



Freo Pride Fest 2026

Artist briefing pack for
Expressions of Interest

About Freo Pride Fest

Freo Pride Fest is a free, family-friendly celebration of LGBTIQ+SB pride, inclusion and creativity taking place on Sunday 1 November 2026 in Walyalup Koort and Fremantle Library.

Brought to you by the City of Fremantle, headspace Fremantle, and Neami National, Freo Pride Fest 2026 is an inclusive and accessible day of artistic, cultural and capacity-building workshops and events.

This one-day program builds on the impact of Freo Pride Fest beyond a single event, supporting visibility, connection, safety and wellbeing for LGBTIQ+SB people.

The diverse program includes, but is not limited to, information stalls, drop-in cultural and creative workshops, roving entertainment, skill-building opportunities, live music, and interactive experiences such as line dancing and a silent disco to look forward to.





What we're looking for

The City is looking for an artist or artist group, either within or affiliated with the LGBTIQ+SB community, to design and produce artwork that will be applied across a multitude of assets, for the Freo Pride Fest 2026.

2025 Artwork



2024 Artwork



Artist Requirements

The successful applicant will be provided with up to \$3,000 in funding and support to help bring their concept to life.

We're looking for artists who

- Are 15 to 25 years of age
- Have experience in working with Adobe Illustrator, InDesign or Photoshop and can create/export both print and digital assets
- Identify as part of the LGBTIQ+SB community
- Have a connection to Walyalup/Fremantle
- Available to work over a 5-month implementation period, from June to October 2026





Project Requirements

Project expectations

Develop design for the promotional material of the Freo Pride Fest 2026 festival. The design should be inclusive, accessible, family-friendly, and celebrate the LGBTIQ+SB community

Target audience

Young people: 12–17 years (primary), 17–25 (secondary)

Communication expectations

Contact details provided by designer and ‘in-office’ hours that they are reachable (as well as order of preference for method of contact)

- Maximum of 48 hours/two business days turnaround for communications
- Open communication and transparency where capacity or deadlines may need to be discussed or reviewed
- Fortnightly check-ins (agree at commencement of project to consistent day/time if via Teams), providing status of artwork and/or review process

Timeline

Selection and nomination process	16 April to 5 June 2026 <i>(Including in-person meeting to discuss your concept, if required)</i>
Final selection of successful applicant	8 June 2026
Artwork delivery	31 July 2026
Implementation and final review	August – October 2026
Event date	1 November 2026

Artwork Requirements

Overview

Creative direction, re-skin of the previous design using existing logo (some creative license with consideration to accessibility and relationship to local government initiatives)

Note: width x height

- A-Frame (600x900mm)
- A3 Poster
- A4 and A5 flyer
- Herald Ad (265x190mm)
- Digital Screen (1920x1080px)
- Social post template (1080x1350px)
- Web banner (1920x500px)

Not all event information or copy is required across all artwork produced for Freo Pride Fest 2026. **Please see the matrix below for minimum requirements for both print and digital assets.**

Beyond these requirements, the design the festival assets is open to your creative direction.

Deliverables

Final design in:

- JPG/PNG (all digital artwork e.g. web banner, social tiles)
- PDF (all print artwork e.g. posters and flyers - various sizes)
- .indd and/or .ai artwork files (TBC, files may be required for any last minute amends to published work or for future applications)

	A-Frame, Posters, Flyers and Herald Ad	Instagram/Facebook (feed and story tiles)	Facebook event banner	Web banner	Digital screen
	600x900mm, A2, A3, A4, A5, 265x190mm	1080 x 1350 px (feed) 1080 x 1920 px (story)	1920 x 1005 px	1920 x 500 px	1920 x 1080 px
Freo Pride Fest logo	x	x	x	x	x
Day, time and location	x	x			x
Event copy (provided)	x	x			x
Partner logos	x	x	x		x
Call to action and QR code	x	x			x

Artwork Requirements

PLEASE NOTE:

The below represents type and orientation of application. The final artwork produced may change the layout and/or placement of the logo and event details, but consideration should be given to clear hierarchy and clearspace for partner logos.



A-Frame 600x900mm



A3 Poster



A4 Flyer



A5 Flyer



Herald Ad 265x190mm



1920x1080px Digital Screen



1920x1005px Facebook Event Banner



1920x500px Web Banner



1080x1350px Instagram Tile

How can you apply?

Applicants must submit their concept and support information by Friday 22 May 2026, 5pm.

Before applying, we encourage you to chat with City staff to understand constraints or technical aspects of the design brief, as well as what might help make your application successful.

All applicants must submit:

- Draft visual concept for Freo Pride Fest 2026
- Up to 500 words summary describing your concept
- Examples of previous work, a CV, and bio

If you have any questions about this opportunity, or wish to discuss your application, please contact the City's community engagement team at youth@fremantle.wa.gov.au

Submit your application via
fremantle.wa.gov.au/Freo-Pride-Fest-2026





Contact

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W www.fremantle.wa.gov.au

Good luck!
