



Proud of the present
Passionate about tomorrow

Creative brief Logo Design Bega Circular Valley Initiative

Background

Together for a stronger Bega Valley

The Bega Valley is a special corner of Australia. This is a community that stood shoulder to shoulder against some of the most intense and devastating bushfires (nearly two thirds of the region was burnt in the 2019-2020 Black Summer fires), has suffered significant economic loss through the impact of the COVID-19 pandemic restrictions on local tourism

and travel into the region, and is facing into the challenges that climate change and climate variability present to agriculture, aquaculture, tourism and the environment.

At the same time, the region has concluded that all these adverse events also represent an opportunity. To bounce back from recent history we have a choice to either restore everything as it was or to re-think the Valley's future. In what way can we recover and heal as a

region and build resilience at the same time?

In that regard, the Valley's own leaders have been inspired by a conceptual approach used in a number of areas around the world called the Circular Economy. In its core, the Circular Economy focusses on resource optimisation. A Circular Economy distances itself from the traditional take-make-waste approach and aims to keep resources in the process as long as possible, avoiding waste and constantly exploring opportunities to re-use and recycle. Especially when circularity is applied at regional level, previously non-existing forms of collaboration can lead to better social, financial and environmental outcomes.

The Bega Valley is an ideal region to explore the potential of circularity. Geographically it is a region where inputs and outputs can be measured adequately. There are important dependencies between the stakeholders of the Bega Valley in its main industries. Therefore there is a shared interest in achieving greater resilience for the Valley and its citizens.

To unlock this potential, one aspect is of key importance – Collaboration. Coming together and enabling all community stakeholders to engage with the process, empowers the community to develop collective wisdom to advance.

Over the past half year, a team of community representatives have been collaborating how this vision could be brought to life. This team is formed by leaders of industry, the Bega Valley Shire Council, representatives of indigenous communities and various other key stakeholders in the Bega Valley. In addition, representatives from KPMG and Rabobank have allocated pro-bono

resources to the project as a means to unlock this way of thinking for the Bega Valley.

The result is a vision for a circular Bega valley. A long term plan to re-think the valley and to increase resilience and vibrancy of the community.

Imagine

The Bega Circular Valley Initiative imagines a future where Bega is a lighthouse model for regional Australia, a model for how economic, environmental and social resilience can thrive. We imagine a pristine valley is now home to a regionally based economy. It is an innovation hub with diversified industry activities, a mixed farming program that supports biodiversity and is dealing with climate change through carbon neutrality and zero waste to landfill, and is admired by residents and visitors. A place that attracts tourists, students, entrepreneurs and investors to experience and participate in this uniquely circular valley.

The Assignment

Given the significance of what the Bega Circular Valley Initiative aims to achieve, we have concluded that it requires a logo as a strong visual symbol. A logo that can become the identity and carrier of the core objectives and values embodied in the Bega Circular Valley Initiative.

During our journey through the Bega valley, we have been inspired by some of the stories and symbolics of the indigenous communities in the Valley. In its core, Indigenous cultures in Australia have great synergies with circularity and we acknowledge that what we now start to re-assess under this concept, has in fact been practiced by Aboriginal communities for thousands of years. This accounts for both the approach to work with nature and minimise the use of

resources as well as for the significance that was given to the coming together of communities.

One of the most inspiring examples of circular symbolic that we have seen was the one of the Bunaan Rings. Bunaan Rings are depicted by circular patterns on the ground created by men, which causes the regeneration of different vegetation types. They are a type of ceremonial site and are usually associated with initiation ceremonies.

Given the importance of collaboration to achieve sustainable outcomes, the Bega Circular Valley Initiative Steering Committee wishes to explore a logo design that both symbolises circularity as well as the coming together of all community groups with a shared goal. In our opinion, this could be expressed in a powerful way by combining traditional aboriginal symbolics with contemporary design symbolising the coming together of two worlds.

The Bega Circular Valley Initiative steering committee wishes to commission a commercial assignment to a number of indigenous artists/graphic designers by means of a competition to design a logo proposal for the project. We see this as an important opportunity to create a legacy for the winning artist. The project has a long term focus and will therefore determine the visual manifestation of the projects for years to come.

About the competition

Deadline for submission: 1 September 2021. Submissions can be done digitally, preferable as PDF documents and can be sent to marc.oostdijk@rabobank.com

Use this email address in case you have any further questions about the competition

Inspiration: The logo needs to express in a creative way – Circularity | Collaboration | Community

Submission: The logo needs to be suitable for the application on both printed and digital media ranging from collateral publications, presentations, banners, letter head and e-mail templates. The logo is not constrained to a specific format, it can be a wordmark, symbol/icon, or combination. The designer will decide what is most appropriate. It is also up to the designer to define the colour usage.

Target Audience: Citizens of the Bega valley, Government organisations, business communities, international communities and other interested parties.

Judging: A representation of community leaders and the Bega Circular Valley Initiative Steering Committee will determine and announce the winning design on 15 September 2021.

Remuneration: The winning designer will be granted a remuneration to the value of \$5,000

We appreciate your participation in the design challenge, and wish you the best of luck. By applying for the design challenge you acknowledge that the Circularity Cooperative will be granted perpetual, exclusive and royalty free worldwide licence for the use of the creative work in all forms and formats.

Terms & Conditions

Bega Circular Valley Initiative Logo Design Competition (“the Competition”)

1. Information on how to enter and Prize details form part of these Terms and Conditions. If there is any conflict between these Terms and Conditions and any other published material, these Terms and Conditions shall prevail.

2. This Competition is being promoted and run by Rabobank Australia Limited with its registered address at Level 16 Darling Park Tower 201 Sussex Street, Sydney NSW 2000, ABN 50 001 621 129 (“Rabobank”).

3. The Competition commences at 0900hrs on Wednesday, 11 August 2021 and closes at 1700hrs Wednesday, 1 September 2021 (“Competition Period”). All times and dates are times and dates in Sydney. All times are stated using the 24 hour clock.

4. Entry into the Competition is open during the Competition Period for persons (“Entrants”) who satisfy the following eligibility requirements:

a. is over 18 years of age at the start of the Competition Period;

b. is an Australian resident of the Bega Valley region,

c. is not an employee or director of Rabobank or its related entities, or part of the immediate families of an employee or director of Rabobank,

d. is not an employee or director of Rabobank’s joint partners on the Bega Valley Circularity Cooperative (being the Bega Valley Shire Council, Rabobank, and

KPMG), or part of the immediate families of an employee or director of Rabobank’s joint partners on the Bega Valley Circularity Cooperative.

5. In order to enter the Competition, each Entrant is to submit one original logo design (maximum one entry per Entrant) for the Bega Circular Valley Initiative, created by the Entrant and saved as a PDF document and emailed to marc.oostdijk@rabobank.com during the Competition Period. If the original logo design features or contains Indigenous symbology or tradition, Rabobank prefers that this design is expressed by an Entrant of Indigenous background.

6. Entries will be judged by its meeting of the Creative Brief (attached to these Terms and Conditions), by a panel made up of community leaders and the Bega Circular Valley Initiative Steering Committee. The judging panel’s decisions are final and no correspondence will be entered into.

7. The logo design winner (“Winner”) will be announced on Rabobank Social media and via the email address used to submit their entry. The Winner’s name and photo may also be published on Rabobank’s website. If the Winner does not respond via email in 60 days, the judging panel will select a new Winner using the same criteria.

8. There is one (1) cash prize to be won, valued at \$5,000 (“Prize”). The Winner will receive the Prize in a Rabobank savings account.

9. By entering the Competition and being awarded the Prize, the Winner’s logo design becomes the property of the Bega Valley Circularity Cooperative. Copyright in all other entries remains with the respective Entrant.

10. If for any reason whatsoever beyond the reasonable control of Rabobank, the Competition is not capable of being

conducted as reasonably anticipated, including due to tampering, unauthorised intervention, fraud or any other causes beyond the control of Rabobank which corrupt or affect the administration security, fairness or integrity or proper conduct of the Competition, Rabobank reserves the right, subject to written directions from State Regulatory bodies, in its sole discretion, to suspend, modify, or terminate this Competition or disqualify any individual who tampers with the entry process.

11. Rabobank shall not be liable for any loss or damage whatsoever which is suffered (including but not limited to indirect or consequential loss) or for any personal injury suffered or sustained in connection with any Prize/s except for any liability, which cannot be excluded by law. Rabobank will not be responsible for any incorrect, inaccurate, or incomplete information communicated in the course of or in connection with this Competition if the deficiency is occasioned by any cause outside the reasonable control of Rabobank.

12. Rabobank will use the personal data disclosed for the purposes of running this Competition and announcing the Winner, and may also disclose personal data to related companies of Rabobank, and its joint partners on the Bega Valley Circularity Cooperative (being the Bega Shire Council, Rabobank, and KPMG) for the same purposes. Personal data will only be used in accordance with the Rabobank Privacy Policy which can be found at www.rabobank.com.au, which includes information about individual rights such as access to and/or correction of the personal data which we hold, and how an individual may make a privacy related complaint. Rabobank may be contacted by telephone on 1800 025 484 if an Entrant has questions about Rabobank's use of personal data.