

April 2026

Reconciliation Artwork

Artist Brief for Public Art Commission



'Many Hands' (2021)
by Iltyja Ntjarra Art Centre

Brooke Hutchinson
Community Engagement & Arts Officer
p: 08 8950 0585
e: bhutchinson@astc.nt.gov.au

About Council



Alice Springs Town Council is located in the southern section of the Northern Territory, about 1,500 kilometres south of the Darwin CBD. The municipality of Alice Springs covers a land area of 328.3 sqkm and is home to a population of over 29,000.

Framed by the iconic MacDonnell Ranges and surrounding desert landscape, Alice Springs is famed for its offering of brilliant natural landscapes. Alice Springs is a melting pot of culture, art, history, entertainment and adventure.

Mparntwe (m-ban-tua) is the Arrernte (a-run-duh) word for Alice Springs. The Arrernte people are the traditional custodians of Alice Springs and have a strong connection with the land.

Alice Springs Town Council recognises the Arrernte people as the traditional owners of Mparntwe and is grateful for their continued custodianship of the local lands and waterways. We acknowledge and celebrate the continuation of a living culture that has held, and continues to hold, a unique role within the Mparntwe region for over 60,000 years.

Council embraces Aboriginal and Torres Strait Islander living cultures as a vital part of Australia's identity and recognises, celebrates and pays respect to the existing family members of the Arrernte people and to Elders past and present.

Reconciliation Artwork: Project Summary & Intent

Alice Springs Town Council invites local First Nations artists to express interest in a public art commission to create an original artwork that will be used under a Global License.

Under the terms of the Global License, Council will be able to consistently incorporate the graphic into media, marketing, and other materials associated with its upcoming *Innovate Reconciliation Action Plan* and broader Reconciliation projects. Our [Innovate RAP](#) will outline actions for achieving Council's vision for Reconciliation.

This project supports key strategic alignments, including the implementation of the [Alice Springs Public Art Masterplan 2020-2030](#), by providing the opportunity for local First Nations artists to submit their original works.

It also addresses the objectives of the [Alice Springs Town Council Municipal Plan 2025/26](#), specifically Objective 1.3 of Pillar One: Livability showcasing what's unique about Alice Springs through the effective and efficient delivery of Masterplan initiatives.

Vision

The artwork should have a strong visual appeal while incorporating a narrative relevant to Council and Alice Springs (Mparntwe). It will reflect the intentions of Council's Reconciliation journey.

The artwork should:

- Be suitable for a range of uses, including application across print and digital mediums
- Have relevance to the Alice Springs (Mparntwe) community and surrounding landscape
- Provide a distinct visual when used as both a central / standalone graphic and when incorporated as a background element

Usage

The commissioned artwork will be used within the formal publication of Council's *Innovate Reconciliation Action Plan* (RAP). It will also be used throughout Council's broader Reconciliation projects and actions.

Proposed uses include, but are not limited to, the following:

- digital and print media
- marketing elements and graphic motifs
- internal and external publications and
- collateral (t-shirts, prints, stickers, posters).

The commissioned artwork may be used for one or a combination of these uses, with Council provided the exclusive right to use the artwork. The terms of use for the commissioned artwork will be stipulated in the Artist Agreement.

Conditions

By submitting an Expression of Interest (EOI) for this project, the artist acknowledges their understanding of and adherence with the *Copyright Amendment Act 2006*. Furthermore, the artist is confirming that they will own the intellectual property for the artwork they intend to produce if awarded the commission.

The artwork will be commissioned within the framework of broader Council policies, plans, and frameworks, including considerations related to:

- [Access](#)
- [Artificial Intelligence](#)
- [Multicultural and Diversity](#)
- [Procurement](#)
- [Public Art](#)



Awelye (Women's Body Paint Design) (2024) by Dora Mbitjana

Materials & Format

The artist is encouraged to use a range of appropriate materials to produce an artwork which can be reformatted to suit the needs of different mediums. The commissioned artwork must be submitted in a high-resolution digital format (minimum 300dpi at print size).

The commissioned artist may choose to create a digital image or use traditional artistic mediums (paint, pencil, markers etc) and produce a high-resolution scan or photo for multi-medium application. The intended method to create the final artwork if commissioned must be outlined in the EOI.

Budget

A budget of \$8,000 (excluding GST) is allocated for this project. This includes all costs associated with design, and artist fees, in line with the National Association for the Visual Arts (NAVA) [Code of Practice](#).

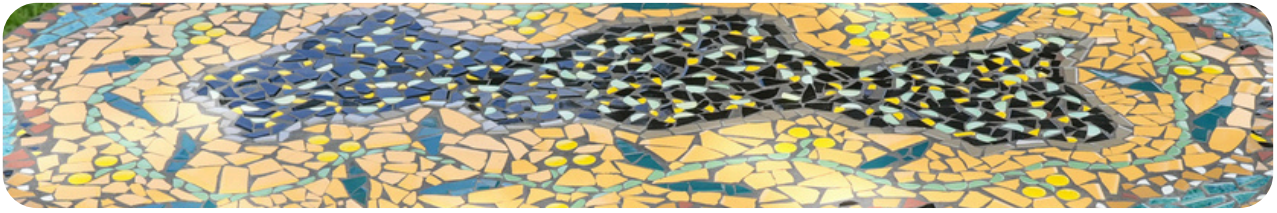
Note, only a simplified Concept Proposal is required for Stage 1, EOI submission. In Stage 2, shortlisted artists will be paid \$500 each as per NAVA recommendations to produce a sample artwork as part of the Detailed Concept Proposal.

Project Breakdown

Stage 1	Expression of Interest (EOI)
Stage 2	Detailed Concept Proposal
Stage 3	Selection of Artist
Stage 4	Fabrication of Final Digital Work
Stage 5	Handover



Ration Day at Urrampinyi (Tempe Downs) (2024) by Selma Coulthard



Urtne seats (2023) by Alison Hittmann & Tangentyere Artists

Considerations before Creating

The commissioned artwork will be used for a variety of Council publications and collateral. Therefore, our Marketing Team has provided the following list of considerations for artists to think about when planning their simplified Design Concept:

Leave Space for Text

Make sure there are some 'quieter' areas in the artwork where text can be overlaid and easily read.

Easy to Crop

The image should have different interesting parts so it can be cropped in a few ways and still work well.

Flexibility

Think about how flexible the artwork is: can contrast be changed for text, or can parts of it be reused elsewhere? This is important as the final artwork will be multi-purpose.

Colours, Patterns & Key Features

A clear set of colours, textures, or repeating details makes it easier to design the rest of the document around the artwork.

File Quality

The digital file of the artwork needs to be high quality so it prints well with clear resolution across various mediums and materials.

Layout

The artwork doesn't have to be A4-sized, but it should crop easily to A4 to suit a range of uses (e.g. posters, documents, merchandise).

Timeline

Dates are subject to change, however the artwork must be completed by **30 June 2026**.

Expressions of Interest Open	Mon 13 April 2026
Expressions of Interests Due	9:00 am (ACST) Mon 4 May 2026
Shortlisted Artists Notified	Mon 11 May 2026
Concept Proposal Submissions Due	9:00 am (ACST) Mon 1 June 2026
Notification of Outcome	Mon 8 June 2026
Fabrication of Final Digital Work	Mon 8 June to Mon 22 June 2026
Handover	22 June 2026



Bush Medicine Leaves (2022) by Rosemary Pitjara

Ready to apply?

EOI's are due via email by 9:00 am **Monday, 4 May 2026.**

Eligibility Criteria

For Expressions of Interest for this project to be considered, potential applicants must:

- ✓ Be local First Nations artists from Alice Springs (Mparntwe)
- ✓ If awarded the commission, the successful artist must provide an original artwork that they've created for this specific project
- ✓ Applicants must be prepared to work with Council timelines, requirements, and contractors

EOI Submission Checklist

- 1) A resume or CV for each artist
- 2) Two to five examples of previous artworks, including details and imagery of each
- 3) A written response to the artist brief (maximum 500 words), detailing:
 - The artist(s) current practice
 - An understanding and response to the Reconciliation Artwork 'Project Intention', 'Vision', and how the proposed artwork would represent Council's Reconciliation journey
 - Relevant key skills and previous works
 - An indication of the artist(s) availability within the proposed project timelines

How to Submit

- ✓ Ensure you have read this Artist Brief.
- ✓ Check you meet all the Eligibility Criteria.
- ✓ Attach all required supporting material in an email to bhutchinson@astc.nt.gov.au, with the subject line 'Stage 1. Concept Proposal, Reconciliation Artwork - [Artist Name]'

For questions or assistance, please contact:

Brooke Hutchinson - Community Engagement & Arts Officer

p: 08 8950 0585

e: bhutchinson@astc.nt.gov.au