Expression of Interest

Logo design: Moorditj Walyan (Solid Lungs) program



Moorditj Walyan (Solid Lungs) background

Moorditj Walyan is a free, culturally safe smoking and vaping education program for Aboriginal communities and services across the Perth metropolitan area. The program supports community members and service providers in making informed decisions about smoking and vaping through relaxed, yarn-based education sessions.

The Moorditj Walyan team is seeking a local Aboriginal artist, living in Perth, Western Australia, to develop a logo that represents the program and its core values. The logo will help the program establish a strong and recognisable identity that reflects Cultural strength, wellbeing and community connection.

As an Aboriginal health program, maintaining a culturally appropriate and meaningful visual identity across all delivery settings is essential.

Scope of work

The successful artist will:

- develop a logo for the Moorditj Walyan program
- ensure the logo reflects the program's purpose and values, including health, strength, wellbeing, and cultural identity
- participate in consultation and feedback sessions with the Moorditj Walyan team to refine the design.

The logo will follow a traditional Aboriginal design direction and may include Noongar language, chosen in consultation with Aboriginal Moorditj Walyan team members.

Consultation process

The logo will be created by an Aboriginal artist. Once selected, the design will be workshopped with the Moorditj Waylan team. Feedback from community members, service providers, and program participants may also be incorporated to ensure the logo reflects the program appropriately.

Intended use of the logo

The Moorditj Walyan logo will be used across all program materials, including but not limited to:

- promoting the Moorditj Waylan program.
- community and service provider education session resources for Moorditj Waylan.
- youth, community and Cultural event displays attended or supported by Moorditj Waylan.

Artwork by Sarah Humphries

Eligibility requirements

To submit an Expression of Interest, applicants must:

- be an Aboriginal artist
- reside in Perth, Western Australia
- hold a current Australian Business Number (ABN), or be willing to complete a Statement by a supplier form
- demonstrate experience in Aboriginal artwork and cultural design
- be available to participate in consultation and feedback sessions with the Moorditj Walyan team
- provide a short paragraph identifying their connection to Country and Culture.

Supporting documents

Applicants must attach the following documents with their Expression of Interest submission:

- [ ] portfolio or sample images demonstrating relevant experience
- [ ] examples of previous artwork or design work (required)
- [ ] ABN details or Statement by a supplier form (if applicable).

Artwork by Sarah Humphries

Expression of Interest form:

Logo design: Moorditj Walyan (Solid Lungs) program

Name: _____

Organisation (if applicable): _____

Mobile: _____ Email: _____

Please circle the appropriate responses below:

Are you of Aboriginal heritage? Yes ☐ No ☐

Australian Business Number (ABN): Yes ☐ No ☐

ABN: _____

If no, are you willing to complete a statement by a supplier form? Yes ☐ No ☐

Usual project/commission fee:

_____

Connection to Country and Culture

Please provide a short paragraph identifying your connection to Country and Culture:

Experience / artwork style

Please provide an overview of your artwork style, experience and examples of your work:

Please send completed Expression of Interests Forms to

EMHS Moorditj Walyan team

E: EMHS.MWalyan@health.wa.gov.au

M: 0468 734 095

Applications close: **30th November 2026**

Artwork by Sarah Humphries