Expression of Interest

Freelance Graphic Designer

Date:	November, 2026
Market:	SYDWWO - Australia, New Zealand & South Pacific
Engagement:	Freelance / project-based work with potential for ongoing partnership
Location:	Remote, with availability to collaborate during Sydney business hours
Scope:	Global brand adaptations, graphic design & digital content production

Role Overview

Background:

The Hong Kong Tourism Board (HKTB) is seeking expressions of interest from experienced freelance graphic designers to support our marketing and communications activities across Australia, New Zealand and the South Pacific.

We are looking for a versatile, creative and commercially minded freelance designer who can deliver high-quality assets across digital, print, video and large-format advertising.

The successful partner will work across both our **consumer and travel trade marketing channels**, adapting global campaign creative for local markets while supporting the development of locally relevant marketing collateral.

Budget Expectations:

HKTB operates within a modest annual creative production budget and is seeking a cost-effective, reliable freelance partner who can support a mix of smaller, straightforward production tasks and occasional larger creative projects.

Many assignments will involve adapting or resizing existing approved creative assets, so we are particularly interested in designers who are comfortable undertaking smaller, quick-turnaround jobs at competitive, pre-agreed rates and can offer efficient, cost-effective solutions without compromising quality.

More involved projects, including original creative development, video editing, motion graphics and presentation templates, will be less frequent and scoped and quoted separately.

We welcome applications from experienced independent freelancers who offer competitive, transparent pricing, efficient turnaround times and flexibility to work across projects of varying size.

All work will be agreed and approved on a project-by-project basis, with no guaranteed minimum volume.

Detailed Scope

Scope of Services:

1. Graphic Design & Creative Adaptation

- Adapt and resize existing global campaign assets across multiple formats and media channels.
- Develop digital display advertising, social media graphics, website banners, EDM assets and other digital collateral.
- Create print-ready artwork for advertisements, brochures, flyers, event materials and promotional collateral.
- Produce artwork for large-format out-of-home (OOH) advertising, including billboards, street furniture, transit advertising and other formats.
- Adapt artwork to meet individual media owners' specifications and technical requirements.

2. Video Editing & Motion Graphics

- Edit and produce short-form video content for social media, digital advertising and other marketing channels.
- Adapt existing video footage and campaign assets into different durations and aspect ratios, including vertical, square and landscape.
- Develop simple motion graphics, animated text, transitions and branded video assets.
- Resize and reformat video content for digital OOH, cinema and other advertising environments.
- Prepare final video files to meet relevant platform and media owner technical specifications, including audio, resolution and file formats.
- Add captions, subtitles and end frames where required.

3. Templates & Brand Assets

- Develop and maintain branded PowerPoint presentation templates for internal and external use.
- Create adaptable templates for travel trade presentations, partner proposals, campaign reporting and other communications.
- Develop co-operative marketing templates and practical guidelines for travel trade and commercial partners.
- Produce editable templates for recurring marketing requirements, including social media, EDMs and event collateral.
- Ensure all assets comply with HKTB's global brand guidelines and visual identity

4. Travel Trade & Consumer Marketing Collateral

- Design and adapt promotional materials for airline, travel trade, retail and other co-operative marketing partnerships.
- Develop campaign collateral for consumer activations, trade events, roadshows and promotional initiatives.

- Support the creation of event signage, promotional displays, digital screens and presentation materials.
- Resize, crop and optimise approved imagery for different marketing applications.

Required Skills & Expertise:

We are seeking designers who can demonstrate:

- Strong graphic design and production artwork experience across digital, print and large-format media.
- Proficiency in Adobe Creative Cloud, particularly Photoshop, Illustrator and InDesign.
- Demonstrated video editing and motion graphics capabilities, ideally using Premiere Pro and After Effects or equivalent professional tools.
- Experience preparing artwork for OOH, digital display, social platforms and print production.
- Understanding of digital advertising specifications, aspect ratios, file optimisation and platform requirements.
- Experience developing branded PowerPoint presentations and editable templates.
- Ability to interpret and consistently apply established brand guidelines.
- Excellent attention to detail, efficient turnaround times and clear communication.
- Ability to manage multiple projects, deadlines and rounds of feedback.

Note: Experience in tourism, travel, destination marketing or working with international brands would be advantageous.

Ideal Candidate:

We are particularly interested in experienced, hands-on freelance designers who can independently manage day-to-day design production, artwork adaptations and digital content requirements.

The ideal partner will combine strong technical production skills with commercial creativity, efficient workflows and competitive pricing.

We value practical production experience, responsiveness and the ability to deliver quality work efficiently, whether for a straightforward artwork adaptation or a more complex digital campaign.

Advanced video production and motion graphics expertise will be considered an advantage.

Working Arrangements:

HKTB anticipates engaging a freelance partner on an **as-needed, project-by-project basis**, with the potential to establish an ongoing working relationship.

Assignments will vary in size and complexity, with a significant proportion involving adaptations of existing approved creative rather than original design development.

HKTB will provide relevant brand guidelines, existing campaign creative, approved imagery and video assets, copy and media specifications, where available.

The designer will be expected to deliver final production-ready artwork, together with editable working files where required.

Project scope, fees, deliverables and turnaround times will be agreed in advance. Any additional work or costs will require prior HKTB approval.

Requirements for Consideration

Information Required:

1. **Portfolio:** Examples of relevant digital, print, OOH, presentation and short-form video work.
2. **Experience:** Brief background, relevant clients and areas of specialisation.
3. **Capabilities:** Software proficiency and confirmation of services delivered directly versus subcontracted.
4. **Rates:** Indicative hourly and/or day rates, including any different rates for design, artwork adaptation, video editing and motion graphics.
5. **Project pricing:** Complete the indicative sample rate card below to assist HKTB in comparing pricing for common deliverables.
6. **Availability:** Typical turnaround times, capacity for urgent requests and working hours.
7. **Production files:** Confirmation of the ability to supply editable source files and final artwork in required formats.

Sample Rate Card:

Please fill in to assist with our application review.

Please provide **indicative fixed fees in AUD (excluding GST)** for the following deliverables, assuming HKTB supplies approved creative assets, imagery, copy and specifications.

These examples are intended to provide a consistent basis for comparing submissions. **More complex or standalone projects will be scoped and quoted separately.**

Deliverable Examples	Indicative Fee (AUD)
Resize existing static artwork into x1 additional format	
Adapt existing display artwork to work across x 3 digital formats	
Adapt existing creative for print advertisement using supplied assets	
Prepare large-format OOH artwork from approved creative	
Edit a 15–30-second social video using supplied footage	
Adapt an existing video into three aspect ratios	
Develop a branded 10-slide PowerPoint template	
Hourly rate for additional design or artwork changes	
Hourly rate for video editing / motion graphics	

Please specify:

- What is included in each fee, including the number of revision rounds.
- Typical turnaround times for straightforward adaptations and more complex projects.

- Any minimum project fees, urgent turnaround surcharges or other additional charges.
- Whether editable source files are included in the quoted fees.
- Any additional information relevant to your capabilities, pricing or availability.

Selection process:

HKTB will assess prospective partners based on:

- Quality and relevance of previous work.
- Breadth of technical and creative capabilities.
- Experience adapting established brand campaigns across multiple channels.
- Responsiveness, reliability and turnaround times.
- Cost competitiveness and overall value for money.
- Ability to support an ongoing working relationship.

Shortlisted candidates may be invited to complete a small design exercise to assess technical capability, brand interpretation and production efficiency.

Please note: This expression of interest is exploratory and does not constitute a commitment by HKTB to appoint a supplier or guarantee a minimum volume of work. The EOI process is intended for supplier identification and shortlisting purposes only and does not constitute a formal quotation or tender process.

Submission Details

Deadline:

We would love to hear from you as soon as possible. The final closing date for submissions is **Friday, 4 December 2026.**

Send to:

Please send your expression of interest to sydwwo@hktb.com. If you would like to speak to someone to find out more, please call (02) 9283 3083 and ask for Cindy.

Next Steps:

Shortlisted candidates will be contacted by phone during the week commencing 14 December 2026 with a view to **appointing a freelance partner by 29 January 2027**.

Unsuccessful candidates will be notified **following completion of the selection process.**

We thank you for your interest and time and wish you all the best with your submission.