



Southern Art+Craft Trail

Event 2024



Event Report

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2024 Southern Art + Craft Trail – Event Report

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2024 Southern Art + Craft Trail – Event Report

EVENT SUMMARY

The 2024 Southern Art + Craft Trail (SACT) showcased over 600 artist's works in 74 venues across the Greater Southern region during the September/October school holidays (21st September to 6th October 2024). In addition, 16 schools participated that included displays from approximately 480 students. This year the geographical coverage encompassed the Shire of Manjimup, Denmark, Cranbrook, Albany, Newdegate, Katanning, Plantagenet, Kojonup and Gnowangerup.

This annual arts event is the largest in the region and has been running for 21 years. Galleries, museums, wineries, cafes, shops, town halls and unused public spaces have become venues offering both a unique cultural experience and economic spin off for local businesses.

The official opening was held at the Hilton Garden Inn Albany on Wednesday 18th September. An invitation only event, attendees included City of Albany Mayor Greg Stocks, Regional Arts WA CEO Pilar Kasat and Uncle Lester Coyne who provided a Welcome to Country. ArtSouthWA was represented by Chairperson Simone Klose and the Board members plus over 80 ArtSouthWA members and artists.



Picture 1 Local Menang Elder Lester Coyne delivering the Welcome to Country



Picture 2 Hilton Garden Inn Albany



Picture 3 ASWA Vice Chair Seirah Woodward with Denmark Wine Sponsor Jody from Forrest Hill Vineyard



Picture 4 ASWA Secretary Margarethe Lackman with artist Helen Heerey

According to recorded data, over 12 340 people visited the SACT exhibitions, workshops and events. This doesn't include the passer-by traffic at public venues and businesses who may not have been recorded by Exhibition venues. 47% of visitation came from outside the Albany area with many staying for a week in the region in paid accommodation and having meals out in local restaurants. It is noted that people appeared to spend less on accommodation compared to previous years. This is a mixture of shorter stays and staying in cheaper accommodation. Air BNB stays were recorded in surveys. Even so, this is an increase of 5.7% or an extra 714 people on the previous year. Considering high interest rates, increased food and fuel costs, this was an unexpected result. We estimate the SACT contributed greatly to over \$5 million visitor spend in the region. It should be noted this is the first time since COVID19 that the Southern Art + Craft Trail event has been the single regional scale event on during the school holidays. The event is usually held in conjunction with the Albany Sea Shanty Festival, which moved to July in 2024.



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Over 16 days, a diverse and exciting range of art exhibitions were on offer including open studios, hands-on workshops in Mt Barker, Denmark and Albany, demonstrations, artist’s talks and public art displays. Works included painting, sculpture, textiles, ceramics, antique assemblages, printmaking, bathymetric contour art, woodwork, jewellery, photography, resin and glass art. Visitors were able to view artwork in studios and meet with the artist.

The 16 schools from across the region who participated with art displays of students works, collaborated with retail businesses, cafes and public places.

Inclusivity has been one priority for Art South WA in recent years and collaborations with the Community Living Association resulted in a fabulous exhibit with over 10 clients participating in their exhibition. A new collaboration for 2024 included the Albany Aboriginal Corporation utilising the Albany Aboriginal Heritage Community Centre as a venue. This collective of indigenous people were open for 14 days.

15,000 printed copies of the program that included exhibitions, workshops, maps and acknowledgements were distributed across the region from the west coast from Perth downwards. This Art Trail booklet is also online and is the largest and most popular acknowledged source of information for Art Trail visitors.

SPONSORS & SUPPORTERS

ArtSouthWA would like to acknowledge the support of the following organisations for financial and/or in-kind assistance to deliver this event.

City of Albany

Southern Ports

Regional Arts WA

Strikepoint Design

TourismWA

Adrenaline Marketing

Regional Development Group Australia: Great Southern

Great Southern Couriers

7 Media / Albany Advertiser

Busy Blue Bus ALBANY TOURS

Southerly Magazine

West Cape Howe Wines

WA Museum of the Great Southern

Albany Historic Whaling Station

Forest Hill Vineyard

Designer Dirt

Great Southern Development Commission

Hilton Garden Inn Albany

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PRIZE AND AWARD WINNERS

BEST EXHIBITOR - VOTED BY THE PUBLIC

The Best Exhibitor experience, as voted by the public was venue 18: Sisters of Eve featuring Carol Ann O'Connor from Denmark. Carol is a self-taught artist. Her upbringing in a very working-class environment in the UK meant she had no exposure to the arts. At the age of nineteen, several traumatic events changed her life, and she started her art journey. Having lived quite an isolated life for many years, her art has developed its own distinct style and guided her healing from past traumas, teaching her to find strength within the pain and appreciation of the life we hold.

Her work celebrates feminine nurturing energies and is also a connection to Mother Earth and the beautiful planet on which we live. The joy we can find in celebrating life with all its hurts and upsets, all its magnificent beauty and love.

For visitors to Sisters of Eve, Carol wanted to create a gallery of healing energies full of optimism and hope for the future and a celebration of the beauty of the life we hold.

This award was sponsored by the Regional Development Australia: Great Southern.



Picture 5 ASWA Admin Anne Sparrow, ASWA Chair Simone Klose with Carol Ann O'Connor and RDA Director Simon Lyas

VISITOR SURVEY - SPONSORED BY ALBANY TOURS AND HILTON GARDEN INN ALBANY

Winner of the visitor prize for completing the visitor survey was Marion Smith.

VENUE SURVEY WINNER - SPONSORED BY DESIGNER DIRT & WEST CAPE HOWE WINE

Winners of the exhibitor survey Designer Dirt prizes were

1. Phoenix Fine Arts and
2. Kerrie Blades

Winners of the West Cape Howe wine were

1. Designer Dirt and
2. Chrissie Gregory

SCHOOLS AWARD – SPONSORED BY ALBANY’S HISTORIC WHALING STATION

A 'basket draw' saw the following schools each win one of the Family Passes to contribute towards their school's fundraising programs:

- Frankland Valley Primary School
- Parklands School
- Northcliffe District High School



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EVENT GOALS

GOAL 1: RECOVERY AND REBUILDING CONFIDENCE IN ARTS FROM COVID19 IMPACT

This was achieved, seeing 74 venues representing over 600 artists participating (making it a financially viable event). This mirrors the 2023 event which was a 34.5% increase on the 55 venue participation rate in 2022. This fantastic result is in contrast to the 12 venues who applied to take part in the 2020 SACT (which was cancelled due to the pandemic). Recovery from the pandemic looks promising in the regional art sector though there is still some artist hesitancy, mainly from artists who got “jobs” during the pandemic. However, increased levels of confidence and enthusiasm of artists to exhibit in the post-covid event space is evident. This goal will be replaced next year in line with the new 2024 -2028 ASWA Strategic Plan.

GOAL 2: BRING VISITORS AND INCOME BACK TO REGIONAL ARTISTS

The table below will show the financial impact on both the region and its artists. The results are based on data from our feedback surveys received from visitors and locals in addition to Art Trail Exhibitor’s feedback. The Board will review the data and incorporate comments into 2025 planning.

Number of sites visited	Visitor totals	%	Separate visits to each site	Assumption: ave number sites visited/person	Unique Visitors	2024 vs 2023 Visitors
1-5 venues	238	52%	28,915	3	9,638	3%
6-10 venues	123	27%	14,944	8	1,868	9%
11-15 venues	64	14%	7,775	13	598	94%
15+ venues	31	7%	3,766	16	235	-6%
TOTAL	456	100%	55,400	6.64	12,340	6%

GOAL 3: HIGHLIGHT THE REGION AS AN ARTS DESTINATION

Surveys indicate that visitors came from a wide area, with many returning to visit the art destinations. Of note are the comments from regional residents taking their visitors to exhibits and showcasing our local artists.

We just simply had the most magical time in Denmark at Sisters of Eve. One is transported on a journey of discovery through Carols eyes and imagination. Truly lovely.

Have enjoyed the level to which the diverse arts have been taken. The friendliness of all places visited including town business.

Sisters of Eve - Carol Ann O'Connor is an incredible artist and so welcoming and generous in the stories she shared about her work. Thank you so much for having us!

My experience enjoying the art trail was overall extremely surprising. The incredibly talented and friendly artists that represented the great southern were so hospitable and there community spirit was lovely.

Brilliant signage's everywhere very easy to find all exhibitions thank you.

I really enjoy the trail I did all day Saturday in Albany region and Mt Barker on the Monday. Beautiful paintings, pottery and sculptures I saw on the trail. Everyone was very friendly and welcoming. Thank to everyone it takes a lot of organising to pull this event together. Everyone involved should be very proud of their efforts. Thank you, most enjoyable event.

Fantastic initiative to give local artists a chance to shine, what an amazing way to meet the artist behind the work and support local.

This is the first time I have been on the Southern Art and Craft Trail (having been to the Margaret River Open Studios event several times). So glad I came here! It's not really well publicised in Perth and I only knew about it because I'd

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been to a similar event (MRROS) and actively sought out information on the Great Southern equivalent. There is so much amazing talent here and a real comradeship among the artists. It was really great how artists would recommend other studios to go and see and other artists nearby. They all support each other which is brilliant. Big shout out to the Denmark Visitor Centre too (and Lizzie in particular) for her suggestions and help navigating around the locations in Denmark. And of course, a big thank you and well done to Carol Ann O'Connor - her artwork is exquisite, and she made everyone welcome to her studio - individually welcoming each visitor and telling us about her artworks, the fascinating stories behind them and her creative process. What a unique and generous approach that made for a great experience. Thank you.

WHAT WAS NEW FOR 2024?

CHANGES TO THE BOOKLET FORMAT

The 2024 booklet format included more localised maps and removed the fold out larger overall map. This was well received by the majority of visitors and exhibitors.

We also moved all information relating to workshops and venue voting to the front of the booklet which may have contributed to doubling the amount of visitor surveys received.

RADIO ADVERTISING

This year we engaged with RTRFM radio in Perth as a way to increase promotions to the Perth audience. We also engaged Denmark FM and Community Radio in Albany.

ARTIST PROMOTION WORKSHOPS

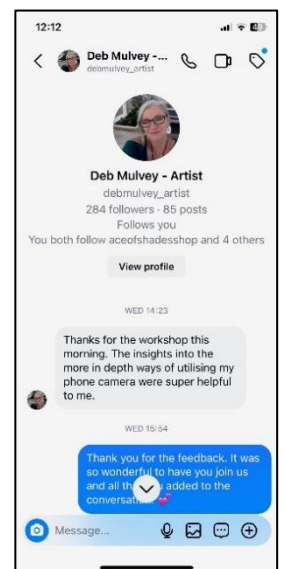
A series of six workshops were delivered to build artists skills in promoting their artwork through social media content and photography. The workshops were delivered in Albany, Denmark and Mt Barker. Facilitator Diana Henderson guided attendees through the process on how to take capture a photographic representation of their artwork that would be suitable for printed and social media. These workshops were sponsored by the CBH Group.



Picture 6 Albany Photography workshop



Picture 7 Denmark Photography Workshop



Picture 8 Feedback from a participant

JACKSONS SPONSORSHIP

We built a relationship with Jacksons Art Supplies. In return for booklet space, Jacksons distributed boxes of booklets through their nine stores. Considering they ran out of copies indicates this could have contributed to increased visitation from Perth.

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REGIONAL VISITOR CENTRE INVOLVEMENT

For the second time Denmark Visitor Centre and Mt Barker Visitor centre were fully involved, providing exhibition gallery space for local artists in their communities and the surrounding region. City of Albany also provided a venue through its Library. It is anticipated these relationships will continue.

ECONOMIC RETURN FOR THE REGION

Surveys were undertaken with both visitors and venues to present the following data and results. 70% of the 74 venues returned their results. 456 visitors completed online surveys. At an individual level, 600 local and regional artists are engaged in this event. For some, the SACT represents the 85% or more of their annual sales.

Group	Location	%	Unqiue Visitors	2024 vs 2023 Visitors	\$ Total Art Sales **	2023 vs 2022 Sales
0	Albany	53%	6,492	16%	\$238,466	19%
1	Denmark	8%	970	-14%	\$35,638	-12%
2	Mt Barker	5%	649		\$23,833	
3	Manjimup	1%	127		\$4,657	
4	Other Regional, e.g. Kokonup	4%	530		\$19,455	
5	Perth	19%	2,335	7%	\$85,748	10%
6	Interstate	8%	991	2%	\$36,383	4%
7	Overseas	2%	255	22%	\$9,384	25%
TOTAL		100%	12,349	6%	\$453,564	9%

** \$ Total Art Sales calculated by taking total sales from all exhibitor surveys and uplifted for all venues

At a regional level, the SACT generated an estimated \$453 564 sales in artwork alone. 29% of those sales were buyers from outside the Greater Southern region. Additionally, it is estimated that over \$5 million dollars was spent in the region on accommodation, eating out, fuel, personal items and other experiences.

	Locals	Intrastate visitors (non-local area)	Interstate visitors	International visitors	Totals
Visiting specifically	8,768	2,335	991	255	12,349
Average daily spend *	n/a	\$363	\$363	\$363	n/a
Average length of stay (days) **	n/a	3	5	7	n/a
Totals	n/a	\$2,542,815	\$1,798,665	\$647,955	n/a
Purchases at Art Trail	n/a	\$85,748	\$36,383	\$9,384	
Grand total			\$5,048,184		n/a

* Average Daily Spend based on:

Accommodation	\$255	Taken from Tourism WA visitor statistics
Food	\$58	Taken from Budget your trip
Fuel	\$50	Estimate

** Average length of stay Based on Tourism WA visitor statistics

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SOCIAL RETURN FOR THE REGION

The SACT is a major School holiday activity for visitors to the region and a highlight on the regional event calendar. With 14 venue opening events and over 30 hands on workshops and demonstrations providing opportunity for social benefits in many ways including:-

- A time for artists to collaborate and get together under a common project
- A time for over 12 340 visitors to mingle and meet with over 600 regional artists
- Based on feedback data – a time for locals to showcase the region’s talent to visitors. Feedback received indicates the SACT is a drawcard for locals to take their visitors out to SACT sites on day trips with lunches/dinners out. There are also a high proportion of visitors that stay with family or friends.
- Time for community to participate in 30 plus venue-led hands-on workshops and demonstrations plus 4 event sponsored workshops, that were supported by Southern Ports, summarised below:

WORKSHOP 1 BOTANICAL PAPER DYING AND BOOK BINDING

These 2-day paper-making workshops held at the Museum of the Great Southern in Albany proved to be a fun, hands-on event where participants were guided through the process of botanical dyeing, resulting in everyone producing high-quantity and unique stunning papers using leaves and flowers.

Well known facilitator from Lake Grace, Kerrie Argent, created a dynamic space that demonstrated her in-depth knowledge and taught techniques to ensure everyone participating was confident and skilled to complete their handbound books with their own fabulous range of botanically dyed papers.

Everybody had the opportunity to be hands on both days and benefit from Kerrie’s immense knowledge and experience.

WORKSHOP 2 TURKISH LAMP MAKING IN DENMARK

The Denmark Art Club hosted a Turkish Lamp making workshop with owner Kendal Lynham facilitating. Participants had a choice between lamps or tea light holders. This one-day workshop provided opportunity for people to grasp basics mosaic skills that resulted in a take home lamp. Some attendees were already preparing for Christmas.



Picture 9 Centre Facilitator Kerrie Argent displaying a botanically dyed paper at the Museum of the Great Southern in Albany



Picture 10 Participants at the Turkish Lamp workshop in Denmark

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WORKSHOP 3 ABSTRACT ART IN MT BARKER X 2

These sold-out workshops were hosted by the Lavender Bee Craft Shop in Mt Barker. Owner Margarethe Lachman and facilitator Leona Beeson took participants on a journey using acrylics to create a take home abstract creation on a mini-canvas. This workshop aimed to create opportunity for first time art lovers to have a go at self-expression, learn a new technique and network with artists and likeminded community members.



Picture 11 Facilitator Leona Beeson in action



Picture 12 Samples of work created at Lavender Bee workshop



Picture 13 Participants at the Abstract Art workshop in Mt Barker

WORKSHOP 4 CONVERSATION WITH AN ELDER



This unique event saw a full house engaged in conversation featuring local Menang Elder Aunty Averil Dean. Facilitated by local Jon Doust who created a platform for Averil to share her stories, wisdom and humour engaging with the audience at the packed Albany Aboriginal Corporation Centre on Serpentine Road and surrounded by artworks created by local Menang artists.

Picture 14 Left Jon Doust and right Elder Averil Dean at the Albany Aboriginal Corporation Centre

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PROMOTIONS

The SACT promotions program and media exposure is widespread, as the Southern Art + Craft Trail is culturally significant and a recognisable brand with the unique pulling power to attract many thousands of visitors. See Appendix 1 for examples of media in publications.

ONLINE

The ArtSouthWA website hosts a Member directory and an Art Trail venue directory, digital copies of the Art Trail booklet including a flipbook and workshop information in addition to administration documents including Membership forms and Art Trail entries. In the lead up to and including the Art Trail, the website was visited 25 000 times, up by 79% from 2023. 3300 web visits accessed Art Trail information specifically.

- A 5-minute video was created for the ASWA website link HERE <https://artsouthwa.com.au/>
- A digital advertising program was run for 3 weeks on 7West media on all regional mastheads
- A digital advertising program was run for 3 weeks on RTRFM social and web platforms in Perth
- A Radio campaign was run for 3 weeks on Denmark FM
- Each Art Trail venue created their own media and marketing campaign which added value to the overall SACT, meaning there were potentially 74 other sites of promotion
- Copies of the Art Trail booklet are located on the website at this link: <https://artsouthwa.com.au/booklet/>
- Sponsor logos are displayed on our website all year at www.artsouthwa.com.au
- A newly developed membership logo was designed and promoted to venues for use on their own websites
- Numerous radio interviews on Community Radio Albany

The SACT was featured on the following (known) regional event and tourism websites:

City of Albany
Southerly Magazine

ATDW (TourismWA)
RTRFM

Regional Arts WA

7West Media/ Albany Advertiser

This campaign achieved the following:

- 8 Printed and social media in the Albany Advertiser
- A CTR of 0.17% - Higher than the industry standard benchmark for display activity (0.05%)

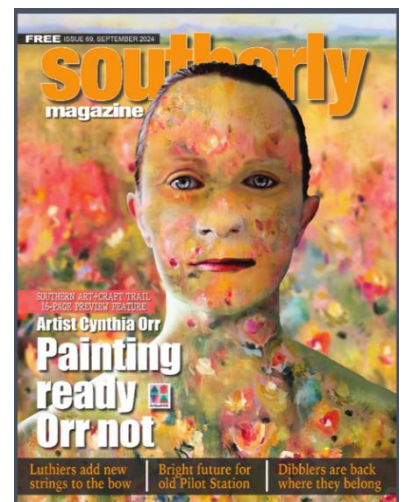
PRINTED

Editorials and advertisements with logos have been run in the Albany Advertiser, Southerly Magazine, Southwest Times, Wanderlust and other regional publications. This includes 2 editions of multi-page spread in the Southerly Magazine (sponsorship arrangement) featuring advertorials and Art Trail venues in addition to the full-page advertisements. Stories and images appeared in regional press from August to November. See Appendix 1.

Distribution total 927 000. Breakdown of figures listed below:

- Southerly 10 000 copies
- Albany Advertiser 30 000 copies
- West Australian 858 000 copies
- South West Times 19 000 copies

A4 promotional posters (with logos) – 120 x distributed around Southern region locations plus additional 74 in all venues.



Picture 15 Southerly Magazine
September front cover

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A4 Posters (with logos) for Venue ID x 74 in all venues on Art Trail.

15 000 copies of the 56-page SACT booklet were printed and distributed as far north as Perth and across the west coast and Great Southern region. See link for a copy of the flip-booklet: <https://artsouthwa.com.au/booklet/>

BANNERS

Three large canvas banners were displayed in high profile places for 16 days in Albany, Mt Barker and Denmark.

The 9 Pole banners placed along York St, Albany were displayed for 16 days.

A large semi-circle sign was attached to the Albany Town Hall for 16 days.



Picture 16 Albany banner on North Road roundabout



Picture 17 Denmark banner on Ocean Beach Road

Picture 18 Right:
Mt Barker banner at Mitchell House Arts centre



Picture 19 Far Right:
Street banners on York St, Albany



SOCIAL MEDIA

ArtSouthWA Southern Art + Craft Trail has its own Facebook and Instagram sites. Our performance in social media achieved exponential growth this year. The event reached 81 000+ people through both paid ad campaigns and organic reach. This is up on last year's result of 28 000.

We continued to build on and evolve social media strategies from 2022 and 2023:

1. Developing a tagging and sponsor acknowledgment protocol with artists and sponsors
2. Developing an Art Trail venue video reels and stories promotion strategy
3. Plus added a membership logo for venues to use in their promotions 2023 and continued
4. Completed venue profile posts before opening. Focussed on venue shares during the event.
5. Booklet advertisers got a social media post included in their package.



Facebook

<https://www.facebook.com/SouthernArtCraftTrail>

Followed by over 3000 people and with a reach of 65 000 for some posts during the 90 day lead up and during the time of the exhibitions.

For the 2024 Art Trail we delivered

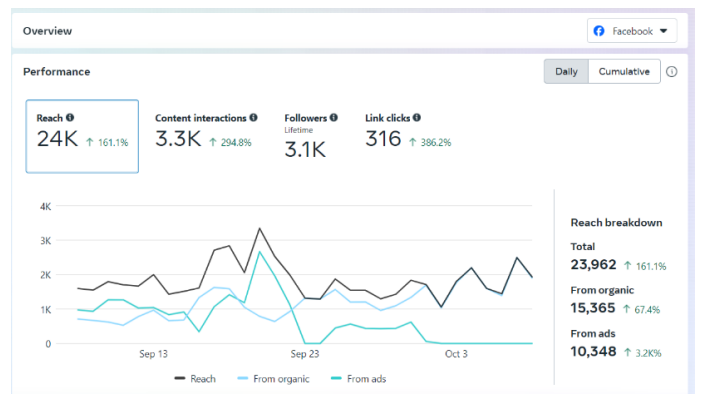
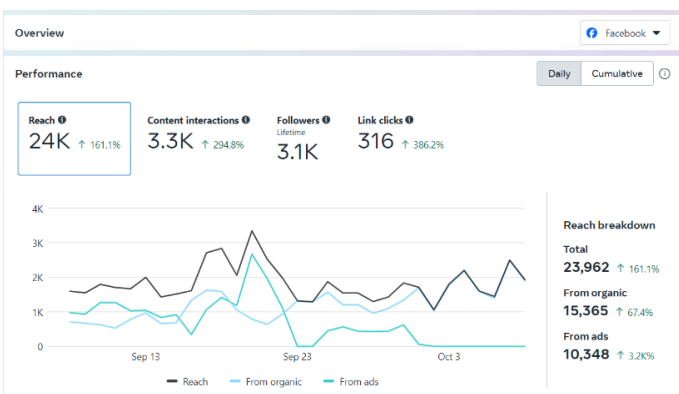
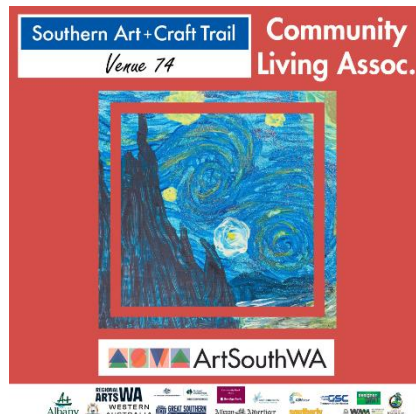
- 2 video promos pre-opening
- 74 Venue profile posts

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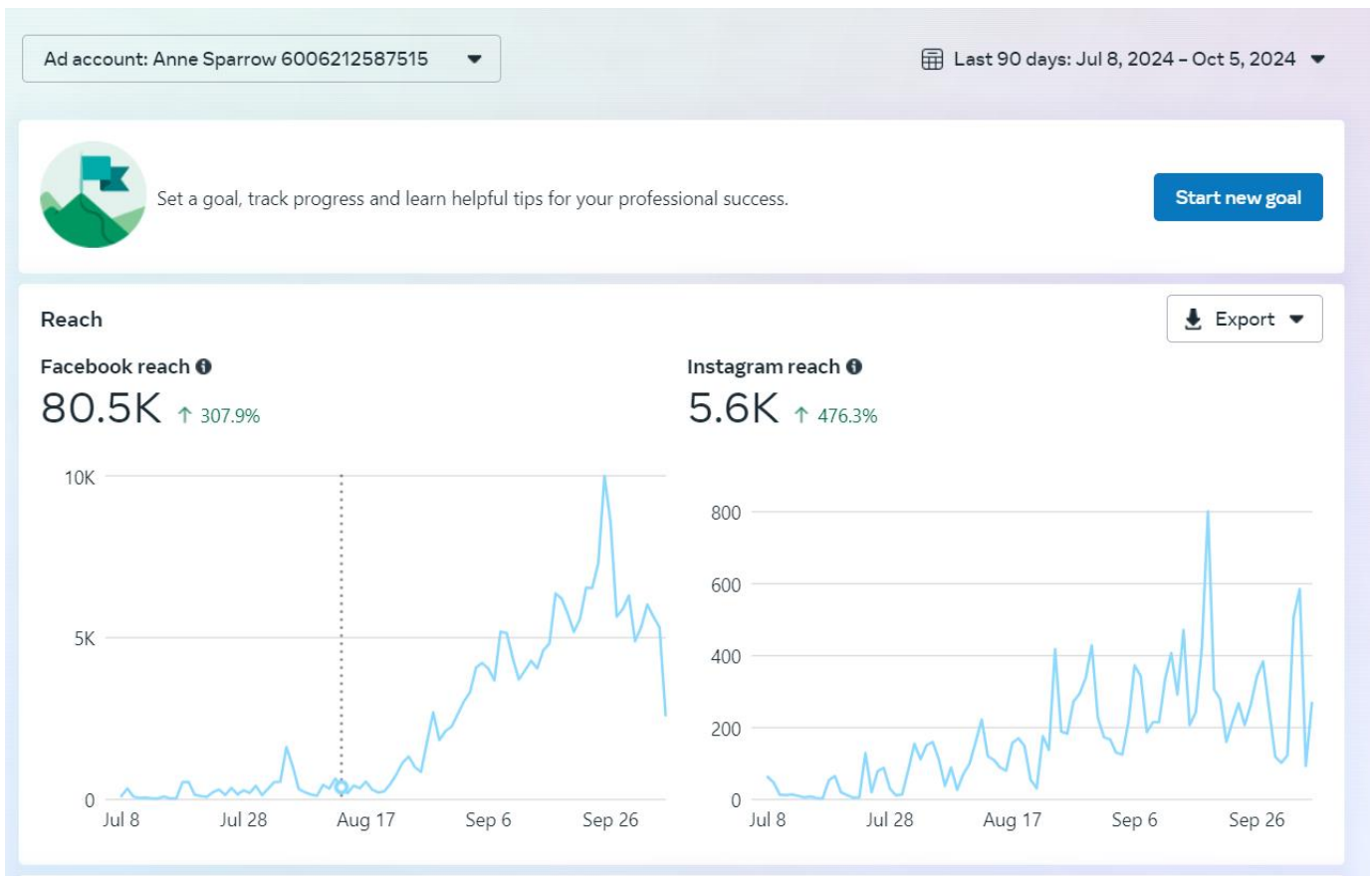
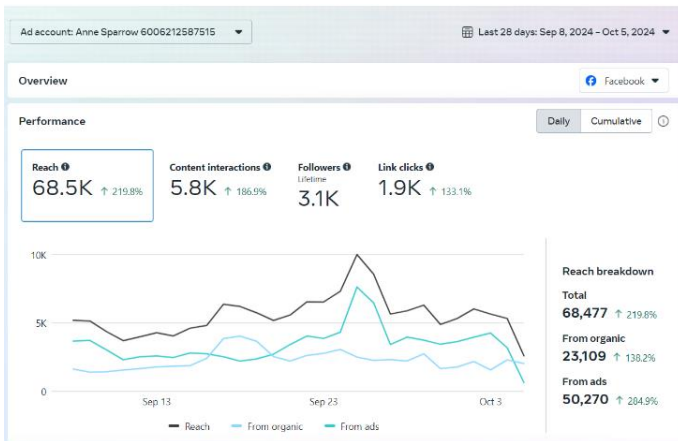
- 6 countdown to opening posts
- 1 boosted video promo
- 14 Sponsor logos that thanked and acknowledged (3 x COA)
- 1 x Venue opening night promo
- 1 All sponsors and supporters post (pinned)
- 30 x Venue video and reel promos
- 4 x Visitor survey promos
- 4 x Busy Blue Bus tours promo
- 5 event posts (2 workshops, SACT, Busy Blue Bus Tours)
- 4 x Workshop posts boosted
- 40+ sponsor and venue promos/shares
- Close of event and thank you posts

3 prize posts/videos for winners of exhibitor and venue surveys and best exhibitor as voted by the people.

This is in addition to all year-round welcome of new and returning member posts, and promotions for artists or venues electing to provide images and information. Our posts are also shared by followers, sponsors and participating artists. It is to be noted that the majority of hours and expertise that went into achieving these results was due to ASWA Board volunteers and a paid consult to cover the last 3 weeks of Instagram programming through the Art Trail.



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Instagram

<https://www.instagram.com/southernartcrafttrail/>

Followed by 1607 people with a reach of 2310 accounts which is up by 10% on 2023. 2.5% from ads, 19.4% were followers and 80.6% were non-followers.

Sharing venue content was a high priority for 2024.

Venue Stories were a focus for this year's social media plan. 1681 were shared and watched by the audience divided up into 41.2% followers and 64.2% non-followers

693 Posts from venues were shared or created with a reach of 90.6% followers, 16.4% non-followers

543 Reels from venues were shared and reached 26.5% followers, 15.1% non-followers

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Specific ArtSouthWA created content type including venue profiles

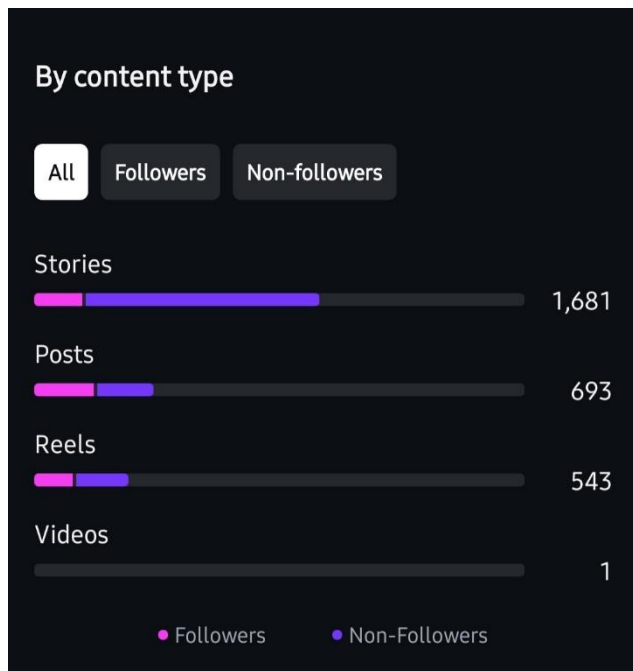
71 Posts reached 45.1% followers, 55.5% non-followers

49 Reels reached 31.1% followers, 38.8% non-followers

33 Stories 23.7% followers, 5.5% non-followers

225 content interactions

2.2% from ads



2025

It is planned that the 21st Southern Art and Craft Trail is offered again over 16 days from Saturday 27th September to Sunday 12th October 2025.

The Southern Art + Craft Trail is seen as a vitally important event in a Greater Southern region’s artists’ calendar. It provides a goal for artists and venues for the year and encourages new entries each time. The event provides a valued and well attended activity during this popular visitor time, with anecdotal evidence showing that many visitors have it on their annual calendar of ‘must see’ events in the region. The inclusion of schools, disability groups plus the inclusion of multi-cultural venues in 2023 and again in 2024 has increased our exposure to participants previously not engaged in hands-on displays and activities.

LONG TERM

The longer-term goals for ArtSouthWA are to continue to provide a reliable and professionally run destination tourism events that encourage an increasingly diverse range of visual artists to present the very best of their work. Each year over the past 21 years, the Southern Art and Craft Trail has moved progressively forward, bringing income and exposure to regional established and emerging visual artists and craftspeople. This in turn has led to the development of a reputation that sees visitors returning regularly to the region.

As an organisation, ArtSouthWA is evolving to deliver the Great Southern Arts Culture and Heritage Strategy. During 2024 members finalised the 2024-2028 Strategic Plan. This will be reviewed annually. Our future direction includes delivering more events that benefit our members and the community, including an Easter Arts Festival.

APPENDIX 1 EXAMPLES OF MEDIA IN PUBLICATIONS

SOUTHERLY MAGAZINE

38 southerly september 2024
Southern Art + Craft Trail Event 2024
southerly september 2024 39



An Exhibition By
Laura Newbury
Chairs & Rugs & Other Things
Southern Art+Craft Trail
21st - 29th September
10am - 3pm
Venue 42
13 Nesbitt Rd, Spencer Park
@laura_newbury_artist



Orr finds joy in her artistic diversity

SOUTHERLY MAGAZINE speaks to Albany artist Cynthia Orr about her aspiration and ongoing contribution to create pieces which capture the mood of her surrounds.

SM: My paintings took on a whole new purpose, with intensity and connection of its core. I felt a real desire to create artworks that would impart something beyond a pretty picture, but touch hearts at a deeper level and bring about conversation that is real and meaningful.

CO: Each series of yours seems to be quite set apart from the other. At what point do you know or feel that it is time to move on to a new area of exploration?

SM: Through a real dedication to understand my medium, I discovered that I had the ability to be a diverse artist. This to me was unique, in that I was able to adopt the same landscape for instance, but interpret it with different skills and styles. How exciting this was for me to be able to mimic exactly what nature does - in that it is ever changing. So I guess I am in a constant forward motion of exploring new arenas.

SM: The Landscape series suggests you have a great empathy with the environment. Is that the way you see your surrounds?

CO: Accessing the healing qualities of our environment has been crucial for me personally and as an artist. Staying in tune with it though, is another story, and this is what drives me to create landscapes that change with emotion

SM: In what way did your art evolve from that point?

CO: When I was very young, I was definitely inspired by my aunt who did traditional oil painting and my father who dabbled in drawing. My aunt always critiqued herself negatively, but I was completely in awe of her talent.

SM: What art series were your early artistic efforts about self-discovery? And what did you discover?

CO: Navigating through some difficult circumstances in my earlier years, introduced a yearning to discover more about this world I am living in, what I believe and where I fit within it. This led me to a Christian faith and opened up a whole new sense of how I viewed the creation around me.

SM: Did you come from a creative household?

CO: I never saw myself as a teacher, but I did see myself as an encourager and enjoyed sharing what I have discovered with others. I have always thought anyone can paint, they just need a little help.

SM: What themes or styles do you think might get your attention in the future?

CO: Hmm, this is a toughy. My mind is so active at the pursuit of what's next I lose much sleep. I think life's circumstances and the world around me will have much to do with where I am headed. The landscape will always draw my attention so I will never divert from wanting to interpret that, otherwise we will have to wait and see.



MONKEY ROCK

SM: You've conducted a great many workshops over the years. What is the driving force behind these gigs together?

CO: When I was in High School in my year 11 art class (many moons ago I might add) my teacher was really encouraging to me. She was skilled at motivating me to do better without doing it for me and I have always remembered that. I never saw myself as a teacher, but I did see myself as an encourager and enjoyed sharing what I have discovered with others. I have always thought anyone can paint, they just need a little help.

SM: What themes or styles do you think might get your attention in the future?

CO: Hmm, this is a toughy. My mind is so active at the pursuit of what's next I lose much sleep. I think life's circumstances and the world around me will have much to do with where I am headed. The landscape will always draw my attention so I will never divert from wanting to interpret that, otherwise we will have to wait and see.

CORR ART
CYNTHIA ORR
art to inspire

WHILE Cynthia Orr has held dozens of exhibitions over the last two decades, she says the Great Southern Art+Craft Trail has continued to be one of her favourites.

"It's the countless conversations with the locals as well as from interstate and abroad. I love meeting people and chatting art, life and journeys," she says.

The Museum of the Great Southern has been a perfect venue as she can hold a solo exhibition and yet be alongside other exhibitions in the Pop-Up Galleries.

After spending most of her year working towards this event, Cynthia has a collection of over 50 new works, small, large, oils, acrylics, landscapes, and the ever-popular 'White Series'.

Her impressive portfolio has seen her win awards in the Glover Prize Tasmania, Great Southern Art Awards WA and accepted into the Ravenswood Australian Women's Art Prize QLD.

Alongside her paintings will be her new collection of Silk-Molded Scarves, where all her designs are unique and derive from her own beautiful artworks.

Museum of the Great Southern
Pop-Up Galleries
Resepiway Road, Albany
Open every day 10am to 4pm

55 VENUE #55 IN THE SOUTHERN ART+CRAFT TRAIL BOOKLET

46 southerly september 2024
Southern Art + Craft Trail Event 2024
southerly september 2024 47

ART+CRAFT TRAIL

LOUISE STEWART BROWN

Inspired by the ocean and all its creatures

Multi Medium Artist – Silk, Acrylic, Watercolour, Ink, Texture, Found and Repurposed Items
My Palette is Bright and Bold to Subdued Tones



www.louisestewartbrown-creativeartworks.com.au
Studio/Gallery located at 91 Elizabeth Street, Lower King
Open every day from 10am-4pm
during the Southern Art+Craft Trail
Location #46
and on advertised occasions or by appointment
Phone Louise on 0418 919 045

Art Circle

Art Circle is an innovative and inclusive art program offered by Community Living Association (CLA) where creativity knows no bounds. Designed to engage artists of all abilities, this affordable program offers participants the chance to explore their creativity while developing motor and social skills in a supportive, social setting.

Led by an experienced qualified art therapist, the Art Circle provides enriching creative projects every Tuesday from 1-3 pm.

Art has been shown to significantly benefit people with disability by boosting self-esteem, enhancing fine motor skills, and offering a powerful means of self-expression. Engaging in art can also reduce anxiety, improve communication skills, and foster a sense of accomplishment.

Do not miss our 'Life and Light' exhibition, showcasing the captivating work produced by our participants. Light, a universal symbol of life and hope, plays a crucial role in art, revealing textures, colours, and emotions that breathe life into every creation. Engaging in art, revealing textures, colours, and emotions that breathe life into every creation. Term 4 enrolments are now open. Visit mycla.org.au or call 9842 3855 for more details.

VENUE 74
21 Sept - 4 Oct 2024

Life and Light
Celebrating ability and self expression
Southern Art + Craft Trail Exhibition by participants of the CLA Art Circle
At 56 Cockburn Road (Venue 74)
Art Trail opens from 21 September to 4 October
Mon to Fri, 8am - 5pm Sat 21, 11 am - 2pm.

CLA Community Living Association
mycla.org.au

BROWN and the Beard

VICKI BROWN & BARRY MACKIE

BARRY Mackie advertised for one more person to run a beginner oil painting class in Mt Barker and Vicki Brown rang up to secure that place. Barry says it reminds him of the saying 'be careful what you wish for'.

"I was artistically impaired, but quickly came to love oil painting," Vicki says.

During that course full of banter and laughter they became friends, staying in touch through the odd exhibition, linked by wanting a space for an uncomplicated group to paint with oils and display paintings. Art Chatter Gallery emerged inside Strive Me Park. They agree it's a place full of lovely things, great staff, coffee, chat, conversation, and oil painters painting.

After a positive conversation between Lynn Handasydes and Vicki, it seemed almost fated that Brown and the Beard would find themselves exhibiting at Handasydes's Strawberry Farm in Albany, working together in a new space just metres from great coffee.

Barry and Vicki see with Art Chatter Gallery, Venue 11 inside Strive Me Park in Mt Barker and Venue 40 as Brown and the Beard in the Hay Shed at Handasydes's Café in Albany, sharing their art works with the Art Trail audiences, painting all day while talking to visitors and as always enjoying great coffee and chat.

11 ART CHATTER GALLERY
4 Langton Road, Mt Barker
(inside Strive Me Park)

40 HANDASYDES
392 Cheever Pass Road, Albany
(inside the Hay Shed)

ART+CRAFT TRAIL Event 2024 Art Trail providing options for art lovers

THE Southern Art+Craft Trail, managed by ArtSouthWA, is an inspiring celebration of creativity and artistic expression, showcasing the rich tapestry of talent in the greater southern region.

For over 20 years, this remarkable event has taken art enthusiasts on a journey through the vibrant world of visual arts. From the works of nationally-recognised artists to the budding talents of local communities.

However, what truly sets this Art Trail apart is its unwavering commitment to inclusivity, providing a platform for diverse artists and audiences to connect and appreciate the beauty of art.

At the heart of the Art Trail's inclusivity lies its remarkable ability to seamlessly blend the works of professional, nationally-recognised artists with local art groups that cater to artists of all levels.

The event features acclaimed artists whose intriguing pieces captivate art enthusiasts with their profound creativity and technique.

Simultaneously, it also celebrates the talents of art groups like Mt Art Group, Albany Art Group, The Cheeky Pencil Gallery, Art Chatter Gallery and Maryjimp Hub offering a space for artists of any experience level to proudly showcase their work.

One of the most remarkable aspects of the Southern Art+Craft Trail's inclusive approach is its recognition

and support of under-represented communities.

This year the Art Trail features exhibitions from The Eclectic Unity Group – an Indigenous and non-Indigenous artist group from Albany offering a captivating glimpse into unique art forms, stories, and heritage.

Moreover, the event warmly embraces disability groups, with Community Living Association (CLA) artists taking part, breaking down barriers and fostering an inclusive artistic environment.

Youth art also takes centre stage during the Art Trail, marking an event that caters to artists of all ages.

Schools on the Art Trail proudly exhibit the creative works of young talents, igniting the spark of passion for art in the next generation.

By providing a platform for youth artists to express themselves, the Art Trail nurtures a new wave of artistic brilliance that will shape the region's cultural landscape for years to come.

However, the inclusivity of the Art Trail does not end with exhibitions alone. This event actively encourages community participation through various initiatives.

The Art Trail hosts workshops that are open to any member of the community (bookings required), allowing individuals from all walks of life to engage with art, learn new skills, and foster connections with fellow art enthusiasts.



■ The 2024 Southern Art+Craft Trail will feature the usual wide array of attractions including exhibitions and workshops, including a paper dyeing and book-binding course with Kerrie Argent. Left, the stunning work of gold and silverweave jeweller Zoe Pireo will be exhibited. Below, students from Wapole Primary have been busy designing surf-inspired art which will have a permanent place in the town.

These workshops create a nurturing environment for artistic growth and collaboration, solidifying the Art Trail's place as a true community-driven event.

As ArtSouthWA proudly celebrates the 20th anniversary of the Southern Art+Craft Trail, the spirit of inclusivity remains at its core.

Through the collective efforts of dedicated artists, community members, sponsors, and grant providers, the Art Trail continues to break down barriers and create a welcoming space for all.

By embracing the talents of professional artists, local art groups, indigenous artists, youth, and diverse communities, the Art Trail paints a picture of unity, creativity, and the power of art to connect us all.

The Art Trail regularly attracts up to 30,000 art lovers each year and 2024 is no different, with a large array of new artists and venues offering a diverse range of creations.

The Southern Art+Craft Trail is managed and supported by the ArtSouthWA Board and proudly supported by sponsors and grant providers including City of Albany, Regional Arts WA, Tourism Western Australia, Regional Development Australia, CBH Albany Advertising, Southern Ports, Great Southern Development Commission, Museum of the Great Southern, Southerly Magazine, Designer Dirt and GSC Transport & Distribution.

So, art-lovers should get ready to embark on the visual journey, celebrating the kaleidoscope of colours and voices that define the Southern Art+Craft Trail. The Art Trail booklet is online at www.artsouthwa.com.au and is available in visitor centres and local outlets.

The 20th Anniversary 2024 Southern Art+Craft Trail will run from Saturday, September 23, to Sunday, October 6.

Keep an eye on the website and follow ArtSouthWA on Facebook and Instagram to keep up to date.

Plenty of chances to get hands-on at big range of Art Trail workshops

IN the picturesque Great Southern, the anticipation for the annual Southern Art+Craft Trail buzzes in the air.

The vibrant event, created every year by ArtSouthWA, is not just a display of artistic prowess. It is a celebration of community participation and the power of creativity to bring people together.

The Art Trail offers more than a dozen diverse workshops in Albany, Denmark and Mount Barker, involving individuals from all walks of life to explore their artistic talents and be part of this kaleidoscopic celebration of art.

At the Museum of the Great Southern in Albany, Kerrie Argent will conduct a workshop in which participants will learn to create naturally dyed papers and bind them into a book.

Kerrie was given a copy of her grandfather's diary that he had written when he was away in World War II. She had been thinking how lucky she was to have and treasure his diary that he had written and stored in an antique tobacco box.

"This led her to think about how innovative he was to manage to keep it safe and dry, how he cut out all the pages and stored them in the tobacco tin and kept his pencil sharp enough to write that small."

"It prompted me to think about how all the other soldiers may have had journals/diaries and what happened to them. Did they take the time to write them? Did other families get to see and read their grandfathers' diary?" Kerrie said.

"Were they kept, or were they just lost amongst all the other soldiers and tossed out at some stage? Then I thought about all the diaries and journals that never returned to Australia but were lost with their owners when they were 'willed in

action'. This led to my work of making books with no words in, to remind of all the 'Unread Stories' the casualties of war, and amongst those I have put my grandfather's very special diary."

"I have used a variety of recycled paper and fabrics to create journals of many different sizes and shapes."

"The papers and fabrics have been treated and dyed with natural dyes and washed to make them look old weathered and well used. Like they have been carried through the war then left unread, unused, in a tin and unloved on a shelf or someone's cupboard or shelf."

"In this workshop you will learn to create naturally dyed papers and bind them into a book."

At the Lavender Bee in Mount Barker, participants will get hands-on with Margerette as they draw, paint, collage and print postcard mini.

At Denmark Art Club, five community workshop opportunities will include Turkish lamp making with Kerrel.

You can learn how to make your very own Turkish mosaic lamp or two less light candle holders.

Kerrie is an experienced instructor and will guide you through the process, teaching you the techniques to create intricate designs with colourful pieces of glass.

It is suitable for all creatives as no prior experience is necessary.

Registration is required for all workshops, and details can be found in the Southern Art+Craft Trail booklet.

Find hard copies at regional visitor centres and retail outlets or online at www.artsouthwa.com.au.

With limited spaces it will be best to book quickly.

Local schools on the Art Trail

THE Southern Art+Craft Trail is not only a celebration of established artists and talented creatives, it is also a platform that cherishes and showcases the creativity of our region's young stars – the students.

Schools on the Art Trail, a much-anticipated component of the event, puts the spotlight on the artistic achievements of our young talents, allowing the community to admire their works and connect with their schools.

The Year 4, 5, and 6 students from Wapole Primary School are creating a series of mosaic surfboards that will be permanently displayed at the Follis Community Gardens in Wapole. Thanks to Wayne Winchester of The Surf Gallery, who generously donated his time and skills to prepare the surfboards, the students will soon begin transferring their refined designs onto the boards.

These surfboard mosaics, already beautiful artworks on their own, will become vibrant community pieces showcasing the creativity of the students.

The Schools on the Art Trail program is now in its third year, with participation growing each year. Art teachers have commented on the value it brings to the classroom.

Having the goal of the Southern Art+Craft Trail and knowing that their work will be seen by thousands of people has really motivated and inspired the students to create amazing works of art.

The participation of schools in the Art Trail is motivated by a desire to foster artistic growth, inspire creativity, and strengthen the bond between the community and its young artists.

By displaying their works in public buildings, retail venues, and windows across various Art Trail towns, the schools encourage the wider community to appreciate the budding talents of the region's youth.

Generous support from long-time Art Trail advocate, Albany's Historic Whaling Station at Discovery Bay, adds a touch of excitement to the mix.

Participating schools get a chance to win one of three family passes, contributing towards their fundraising programs, plus incentivizing the schools to take part in presenting the works of their students.

The school exhibitions are strategically located throughout the Art Trail towns, making it convenient for visitors to discover and support these budding artists.

Participating schools and where to find their exhibitions are all available in the Southern Art+Craft Trail booklet, available online now at www.artsouthwa.com.au or at various visitor centres and retail locations across the Great Southern region.

The Schools on the Art Trail initiative not only celebrates the creative endeavours of our young artists but also fosters a sense of pride and accomplishment within the schools' communities.

As visitors traverse the Art Trail and witness the colourful exhibits, they are reminded of the incredible artistic potential that lies within our region's educational institutions.

The collaboration between schools and the Southern Art+Craft Trail paves the way for a future filled with artistic brilliance and creative vision, enriching the cultural fabric of the Great Southern region.



Strike me pink! More than 50 paintings from 25 local artists



■ Michelle Stanley, Ash Spink-Henderson, Kelly Logan, Sue Youngman, Lucas Helleman, Heather Roberts and Vicki Brown.

THE old Barnestry Ford building in Mount Barker on Langton Road is an amazing mix of old deco and mid-century architecture and is home to Art Chatter Gallery and Strike Me Pink Nursery and Café.

The colourful tiles at the front entrance lead into a huge open space previously the home of some Ford Motor vehicles with old signage from the car dealer days.

These days, homewares, plants and garden pots fill the front space and in the back area is the Art Chatter Gallery space.

An artist is in residence, painting in the gallery, and the open studio concept encourages visitors to chat to the artist or sit and watch them work.

There are generally five new exhibitions each year and new pieces (bookings required) are sold, so visitors can regularly see new works.



■ Art Chatter Gallery principal artist Barry Mackie at work.

The Art Trail is usually the largest exhibition of the year and this year 25 artists are exhibiting and over 50 paintings will be hung.

Strike Me Pink is a very popular place for coffee and delicious food as well as a huge choice of homewares and garden items.

The nursery is a gardener's paradise with new season's David Austin roses, perennials and cottage plants as well as a fine choice of fruit trees and native plants.

Rozzy and her staff are very happy to offer gardening advice as well as gift wrapping your chosen goodies.

ART TRAIL MT BARKER SITE 11

Come along and enjoy over 50 paintings from 25 local artists

Art Chatter Gallery
4 Langton Road (inside Strike Me Pink)
artchattergallery.com.au or find us on Facebook

NURSERY CAFE HOMEWARES GALLERY

Enjoy our large and varied range of plants, trees and homewares plus our delicious coffee and meals. Excellent range of gluten-free options.

Strike Me Pink Nursery
4 Langton Road Mount Barker
Open 6 days Mon – Sat 8.30am until 3.30pm
Ph 0448 411 875

Presented by **ArtSouthWA**

Southern Art + Craft Trail Event 2024

16 days to discover the artistic talent of the Southern Region!

74 Exhibitions & Open Studios
SATURDAY 21ST SEPTEMBER TO SUNDAY 6TH OCTOBER 2024

Booklet available from regional Visitor Centres, Libraries and Art Trail venues.
Enquiries: trail@artsouthwa.com.au

FREE GUIDE - FREE EVENT ART TRAIL TOURS

Connect with us!
www.artsouthwa.com.au
[southernartcrafttrail](https://southernartcrafttrail.com.au)

ArtSouthWA and the Southern Art and Craft Trail

Partners: Albany, Regional ArtsWA, Western Australia, Great Southern, Southern Ports, southerly, WAM, Designer, GSC, CBH, Advertiser.

SOUTHERLY MAGAZINE continued

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ART+CRAFT TRAIL Southern Art + Craft Trail Event 2024

Trail lens on young talent

The Southern Art + Craft Trail 2024 is set to shine a spotlight on the burgeoning talents of emerging and young artists from the Great Southern.

This year's trail showcases the vibrant creativity and diverse artistic expressions found in regional areas, with a focus on collective groups who are making their mark in the art world.

Notable venues include Phillips Brook Estate, The Village in Albany, and the Vancouver Arts Centre, alongside the dynamic youth mentorship programs at The Cheeky Parrot in Mt Barker.

Phillips Brook Estate in Redmond is hosting a feast of artistic diversity. A collective of young artists are ready to dazzle visitors with their innovative works.

Kate Santolucito's 'A Feast with Friends' presents a delightful array of wheel-thrown and hand-built stoneware inspired by the natural beauty of the southern coastline and karri forests.

Hayley Wisewould's 'Art in Bloom' offers modern artworks that embrace nature's complexity through patterns and markings. Ebony Harts showcases her transition from abstract landscapes to more realistic botanical and still life paintings, characterised by bold colours and expressive brushstrokes.

Taryn Smallwood, a hobbyist painter, rounds out the group with her nature-inspired pieces. This venue promises a rich visual feast for art enthusiasts, collectors, and nature lovers alike.

The Village in Kingsliding (Albany) nurtures a vibrant creative community, providing a supportive space for emerging artists Amy Kerr, Zoe Kerr, and Kaysanne Knuckley.

Their involvement in the Art Trail 2024 is highlighted by the 'Botanical Tea Party', a whimsical garden event featuring blossom tables, mice in vintage dresses and frogs in swatters.

This enchanting display spans multiple mediums, including pottery, inlaid wood, whittling and textile, reflecting the artists' exploration of nature's magic. Committed to sustainability, The Village offers workshops and events that inspire creativity and foster meaningful connections between the environment and local community.

The Vancouver Arts Centre hosts 'Home Grown & At the Feet', an exhibition by artists Heather Brown, Morgan Burke, Zoe Pireo and Stacey.

This multimedia showcase draws inspiration from the natural world and the human condition, presenting a diverse array of works in photography, acrylic painting, silverpoint and digital illustration.

Each artist brings a unique perspective, capturing emotions, memories, and their passion for craft in their pieces. The exhibition invites viewers to experience the profound connections between nature, emotion, and artistic expression.

The Cheeky Parrot in Mt Barker plays a crucial role in fostering young artistic talent through its youth mentorship programs and exhibits.

By providing guidance and opportunities for emerging artists to showcase their work, The Cheeky Parrot is instrumental in nurturing the next generation of creative minds.

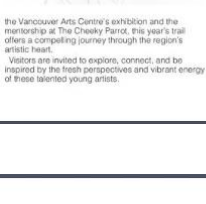
This supportive environment not only helps young artists develop their skills but also builds confidence and a sense of community.

The Southern Art + Craft Trail 2024 is a celebration of emerging and young artists whose creativity enriches the cultural landscape of the Great Southern.

From the diverse artistic expressions at Phillips Brook Estate and the enchanting displays at The Village in Albany to the inspiring depth of



Works by Ebony Harts (above), Taryn Smallwood (below left), Stacey (bottom right) and Hayley Wisewould (below right) will feature in the 2024 Southern Art + Craft Trail.



The eagerly awaited Art Trail booklet is online at www.artsouthwa.com.au and available in visitor centres and local outlets.

The 21st Southern Art + Craft Trail will run from Saturday, September 21, to Sunday, October 6. Keep an eye on the website and follow ArtSouthWA on Facebook and Instagram to keep up to date.

Southern Art + Craft Trail Event 2024



74 Exhibitions & Open Studios
SATURDAY 21ST SEPTEMBER
to SUNDAY 6TH OCTOBER 2024

Connect with us!
ArtSouthWA and the Southern Art and Craft Trail
www.artsouthwa.com.au
southernartcrafttrail

FREE GUIDE
FREE EVENT
ART TRAIL TOURS



48 southerly september 2024

ART+CRAFT TRAIL Southern Art + Craft Trail Event 2024

Tears add to the artistic experience

Did you know that Mount Barker was once a leading produce and exporter of apples in Western Australia? In fact, the Mount Barker Cold Storage Cooperative Society was recognised as one of the most successful fruit growers' associations in the state.

Did you know that vineyards were established in Mount Barker before Margaret River? The first commercial vineyard was planted in 1916 at Forest Hill near Mount Barker, two years prior to Yass in NSW. And even more importantly, the Great Southern is the largest wine growing region in Australia.

Did you know that the ancient mountains of the Great Southern not only hold spiritual significance to the Noongar people, but also hold the key to many biodiversity and ecological secrets? The Stirling Range National Park is home to over 67 plant species which are found nowhere else in the world.

These are only a few of the many interesting stories originating from the Great Southern Region. Local tourism visionaries and entrepreneurs, Kathryn MacNeil, has teamed up with Mountain Country Tourism and Tourism WA to develop a brand new tourism business, Great Southern Experiences, that showcases the lesser-known parts of the region, sharing the local stories and immersing guests in all that is Great Southern.

"There's so much untapped potential for quality tourism experiences here in the Great Southern," says business owner and operator, Kathryn. "There are many beautiful locations and interesting stories to tell - there is no shortage of inspiration!"

As a relatively new resident to the region, Kathryn fell in love with the Great Southern back in the 1990s when she came with a school friend to explore the Porongurup National Park. The A-frame chalets, a cosy open fireplace, fresh clean air and a couple of heart-pumping mountain hikes were just what a pair of city girls needed.

After many years travelling overseas, it was the Porongurup Festival that lured her back to Mountain Country, until the time when she and her Scottish husband, Stew, finally found their perfect property on the outskirts of Mount Barker and made the Great Southern their new home.

"Appreciating this place through the eyes of a visitor" has helped Kathryn collect local area information, identify unique and unknown places and stories and discover delicious produce to share with her guests.

As an experienced music teacher and performer, event organiser and marketer, Kathryn found her happy place immersed in the local tourism association, Mountain Country Tourism (previously known as the Mount Barker Tourist Bureau), now making hobby into the development and promotion of Mountain Country.

Sharing her passion for the region with visitors comes naturally to Kathryn, and she has quickly become an advocate for tourism in the region, working with local and state government, regional tourism bodies and local businesses to ensure that the Great Southern is placed firmly on tourism maps.

Partnering with Tourism WA through the National Parks Tourism Experience Development Program, Kathryn has not only been working on developing her own business but has been supporting other local tourism businesses to



Picture: Lex Porewick

expand their capacity and offer a diverse range of new tourism products. The results are very exciting for our region.

Launching Great Southern Experiences this September, the 'Discover Mount Barker' tour is the first of several unique tourism products to be developed and offered to visitors in the region. Bringing together the vibrant willow through the town, the beautiful historic buildings and gardens, and of course the delicious produce, this guided tour,



Kathryn MacNeil

and mini degustation is the perfect way to get to know this special town.

After a leisurely meander throughout the town, guests are treated to a carefully curated food and wine experience in the exclusive wine tasting room at Plantagenet Winery. Four stunning wine tastings, paired with delicious regional produce brings a truly delectable element to this experience.

Kathryn has partnered with a hand-picked selection of local businesses

to tell their stories and guests will be treated with samples of their produce during the mini-degustation, including Mount Barker Chicken, Plantagenet Meats, the Mount Barker Cooperative Society and the Mount Barker Country Bakery.

Following its official launch on Friday, September 20, as part of the Great Southern Treasures 'Bloom Festival', the Discover Mount Barker guided tour and mini-degustation is available every Friday.

The tour commences at 10am at the Mount Barker Visitor Centre and ends at 2pm. Ticket includes a morning coffee along the way, a morning of stories, information and good fun, followed by the food and wine pairing.

Guests should wear comfortable shoes, bring a backpack and camera, and come prepared for an informative and entertaining morning. There are gluten-free options, and the tour can be tailored for wheelchair accessibility. Guests should be prepared for inclement weather.

To book, visit the Great Southern Experiences website or scan the QR code in the advertisement attached to this article. Additional tours will be available over the September long weekend to take advantage of the Southern Art + Craft Trail. The tour and lunch start at \$99 per person.

Great Southern Experiences will showcase new tourism products in the coming months, so watch this space.

pottery market art trail 2024

albany pottery group

OPEN 16 DAYS
SAT 21 SEPT
to SUN 6 OCT
10am-4pm
daily

STUDIO AT REAR OF VANCOUVER ART CENTRE

ECLIPSE CREATIVES | NEW VENUE for the 2024 Southern Art + Craft Trail

Anne Sparrow is a textile artist who focuses in on whimsical, bespoke gnomes that bring smiles to faces. She also offers on-the-spot or by appointment caricature drawings.

Glennie Lapham is a sooper with a difference. Organic and wildflower botanicals that are grown and harvested by herself are the base for her extensive range of clay and soft based soaps.

Carol Hall is a textile and mixed media artist who is integrating her love of colour, pattern and shapes creating unusual jewellery and accessories from polymer clay.

Renee Armstrong is a weaver who enjoys making beautiful functional kids clothing and accessories as well as delving into the bag making world.

Catherine Johnston loves to create textiles with colour and interesting recycled fabrics and enjoys re-purposing old crockery and tiles to make fun mosaics. Unpaved is my aim.

Diana Smith is a resin work legend who is constantly expanding her talents into new mediums that includes hot burning, a new range of jewellery and more.

Emily Berg's creativity and entrepreneurship knows no boundaries. She has prepared not only a feast for the eyes but also your taste buds.

Venue 73

Open every day 10am - 4pm 21 September to 6 October
Raine & Home Auction Room 96 Lockyer Ave ALBANY

Discover Mount Barker

Guided walking tour & exclusive mini degustation

Murals, laneways, landmarks, stories, coffee, wine & food

Duration: 4 hours

Includes a light morning tea and a curated food and wine pairing at Plantagenet Winery.

\$99

Departs Fridays 10am from the Mount Barker Visitor Centre

Special Long Weekend Tours on 19th-20th September, 21st-22nd September & Monday 23rd-24th September

BOOK NOW

2024 Southern Art + Craft Trail – Event Report

SOUTHERLY MAGAZINE continued

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ART+CRAFT TRAIL

Southern Art + Craft Trail
Event 2024



■ Amanda and Len McKenna with Barb Keele and Heather Roberts.



■ Jenny Rose and Catherine Salmaggi.



■ Julie Hetherington and Mel Lawrence.

The 2024 Southern Art + Craft Trail got off to a flying start with the official launch recently at the Hilton Garden Inn. Lovers of art and crafts were out and about from the first day of the Trail, visiting more than 70 venues which have thrown their doors open for the event. The 21st Southern Art + Craft Trail will run until Sunday, October 6. Keep an eye on www.artsouthwa.com.au and follow ArtSouthWA on Facebook and Instagram to keep up to date.



■ Johann Combrink and Rasquel Cavalari.



■ Amelia Dempster and Amy Todd.



■ Helen Heiney and Julie Fletcher.



■ Simon Lyas and Lyn Lulley.



■ The Skipper.

southerly october 2024 57



■ Mayor Greg Stocks.



■ Sarah Bowles.



■ Lister Coyne.

ECLIPSE CREATIVES | NEW VENUE for the 2024 Southern Art & Craft Trail



Anna Sparrow is a textile artist who focuses in on whimsical, bespoke gnomes that bring smiles to faces. She also offers on-the-spot or by appointment caricature drawings.

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Catherine Johnston loves to create textiles with colour and interesting preloved fabrics and enjoys re-purposing old crockery and tiles to make fun mosaics. Upcycling is my aim.

Diane Smith is a resin work legend who is constantly expanding her talents into new mediums that includes hot burning, a new range of jewellery and more.

Emily Berg's creativity and entrepreneurialism knows no boundaries. She has prepared not only a feast for the eyes but also your tastebuds.






Venue 73 Open every day 10am - 4pm 21 September to 6 October
Raine & Horne Auction Room 96 Lockyer Ave ALBANY

2024 Southern Art + Craft Trail – Event Report

ALBANY ADVERTISER

Albany Advertiser • September 12

Surrounded by her vibrant coastal-inspired work, artist and newly settled Albany resident Louise Stewart Brown is "chuffed" to be taking part in the 21st Southern Art and Craft Trail this month.



ALBANYADVERTISER.COM.AU
Artist Louise Stewart Brown painting the coast for art trail
Surrounded by her vibrant coastal-inspired work, artist and newly settled Albany resident Loui...

You, Linda Barton, Sue Codee and 15 others 3 comments 1 share


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View more comments

Natalie Touchell

Albany Advertiser • September 18

Denmark artist Seirah Woodward will bring her abstract twist on the natural environment to the 2024 Southern Art & Craft Trail.



ALBANYADVERTISER.COM.AU
Denmark artist Seirah Woodward inking the 2024 Art Trail
Denmark artist Seirah Woodward will bring her abstract twist on the natural environment to th...

Linda Barton, Louise Stewart Brown Creative Artworks and 17 others 1 comment 3 shares

Like Comment Send Share


Julie Anne de Jong
Brilliant job Seirah Woodward xx

7w Like Reply

Comment as Anne Sparrow

Albany Advertiser • September 18

From rhymetime at the library to the art of book binding, here's your guide to the week ahead in the Great Southern.



ALBANYADVERTISER.COM.AU
What's on in Albany and the Great Southern this week
From rhymetime at the library to the art of book binding, here's your guide to the week ahead...

Linda Barton and 9 others

Like Comment Send Share

Comment as Anne Sparrow

Albany Advertiser • September 25

The twenty-first Southern Art and Craft Trail was officially opened on September 18 at the Albany Hilton Garden Inn in a celebration of the Great Southern's creative community.



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2024 Southern Art + Craft Trail – Event Report

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Ellis Pearson is a recent addition to the Denmark art scene and Southern Arts and Craft Trail after moving from his Roebuck Bay home in the Kimberly to the Great Southern.



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Three generations of a Great Southern family showcased their artwork and love for nature at this year's Southern Art and Craft Trail, marking their sixth exhibition for the trail.



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Marion Nelson · Well done Carol Ann O'Connor. · 3w · Like Reply

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