



EXPRESSION OF INTEREST

NBL Indigenous Artwork and NBL1 Indigenous Artwork.

December 2023



Commercial in confidence

Applications are limited to persons of Aboriginal and/or Torres Strait Islander descent, who identify as an Aboriginal and Torres Strait Islander, and are accepted as such in the Indigenous or First Nations community in which they live or formerly lived.

ACKNOWLEDGEMENT OF COUNTRY

THE NBL ACKNOWLEDGES THE TRADITIONAL CUSTODIANS OF THE LANDS ON WHICH WE WORK, LIVE AND PLAY. WE PAY OUR RESPECTS TO THEIR ELDERS PAST, PRESENT AND EMERGING AS WELL AS ALL ABORIGINAL AND TORRES STRAIT ISLAND COMMUNITIES.

As the nation's premier basketball competition, with a multitude of grass roots connections, the NBL's aim is to unite Australia's varied and vast basketball communities by acting as leaders in reconciliation and equality.

Therefore, the NBL launched its inaugural Reconciliation Action Plan (RAP) in 2020. The NBL's RAP Working Group is Co-Chaired by NBL Commissioner Jeremy Loeliger, and prominent business leader, John Paul Janke. The NBL's RAP focuses upon recognising the specific contribution that Aboriginal and Torres Strait Islander peoples have made to the development and success of Australian Basketball.

Furthermore, to acknowledge and celebrate the significant role of Aboriginal and Torres Strait Islander peoples have held within Australian Basketball, the NBL launched its Indigenous Round in 2021; this Round has grown from strength-to-strength annually.



OUR VALUES

ALWAYS THINK BIG

- › Be courageous
- › Be open to new ideas
- › Learn and grow
- › No limits

BE ACCOUNTABLE

- › Own it!
- › Ask for help
- › The scoreboard matters

INTEGRITY IS KEY

- › Act ethically
- › Act honestly
- › Keep our word

SHOW RESPECT

- › Show care
- › Listen and seek to understand
- › Value opinions

WE ARE FANS TOO

- › Have fun
- › Always consider the fan
- › Share the love of the game

ONE TEAM

- › Communicate
- › Trust each other
- › Celebrate the wins
- › Build relationships



INTRODUCTION

THE NATIONAL BASKETBALL LEAGUE (NBL) IS THE PREMIER MEN'S LEAGUE IN AUSTRALIA AND NEW ZEALAND.

Since its re-launch just eight years ago, the NBL is widely viewed as the second-best domestic basketball league in the world outside of the NBA.

Under the leadership of owner Larry Kestelman, CEO David Stevenson, and the wider Executive Team, the NBL has seen a rapid resurgence in commercial value, sponsorship, attendance, broadcast viewership, digital engagement, media coverage and government relations.

It has also become a genuine pathway to the NBA through the highly regarded NBL Next Stars program.

The Ownership and Executive structure provides the league with the ability to move quickly to take advantage of the constantly changing sports and entertainment landscape, with growth a key focus across the entire business.

LARRY KESTELMAN

DAVID STEVENSON



10 NBL CLUBS, LOCATED IN ALL STATES OF AUSTRALIA & NEW ZEALAND.



WHO ARE WE?



AN INNOVATIVE PATHWAY FOR THE WORLD'S BEST YOUNG BASKETBALLERS TO REACH THE NBA.



PRE-SEASON USA TOURS WITH OFFICIAL MATCHES PLAYED BETWEEN NBL AND NBA CLUBS.



**PRE-EMINENT NATIONAL DEVELOPMENT LEAGUE
76 CLUBS - 149 TEAMS (MEN AND WOMEN) 1600+ GAMES PER SEASON**



**NBL OWNED ESPORTS FRANCHISE
COMPETING IN THE NBA 2K LEAGUE,
ENGAGING WITH THE NEXT
GENERATION BASKETBALL FAN.**



**AUSTRALIA'S FASTEST GROWING TEAM SPORT.
3 ON 3 BASKETBALL THAT'S FUN TO PLAY, AND PROVIDES
A PATHWAY TO THE WORLD CHAMPIONSHIPS & OLYMPICS.**

GLOBALLY, BASKETBALL IS IN THE **TOP 3** **OF POPULAR SPORTS TO PLAY OR VIEW*.**

This position is also replicated in Australia and New Zealand with basketball enjoying a great resurgence (**No.1 sport in Australia for growth in interest since 2012****) fuelled by a rising NBL and the influx of Australian players into the NBA.



OVER
1.2M

PEOPLE PLAYED
BASKETBALL IN
AUSTRALIA LAST YEAR



OVER
4M

BASKETBALL FANS
IN AUSTRALIA



3.65M

NBL FANS
IN AUSTRALIA



OVER
1.65M

AVID NBL FANS
IN AUSTRALIA



OVER
2M

CASUAL NBL FANS
IN AUSTRALIA



OVER
1.12M

ENGAGED NBL
DATABASE

Nielsen 2023, Q2, NBL Market Size and Fan Profile Data

* Top Ten Most Popular Sports in the World – 22 Sports PowerRanking, sportsbrowser.net (August 2023)

** BenchMark, True North Research (2020)





NBL

The National Basketball League Pty Ltd (NBL) is responsible for the organisation, promotion and administration of the National Basketball League in Australia and New Zealand.

The NBL is regarded as one of the strongest basketball competitions in the world, and after a humble beginning, is today home to some of the world's best players.



NBL1

NBL1 is a collaboration between the National Basketball League (NBL), Basketball Victoria, Basketball South Australia, Basketball Queensland, Basketball New South Wales, and Basketball Western Australia, and falls under the purview of the NBL.

The NBL1 is a semi-professional basketball league, in which local and international talent compete representing community-based clubs across five conferences nationally in Women's and Men's Competitions: North, East, South, West, and Central.

After commencing in 2019, NBL1 has grown from strength-to-strength annually and is regarded as one of the best semi-professional Basketball leagues in the world.



**NBL'S AIM IS TO UNITE AUSTRALIA'S
VARIED AND VAST BASKETBALL
COMMUNITIES.**

**THE NBL LAUNCHED ITS INAUGURAL
RECONCILIATION ACTION PLAN (RAP)
IN 2020.**

**NBL LAUNCHED ITS INDIGENOUS ROUND
IN 2021; THIS ROUND HAS GROWN FROM
STRENGTH-TO-STRENGTH ANNUALLY.**



IN 2023, NBL ASSISTS WAS LAUNCHED; A BRAND-NEW INITIATIVE DESIGNED TO CONNECT COMMUNITIES, FACILITATE SOCIAL EQUITY, AND ENABLE AND INSPIRE THE NEXT GENERATION OF BASKETBALL FROM ALL PARTS OF AUSTRALIA.

In collaboration with the Australian Sports Foundation, NBL Assists is built upon four key pillars: facilitating equity and cohesion, supporting NBL Clubs and Players, strengthening and promoting Basketball pathways, and creating more opportunities for all to play Basketball.



THE OPPORTUNITY

THE NBL INVITES YOU TO CREATE AND DELIVER AN OUTSTANDING PIECE OF ARTWORK FOR THE NBL AND/OR THE NBL1. THE NBL INDIGENOUS ARTWORK IS TO BE PRODUCED UPON A 183CM X 121CM SIZE CANVAS, AND THE NBL1 INDIGENOUS ARTWORK UPON A 100CM X 75CM SIZE CANVAS. FURTHER, EACH ARTWORK PIECE IS TO BE PROVIDED TO THE NBL IN AI/VECTOR FORMAT

The NBL is widely considered as the second-best Basketball League in the world, presenting you with an opportunity to work with an iconic organisation, and gain significant exposure to your craft.

The successful indigenous artist(s) will receive a once-off remuneration for the NBL Indigenous Artwork and/or NBL1 Indigenous Artwork created and produced.

**SECOND-BEST BASKETBALL
LEAGUE IN THE WORLD**





OPPORTUNITY PART A **NBL INDIGENOUS ARTWORK**

The NBL invites you to create and deliver Indigenous artwork, for the NBL's use in association with its Indigenous Rounds and commercial ventures, and contribute to the future of Indigenous children via NBL Assists.

The NBL desires the NBL Indigenous Artwork to reflect your unique Indigenous perspectives and storytelling ability focused upon the following theme:

A Basketball journey, acknowledging the impact of the growth of Basketball across communities built upon the historical foundations of the League.

The NBL was founded in 1979 and has experienced both successful and struggling times. From the glory-days during the 1990's where NBL athletes were household names, to the League falling on hardship prior to its purchase by LK Group. Executive Chairman Larry Kestelman in 2015, the League has endured and now evolved into an internationally recognised sporting entity.

Using traditional crafts, the NBL expects the Artwork will reflect the NBL's journey over the decades, and its core NBL values and points of identity. Namely, the League being a safe and respectful environment for all (including Indigenous and First Nations Peoples and LGBTQ+ communities), being open to new ideas whilst maintaining accountability, acting with integrity and respect, and acknowledging that all parties involved with the NBL are fans of Basketball.



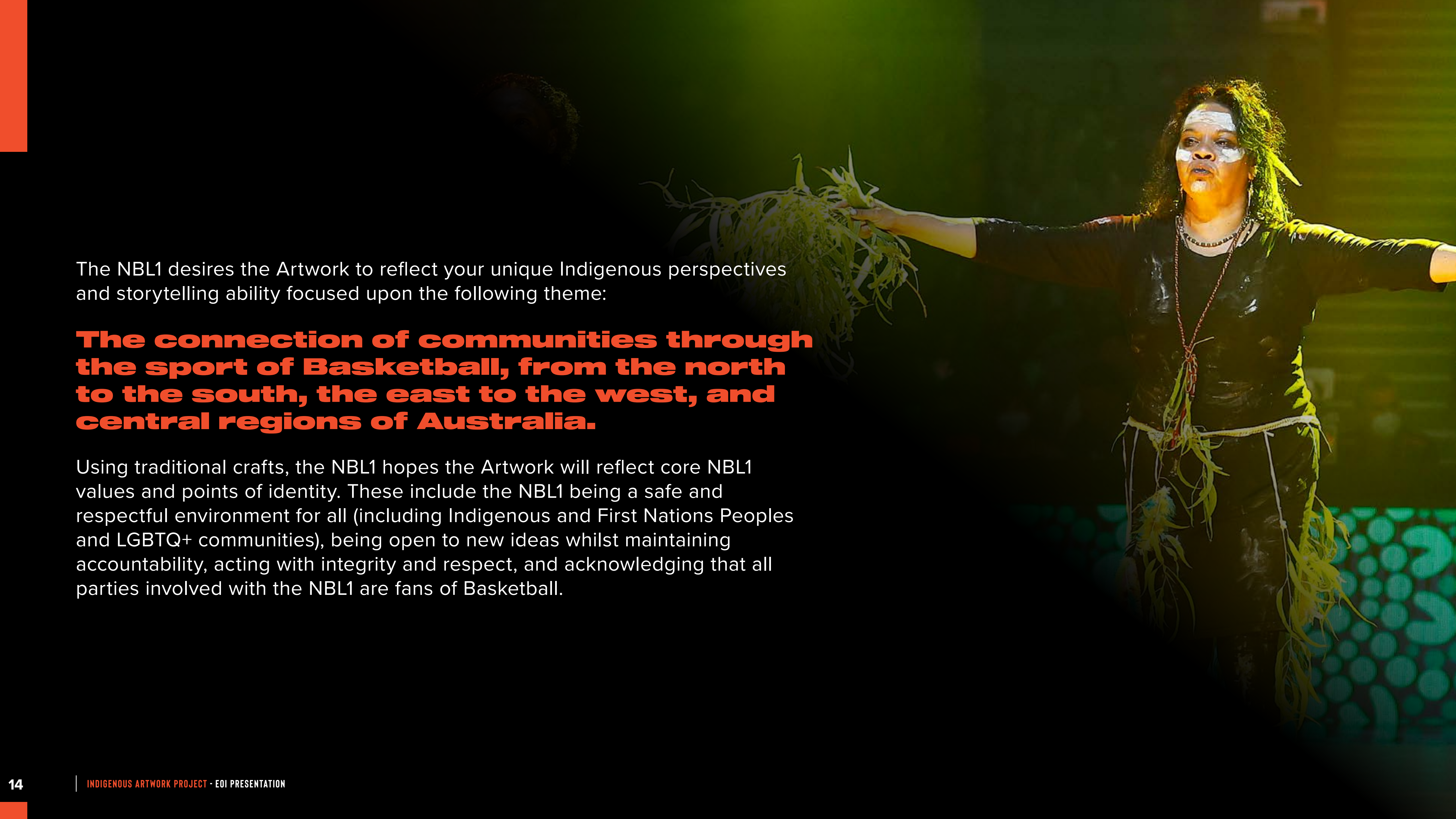


OPPORTUNITY PART B NBL1 INDIGENOUS ARTWORK

The NBL invites you to create and deliver Indigenous artwork, for NBL's use in association with its NBL1 First Nations Rounds, and commercial ventures.

**THE BEST SEMI-PROFESSIONAL
BASKETBALL LEAGUE IN THE WORLD**





The NBL1 desires the Artwork to reflect your unique Indigenous perspectives and storytelling ability focused upon the following theme:

The connection of communities through the sport of Basketball, from the north to the south, the east to the west, and central regions of Australia.

Using traditional crafts, the NBL1 hopes the Artwork will reflect core NBL1 values and points of identity. These include the NBL1 being a safe and respectful environment for all (including Indigenous and First Nations Peoples and LGBTQ+ communities), being open to new ideas whilst maintaining accountability, acting with integrity and respect, and acknowledging that all parties involved with the NBL1 are fans of Basketball.

SUCCESSFUL ARTIST RESPONSIBILITIES

FOLLOWING SIGNING A COMMERCIAL AGREEMENT, THE SUCCESSFUL ARTIST(S) CHOSEN TO CREATE AND PRODUCE THE INDIGENOUS ARTWORK PIECES FOR THE NBL AND NBL1, WILL BE EXPECTED TO ADMINISTER THE FOLLOWING RESPONSIBILITIES THROUGH THEIR INVOLVEMENT WITH THE NBL.



Meet key artwork deadlines as determined by the NBL.



At the reasonable request of the NBL, attend meetings and media commitments relating to the artwork in association with the NBL Indigenous Rounds or NBL1 First Nations Rounds.



Supply a short biography, social media handles, website links and photographic imagery, or other items at the reasonable request of the NBL for promotional purposes.



Promote the artwork produced through at least 2 social media posts prior to the NBL Indigenous Rounds or NBL1 First Nations Rounds as applicable.



Follow other reasonable requests of the NBL, and work in a collaborative manner with the NBL's Indigenous Artwork Committee and RAP Committee from time to time.

INTELLECTUAL PROPERTY

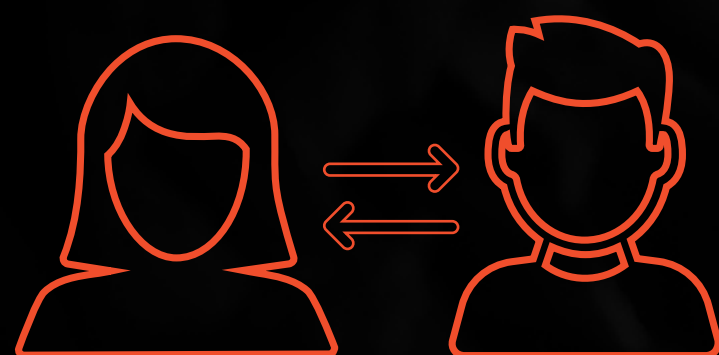
- Upon delivery of the respective artwork to the NBL, the successful Indigenous artist(s) will irrevocably assign to the NBL all right, title and interest subsisting, or which may hereafter subsist, in the respective artwork globally, including all moral rights, intellectual property rights and common law rights by operation of section 197(1) of the Copyright Act 1968 (Cth).
- Upon delivery to the NBL of the respective artwork, the successful Indigenous artist(s) acknowledges that the NBL will become the artwork owner, who may utilise the respective artwork at its sole discretion.
- During the NBL and NBL1 Seasons between 2025 and 2027, the NBL plans to utilise the artwork in connection with NBL Indigenous Rounds and NBL1 First Nations Rounds, by exploiting its ownership of the artwork within broadcast, official referee merchandise, partnership with official licensees (for example, by placing part of the artwork upon Spalding official NBL basketballs), and any other activity or purpose.
- Where applicable, a percentage of royalties which the NBL receives from the commercialisation of its ownership of the NBL Indigenous Artwork will be placed into NBL Assists for Indigenous related initiatives.
- Following the 2027 NBL and NBL1 Seasons, the NBL will maintain its ownership of the respective artwork, and right to utilise the respective artwork as it may require.
- Please note, the NBL and NBL1 will acknowledge the Indigenous artist(s) where appropriate in-connection to the respective artwork.



SELECTION PROCESS STAGE 1

EXPRESSION OF INTEREST

THROUGH THE FOLLOWING LINK, YOU ARE ENCOURAGED TO PROVIDE THE NBL WITH THE FOLLOWING:



Your curriculum vitae (including 2 relevant referees).



Up to 3 digital images of artwork within your portfolio.



Up to 500 words explaining your interest to work with the NBL in producing either the NBL Indigenous Artwork or the NBL1 Indigenous Artwork.

Please note, you will maintain all intellectual property rights which subsist or arise within artwork provided to the NBL during the selection process.

Expressions of Interest completed will be assessed by the NBL's Indigenous Artwork Committee, consisting of NBL staff and close stakeholders.

Expressions of Interest must be received by 4pm on 15 January, 2024.

Expressions of Interest can be submitted via this [link](#)

SELECTION PROCESS STAGE 2

CONCEPT DESIGN

FOLLOWING PRESENTATIONS BY THE FINALISTS, THE NBL INDIGENOUS ARTWORK COMMITTEE WILL SELECT THE SUCCESSFUL INDIGENOUS ARTIST(S) TO PRODUCE THE NBL INDIGENOUS ARTWORK AND/OR NBL1 INDIGENOUS ARTWORK.



The concept designs must be in sketch form, on at least size A2 paper, and include a colour palette.



Together with their concept designs, the finalists are to provide up to 500 words explaining the design and its alignment with Artwork Objectives for the NBL and/or NBL1 Indigenous artwork.



Following the directions of the NBL, the concept designs and explanatory memoranda are to be provided and presented by the Indigenous artist to the NBL Indigenous Artwork Committee.

Finalists will each receive \$500 (inc. GST) to produce concept designs, explanatory memoranda and present to the NBL Indigenous Artwork Committee. This consideration will be final and cover all indigenous artist costs associated with this Stage 2.

SELECTION PROCESS STAGE 3

INDIGENOUS ARTIST SELECTION

FOLLOWING PRESENTATIONS BY THE FINALISTS, THE NBL INDIGENOUS ARTWORK COMMITTEE WILL SELECT THE SUCCESSFUL INDIGENOUS ARTIST(S) TO PRODUCE THE NBL INDIGENOUS ARTWORK AND/OR NBL1 INDIGENOUS ARTWORK.



The successful Indigenous artist must attend a meeting with the NBL Indigenous Artwork Committee to discuss the chosen concept design, and any alterations if required.

Following consultation between the NBL Indigenous Artwork Committee and NBL Staff, details will be provided to the successful Indigenous artists(s) for when the creation, production and delivery of the Indigenous artwork must be completed.

NATIONAL BASKETBALL LEAGUE (NBL) – INDIGENOUS ARTWORK EOI DISCLAIMER

The contents of this EOI and any intellectual property rights that may exist in the information contained is commercial in confidence and must be treated as confidential information of NBL. Such information must not be shared by any Indigenous artist without NBL's prior written consent.

The contents of this EOI and any intellectual property rights that may exist in such information is and will remain the property of the NBL.

Any responses to this EOI and accompanying documents (apart from Indigenous artwork provided by Indigenous artists) become the property of the NBL and the Indigenous artist authorises the NBL, its officers, employees, agents and advisers (and the same of NBL's related entities) to adapt, modify, disclose, reproduce or do anything else necessary (in the NBL's sole opinion) to the whole or any portion of the response for the purposes of response evaluation, negotiating or entering into a long form agreement (if any) with the Indigenous artist, managing a long form agreement with a successful Indigenous artist (if any), and anything else related to the above purposes.

NBL is not bound to accept any EOI and reserves the right in its absolute discretion to extend, vary, suspend, terminate or abandon this EOI.

NBL entering into a formal relationship with any successful Indigenous artist is conditional on the parties agreeing on the terms of a long form agreement and entering into that agreement. The NBL reserves its rights to not enter into a long form agreement with any Indigenous artist for any reason. The deal terms set out in this EOI are a summary only and are not conclusive or indicative.

The Indigenous artist acknowledges and agrees that:

- neither the NBL nor any person on its behalf has made or makes any representation or warranty, express or implied, as to the accuracy or completeness of this EOI or any information provided by the NBL in connection with this EOI;
- it must make its own assessment of any such information and satisfy itself as to the accuracy and completeness of such information provided by the NBL in this EOI, and it will not rely on the information when entering into any long form agreement, except to the extent expressly provided in the long form agreement; and
- the NBL does not accept any responsibility to inform, or to provide any further information to the Indigenous artist or any other person if the NBL becomes aware of any inaccuracy, incompleteness or change in the information;
- nothing in the information provided constitutes any recommendation, offer or agreement with respect to the subject matter of the EOI.

To the maximum extent permitted by law, neither the NBL nor any of its related entities is liable in any way for, and the Indigenous artist (for itself and each person to whom it discloses information or to whom information is disclosed at the request of, or with the authorisation of the NBL) unconditionally and irrevocably releases the NBL and each of its related entities from any liability for any loss of any kind, including damages, costs, interest, loss of profits or special loss or damage, arising from any error, inaccuracy, incompleteness or other similar defect in the information provided in the EOI, or arising from the use, disclosure or reliance by any person on any of the information provided in the EOI, and whether or not the loss results from or arises out of or in connection with any negligence, misrepresentation or default of the NBL or any of its related entities.

Thank You



National Basketball League

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For more information, please contact NBL at
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