



**THE NEXT GENERATION:  
STRENGTH, VISION & LEGACY**  
6-13 JULY 2025



**LARRAKIA  
NATION**

## **2025 DARWIN NAIDOC T-SHIRT COMPETITION**

### **THEME BRIEF**

#### **The Next Generation: Strength, Vision & Legacy**

As we enter 2025, NAIDOC Week marks a powerful milestone: 50 years of honoring and elevating Indigenous voices, culture, and resilience. The 2025 theme, "The Next Generation: Strength, Vision & Legacy," celebrates not only the achievements of the past but the bright future ahead, empowered by the strength of our young leaders, the vision of our communities, and the legacy of our ancestors.

The theme celebrates a movement that endures, grows, and evolves—driven by the unwavering strength of our communities, the shared vision of our people, and the enduring legacy we pass on to those who will shape our future. Together, we walk forward, honouring where we've come from and looking boldly to the next generation who will carry NAIDOC and their communities into the future.

The NAIDOC journey began as a movement for recognition and rights, sparked by Indigenous communities who saw a future built on justice and equality. Over the decades, it has grown into a powerful national celebration, a testament to the enduring strength of Aboriginal and Torres Strait Islander peoples. As we commemorate this 50-year legacy, we also look forward, honouring the next generation who will carry the torch, shaping the future with courage, insight, and deep respect for our roots. Guided by the wisdom of our Elders and the groundwork laid by our forebears, each NAIDOC Week reinforces our vision for an Australia where Indigenous voices are not only heard but lead the way.

This year, the National NAIDOC Committee takes an important step toward independence, embracing self-determination as a model for the next generation. With every story shared, every act of resilience remembered, and every cultural practice celebrated, we honour a legacy that reaches far into the past and extends into the future. As we celebrate this milestone, we look toward the next 50 years with excitement and confidence, while everyday ensuring that NAIDOC remains a movement grounded in community-led vision and integrity.

From this solid foundation, the next generation will rise—grounded in the strength of our Elders, history, inspired by a shared vision, and committed to building a legacy of unity, respect, and self-determination for all. This NAIDOC Week, we celebrate not just a milestone but a movement that endures, grows, and evolves—driven by the unwavering strength of our communities, the shared vision of our people, and the enduring legacy we pass on to those who will shape our future. Together, we walk forward, honoring where we've come from and looking boldly to the next generation who will carry NAIDOC and their communities into the future.

Further information is available from the National NAIDOC website:

<https://www.naidoc.org.au/about/naidoc-theme>



## ARTWORK REQUIREMENTS

Please note the following requirements in the creation and submission of your artwork:

- Artwork **cannot** depict the following:
  - Image of a living person without a signed consent.
  - Image of a deceased person.
- Artwork canvas **must not** be smaller than an A4 size or 2MB digital image.
- Artwork **must not** be designed around the t-shirt shape.
- Both the Aboriginal and Torres Strait Islander flags **must be** depicted if used as an element of the artwork.

## JUDGING CRITERIA

### 1. Local Content: 30%

- How the artwork related to our local history.

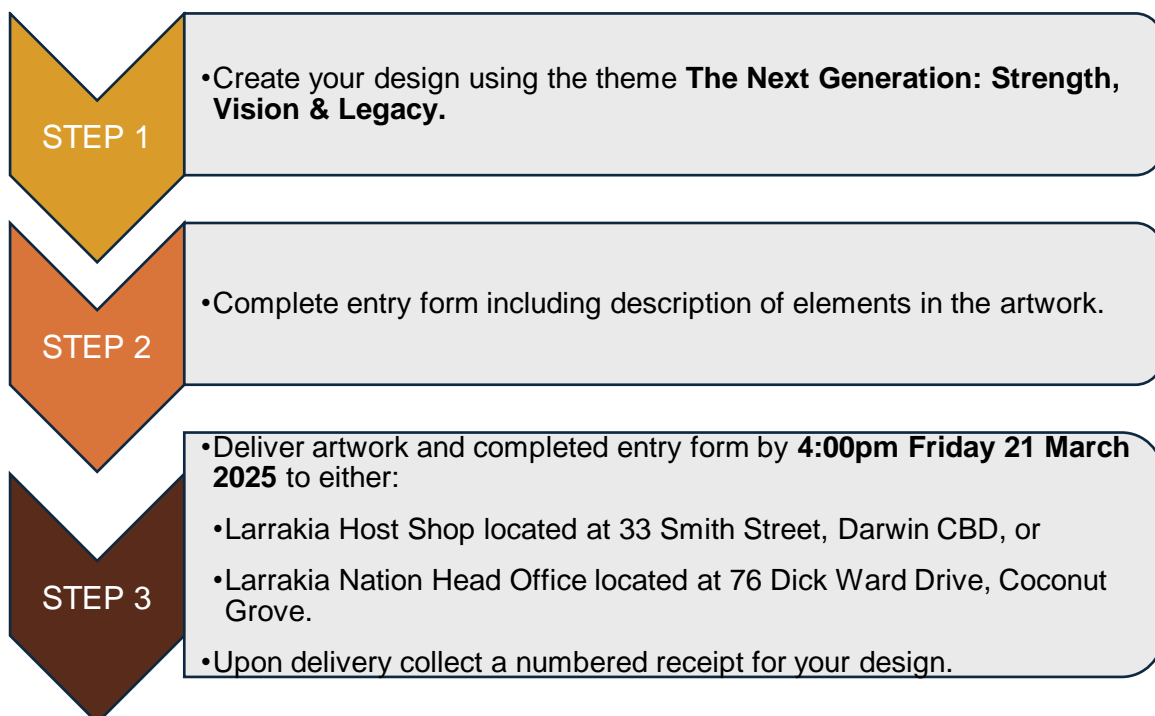
### 2. Concept Design: 50%

- To extent to which the proposal satisfies the design concept.
- How well the artwork reflects the 2025 National NAIDOC Theme 'The Next Generation: Strength, Vision & Legacy'.
- The cultural appropriateness of the artwork.

### 3. Innovation and Creative Design: 20%

- The artwork's appeal to our local audience.

## SUBMISSION PROCESS





## TERMS & CONDITIONS

1. The artwork must reflect the 2025 National NAIDOC theme.
2. Participating artists must be an individual who is aged 16 years or older at the time the Entry Form is submitted.
3. Group entries will not be considered.
4. Only one artwork entry per artist is allowed.
5. All participating artists must also:
  - a. be of Aboriginal and/or Torres Strait Islander descent,
  - b. identify as an Aboriginal and/or Torres Strait Islander, and
  - c. be accepted as an Aboriginal and/or Torres Strait Islander by an Aboriginal and/or Torres Strait Islander community.
6. All entries will be viewed and judged by a panel of judges made of invited members from local community, service providers and government.
7. The artist acknowledges and agrees that their artwork may be copied or reproduced for the purposes of judging the competition.
8. The artist must accept these terms and conditions in order to enter the Competition.
9. All participating artists acknowledge that:
  - a. they are aged 16 years or older at the time the Entry Form is submitted,
  - b. the artwork submitted is an original work,
  - c. the artwork submitted has not received a major prize before, and
  - d. the artwork is not licenced or otherwise encumbered in any way that may be inconsistent with these terms and conditions.
10. If a participating artist incorporates or substantially reproduces any material in their entry that is subject to third party rights, they must provide evidence that they have consent necessary to use that third party intellectual property.
11. Where a participating artist is under the age of 18, the artist's adult parent/guardian must complete the Entry Form by stating their own name on behalf of the name of the artist to indicate their agreement with these terms and conditions on behalf of the artist.
12. Artwork should not be framed or mounted behind glass.
13. Artwork cannot consist solely of a photograph and will not be eligible for entry.
14. A prize of \$500.00 (excluding GST) will be payable to the winning artist. The decision of the Competition judges will be final and absolute.
15. A subsequent payment will be made to the winning artist for each NAIDOC T-Shirt printed to be sold. This includes NAIDOC T-shirts given to sponsors as part of packages.
16. No correspondence about the judges' decision will be entered into.
17. Property rights in all submissions, including the winning artwork, will remain with the artist or entrant except as provided by these conditions.
18. By signing a completed Entry Form, submitting an artwork and accepting the award offer, the winning artist of the Competition:
  - a. grants the Larrakia Nation Aboriginal Corporation a permanent, royalty-free, worldwide, irrevocable, ongoing, exclusive licence (including a right of sub-licence) to use, reproduce, communicate, broadcast, publish, distribute, adapt, and modify the winning artwork in all media of expression now known or later developed and in



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NATION**

- all languages, for any purpose specified in these terms and conditions. This licence only extends to non-commercial use of the winning artwork,
- b. consents to any of the following types of acts or omissions by the Larrakia Nation Aboriginal Corporation:
- i. use of all or part of the artwork in accordance with the licence granted in paragraph 18(a), with or without attribution of authorship to the artist (but the Larrakia Nation Aboriginal Corporation will not falsely attribute authorship of the entry),
  - ii. supplementing the artwork with any other material, and
  - iii. use of the artwork in a different context to that originally envisaged.
- c. may be requested to physically sign a licence and consent form relating to the artwork, prior to the competition being finalised. Failure to sign the licence will entitle the Larrakia Nation Aboriginal Corporation to remove the artist's artwork from the competition,
- d. agrees that the Larrakia Nation Aboriginal Corporation, may publish in any other material in which the artwork is used or reproduced, any personal information provided by the winning artist in connection with their entry including, but not limited to, the winning artist's name, age, community of residence, and
- e. warrants that at the time of accepting the award offer there is no cultural or religious reason, or any other impediment that prevents the winning artwork from being exhibited, published or reproduced.
19. The Larrakia Nation Aboriginal Corporation's purpose in using, or sub-licencing the use of, the winning artwork is limited to the following purposes, and anything incidental to such purposes:
- a. being used as part of images in Darwin NAIDOC's social media (e.g. Facebook),
  - b. being used in the Darwin NAIDOC Award Ceremony Program,
  - c. being used in the Darwin NAIDOC Award Ceremony room theming (e.g. projection, screens, staging etc.),
  - d. being broadcast on television to promote NAIDOC Week, the NAIDOC Committee, the Darwin NAIDOC Award Ceremony Program or any related matter, and
  - e. being displayed in a public place to promote NAIDOC Week, the NAIDOC Committee, the Darwin NAIDOC Award Ceremony Program or any related matter.
20. The Darwin NAIDOC T-Shirt may be used by the Larrakia Nation Aboriginal Corporation in the following manner (including but not limited to):
- a. displayed in public places (e.g. offices, libraries, schools, public transport, shopping centres etc.),
  - b. incorporated onto local NAIDOC event flyers,
  - c. displayed on social media pages and websites, and broadcast on television, and
  - d. for any other purpose the Larrakia Nation Aboriginal Corporation deems necessary in promoting NAIDOC week.
21. The Larrakia Nation Aboriginal Corporation will reasonably endeavour to notify the winning artist before altering the winning artwork for any purpose listed in these terms and conditions. The Larrakia Nation Aboriginal Corporation will reasonably endeavour to obtain the consent of the artist before altering the winning artwork, where such alteration is for a purpose outside of the scope of these terms and conditions, and such consent is not to be unreasonably withheld.
22. The Larrakia Nation Aboriginal Corporation will identify the winning artist on the National



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NAIDOC T Shirt.

23. The Larrakia Nation Aboriginal Corporation will reasonably endeavour to acknowledge the winning artist as the author of the winning artwork where the artwork is used for purposes other than the Darwin NAIDOC T-Shirt.
24. The artist must obtain permissions and approvals to reproduce graphics, or images of Aboriginal and Torres Strait Islander people.
25. All entries must be received by Friday 21 March 2025 at 4:00pm Darwin time.
26. The Larrakia Nation Aboriginal Corporation Agency may amend these terms and conditions from time to time, and any amendments will be binding on all entrants. If, for any reason, the Competition is not able to be run as planned, the Larrakia Nation Aboriginal Corporation may cancel the Competition without liability to the Larrakia Nation Aboriginal Corporation, any entrant, or any other person.
27. The Larrakia Nation Aboriginal Corporation is the Promoter of this Competition.
28. Final selection may be subject to the provision of additional information. The Larrakia Nation Aboriginal Corporation reserves the right, at any time, to verify the validity of participating artists, artwork and Entry Form (including participating artist's identity, age and place of residence) and to disqualify any participating artist who submits an Entry Form that is not in accordance with these Competition terms and conditions.

Please contact us at [naidoc@larrakia.com](mailto:naidoc@larrakia.com) if you have any questions.