2027 NAIDOC BALL DESIGN COMPETITION

Football West, in collaboration with the Football Futures Foundation and through its partnership with the Insurance Commission of Western Australia, is proud to deliver the Belt Up NAIDOC Ball Design Competition, promoting seat belt safety through art and football.

Aboriginal and Torres Strait Islander community members are invited to submit a ball design, with the winning artwork to be printed on footballs and distributed to clubs, schools and community groups across WA.

We acknowledge and celebrate the Traditional Owners of the land and their ongoing contribution to our game. Held in July, NAIDOC Week honours the history, culture and achievements of Aboriginal and Torres Strait Islander peoples.

The Insurance Commission aims to increase public awareness throughout the community about the importance of wearing seat belts to minimise the risk of injury from serious motor vehicle accidents. Its Belt Up road safety campaign has a key focus on regional WA where not wearing a seat belt remains a major contributor to serious injuries.

For your chance to win a $1,000 New Balance voucher and a set of 10 footballs featuring the winning design simply follow the steps below.

Terms and conditions apply.

How to Enter:

Use the ball template provided to create a design celebrating the 2027 NAIDOC Week.

Take a picture or scan your design along with your design story and send it to beltup@footballwest.com.au

The competition is open exclusively to the Aboriginal and Torres Strait Islander community and closes 31 October 2026.

Insurance Commission of Western Australia

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Football Futures Foundation

FOOTBALL WEST

BALL TEMPLATE



Design Guidelines

- Use a maximum of five colours
- Use solid, flat colours only (no gradients or blending)
- Do not overlap colours or use shading effects
- Ensure artwork does not overlap logos and maintain clear space around them

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ENTRY FORM

Tell us about your design:

Why have you chosen it and how does it celebrate NAIDOC Week?

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ARTWORK CONSENT FORM

To enter the 2027 NAIDOC Ball Design Competition all entrants must accept the Terms and Conditions.

I hereby give consent that the artwork I have submitted for the 2027 NAIDOC Ball Design competition is approved to be printed on the footballs to be shared and celebrated throughout the State of Western Australia. I understand that my name, design, photo and video may be used in media releases, website, social media through Football West, Football Futures Foundation, NAIDOC Perth, the Insurance Commission of Western Australia and our membership network.

First Name: _____

Last Name: _____

Contact Number: _____

Email Address: _____

Address: _____

Entrants must be Aboriginal and/or Torres Strait Islander, as defined by the following:

- is of Aboriginal and/or Torres Strait Islander descent
- identifies as Aboriginal and/or Torres Strait Islander
- Is accepted as such by the community in which he or she lives or has lived

Do you identify as:
□Aboriginal
□Torres Strait Islander
□Both Aboriginal and Torres Strait Islander

I accept the Terms and Conditions
□By ticking this box, I confirm that I have read and understood the terms and conditions and I agree to be bound by them.
□By ticking this box, I agree that my design may be automatically entered into the 2028 and 2029 NAIDOC Ball Design competition.

Entrant's Signature: _____

Name of Parent/Guardian (if under 18): _____

Parent/Guardian Signature (if under 18): _____

Date: _____

Football West reserve the right to modify the ball design template at any time. We will endeavour to work with the winner to incorporate these modifications into the design.

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IMPORTANT INFORMATION

Would you like to see your artwork on the pitch?
Football West, alongside the Football Futures Foundation and the Insurance Commission of Western Australia, is delivering the Belt Up NAIDOC Ball Design Competition to promote seat belt safety through art and football. Aboriginal and Torres Strait Islander community members are invited to submit a design, with the winning artwork featured on footballs distributed across WA during NAIDOC Week celebrations.

How can you be a part of it?
Show us your creativity, not just on the pitch. Create a design your team would be proud to see on a football that celebrates NAIDOC Week.

Entry
Entry is open to the Aboriginal and Torres Strait Islander community.
Use the ball template provided to create your design and follow the design guidelines.
Send a photo or scan a copy of your artwork along with your design story to beltup@footballwest.com.au. Please also ensure the Artwork Consent Form is completed and submitted with your entry.

Remember to keep your original design safe, as you may need to provide it if you win the competition. We encourage you to be creative and express your culture, passion and pride.

Prizes
Not only will the winning design be shared among Western Australian football community, the lucky winner will also receive:

- A $1,000 New Balance voucher
- A set of 10 footballs featuring the winning design

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Judging Panel

1. One (1) x representative of Football West
2. One (1) x representative of the Football Futures Foundation
3. One (1) x representative of the Insurance Commission of Western Australia
4. One (1) x representative of the Aboriginal and Torres Strait Islander community

Important Dates

Competition Opens: 9am AWST 8 July 2026
Competition Closes: 11:59pm AWST 31 October 2026
Winner announced: up to 60 days after the competition closes
NAIDOC Ball Distribution: July 2027

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2027 NAIDOC BALL DESIGN COMPETITION

TERMS AND CONDITIONS

1. Information on how to enter this competition forms part of the Terms and Conditions of entry. Entry into this competition is deemed to be an acceptance of these Terms and Conditions. The Promoter is Football West, ABN 25 109 919 324 located at the Sam Kerr Football Centre, 305 Welshpool Road, Queens Park, WA 6107. Phone: 08 6181 0700.

2. Football West will promote the competition amongst Indigenous communities across Western Australia. Football West will manage the competition (incl. of guiding terms and conditions) and will ensure that all submissions are made in respect of these guidelines.

3. Entrants must be Aboriginal and/or Torres Strait Islander, as defined by the following:
- is of Aboriginal and/or Torres Strait Islander descent
- identifies as Aboriginal and/or Torres Strait Islander
- is accepted as such by the community in which he or she lives or has lived.

4. To be eligible to enter the competition during the Promotion Period, participants (either acting as an individual or part of a group) must send a photo, or scanned copy of their ball design and story about their artwork for the 2027 NAIDOC Ball Design competition to beltup@footballwest.com.au

5. One (1) entry is permitted per individual or group.

6. Participants must keep the original design in good condition until the winner is announced. The winner may be required to provide the original design if the scanned image provided is low resolution.

7. Entry excludes any individual or group directly connected to Football West, Football Futures Foundation and the Insurance Commission of Western Australia, in particular: members of the board, officers, management, employees and other staff and the immediate families of board, officers, management and employees.

8. Entrants are responsible for the accuracy of the information provided and are aware that they may forfeit their right to claim the prize if they are the winner and if the Promoter cannot reasonably contact them because the entrant's details are inaccurate.

9. The Promoter reserves the right to extend the competition period, in which case the Terms and Conditions will be updated to reflect an extended period.

10. The prize includes a $1,000 New Balance voucher, which will be issued as two or more separate vouchers, and a set of 10 footballs featuring the winning design. The voucher will be delivered to the winner within 30 days of the announcement, and the footballs will be provided in July 2027.

11. The winning design will be reproduced on 500 footballs, which will be distributed at no cost to selected Football West clubs, schools and community organisations across Western Australia, with distribution commencing during NAIDOC Week 2027. These footballs are not for sale, and no commercial activities to generate income from them are permitted.

12. The total prize is valued at $1,260 inc. GST.

13. The prize is not transferable and must not be sold or used for any commercial purposes, without the prior written approval of the Promoter, which may be withheld in its sole and absolute discretion.

14. Entrants under 18 years old must have their parent's/guardian's permission to accept the prize.

15. In the event the prize is unclaimed seven working days after the initial winner has been notified by phone or email, the prize will be offered to the second-place entrant. The second-place winner will then have seven working days from notification to claim the prize. This process will continue in order of placement until the prize is claimed. No substitution or transfer of a prize is permitted, except by the Promoter.

16. Prize Availability: In the event that the prize is unavailable to be delivered between the nominated dates for any reason, at any time, the Promoter reserves the right to substitute the prize with another prize of equal value and the prize winner will be notified accordingly.

17. The Promoter accepts no tax liability incurred as a result of any participation in the competition. The Promoter's decision is final, and no correspondence will be entered other than with the winner.

18. All design entries will be submitted to the ball supplier and manufacturer to ensure they have followed the design guidelines and printing limitations provided on the entry form. Entries that do not adhere to these guidelines may be disqualified from the competition or lose points during the judging process.

19. The winning design will be selected by a panel of voluntary judges, based on the design and story submitted. The winner will be judged to be the most creative design and/or the most meaningful story. The judging panel will include:

- One (1) x representative of Football West
- One (1) x representative of Football Futures Foundation
- One (1) x representative of the Insurance Commission of Western Australia
- One (1) x representative of the Aboriginal and Torres Strait Islander Community

20. If your artwork is not selected as the winner of the 2027 Belt Up Ball Competition, you may choose (by ticking the relevant box on the consent form) to have your design automatically entered into the 2028 and 2029 competitions. The final decision regarding eligibility and inclusion of automatically entered designs remains with Football West.

21. Licence

By submitting an entry:

a) you confirm that you are the original creator of the artwork and story submitted (Artwork), individually or collectively.

b) You grant Football West a non-exclusive, royalty-free licence to use the Artwork for the following purposes:

- Production and distribution of the 2027 NAIDOC Ball Design footballs, and any future competition years in which the Artwork is re-entered with your consent (including 2028 and 2029);
- Creation of promotional and marketing materials relating to current and future Belt Up NAIDOC Ball Design competitions, including but not limited to flyers, posters, event programs, signage, website content and social media graphics;
- All other uses are subject to your prior approval, not to be unreasonably withheld.

These footballs are not for sale, and no commercial activities intended to generate income from the Artwork or footballs may be undertaken by either the artist, Football West, or any associated partners or third parties, except for approved promotional and community engagement purposes associated with the competition.

c) You agree that you will not license the Artwork and Story to another party or allow another party to use the Artwork and Story.

d) The Promoter will acknowledge the entrant as the Artist in each instance where the Artwork is presented in its whole.

The acknowledgement will refer to either the individual or the site, depending on the type of the entry, individual or collective.

e) Football West reserve the right to modify the ball design template at any time. We will endeavour to work with the winner to incorporate these modifications into the design.

22. Moral rights

If moral rights subsist in the Artwork and Story, you consent to the Promoter:

a) Performing, exhibiting, reproducing, adapting and communicating any part of the Artwork and Story in any medium and anywhere in the world without attributing you or any other person as an author of or contributor to the Artwork and Story;

b) Adapting or changing the Artwork and Story in any way, including by addition or subtraction from the Artwork and Story; and

c) Combining or juxtaposing (i.e. comparing or placing alongside) the Artwork and Story with anything else, whether those actions or events occur before or after the date this consent is given.

23. Your Acknowledgements
By entering the competition, you acknowledge and agree that:
a) You have the right to license the Artwork and Story to the Promoter;
b) To the best of your knowledge and belief, no person's consent is required in respect of license of the Artwork and Story to the Promoter;
c) The use by the Promoter of the Artwork and Story will not infringe any intellectual property rights of any person, nor give rise to payment by the Promoter of any royalty to any third party or to any liability to pay compensation; and
d) You had the opportunity to obtain independent advice before submitting your Artwork and Story to the Promoter.

24. Your personal information provided will only be used by the Promoter for the purposes of conducting this Competition.

25. Participants are subject to the Football West Privacy Policy, which can be found here.

26. Eligible Entrants, in the event they are a prize winner, consent to the Promoter and the Insurance Commission of Western Australia using their name, likeness, image or voice (including photographs, film and recording of the same) in any media for an unlimited period without remuneration and without notice for the sole purpose of promoting this Promotion. Within reason, the prize winner is also required to be available for any media opportunities.