



MELBOURNE
ROYAL
SHOW

2026 Melbourne Royal Show

Art, Craft & Cookery Tea Towel Design Brief



#MelbRoyalShow



24 Sept - 4 Oct 2026

Overview

Introducing the Art, Craft and Cookery Tea Towel. Melbourne Royal invites students to participate in designing a new product that showcases imagination and skill. Building on many successful years of show bag design, the competition has been elevated with a fresh creative challenge that encourages students to try something different and explore a new format. The winning design will appear on a tea towel, becoming a feature item in the Makers Pavilion and will be available for purchase during the Melbourne Royal Show.

Design Requirements

Participants are required to create an original design that meets the following specifications:

- **Theme:**
 - Celebrate the essence of art, craft, and cookery.
 - Reflect the vibrancy and diversity of creativity showcased at the Melbourne Royal Show.
- **Target Audience:**
 - Mothers, young artists, retirees, and other creative enthusiasts attending the Show.
- **Format:**
 - Design must be suitable for a **two-colour screen print**.
 - Vector PDF file
 - Outline all fonts/text to curves
 - Spot (Pantone coated) colour references required
 - Minimum 300dpi resolution
 - Ideally, min. stroke weight: 1.5mm
 - Preferred min. text size: 18pt
 - Black artwork must be supplied as 100% black (not a percentage)
 - **Print size 41 x 61cm to garment 50 x 70cm
 - **Pantone (PMS C) colour matching is available for screen printing.



As per the below example.

Original



C = 0 M=0
Y = 0 K = 100



C = 14 M= 100
Y = 100 K = 5



C = 52 M= 64
Y = 74 K = 55



C = 16 M= 54
Y = 0 K = 0

Pantone



6 C



2035 C



476 C



514 C

- Inclusions:
 - Space for the designer's name or signature, which may be included within the artwork as long as it complements the overall design and does not become the main focal point.
 - Melbourne Royal logo (You can find them [here](#))

Important Notes

- Designs should be visually appealing, creative, and clearly reflect the themes of art, craft and cookery
- Keep the design simple yet impactful to ensure clarity in two-colour printing.



Submission Guidelines

- **Deadline:** Submissions are due by 9am **Monday, 25th May 2026**
- **Format:** Designs must be submitted as a vector PDF file, supplied at high resolution and compliant with the format requirements outlined above.
- **Details to Include:**
 - Full Name
 - Email Address
 - Contact Number
 - Course of Study
 - School/University Name

Send your submissions to: artcraftcooking@melbournerooyal.com.au

Prizes

- **1st Prize:** \$750 and 2x general admission tickets to the Melbourne Royal Show (winning design printed and distributed).
- **2nd Prize:** \$250 (design not used).

Selection Process

Entries will be evaluated based on:

- **Creativity and originality.**
- **Relevance to the theme.**
- **Suitability for screen printing**

The winning design will be announced via email, and the winner will be invited to the Melbourne Royal Show for recognition.

Contact

For questions or further clarification, please email us at artcraftcooking@melbournerooyal.com.au.



Need some inspiration to get you started? Check out the previous winning show bag designs plus some incredible creations made by the 2025 Art, Craft & Cookery exhibitors!

2025 Art, Craft & Cookery Showbag Winning Design – *Delaney Aguirre*



2024 Art, Craft & Cookery Showbag Winning Design – *Caitlin Crundall*





2022 Art, Craft & Cookery Showbag Winning Design – Ahmi Gwak



2023 Art, Craft & Cookery Showbag Winning Design – Shenruoyo Li





Selection of 2025 Art, Craft & Cookery Award Winning Entries



