

Request for Quotation | Illustrations for Workforce Development Framework

We're searching for a Victorian Traditional Owner illustrator to produce some culturally relevant and accessible illustrations for the (forthcoming) Traditional Owner Workforce Development Framework.

Background

The [Federation of Victorian Traditional Owner Corporations](#) is Victoria's state-wide body convening and advocating for the rights and interests of Traditional Owner groups while progressing wider social, economic, environmental and cultural objectives. We have funding from Closing the Gap to produce a strategic framework that will support Traditional Owner Corporations (TOCs) grow the size, skills and sustainability of their workforces. Illustrations will bring the framework to life. We'd like to commission an individual or organisation to produce culturally relevant illustrations that represent certain aspects of the framework and centre the role of TOCs in promoting language and culture. Closing the Gap's funding comes from the priority area 'strengthen language and culture', so we want the framework to reflect this focus.

Scope and tasks

Outputs

Colour guidance

We're commissioning a graphic designer to lay out the Workforce Development Framework, and want their work to be guided by your palette and creativity. When you provide the first-draft images, please also provide (in an email, or similar) some guidance on the colour codes you're using in your illustrations, as well as any adjectives that would describe the illustration style, to help us brief the designer appropriately.

Illustration 1: Framework on a Page

A double-page, full-colour illustration, in print- and web-ready digital formats, to be inserted into the final layout. This illustration will depict how all elements of the framework fit together in a mutually reinforcing and supportive ecosystem. The Framework has seven priority areas, and we envision each being represented in a metaphoric or symbolic way within the illustration. You may choose to draw from nature, Country, or other sources of inspiration that contain ideas of reciprocity and mutuality.

Illustration 2: Depiction of TOCs' role in Country, Culture and Language

A double-page, full-colour illustration, in print- and web-ready digital formats, to be inserted into the final layout. This illustration will depict the mutually strengthening relationships between Traditional Owners, TOCs, Country, language and culture: TOCs hold the collective

rights of Traditional Owners on their behalf, including rights in land, language and culture, and the TOC supports the community to exercise those rights. You may choose to reflect on family and community relationship structures to consider how to present this relationship.

Illustrations 3-10: Motifs

The seven priority areas of the draft framework will be contained in Illustration 1, as symbolic representations. We'd like you to develop small icons or motifs of these symbolic representations. Additionally, the framework's conclusion contains a 'next steps' section, suggesting how to implement the framework, and that needs a motif, too. These motifs may be small and simple in appearance, but they thread the framework together, and play an important role in the overall document's coherence. These eight motifs should be provided as full-colour illustrations, with transparent backgrounds, in print- and web-ready digital formats, to be inserted into the final layout.

Desired expertise

We want these illustrations to be guided by a Victorian Traditional Owner's experience of being a Traditional Owner, and welcome responses regardless of your previous artistic or professional experience, qualification, or work history. We just need to see how you'd respond to this brief, and your ability to provide digital artwork files – not extensive experience.

Timeframe

Please respond to this request by 5pm AEDT on **Friday 21 November 2025**.

The commissioned illustrator will be available for a briefing meeting in the first week of December, with first drafts due by **Monday, 12 January 2026**, and final files by the last week of January 2026.

Budget

\$4,000 plus GST.

Responding to this request

Please respond via email by 5pm AEDT on **Friday 21 November 2025**. Your email should:

- Be sent to Gabby Maher (gabriella.belfrage-maher@fvtoc.com.au)
- Briefly introduce yourself and mention the Country you're connected to
- Contain some samples of your previous illustration work
- Contain an estimate of your cost for this project (even if it's above our budget!)
- Confirm you'd be available for a briefing meeting in the first week of December if your response is selected

Your questions are welcome. Please feel free to contact Gabby Maher (gabriella.belfrage-maher@fvtoc.com.au), who's writing the framework, or Sophie Raynor (sophie.raynor@fvtoc.com.au, 0434 578 933), the Federation's communications advisor.