

Category: Sustainability

Project: Firesticks

What was the challenge?

Develop a visual language to communicate the aims and progress of the Indigenous-led Firesticks network for communities, partners and stakeholders including government funding agencies, land management organisations such as National Parks and Wildlife Service, NSW Rural Fire Service, educational institutions and the wider public.

What was the solution?

Committed to principles of respect, recognition and responsibility as organizing principles the Indigenous-led participatory process provide the architecture and the information for the website. The results of the consultative process are reflected in the visual language of the brandmark, the location of partner sites for the current grant; the process and values diagrams and the charcoal illustrations for use in website banners and content, videos, print and conference materials.


What was the effect?

A flexible visual language to communicate the aims and progress of the Firesticks project to a wide audience including the scientific and natural resource management community. The visual elements can be deconstructed and reused in various applications creating a sustainable platform for ongoing use across various media according to the needs of the partners and the project.


Contact:

Jacqueline Gothe  
University of Technology Sydney Australia  
Jacqueline.Gothe@uts.edu.au  
dab.uts.edu.au  
firesticks.org.au

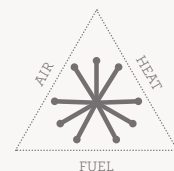
BRANDMARK




PROJECT SITE OVERVIEW MAP



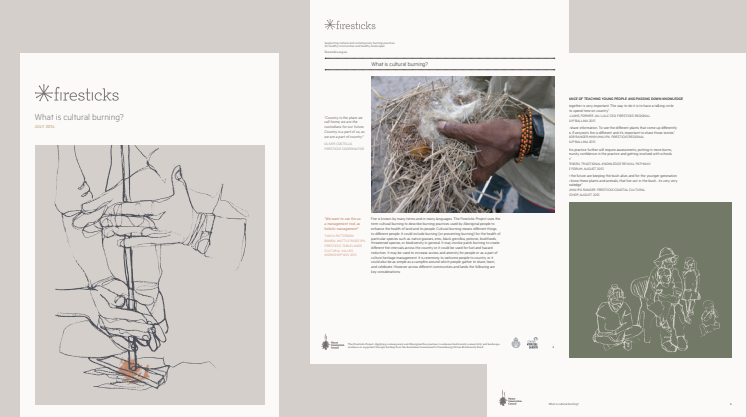
PROCESS DIAGRAM



VALUES DIAGRAM



ONLINE RESEOURCES



CONFERENCE BANNER



ILLUSTRATIONS





WEBSITE




Respect

BEING ON COUNTRY,  
LEARNING BY OBSERVATION  
AND SHARING.

"It is important to look closely, to read the country, so that you can burn properly."

WILLOWS BOORABEE

"Everyday you go there the bush is teaching you something new."

NGUNYA JARGOON

DESIGN TEAM Jacqueline Gothe / Lyndal Harris / Mitra Gusheh / Clément Girault / NATURE CONSERVATION COUNCIL OF NSW TEAM Oliver Costello / Waminda Parker / Richie Brittingham / Sian Hromek / ABORIGINAL LANDS Ngulingah, Ngunya-Jargoan, Minyulmai, Casino-Boolangle, Gugin Gudduba, Tarriva-Kurrukun, Watteridge, Willows Boorabee MENTORS Tommy George Kuku Thaypan, Victor Steffensen Mulong, Pera Standley Kuku Thaypan Fire Management Research Project and Cape York NRM.