

Expression of Interest

1. Introduction

South West Aboriginal Medical Service (SWAMS) is an Aboriginal Community Controlled Organisation located in the South West, serving the region through sites in Bunbury, Busselton, Mandurah, Narrogin, Katanning, Collie and Manjimup.

SWAMS has Clinical, Administration, Mental Health and Drug and Alcohol, Tackling Indigenous Smoking, Child and Maternal Health, Out of Home Care, Family and Domestic Violence and Aged Care teams.

SWAMS will be moving into our new Health Hub in Bunbury in 2027. Our vision includes the rollout of new uniforms while maintaining our motto: "Our Health, Our Way".

2. Background to the Project

When South West Aboriginal Medical Service (SWAMS) first began, we covered the Greater Bunbury region and adopted cerulean blue as a representation of our coastal location. Since then, we have expanded from the coast through the forests and across to the Wheatbelt.

We now require new colours and designs that are inclusive of these areas and represent our footprint across Country and our community programs.

In the new year, SWAMS will celebrate its 30th anniversary. At an all-staff meeting in 2026, it was suggested that SWAMS develop updated uniforms with greater community involvement and designs that better reflect our expanded footprint.

3. Cultural Significance

SWAMS is an Aboriginal Community Controlled Organisation, with Aboriginal health as our primary purpose. It is important that we represent the communities we work within through our uniforms and marketing.

All our clinics, programs and staff work for the Aboriginal community living on Noongar Country throughout the region outlined in the map in Section 4.

SWAMS is proud of its Aboriginal heritage and the cultural influences that shape our service delivery.

Administration

Unit 3/30 Wellington St, Bunbury, WA 6230 Bunbury WA 6230
P: (08) 9797 8111 | 1800 779 000 | E: info@swams.com.au

Bunbury Clinic

Unit 5/55 Forrest Ave, Bunbury WA 6230 P: (08) 9726 6000
P: (08) 9726 6000 | F: (08) 9791 7655 | E: records@swams.com.au

4. Art Brief

Noongar Artwork – Graphic Design or Acrylic Painting

South West Aboriginal Medical Service (SWAMS) is seeking to commission five Noongar artists to develop artwork to be used in the rebranding of five new SWAMS uniforms. Expressions of Interest are invited from Noongar artists living within the SWAMS service area footprint.



Your artwork designs will also be used, in whole or in part, for:

- SWAMS program flyers and across social media pertaining to program branding and marketing.
 - Clothing and Merchandise Promotional Items including hats, water bottles, lanyards and small items.
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One artist will be selected per Design Category. You may enter more than one design category but will only be awarded one category.

Design Category	Icons/theme guide	Colour palette
1. Maternal and Child Health	Symbolic of family health and healthy lifestyles in maternal colours. Language words would be encouraged as a line of words gently weaving through your design- Father: Maaman, Mother: Ngaank, Children: Koorlangka, Baby: Maawit, Family: Moort. Flowers, waterways, animals, bush foods.	Djilba purple, pinks, light blues and white.
2. Earth and Inland	Kangaroos, emus, possum, native plants and flowers, animals and colours of Country.	Rustic Brown, Ochre, native flower and seasonal colours.
3. Banksia and Balga	Banksia, Firewood, Balga, Kangaroo paw. Trees, native shrubs and bush foods. Storylines and/ or patterns that signify your Country.	Greens- many natural tones, Golds, Orange tones, Red highlights.
4. Black Cockatoo and Traditional Tools.	Feature – the Karrak - Black Cockatoo. The Boomerang and Spears to symbolise traditional and highly valued hunting methods.	Red, black, orange, yellow ochres.
Water and Waterways	Waterways and rivers connecting communities. Circular meeting places to represent community yarning, family connection or that symbols of growth and interconnectedness.	A range of blues, deep ocean blue and aquas, white, green to gold tones, for all waters, ocean, rivers, estuary

6. Budget

SWAMS has a budget of \$5000.00 per Artist commissioned (ex GST) allocated for the successful Artists.

- Artists that are working digitally must submit their final design in a png format.
- Artists that are submitting an acrylic painting must submit a painting no smaller than 60cm x 40 cm.
- SWAMS will hold copyright for the 5 selected designs.

7. Expression of Interest Schedule:

EOI - Schedule	Date	Payment Schedule
Artist Application Due	Mon 21 September by 5pm.	
Selection Process	SWAMS Board of Directors Weds 30 September.	
All Artists will be notified of selection. [both successful and unsuccessful].	Second week of October by email.	
Successful Artist to meet with a SWAMS representative. Artist contract agreed upon.	Weds 14 October in person.	Payment 1: \$1000.00 to 5 successful Artists on award.
Delivery of Artwork in the format required. Digital – via email. Acrylic painting to SWAMS office. Feedback and Design acceptance or review.	Weds 18 November	
Final Design work accepted.	Weds 25 November	Payment 2: \$4000.00

8. Selection Process.

Selection Committee –

All applications will be reviewed by the SWAMS Board of Directors for selection.

9. Evaluation Criteria

Criteria	Description	Score
Artwork	Wow factor!	50
Artwork fit to project.	Suitable for the company, can be fabricated [if applicable]	20
Artwork theme	How the Artist has related their Art to the EOI outlined.	30
Total		100

7. EOI Submission requirements:

You are invited to send in an Expression of Interest including -

1. Design proposal – sketch [this is not your final work]
2. Examples of previous work. Up to 3 images.
3. Optional – you may send in a story or words to support your design idea if you feel it is relevant to the brief and supports your application.

- 8. Expressions of Interest** can be sent to Dayna Lacco, Executive Assistant: Office of the CEO via email: ArtEOI@swams.com.au

Your Expression of Interest should include -

Name:

Address:

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Email:

Phone number:

Design Category: [the number and title of the category or categories you are applying for]

Conflict of Interest: Yes No

If Yes, please state

*Should you feel that you have a conflict of interest to declare, please advise on your EOI submission. This will not affect your submission but will allow SWAMS to maintain a fair selection process.

If you require further information, please contact Dayna Lacco on 0424 237 908.

**Expressions of Interest submissions are open until 5.00pm,
Monday 21 September 2026.**

All candidates will be contacted regarding their submission within three weeks.

All selections are final.

SWAMS would like to thank you for your time and consideration of this exciting project!

