



**Australian
Silo Art Trail**

The ultimate road trip!

MEDIA KIT



Nullawil, Victoria
Artist: Smug
Photo by: Robin Dunk

AUSTRALIAN SILO ART TRAIL

"Traveling – it leaves you speechless, then turns you into a storyteller."

– Ibn Battuta

- » Australia's first painted silos were completed in Northam of Western Australia in 2015
- » Every town in the trail has a story to tell and is often reflected in their silo art
- » By December 30, 2020 there were 44 painted silos across Australia, with more being planned for the future
- » The Australian Silo Art Trail is a journey that stretches over 8,000 kms



**Australian
Silo Art Trail**

The ultimate road trip!



GrainCorp Silo at Rochester, Victoria

Artist: Jimmy DVate

Photo by: Annette Green

Australia's Ultimate Road Trip



THE STORY

BEHIND THE TRAIL

Australia is facing one of its worst droughts in recorded history and small towns across Australia are suffering. Between 2017 and 2019, severe drought developed across much of eastern and inland Australia including Queensland, New South Wales and Victoria and it also extended into parts of South Australia and Western Australia as well.

People are walking away from their farms and small business in affected towns are feeling the 'pinch'. So, what can small towns do to save their towns and attract visitors and tourism growth? Many have chosen to join the silo art trail movement and paint their silos!

In the last few years Silo Art Committees have been formed in many country towns with extensive grant writing and fundraising taking place over months and months. These communities have all pulled together to work as one to achieve the same goal of saving and promoting their towns.

For some towns this journey is long as they may not receive a government grant and must raise all the money themselves. There are many towns in rural Australia still working hard towards their goal. Wonderfully though for some towns their hard work pays off and their silo joins the Australian Silo Art Trail.

These committees can now sit back and watch their hard work payoff as they see the cars and caravans roll into town, with people spending money at their local bakery and coffee shops. Weary travellers stay in their caravan parks and roadside camp sites and dine at their local pubs.

Silos are not the only large canvasses being rejuvenated at this time. Water towers are also being painted and to date I have recorded over 80 painted water towers across Australia. These towns need our support as well. They have also formed committees, worked hard and fundraised as above.

*Sometimes the most scenic roads
in life are the journeys you did
not mean to take*

- Annette G



GrainCorp Silos at Sheep Hills, Victoria

Artist: Adnate

Photo by: Annette Green



WHERE IT ALL BEGAN

It all began in March 2015 when FORM WA created the PUBLIC Silo Trail in Western Australia by painting the first ever CBH Group grain silos in the wheatbelt town of Northam. They engaged two world renowned artists, Phlegm from the US and HENSE from the UK, to paint at the time Australia's largest outdoor murals.

Little did they know that this concept of painting silos would infuse a nation with newfound energy and enthusiasm. It would set a trend in motion to encourage people from cities and country towns alike to get into their cars, caravans, motorhomes and even tour buses to journey along what is now considered Australia's ultimate road trip.

Soon Australia had its second painted silo, this time in the small country town of Brim in the Wimmera Mallee region of Victoria. The Brim committee chose Australian artist Guido van Helten to paint their silos and they were painted in Guido's now signature monochromatic style.

January 2016 also marked the beginning of the Silo Art Trail in Victoria and the Australian Silo Art Trail Collection now consisted of two.

During 2016 the 'trend' started to move with another three being completed in that year. These were Ravensthorpe in Western Australia along with Patchewollock and Sheep Hills in the Wimmera Mallee region of Victoria. By the end of 2016 there were five painted silos in the collection, two in Western Australia and three in the 'Silo Art Trail' of Victoria.

In 2017 the trail went from five to 14 as another nine were completed during that year. The 'trail movement' had now spread across five states that stretched from Western Australia, South Australia, Victoria, New South Wales and Queensland.

The Australian Silo Art Trail Collection expanded further in 2018 with another 11 silo art works added to the list. The collection now consisted of 25.

During 2019 another 10 silos were added to the collection and two of our existing silos at Devenish & Goorambat engaged their artists to revisit their towns to complete stage two of their projects, adding more incentive to revisit these towns.

With great excitement we entered 2020 as there were many silos planned for this year, but then COVID-19 struck and we all know how that turned out.

Despite this huge obstacle, the determination and resilience of regional Australian's has shone through with nine more completed projects added to the total. 5 in just three months.

The Australian Silo Art Trail now stands at 44 with six more planned for early 2021.

Northam Silo Art, Western Australia

Artists: Phlegm & HENSE

Photo by: Annette Green





ABOUT US

Hi! We are Annette and Eric Green, retired and self confessed Grey Nomads from Mandurah in Western Australia.

Shortly after setting out on our own great Australian road trip in March 2018, we visited Dutch street artist Amok Island's geometric banksia mural that covers three grain silos in Ravensthorpe, the second silo painted in the Western Australian Wheatbelt. We were so taken by the artwork that it inspired us to refocus our trip around Australia to seek out more of these incredible large-scale public artworks that had popped up around country. But finding them was no easy task at the time!

As we headed towards the Nullarbor to cross into South Australia, we started searching on Google to see where they all were, we found another nine. Three were back in Western Australia and there were six in a row in Victoria.

What we didn't know back in that March of 2018, was

there were actually 17 completed silo art projects spread across Australia.

We soon realised that tracking down the nation's silo artworks wasn't particularly straightforward due to a lack of a single resource dedicated to this outback art phenomenon.

So to assist other road trippers and ourselves to keep track of them all, we created a Facebook page designed for travellers. We also created a community group so other like minded silo art lovers could share their photos and information about the various silo artworks that they had visited.

Simultaneously we created an interactive map, that documented the locations of all the silos and water towers that we could find. The map is a constant work in progress with street art slowly being added. The map has now had close to one million views!

It all proved so popular that it prompted us to launch the Australian Silo Art Trail (ASAT) website in 2019.





The Australian Silo Art Trail website is the only resource documenting Australia's silo artworks on a national level. The ASAT website supports a state-by-state inventory of every silo artwork completed to date, complimented by vivid imagery and the story of how each artwork came to fruition. The website also documents more than 80 water tower artworks, which have flourished across the country, particularly in Queensland, in recent years.

Australia's ultimate road trip, the Australian Silo Art Trail now encompasses nine silo and water tower art trails in five states – a journey totalling over 8000km.

As we started visiting these towns, we soon realised that there was so much more to this than just the stunning silo art. It was about the towns, the communities and the people who lived within them. It was about the hard work and dedication of the silo art committees that had in some cases spent months and months fund-raising money to engage an artist to paint their silos and in towns where the residents were struggling financially due to one of the greatest droughts Australia has ever seen.

There is significant evidence that arts and culture boost local economies in five key ways; by attracting visitors, creating jobs and developing skills, attracting new and retaining old businesses, revitalising places and developing talent.

Passionate about the role the Australian Silo Art Trail can play in promoting regional tourism – not just to silo art towns but also to other struggling communities located on the respective routes – We now hit the road for several months each year to document new silo and water tower murals and the fascinating stories behind them.

Behind this great land of wide and open spaces are its people. Farmers who coax crops from hard soils and who tend to animals in a land dying of thirst.

- Annette G

INTERVIEW WITH DR AMELIA GREEN

We interviewed Dr Amelia Green from Griffith University, Branding and Consumer Research Network to get a professional insight into the value of the Australian Silo Art Trail.

For the full interview transcript, please visit the blog post.

Q. Can you summarise your studies of the silo art trail?

The initial stages of my research explored the capacity of Australian silo art to help empower communities, activate places and support tourism.

My analysis also considers exponential growth of the Australian Silo Art Trail Facebook Page and Group as key factors in the evolution of geographically dispersed silos into a nation-wide 'trail' and a celebrated Australian art form in its own right.

The findings so far reinforce that the value of the silo art trail is multi-faceted (e.g. social, cultural and economic).

Q. What are some of the benefits of the silo art trail and the impact it can have on the communities and regional tourism?

My research illustrates the potential for silo art projects, and development of silo art trail, to:

- Engage local communities and enable co-authorship of place identities
- Celebrate uniqueness of individual towns and distinctive rural and regional Australian identities
- Provide a 'face' that enlivens landscapes
- Re-activate and meaningfully re-interpret grain silos
- Establish towns 'on the map'
- Start new conversations
- Invoke relationships to the environment
- Encourage face-to-face social interactions
- Stimulate surrounding public space upgrades
- Introduce world-class artists to rural and regional towns

Q. What do you personally think about the Australian Silo Art Trail brand and the role the Facebook Group is having?

The Australian Silo Art Trail website, Facebook Page and Group, all founded by Annette Green, tie the increasing number of silos around the country together, while also providing a centralised information source and shaping a broader 'story' around Australian silo art.

Further, although the evolution of silo art in Australia involves the collective effort of many people, Annette Green's role in energising the continuing momentum is remarkable and what I personally consider to be a wonderful modern-day example of the Australian spirit.

The Facebook Group in particular remains a key public storytelling channel conducive to encouraging and sustaining senses of collective ownership. Like silo art, this Group is created by people, for people.

Growth of the Group to 27,000+ members in less than one year, combined with the regularity of user posts and interactivity, indicates public interest and a desire to participate. The Facebook Group page provides an accessible platform for enabling this participation on an everyday basis, and keeping visual and verbal conversations about geographically dispersed silos and towns alive.



Dr Amelia Green

Branding and Consumer Research Network

Griffith University

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Northam Silo Art, Western Australia

Artists: Phlegm & HENSE

Photo by: Annette Green



Barraba Silo Art, New South Wales

Artist: Fintan Magee

Photo by: Michel Scutts





HAS ALL THE EFFORT BEEN WORTH IT? **YES IT HAS!**

Tumby Bay in South Australia painted their silo in 2018 and it has been reported that the local self-contained RV Park occupancy numbers have doubled in the last 12 months. The local bakery is booming and the recently opened French Café is drawing a following.

During the month-long creation of the silo mural in Coonalpyn South Australia, the town became the most-photographed regional town in South Australia, and possibly even Australia. During the painting process, an estimated 40 to 50 vehicles stopped each hour in Coonalpyn to take in the sights and to view the artist at work. The town also hosted an RV festival called 'Silo Sights' to coincide with the mural painting which attracted more than 100 people to the small local caravan park and further injecting thousands of dollars into the local economy. Three new businesses have opened in the town as a direct result of the silos being painted including the aptly named Silos Café and nearly a dozen new jobs were created in 2017 as well.

The Gunnedah water tower museum in New South Wales now has more visitors passing through their doors in a month, than they ever did in a year and it's all because they painted their water tower.

Towns, residents and communities across Australia are benefiting from all their hard work as tourists now have even more reason to stop and spend some time and money in their community.

But we can help them more by following the Facebook page and helping the towns to be heard. We need to keep spreading the word about these great works of art. Most of all as you travel to these epic silos and water towers, remember the people, the committees and the hard work they did in creating the attraction. Support their towns, stay overnight, fill up your car with fuel and buy a pie and vanilla slice from the bakery.

To start planning your ultimate road trip, find the map of all the silo art and water tower locations around Australia, by visiting www.australiansiloarttrail.com, and if you would like to join the Facebook group, search for: Australian Silo Art Trail.

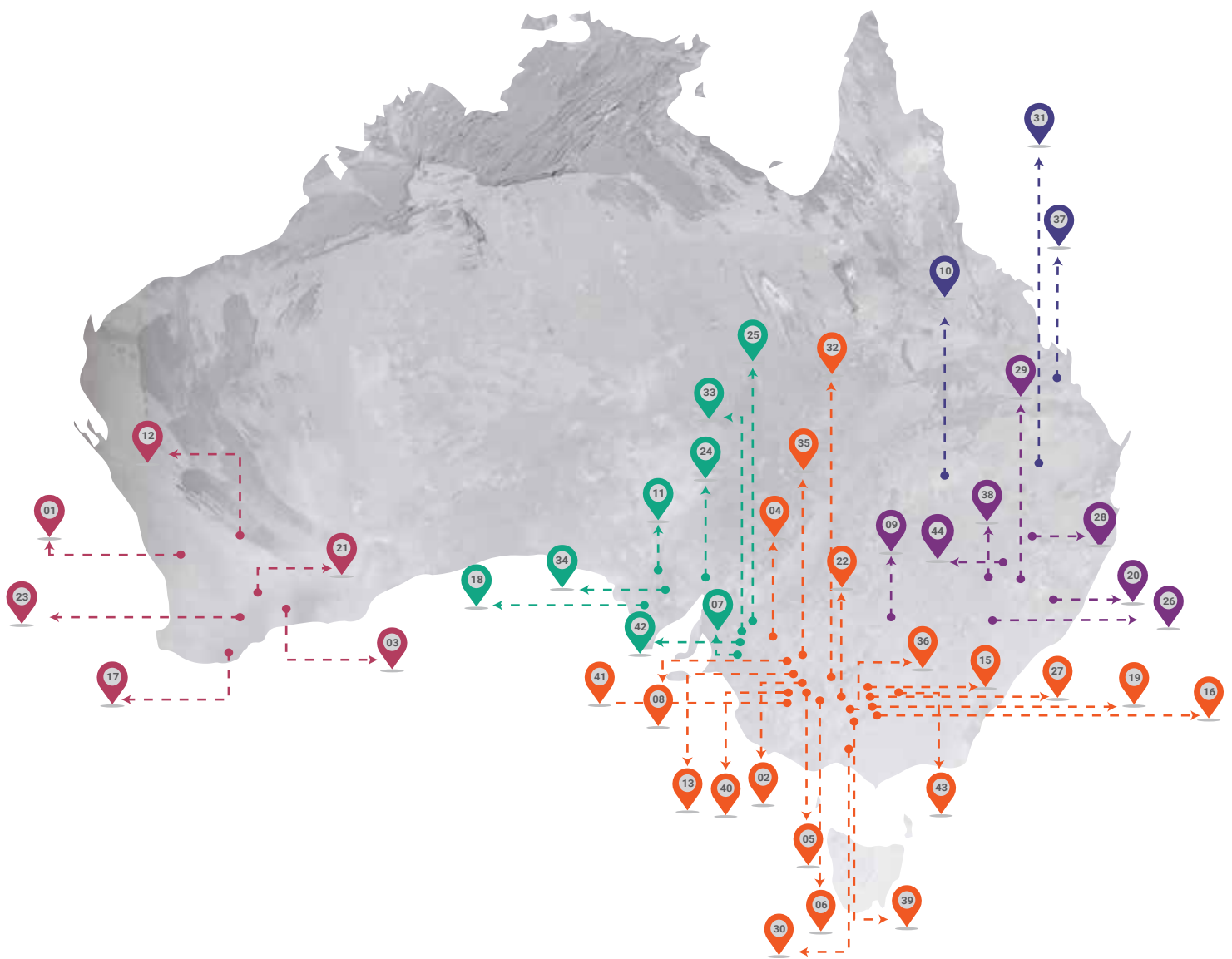
Wirrabarra Silo Art, South Australia

Artist: Smug

Photo by: Annette Green







1. NORTHAM, WESTERN AUSTRALIA

Phlegm & HENSE
Completed March 2015

2. BRIM, VICTORIA

Guido van Helten
Completed January 2016

3. RAVENSTHORPE, WESTERN AUSTRALIA

Amok Island
Completed September 2016

4. PATCHEWOLLOCK, VICTORIA

Fintan Magee
Completed late 2016

5. SHEEP HILLS, VICTORIA

Adnate
Completed late 2016

6. RUPANYUP, VICTORIA

Julia Volchkova
Completed early 2017

7. COONALPYN, SOUTH AUSTRALIA

Guido van Helten
Completed March 2017

8. LASCELLES, VICTORIA

Rone
Completed mid 2017

9. WEETHALLE, NEW SOUTH WALES

Heesco
Completed July 2017

10. THALLON, QUEENSLAND

Joel Fergie & Travis Vinson
Completed July 2017

11. KIMBA, SOUTH AUSTRALIA

Cam Scale
Completed September 2017

12. MERREDIN, WESTERN AUSTRALIA

Kyle Hughes-Odgers
Completed September 2017

- 13. ROSEBERY, VICTORIA**
Kaff-eine
Completed late 2017
- 14. FYANSFORD, VICTORIA**
Rone
Completed December 2017
- 15. TUNGAMAH, VICTORIA**
Sobrane
Completed February 2018
- 16. GOORAMBAT, VICTORIA**
Jimmy DVate
Completed March 2018
- 17. ALBANY, WESTERN AUSTRALIA**
Yok & Sheryo
Completed March 2018
- 18. TUMBY BAY, SOUTH AUSTRALIA**
Martin Ron
Completed April 2018
- 19. DEVENISH, VICTORIA**
Cam Scale
Completed April 2018
- 20. PORTLAND, NEW SOUTH WALES**
Guido van Helten
Completed May 2018
- 21. NEWDEGATE, WESTERN AUSTRALIA**
Brenton See
Completed May 2018
- 22. ROCHESTER, VICTORIA**
Jimmy DVate
Completed May 2018
- 23. PINGRUP, WESTERN AUSTRALIA**
Evoca1
Completed September 2018
- 24. WIRRABARA, SOUTH AUSTRALIA**
Sam Bates (Smug)
Completed October 2018
- 25. WAIKERIE, SOUTH AUSTRALIA**
Jimmy DVate & Garry Duncan
Completed early 2019
- 26. GRENFELL, NEW SOUTH WALES**
Heesco
Completed March 2019
- 27. ST JAMES, VICTORIA**
Tim Bowtell
Completed April 2019
- 28. BARRABA, NEW SOUTH WALES**
Fintan Magee
Completed April 2019
- 29. MERRIWA, NEW SOUTH WALES**
David Lee Pereira
Completed April 2019
- 30. BRUNSWICK, VICTORIA**
Loretta Lizzio
Completed May 2019
- 31. YELARBON, QUEENSLAND**
Brightsiders
Completed stage 1, June 2019
- 32. NULLAWIL, VICTORIA**
Smug
Completed July 2019
- 33. KAROONDA, SOUTH AUSTRALIA**
Heesco
Completed July 2019
- 34. COWELL, SOUTH AUSTRALIA**
NITSUA
Completed August 2019
- 35. SEA LAKE, VICTORIA**
Joel Fergie & Travis Vinson
Completed October 2019
- 36. COLBINABBIN, VICTORIA**
Tim Bowtell
Completed March 2020
- 37. THREE MOON, QUEENSLAND**
Joel Fergie & Travis Vinson
Completed July 2020
- 38. DUNEDOO, NEW SOUTH WALES**
Peter Mortimore
Completed July 2020
- 39. ST ARNAUD, VICTORIA**
Kyle Torney
Completed August 2020
- 40. KANIVA, VICTORIA**
David Lee Pereira
Completed October 2020
- 41. GOROKE, VICTORIA**
Geoffrey Carran
Completed November 2020
- 42. FARRELL FLAT, SOUTH AUSTRALIA**
Jarrod Soden & Matthew Knights
Completed October 2020
- 43. PICOLA, VICTORIA**
Jimmy DVate
Completed December 2020
- 44. GUNNEDAH, NEW SOUTH WALES**
Heesco
Completed December 2020

MORE FACTS

FACEBOOK PAGE

TOTAL FACEBOOK FOLLOWERS AT
THE END OF 2020

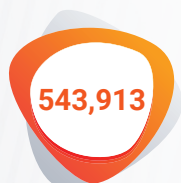


FACEBOOK GROUP

TOTAL FACEBOOK GROUP
MEMBERS AT THE END OF 2020



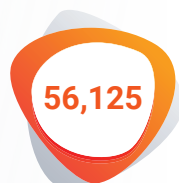
TOP PERFORMING POST



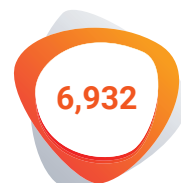
PEOPLE REACHED



ENGAGEMENTS



REACTIONS



SHARES

GROUP PERFORMANCE



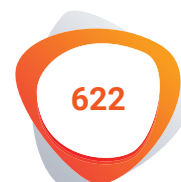
TOTAL ACTIVE
MEMBERS



AVERAGE
NEW GROUP
MEMBERS PER
DAY



AVERAGE NEW
GROUP POSTS
PER DAY



AVERAGE
COMMENTS
PER DAY

MAP



TOTAL
MAP VIEWS



DOCUMENTED
WATER TOWERS



COMPLETED
SILOS



PLOTTED ART
LISTINGS



STATES & TERRITORIES
INVOLVED

WEBSITE

- CREATED IN JANUARY 2019
- UPDATED WEEKLY
- AVERAGE SITE VIEWS PER DAY **3000**

CALENDAR DONATIONS



2021 CALENDAR



2022 CALENDAR



GrainCorp Silos at Kaniva, South Australia

Artist: David Lee Pereira

Photo by: Shannyn Higgins

GrainCorp Silos at Kaniva, South Australia

Artist: David Lee Pereira

Photo by: Cory Hallam-Brook



MEDIA HIGHLIGHTS

THE TODAY SHOW



Annette, Lara and film crew seated.
Artist Jimmy DVate standing right.

In February 2020 Annette was invited by Lara Vella from Channel Nine's, The TODAY Show to do a feature on the Australian Silo Art Trail.

Filming took place in the country town of Goorambat in North East Victoria, where they have two silos painted by Jimmy DVate, the town also marks the beginning of the North East Victorian Silo Art Trail.

This was wonderful exposure for the trail as they also featured silos from Devenish & St James.

This single promotion added 1000's of new followers to the Facebook page & group and brought to the attention of many that this great Australian asset even existed.

AUSTRALIAN OF THE YEAR AWARDS

Recognised as a top four finalist in the Western Australian of the Year, Local Hero Division for Annette's continued work in promoting regional tourism throughout Australia.

From over 200 nominees in this category Annette was selected by the National Australia Day Council as one of top four top finalists for Western Australia.

The nomination had brought a new awareness to the trail, many radio and newspaper articles and encouraged many to travel regional Australia.



Governor of Western Australia Kim Beasley, Annette Green and Deputy Premier Roger Cook.

During 2020 we worked with the National Geographic to create an article to promote the Australian Silo Art Trail internationally.

While travelling internationally may be a little difficult for the next few years, we hope that this won't be a problem forever. We aim to encourage international tourists to try something different and to take what is considered as Australia's Ultimate Road Trip.

The Australian Silo Art Trail is gaining world wide recognition with articles now even published in the American Smithsonian, and in countries such as Japan and as far as the Netherlands.



AUSTRALIA POST



A huge boost for the trail came in 2020 when a selection of Australia's painted water towers were featured on an Australian Stamp.

This promotion helped to bring awareness to the fact that trail not only includes outstanding artwork on silos, it also includes just as importantly work on many painted water towers and tanks throughout Australia too.

Not every town in Australia has a silo to paint, but many have water towers of all different shapes and sizes.

RIPLEY'S BELIEVE IT OR NOT

America's Ripley's Believe It Or Not will feature the Australian Silo Art Trail in their next edition.

What a huge honour for Australia, the artists involved and the communities that worked so hard to create the worlds largest outdoor gallery.

With this single promotion the Australian Silo Art Trail story will be read by millions of people world wide, it will be talked about in coffee shops and the lounge rooms of everyday people.

Australia is leading the way in silo art and the world is taking notice!





**Australian
Silo Art Trail**

The ultimate road trip!

MORE INFORMATION

australiansiloarttrail.com

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GrainCorp Silo at Lascelles, Victoria

Artist: Rone

Photo by: Robin Dunk