



1. Introduction

Gunaikurnai Country has been the centre of Victoria’s energy economy for more than a century. As the shift to renewable energy takes off, Country continues to be front and centre of the journey.

More information about the Energy Transition project can be found here:
<https://gunaikurnai.org/our-economy/renewables/>

2. Background

Gunaikurnai Country has been the centre of Victoria’s energy economy for more than a century. As the shift to renewable energy takes off, Country continues to be front and centre of the journey.

Historically, the energy sector in Gippsland has taken irreplaceable cultural heritage from us and impacted our connection to Country – most notably through the gas pipeline project and the coal-fired power stations.

GLaWAC has a big job during this transition to cleaner energy like wind and solar to oversee the protection and healing of Country and to make sure that economic, business, employment, and lifestyle opportunities are available to our mob.

GLaWAC will need to produce a number of documents for community, government and industry, using culturally appropriate branding, to make sure that Gunaikurnai rights and Country are respected.

3. Client

Contact Name: Brett Whitfield

Position: Major Projects Manager, GLaWAC

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4. Project

Project title: Gunaikurnai Country Energy Transition Branding

Location: All of Country

Objective of the work:

GLaWAC are seeking culturally appropriate artwork that represents a Gunaikurnai connection to Country and the lands that our Ancestors once walked ie. the land bridge to Tasmania that is now Bass Strait.

GLaWAC ARTWORK PROJECT BRIEF



Gunaikurnai Country Energy Transition Branding

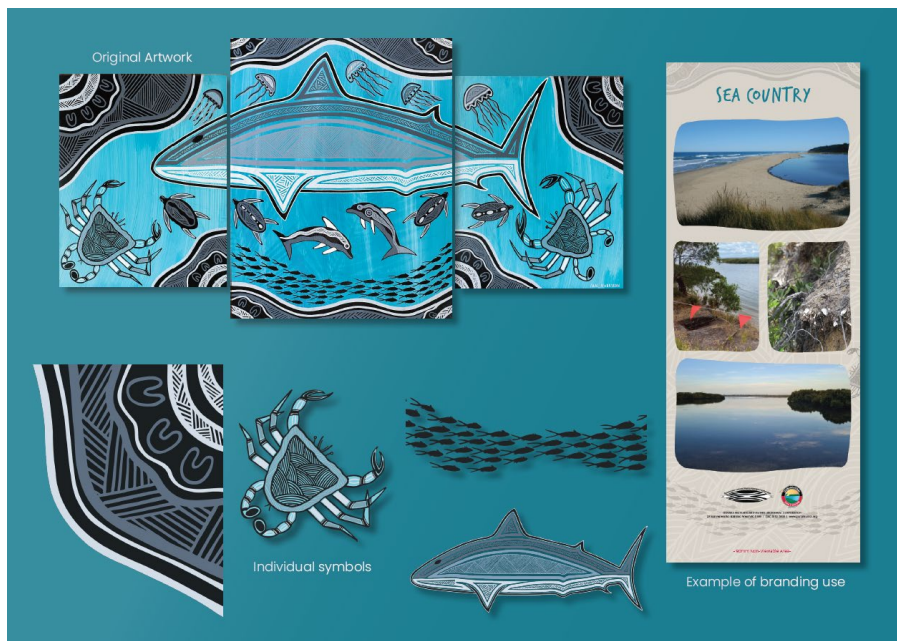
We are looking for a piece to reflect the energy of Country, community and culture. This may include symbols of the energy sector – offshore wind farms, solar panels, transmission lines, closing coal mines, etc – or focus on more culturally significant elements. The choice is yours.

The artwork will be purchased with a licence in perpetuity to feature in branding for the Gunaikurnai Country Energy Transition. It will be used on a range of documents, flyers, merchandise and web pages related to the program.

To note:

- Artwork should represent all of Gunaikurnai Country – the land, sea, sky and the underwater landscape that our Ancestors once walked.
- The artwork will be published as an entire artwork and will also be digitised and broken into its different elements ie. hatching, symbols, figures, etc. (see below)
- The preference is for a vertical piece of work. Square artwork will be considered as will multi-panelled works.
- Strong preference for a colour piece to reflect Country.

Example of how the artwork gets digitised to be used in corporate branding:



Target audience: All ages

Budget: To be negotiated with successful artist.

Delivery date: Before May 12th, 2024, with exact date to be negotiated with successful artist.