through the online Expression of Interest form available via the Little Rocket website.

Application Link: (Insert URL)

Before submitting your application, please ensure you have reviewed:

- Eligibility Criteria
- Creative Brief
- Key Dates
- Submission Criteria
- Assessment Criteria
- Terms and Conditions

Applicants must be available throughout the commissioning period and able to meet the project milestones outlined in the Key Dates.

Submission Deadline
Expressions of Interest must be submitted via the Little Rocket website by 11:59 pm (AEST), Tuesday 6 October 2026.

KEY DATES

1 September	EOI Submission Opens
6 October	Submission Close Date All EOIs must be submitted via email by 11:59 pm AEST. Late or incomplete submissions will not be considered.
20 October	Successful Applicant notified Successful artist notified and contacted to arrange project engagement and kick-off meetings
24 October	Artist Announced All applicants notified of outcome and public announcement of the successful artist.
23 October-9 November	Project Engagement Project onboarding with Little Rocket and WorkSafe, including project briefing, agreement and licence review, timeline, expectations, roles and responsibilities, and project commencement.
9 November–13 December	Artwork Production Artist develops and delivers the commissioned artwork in collaboration with the project team
14 December	Commission End Final artwork delivered and commission completed.

Submission Criteria

The online application form will ask you to provide the following information and supporting documentation:

Artist Statement

Upload an artist statement (maximum 500 words) introducing yourself, your artistic practice, your connection to Country and community, and any experience relevant to this commission.

Artist CV

Upload your current artist CV if available

Examples of Previous Work

Upload up to six (6) examples of previous work (JPEG or PNG, maximum 2 MB per image at 300 DPI). A formal portfolio is not required.

Website or Social Media (Optional)

If available, provide links to your website, social media pages or online portfolio.

Artwork Concept Proposal

Provide a written concept proposal outlining your creative response to the brief, including the story behind the artwork, proposed artistic medium and techniques. You may also upload a preliminary sketch, mood board or other visual reference to support your concept; however, this is optional.

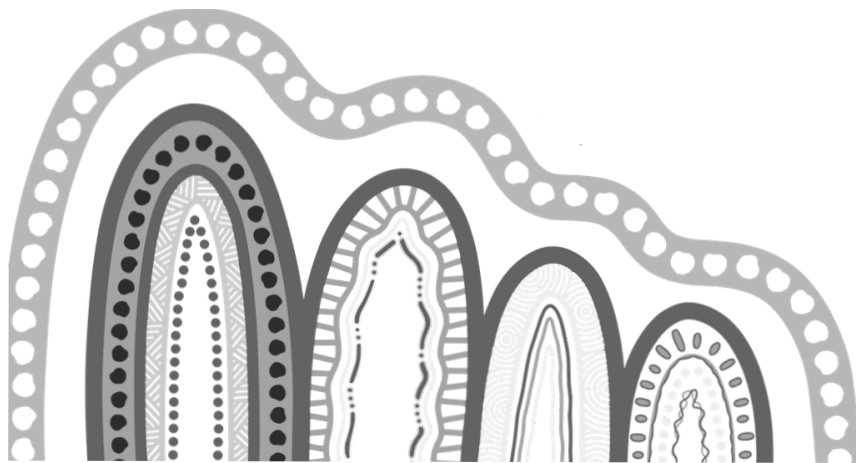
Budget

Complete the proposed budget in the form demonstrating how you intend to allocate the available \$6,000 artwork commission fee (plus GST, where applicable). The budget should include artist fees, artwork development, materials (if applicable), participation in 2 x stakeholder meetings, and any other costs associated with delivering the commission.

Please note the \$10,000 artwork licence fee is fixed and has already been included in the online budget template.

Project Timeline

Provide an estimated project timeline demonstrating how you will deliver the artwork within the required five (5) week production period and meet the project milestones outlined in the Key Dates.



Considerations and Assessment Criteria

Additional Considerations

The following information is not assessed but should be considered before submitting an Expression of Interest.

Project Agreements

The successful artist will enter into an Artist Commission Agreement and Licence Agreement before the commission commences.

Agreement Review Period

A two-week review period is included in the project timeline to allow the successful artist to consider the agreements, ask questions, and seek independent legal, cultural or professional advice if desired. This process supports Free, Prior and Informed Consent (FPIC).

Project Availability

Applicants must be available to participate in stakeholder meetings, feedback sessions and deliver the artwork within the project timeline and Key Dates.

RAP Launch Event

The successful artist may be invited to attend the WorkSafe Victoria Innovate RAP Launch and speak about their artwork. Attendance is optional and arrangements will be discussed during commissioning.

Media Participation

The successful artist may also be invited to participate in a short video interview or other promotional activity. Participation is voluntary and subject to the artist's agreement.

Assessment Criteria

Expressions of Interest will be assessed using a weighted evaluation matrix to ensure a fair, transparent and culturally respectful procurement process. Assessment will consider both the artistic merit of each submission and the applicant's ability to successfully deliver the commission.

Assessment Weighting	
Design Concept	30%
Story & Cultural Relevance	25%
Artist Technical Skill & Experience	20%
Artwork Application	10%
Budget & Value for Money	10%
Availability & Capacity	5%



Intellectual Property (IP), Indigenous Cultural and Intellectual Property (ICIP) and Licensing

WorkSafe Victoria and Little Rocket are committed to the ethical engagement of First Nations artists and to respecting and protecting the Intellectual Property (IP) and Indigenous Cultural and Intellectual Property (ICIP) associated with their work.

The successful artist will retain ownership of all IP and ICIP associated with the commissioned artwork. The Artist Commission Agreement and Licence Agreement will include provisions that recognise and protect the artist's cultural rights, moral rights and Indigenous Cultural and Intellectual Property, ensuring the artwork is used respectfully and in accordance with the agreed licence terms and cultural protocols.

As part of the commission, the artist is asked to enter into a Licence Agreement granting WorkSafe Victoria permission to use the artwork for the agreed purposes and duration of the project.

Artists will be provided with a two-week review period to consider the agreements. During this time, Little Rocket will be available to provide guidance and answer any questions, and provide artists with information to seek independent legal, cultural or professional advice before signing. This process supports Free, Prior and Informed Consent (FPIC) and ensures artists have the information and time needed to make informed decisions about their work.



Helpful Resources for First Nations Artists

Artists in the Black [\[Link\]](#)

A dedicated service supporting Aboriginal and Torres Strait Islander artists with free legal information, advice and resources on contracts, copyright, ICIP and professional practice.

Arts Law Centre of Australia [\[Link\]](#)

Free legal information, template resources and guidance for artists and arts organisations.

Indigenous Art Code [\[Link\]](#)

Information about ethical dealings and best practice in the Aboriginal and Torres Strait Islander visual arts sector.



Terms and Conditions

Submission

- Applications must be submitted before the advertised closing date.
- Late or incomplete applications may not be considered.

Eligibility

Applicants must meet all eligibility requirements outlined in this EOI.

Selection Process

WorkSafe Victoria and Little Rocket reserve the right to shortlist applicants, request clarification, or decide not to appoint an artist.

Commission Agreements

The successful artist will enter into an Artist Commission Agreement and Licence Agreement before commencing the commission.

Intellectual Property

Artists retain ownership of their Intellectual Property (IP) and Indigenous Cultural and Intellectual Property (ICIP). Approved usage rights are granted through the Licence Agreement only.

Changes to the Process

WorkSafe Victoria and Little Rocket reserve the right to amend timelines, project requirements or the procurement process where necessary.

Acceptance

Submission of an Expression of Interest confirms the applicant has read and accepted these Terms and Conditions.

little ROCKET

Let's Yarn

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