



# GIANTS INDIGENOUS DESIGN COMPETITION

## THE GIANTS CLUB VISION:

The GIANTS take immense pride in being a unique family club, uniting people as one strong community. Since our inception, we've embraced and celebrated Aboriginal and Torres Strait Islander culture and heritage, while creating opportunities for greater awareness and education across the wider community. Our board, executive, staff, and players are fully dedicated to leading the way in reconciliation, fostering a deeper understanding of our history, and opening pathways for genuine inclusion.

## SUBMISSION OVERVIEW:

The GIANTS are offering Indigenous artists the opportunity to design the 2026 Indigenous playing jumper. To take part, artists are invited to create a design that tells a meaningful story, representing the spirit of the GIANTS' 2026 Sir Doug Nicholls Rounds. The selected artist must be available to engage in PR and media activities leading up to and during the Sir Doug Nicholls Round (dates to be confirmed once the fixture is released).

Final artwork is preferred in layered files (Adobe Illustrator), though this is not mandatory. Please note, the artwork will be adapted digitally once the final design is approved.

## DESIGN ELEMENTS:

The submission for the design and story should incorporate the following elements: The GIANTS community pillars must be central to both the design and story. These include:

- **Harmony:** Promote reconciliation by celebrating culture, people, and land.
  - **Health:** Create opportunities for Aboriginal and Torres Strait Islander peoples to engage with and benefit from our health initiatives.
  - **Education:** Provide platforms for cultural awareness and use game day to further educate the public.
  - **Employment:** Build genuine partnerships with diverse networks and organizations to enhance our reputation as an employer.
- A minimum of 50% of the jumper design must feature orange, as it is our standout colour and unique within the AFL. Other core colours should include charcoal and white. The GIANTS "G" is a fundamental design element. While it doesn't need to be positioned exactly as it is on the current jumper, it must be prominent in the overall design.

## TIMINGS AND DELIVERABLES:

- Designs can be submitted as an individual or as a group.
- A proposed design/artwork for the 2026 GIANTS Indigenous jumper.
- Accompanying story that speaks of the design.
- A short bio on yourself as an artist. (What tribe are you from? Where are you based? What is your interest in AFL?)
- The successful artist fee will be discussed with the designer and will be paid once the design is complete. The artist design will appear on national television, local media coverage and notable reference across the GIANTS owned channels.
- All designs submitted must be the original creation of the artist making the submission. By submitting a design, the artist agrees that if their design is selected, they will be required to enter into a standard licence agreement with the GIANTS and AFL regarding use of the design (including use to promote the Sir Doug Nicholls Round).
- The GIANTS RAP working group will decide on the winning design and will include GIANTS Indigenous players Toby Bedford and Harry Rowston as well as a mix of GIANTS internal and external stakeholders.



Designs and story must be submitted to the GIANTS by **5pm Friday, March 7th, 2025** and sent to **Mikhala Balzan - [mikhala.balzan@gwsgiants.com.au](mailto:mikhala.balzan@gwsgiants.com.au)**