



Southern Art + Craft Trail

Event 2025



EVENT REPORT

2025 Southern Art + Craft Trail - Event Report

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1 EVENT SUMMARY

The 2025 Southern Art + Craft Trail (SACT) showcased over 400 artist's works in 63 venues across the Greater Southern region during the September/October school holidays (27 September to 12 October). In addition, 17 schools participated that included displays from approximately 400 students. This year the geographical coverage encompassed the Shires of Manjimup, Denmark, Cranbrook, Newdegate, Katanning, Lake Grace, Plantagenet, Kojonup, Jerramungup and the City of Albany.

This annual arts event is the largest in the region, spanning 46,000ha and has been running for 22 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 Albany Town Hall on Tuesday 23rd September. An invitation only event, attendees included Hon Samantha Rowe MLA, Mr Scott Leary MLA, Councillor Amanda Cruse, City of Albany Executive Director Nathan Watson, RDA Great Southern Director Simon Lyas and Uncle Lester Coyne, who provided the Welcome to Country. ArtSouthWA was represented by Chairperson Seirah Woodward and a full complement of ArtSouthWA Board members plus over 80 ArtSouthWA members and artists. A speech was also delivered by Carol Ann O'Connor, winner of the 2024 Best Exhibitor Prize. Carol outlined the passion behind her cover artwork and the ongoing commitment to support protection of the Gilberts Potteroo.



ArtSouthWA Chairperson Seirah Woodward



2024 Best Exhibitor Carol Ann O'Connor



Left to Right: Mr Scott Leary MLA, Carol Ann O'Connor, Uncle Lester Coyne



2024 Best Exhibitor Carol Ann O'Connor



Councillor Amanda Cruse



Hon Samantha Rowe MLA

According to recorded data, over 10,000 people visited the SACT exhibitions, workshops and events. This does not include the passer-by traffic at public venues and businesses who may not have been recorded by Exhibition venues. This is down on the previous two years but is consistent with tourism trends for WA currently and attributed to cost-of-living pressures, a slower-than-expected interstate travel recovery, and a post-COVID trend of international travel. 54% 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.

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400+
ARTISTS

63
VENUES

400+
SCHOOL
STUDENTS

10,000+
VISITORS

\$359,210
REGIONAL
ART SOLD

\$3.6M
REGIONAL
VISITOR
SPEND

Over 16 days, a diverse and exciting range of art exhibitions were on offer including open studios, hands-on workshops demonstrations, artist's talks and public art displays in communities including:

- Mt Barker
- Manjimup
- Porongurup
- Denmark
- Pemberton
- Kronkup
- Nornalup
- Bow Bridge
- Kojonup
- Albany
- Bremer Bay

Works included painting, sculpture, textiles, ceramics, antique assemblages, printmaking, woodwork, jewellery, photography, resin and glass art. Visitors were able to view artwork in studios and meet with the artist.

The 17 schools, including home schoolers and after-school networks, 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 ArtSouthWA in recent years and collaborations with the Community Living Association resulted in a fabulous exhibit with over 10 clients participating in their exhibition. There were two indigenous exhibitions this year. Gorenang Moortibiin exhibited at their principal premises in Centennial Park, Albany and father daughter duo Sam and Kamryn Shappard exhibited at West Cape Howe Wines in Mt Barker.

20,000 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 was also available online and was the largest and most popular acknowledged source of information for Art Trail visitors.



Venue 48: *Felters in the Great Southern*



Opening event at Venue 43:
Ron Baker and Marjan Bakhtiarikish



Venue 38: *Albany Art Café*
Colouring Competition

2 SPONSORS & SUPPORTERS

ArtSouthWA would like to acknowledge the following organisations for financial and/or in-kind assistance

City of Albany	Synergy Graphics
Regional Arts WA	Great Southern Development Commission
TourismWA	Adrenaline Marketing
Regional Development Group Australia: Great Southern	Rio Tinto
7 Media / Albany Advertiser	Albany Tours
Southerly Magazine	West Cape Howe Wines
WA Museum of the Great Southern	Albany Historic Whaling Station
Forest Hill Vineyard	Designer Dirt
Shire of Plantagenet	Great Southern Couriers

3 PRIZE AND AWARD WINNERS

BEST EXHIBITOR - VOTED BY THE PUBLIC and sponsored by the REGIONAL DEVELOPMENT AUSTRALIA: GREAT SOUTHERN.

The Best Exhibitor experience, as voted by the public was venue 31: Meleah Farrell & Narelle Clark at Kronkup.

VISITOR SURVEY - SPONSORED BY ALBANY TOURS

Winner of the visitor prize for completing the visitor survey was Wynneta Podobnik who won the Grape Escape Tour for two persons from Albany Tours.

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

Winners of the exhibitor survey Designer Dirt prizes were:

- Venue 13: Lavender Bee and
- Venue 60: Diana Henderson.

Winners of the West Cape Howe wine were

- Venue 38: Carol Hope Albany Art Café and
- Venue 19: Marion Nelson

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:

- Borden Primary School
- Northcliffe District High School
- North Albany Senior High School

4 WHAT WAS NEW FOR 2025?

4.1 EXTRA BOOKLETS

We had an extra 5.000 Trail Booklets printed and distributed across the southern region, and up as far as Perth.

4.2 RADIO ADVERTISING

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

4.3 TV ADVERTISING AND CINEMA

We returned to delivering a TV campaign this year on the 7Network. Local firm, Green Man Media, were engaged to deliver a 30 second advert suitable for TV and cinema. This is the first time ArtSouthWA had invested in cinema advertising.

4.4 PRINTED MEDIA

ArtSouthWA invested in advertising on the back page of the Southerly Magazine for both the September and October editions.

4.5 NEW DESIGNER

ArtSouthWA's previous booklet designer moved to Perth in 2023. It was decided to support local and return the booklet work to a local designer. Synergy Graphics were engaged for 2025.



Back Page of September and October editions of the Southerly Magazine

5 ARTSOUTHWA EVENT GOALS (NEW FOR 2025)

GOAL 1: PROVIDE REGIONAL VISUAL ARTISTS, CRAFTSPEOPLE AND ART WORKERS WITH THE OPPORTUNITIES AND SUPPORT TO DEVELOP THEIR ART AND ART PRACTICES

This was achieved, seeing 63 venues representing over 400 artists participating (making it a financially viable event). Artists participated across the greater southern region from Bremer Bay to Pemberton and as far north as Kojonup. It is noted that this was 10 venues down from 2024. The permanent and temporary closures of several galleries did impact numbers of participating artists.

Key event statistics:

- 400+ artists participated
- 400+ students participated as part of "Schools of the Trail"
- 11,000+ art items sold
- \$360,000 art sold
- 10,500 visitors to venues
- 40+ demonstrations, workshops and events
- 250 000+ social media reach

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GOAL 2: PROVIDE AND IMPROVE THE MARKETING AND MEDIA PRESENCE OF ASWA MEMBERS.

The table below shows the financial impact on both the region and its artists. The results are based on feedback to our Visitors, Exhibitors and Events surveys. The ArtSouthWA Board will review the data and incorporate comments into 2026 media and marketing planning.

Number of sites visited	Visitor totals	%	Separate visits to each site	Assumption: ave number sites visited/person	Unique Visitors	2025 vs 2024 Visitors
1-5 venues	144	55%	24,866	3	8,289	-11%
6-10 venues	78	30%	13,469	8	1,684	-1%
11-15 venues	27	10%	4,662	13	359	16%
15+ venues	12	5%	2,072	16	130	-48%
TOTAL	261	100%	45,070	6.13	10,460	-10%

GOAL 3: PROMOTE AND INCREASE CULTURAL TOURISM OPPORTUNITIES IN THE REGION

Surveys indicate that visitors came from a wide area, with many returning to visit the art destinations.

Group	Location	%	Unqie Visitors	2025 vs 2024 Visitors	\$ Total Art Sales **	2025 vs 2024 Sales
1	Albany	46%	4,806	-26%	\$165,030	-31%
2	Denmark	10%	1,077	11%	\$36,972	4%
3	Mt Barker	15%	1,593	145%	\$54,699	130%
4	Other Regional, e.g. Kokonup, Manjimup, etc	10%	1,007	53%	\$34,596	43%
5	Perth	12%	1,299	-44%	\$44,614	-48%
6	Interstate	4%	459	-54%	\$15,763	-57%
7	Overseas	2%	219	-14%	\$7,535	-20%
TOTAL		100%	10,460	-10%	\$359,209	-14%

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

Of note are the comments from regional residents taking their visitors to exhibits and showcasing our local artists:

- *Keep keeping up with the amazing artists and their amazing artworks.*
- *We were absolutely astonished by the quality of work at Arcadia Gallery and studio, which was best by far, although there were many other works in various locations that were also magnificent.*
- *I was stunned at the extraordinary high quality of art displayed - well done.*
- *Please keep the printed booklet, a valuable resource and reminder.*
- *Mill art group, presentation, high standard, warm greeting.*
- *Great range & diversity of talent.*
- *Really loved the halls (Kalgan and King River) where there was a collective of artists and varied offerings. So good they offered coffee and cake for \$5 😊.*
- *Amazing, welcoming artists. Gave me a lot of inspiration for my personal art journey.*
- *Beautifully curated art trail. Many thanks to all the artists and crafts people who welcomed us into their space and shared their passions with us. The conversations we had were a large part of the joy of the trail.*
- *I am not able to travel far on my own now. Have enjoyed the Art Trail for years. Have had the pleasure of interviewing artists on air, at Great Southern Fm.*
- *The Southern Art + Craft Trail is great - hope to be able to see more of it in coming years.*
- *The booklets are comprehensive and provide enough info for me.*
- *Well done to everyone involved. It's a terrific event and I look forward to the future ones.*
- *Very friendly and helpful people.*
- *Venue 43 was outstanding with the artists being so welcoming and had a fabulous demonstration morning.*
- *It was a beautiful experience. Highly recommend to any visitors!*

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- *Thank you to the organisers and local creatives for continuing to run Art Trail every year. It's a fantastic well-run event, especially notwithstanding that we live in a regional area with significant distances to cover, and limited resources/capacity compared to Perth.*
- *We came to Albany for this arts event. We spent mostly on accommodation, food and cafes, we encourage Albany to continue supporting the event as it is wonderful and supports the general economy.*
- *I think that allowing so many options for artists to display, by either commercial space or private studios allows a great amount of freedom for the artists. I love that everything is well signed.*
- *Exhibition 60 had an overall quality that the others were unable to match, the themed exhibit and professional of the labelled art were fantastic.*
- *Meleah Farrell's Gallery was delightful. She was warm, welcoming, informative and entertaining, and the curation of the artworks for the exhibition was wonderful. It was one of the best exhibitions we've visited anywhere.*
- *It's very well organised and well set out. Easy to navigate and find where everyone is located. I like to keep the booklet so I can look for artists I wouldn't have known about and visit later.*
- *Just truly loved Ann O'Connors work and my husband will too. We plan to buy one or two pieces of her work when our house is finished. - Ann is clearly doing her divine destiny. She is bringing, light, love, truth, compassion, strength, beauty to everyone who is lucky enough and open enough allow her love and wisdom to enter our hearts.*
- *Our Denmark Plein Air group shared a morning with two artists creating our own works onsite, wonderful way to share techniques and engage with those who were seeking a local group to join and visited us during our session.*
- *It's such a wonderful incentive to get out and explore different venues that I would not otherwise think to go to.*
- *Just keep doing what you are doing. Great job.*
- *Fantastic colourful joyful impressive proud of community!*
- *The quality of works, locations and organisation of the trail was absolutely wonderful, especially Carol Ann O'Connor who spent such a lot of time explaining her magnificent works and sharing her joy in art. Very special.*
- *What I saw was incredible. The food, drinks and customer service was fantastic was venue 38, very friendly.*
- *Congratulations - great booklet with the regions easy to follow in your instructions.*
- *The art trail is fantastic, this was the first time visiting Phillips Brook estate venue and was such a lovely surprise to see somewhere I hadn't visited before. Beautiful exhibition and venue.*
- *A beautiful event, well organised and a delight for the senses.*
- *The signage to venues is very helpful, easy to understand booklet (times open, amenities etc).*



Venue 43: Ron Baker and Marjan Bakhtiarikish



Venue 60: Diana Henderson



Venue 14: Art Chatter Gallery

6 ECONOMIC RETURN FOR THE REGION

Surveys were undertaken with both visitors and venues to present the following data and results. 100% of venues returned their results. 261 visitors completed online surveys. At an individual level, 400+ local and regional artists are engaged in this event. For some, the SACT represents the 85% or more of their annual sales.

At a regional level, the SACT generated an estimated \$360,000 sales in artwork alone. 29% of those sales were buyers from outside the Greater Southern region. Additionally, it is estimated that over \$3.2 million dollars was spent by non-local visitors to 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	8,483	1,299	459	219	10,460
Average daily spend *	\$75	\$402	\$402	\$402	n/a
Average length of stay (days) **	n/a	3	5	7	n/a
Totals	\$636,225	\$1,566,594	\$922,590	\$616,266	\$3,741,675
Purchases at Art Trail	\$256,702	\$79,210	\$15,763	\$7,535	\$359,209
Grand total	\$892,927	\$3,207,957			\$4,100,884

* Average Daily Spend based on:

Accommodation	\$255
Food	\$72
Fuel	\$75

Taken from Tourism WA visitor statistics
Taken from Budget your trip
Estimate

** Average length of stay

Based on Tourism WA visitor statistics

7 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, for all ages, 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 10,000 visitors to mingle and meet with over 400 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 40 plus venue-led hands-on workshops, demonstrations, long table lunches and even a 2-day pottery market.



Kerri Blades (right) with participants at the Coffee and Connect Workshop



Sunsets in action at the Albany Art Café with Carol Hope (centre)

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Denmark Art Club Fairy House Workshop



Denmark Art Club Make a Felt Bowl Workshop



Opening Event at the Denmark Visitors Centre



Seascape Exhibition at Mill Art Group

8 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. Examples of promotional material in various publications are given at Appendix 1.

8.1 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 has been viewed 31,000 times and over 5,000 web visits accessed Art Trail information specifically.

- A 30 second video advert was created for the ASWA website link <https://artsouthwa.com.au/southern-art-and-craft-trail>
- A digital advertising program was run for three weeks on 7West media on all regional mastheads
- A digital advertising program was run for three weeks on Triple M radio and LiSTNER
- A Radio campaign was run for three weeks on Community Radio in Denmark and Albany
- Each Art Trail venue created their own media and marketing campaign which added value to the overall SACT, meaning there were potentially 63 other sites of promotion

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- Copies of the Art Trail booklet are located on the ArtSouthWA website at <https://artsouthwa.com.au/booklet>
- Sponsor logos are displayed on our website all year on the ArtSouthWA website at <https://artsouthwa.com.au>
- The specially developed membership logo was again made available to members promoted to venues for use on their own websites and media
- ArtSouthWA Newsletter was revived for the Art Trail.

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

City of Albany
Southerly Magazine

ATDW (TourismWA)
Australia's South West

Regional Arts WA

7West Media/ Albany Advertiser /Orana Cinema

A 30 second video advert was promoted throughout the 7 Network. This had an Impact of 1,121,148 people on TV. Cinema advertising had a potential reach of 5000-10,000 people.

8.2 PRINTED

Editorials and advertisements with logos have been run in the Albany Advertiser, Southerly Magazine, Southwest Times, Wanderlust and other regional publications. This includes two 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 was in a total of 927,000 copies, across the following publications:

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

Three custom sized (A0) landscape posters were designed, printed and displayed in the Albany Advertiser shop windows.

A4 promotional posters (with logos) - 150 x distributed around Southern region locations plus additional 63 in all venues.

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

Two AO size posters were printed and displayed in windows at Morrisons in Denmark and the Lavender Bee Craft Shop in Mt Barker

20,000 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/>



A0 posters on display at the Albany Advertiser Offices in Albany



A0 posters on display at the Lavender Bee Craft Shop in Mt Barker

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8.3 BANNERS

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

Nine pole banners placed along York St in Albany and were displayed for 24 days.

A large semi-circle sign was attached to the Albany Town Hall for 19 days.



Banner on North Road roundabout in Albany



Banner on Ocean Beach Road in Denmark

Picture Right: Banner at Mitchell House Arts Centre in Mt Barker

Picture Far Right: Street banners on York St, Albany

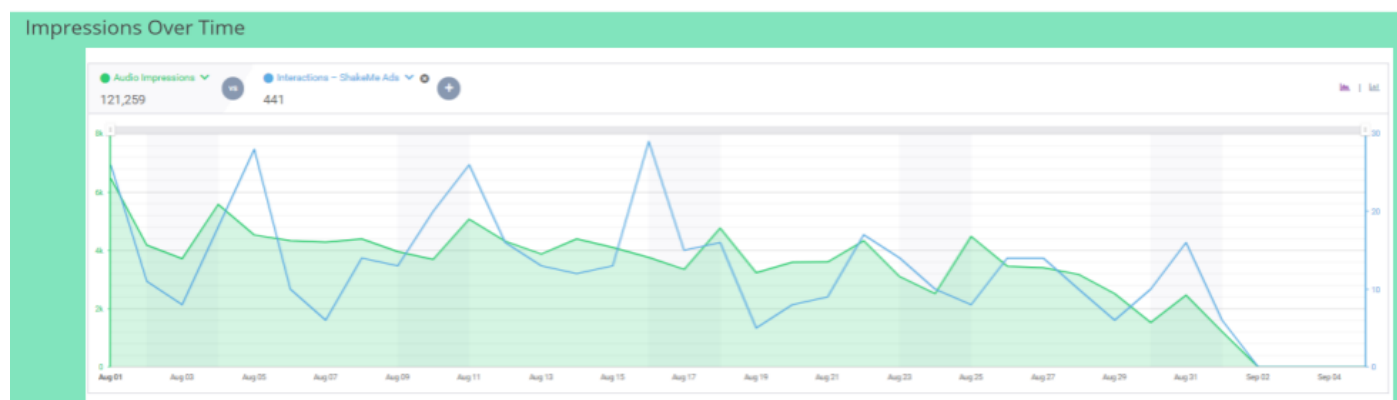


8.4 RADIO

Community radio in Albany and Denmark provided interview opportunities in addition to 30 second commercial space.

There were interview opportunities on Great Southern FM.

The Digital component of the SCA LiSTNR (TripleM) campaign delivered over 121,000 impressions reaching 15,898 listeners with over 400 responding directly by shaking their phones to go to the website for details.



8.5 SOCIAL MEDIA

ArtSouthWA Southern Art + Craft Trail has its own Facebook and Instagram sites. Our performance in social media achieved exponential growth again this year. The event reached 251,000+ people through both paid ad campaigns and organic reach. This is up on last year's result of 81,000.

We continued to build on and evolve social media strategies:

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. 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.

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8.5.1 Facebook

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

Followed by over 3,400 people and with a reach of 260,000 during the 90-day lead up and during the time of the exhibitions. The focus was to share content this year.

For the 2025 Art Trail, we delivered

- Booklet preview post
- 63 Venue profile posts
- 3 Official Opening posts
- 1 boosted video promo
- 17 Sponsor and supporter logos acknowledgment posts
- 1 x Venue opening night promo
- 1 All sponsors and supporters post (pinned)
- 60+ Venue video and reel promos
- 12 Venue event posts
- 4 x Visitor survey promos
- 16 workshop and event posts
- Close of event and thank you posts.

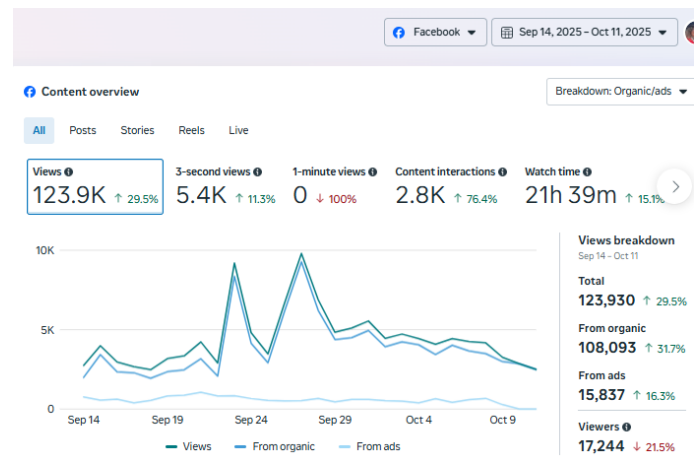
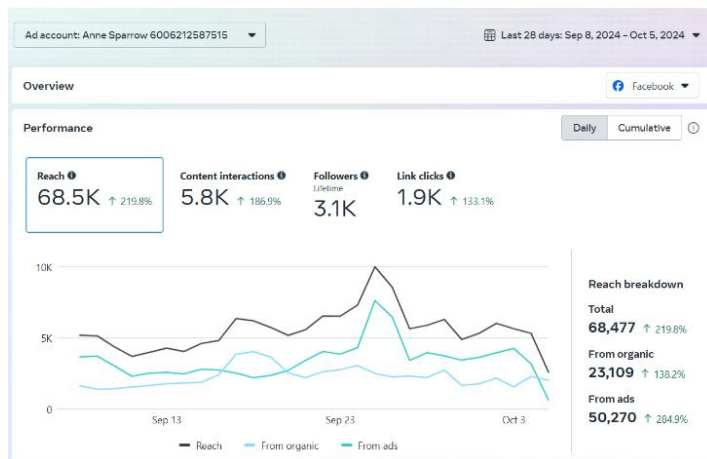


Social media promotion at the Vancouver Art Centre

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

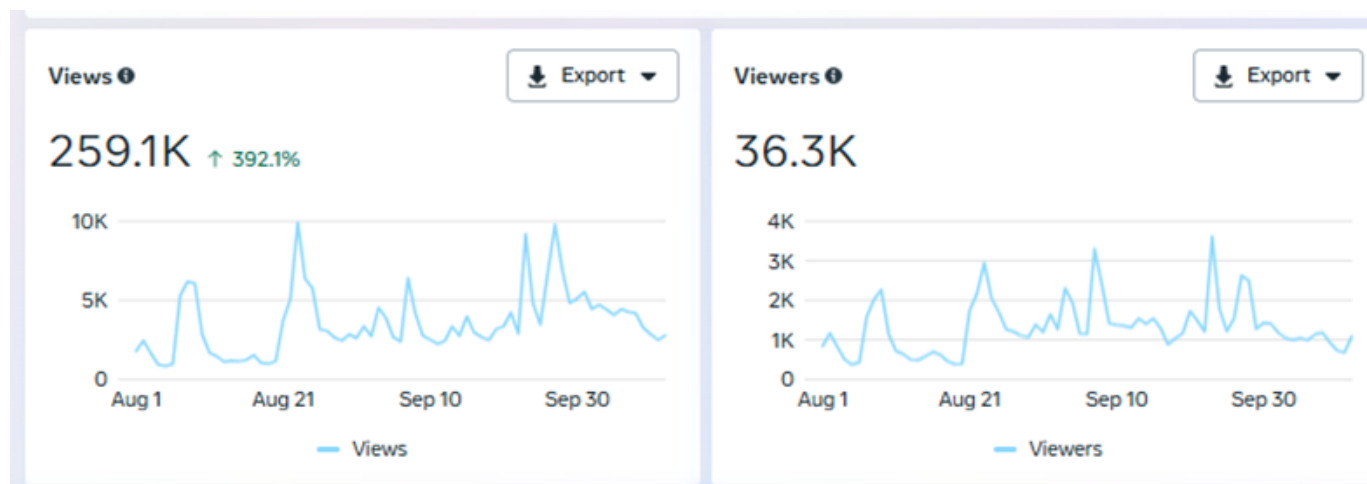
This is in addition to all year-round welcome of new and returning member posts, and promotions for artists or venues electing to provide images and information. Our posts are also shared by followers, sponsors and participating artists. It is to be noted that the majority of hours and expertise that went into achieving these results was due to ASWA volunteers and coordinators.

The following compares 2025 Facebook statistics for the same period in 2024:



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90 day results for Facebook:



8.5.2 Instagram

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

90 days statistics showed 45,503 views, followed by 1,773 people (↑170) with a reach of 1,675 accounts. 2.5% from ads, 19.4% were followers and 80.6% were non-followers.

9 NEXT YEAR'S EVENT

It is planned that the 23rd Southern Art + Craft Trail is offered again over 16 days from Saturday 26 September to Sunday 11 October 2026.

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 since 2023 has increased our exposure to participants previously not engaged in the arts, hands-on displays and activities.

10 ARTSOUTHWA LONG TERM GOALS

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 22 years, the Southern Art + 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. This includes continuing the Easter Arts Festival and for 2026, the Heritage Halls Project.

APPENDIX 1 - EXAMPLES OF MEDIA IN PUBLICATIONS

SOUTHERLY MAGAZINE

44 southerly october 2025

ART+CRAFT TRAIL Southern Art + Craft Trail Event 2025

Students celebrate their creativity in new Art Trail

THE Southern Art+Craft Trail 2025 once again embraces the spirit of community and creativity with the continuation of the 'Stories on the Trail' project.

The inspiring initiative has flourished since its inception in 2021, each year offering a platform for young talent to show within the broader artistic framework of the trail.

This year, the project has grown to include 17 schools, allowing approximately 300 students to display their artistry.

Schools partner with local businesses, public buildings and spaces across the region from Northcliffe across to Borden and north as far as Newdegate and Lake Grace.

Students works are transforming everyday places into hubs of creativity and expression.

ArtSouth WA has urged the community to support these young artists by including visits to the various venues showcasing their work.

The annual Southern Art+Craft Trail runs this year from September 27 to October 12.

The event had its official launch late last month at Albany Town Hall, where artists and art lovers gathered to sample what was ahead.

ArtSouth WA chair Sarah Woodward said the organisation remained committed to building opportunities for regional artists.

"Earlier this year, we launched the inaugural Easter Arts Festival, which was a huge success," she told launch attendees.

"The Easter Arts Festival is now an annual event and provides another opportunity for members to exhibit their works."

"The Easter Arts Festival also includes markets, workshops, music, dance and the written word."

"The Festival provides an opportunity



Some of the amazing work of students from across the region has been on display in local shop windows over recent weeks. This year's Southern Art+Craft Trail will feature the work of 350 students from 17 schools across the region.

cultural heritage of the Mining people by collaborating with the local and Indigenous communities.

"We will incorporate knowledge-sharing sessions, traditional art exhibitions and storytelling."

"The Festival will showcase local talent and multicultural contributions through live performances, open studios and artisan markets."

Future artistic aspirations include community workshops and collaborative art installations.

"The Festival will inspire hope and action towards a sustainable, inclusive future for Albany."

Ms Woodward thanked the business community for its support of the Southern Art+Craft Trail.

"None of this would be at all possible without ongoing support from our major sponsors and partners and we deeply appreciate their commitment to ArtSouth and to the Southern Art+Craft Trail," she said.

Councillor Amanda Chase thanked Mayor Greg Stocks at the launch, saying the Art Trail held a special place in the hearts of many in the community.

"It certainly holds a special place in the hearts of many of us around the City," O'Connell said.

"Our ongoing commitment to the Trail is something that we take a lot of pride in."

"It's a great privilege to be involved in the Trail as one of its longest-serving supporters, and I can't see that stopping any time soon."

"It's a fantastic event but, for us, it's about more than just sponsorship. It's actually an investment in our creative communities and also in cultural tourism for the region."

"It's also an investment in our people - the artists, students and volunteers who make and shape the Art Trail each year."

"The Southern Art+Craft Trail is the largest event of its type in WA and it's



Sarah Woodward was on hand to officially open the Southern Art+Craft Trail at the recent launch at Albany Town Hall.

PHILLIPS BROOK ESTATE
where lasting memories are waiting to be made

A: 118 Richmond Hwy River Road, Richmond
W: www.phillipsbrookestate.com.au
E: amanda@phillipsbrookestate.com.au
P: 9429 100 118

featuring exhibitions by
Sara Warren & Taryn Willmott

29 30
VENUES #29 & #30
ART+CRAFT TRAIL BOOKLET

45 southerly october 2025

As Sarah mentioned, this new Festival of trails will be very exciting, and we're looking forward to working with ArtSouth on both of those projects.

"On behalf of the City of Albany, thank you to the ArtSouth WA team and, happily importantly, thank you to all of the artists who are participating in the trail and the other community members and also the other sponsors who make this Art Trail possible."

Sarah Woodward MLC, Parliamentary Secretary to the Deputy Premier, Treasurer and Minister for Transport and Sport and Recreation - officially launched the 2025 Southern Art+Craft Trail.

"Over the next two weeks, locals and visitors will have the wonderful opportunity to experience the incredible breadth and talent of WA regional artists," Ms Rose said.

"The Trail will showcase a really rich and diverse body of work. That might include sculpture, jewellery, textiles, pottery, glass, photography and painting."

"These works will be displayed in more than 80 venues across the Great Southern region, not just here in Albany, but also across into Denmark, Portland, Wilkes, Mount Barker and many others."

"On behalf of the State Labor Government, we want to thank the team at ArtSouth WA for all of their dedication, all of their hard work and also their expertise in delivering this event each year."

"For all of the participating studios, galleries and businesses, the Trail offers a really valuable opportunity



Denmark artist Carol Ann O'Connor with Albany City Councillor Amanda Chase. Ms O'Connor's artwork features on the cover of the 2025 Southern Art+Craft Trail booklet.

Southern, 7 Network, Great Southern Development Corporation, Albany Adviser, Shire of Portland, Museum of the Great Southern, Southern Magazine and Designer Out.

Keep up to date with the 2025 Southern Art+Craft Trail by following ArtSouthWA on Facebook and Instagram.

More information about venues, events and workshops can be found in the booklet available at water commons, venues, shops and businesses. A digital version is also available online trailsouthern.com.au.

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38 VENUE #38 IN THE SOUTHERN ART+CRAFT TRAIL BOOKLET

Hands-on opportunities

HAVE you wanted to try your hand at creating a new piece of art? Maybe you have never explored your creative side. Would you just like to surround yourself with art and creativity?

The 2025 Southern Art + Craft Trail runs from September 27 to October 12. Proudly presented by ArtsSouthWA, this year's Trail will feature over 60 unique venues across the region, with the works of 500-plus artists inspiring, challenging and delighting visitors of all ages.

The Trail also offers the perfect opportunity for you to watch an artist creating their artwork on site or you could try your hand at something new and creative. Workshops, demonstrations and activities are being held across the greater southern region over the 16-day period.

In the natural bushland of Scottsdale near Denmark, Caroline Bloor will be working in the studio each open air (painting, drawing or making prints). She will also be demonstrating the reduction linocut process where she will go through the steps from drawing to printing a layer and how the layers are built up to create the final image. Demonstrations start at 11am.

Tuesday, September 30, Friday, October 3, Tuesday, October 7, and Friday, October 10.

At the Denmark Art Club in town, you can immerse yourself in Turkish mosaic lamp making with Kendal Lyman on Thursday, October 2, from 2pm to 4.30pm. No experience required! On Sunday, October 5, Kendal will teach felting skills where you take home your own bowl.

Joelle Pollard will be taking participants for a fun-filled day at the Denmark Art Club. You can create your very own hand-woven basket.

Each basket is uniquely designed and hand built by you. The warmth of your hands shape 1, your strength keeps it tight, your enjoyment and love put into it during the process makes it a gratifying process, an experience you'll always remember and hopefully pass onto others.

It's addictive and once you've learnt the basics and are spiralling the coils with confidence, you won't want to put it down. Sharing the experience with other like-minded people adds to the enjoyment of the class.

Fibres have been hand-dyed with indigenous, natural plant-based dyes.

At Barker is a live workshop activity. As the Cheeky Parrot Gallery, community workshops are an opportunity to come together to connect and create. The workshops are the perfect treat for the participant, perhaps as a gift, to experience fun with immersive creativity.

Join the incredibly talented Porongurup textile artist Fiona Glen on



■ The Lavender Bee



■ Sarah McMahon



■ Kerri Blades

Saturday, October 4, for an awesome wet felting workshop. Here you can create your own fabric that can be transformed into a unique, stunning scarf or used as the basis for authentic wool printing. A separate workshop is available the following day (Sunday, October 5).

Fiona provides step-by-step guidance in all her workshops to ensure you get great results – even as a beginner. Also at the Cheeky Parrot Gallery, you can spend time in the calming company of textile artist Margaret Reynolds on Saturday, October 11.

for a day of learning the ancient art of string-making and creating your own beautiful baskets. Margaret previously exhibited her exquisite baskets in last year's Trail.

The Lavender Bee Craft Shop is featuring hands-on activities for all ages. Margaret's Lacework, with her background in visual and performing arts, will take you on a journey of creating mixed media canvases, fairy gardens and abstract landscapes.

On Fridays you can see demonstrations and maybe try some loom weaving and needle felting.

The Art Chatter Gallery will have one of their artists painting in their gallery space every day during the Trail.

At Phillip Brook Estate in Redmond, you can delight your taste buds with a choice of two sit-down lunches on October 2 and 9 in their wonderful gardens.

You can also book into learning the art of gel plate printing on October 2 and 7 at Phillip Brook Estate. With guidance from Sarah McMahon, this beginner-friendly workshop teaches you everything you need to know about gel printing – how to set up your printing

during the 2025 Art rail



■ Yvonne Longville



■ Vicki Brown



■ Vicki Brown

be demonstrating his portraits with oils and charcoal.

Yvonne Longville will be demonstrating how to use pastels and Chris Dorned will be demonstrating her still life.

The Albany Pottery Club is holding their Spring Pottery Market at the rear of the Vancouvers Arts Centre on the first weekend (September 27 and 28). At Handmade Cakes every Sunday morning, Barry Macke will be demonstrating his impressionist landscape technique using a limited palette of colours and creating images from his imagination.

Barry has been painting and teaching oil painting techniques for more than 30 years. Watch out for the entertaining banter between Barry and fellow artist Vicki Brown, who is always happy to share her musings on art.

You can see wheel demonstrations by Vicki Read of Torbay Pottery in her own studio at the Albany Business Centre on Thursdays to Saturdays during the Exhibition. Vicki's career journey 27 years ago meant a career change from the fitness industry to her passion for clay.

In Lower King, if learning to paint or draw could be for you, Adriel Pinar will show you her watercolour painting in action every morning. Louise Stewart Brown will demonstrate her vibrant watercolours in production on open days.

Classically trained artist Ron Baker and Marjorie Baskin will be showcasing their skills on Saturday, October 4, and Wednesday, October 8 in the Albany Port area. Adventures in Wood will be demonstrating their skills making bush furniture at the Albany Boomerang. Nearby, Catherine Higham will have her weaving loom going during open days.

The Albany Art Group is having three demonstrations at the Vancouvers Arts Centre including Suzanne Deland's 'Moore Figures in the Landscape' in oils on Monday, September 29.

Joanne Francis will demonstrate 'landscape in Soft Pastel' using stretched liquid under painting, moving towards transformation into a realistic landscape on Wednesday, October 8. Lee Garvey will be demonstrating 'Posture in Oils' using a live model.

Further afield, the Marjorie Baskin and Gail Guffin at Majestic Menns in Noramlup will have someone producing artwork each day.

For workshop bookings, head to <https://southerlymag.com.au/2025-southern-art-craft-trail-workshops/>. Follow ArtsSouthWA on Facebook and Instagram to keep up to date.

More information about workshops and demonstrations can be found in the looking available local visitor centres, venues, shops and businesses across the region or a digital version is available online <https://southerlymag.com.au>.

bu

Art Trail leads from bush to the beaches in 2025

EXPLORING the Great Southern region will be one of the sheer joys during the annual Southern Art + Craft Trail which runs this year from September 27 to October 12.

Whether you are travelling to or from Perth, the West Coast or Eastern Goldfields, there is a venue on your way.

The new pop-up gallery at Gnombrub Wines in Bremer Bay will be a must-visit gem.

Since Gnombrub Wines no longer operates as a winery, the empty building has provided the perfect opportunity to create a pop-up gallery just in time for the Art Trail.

Located just on the edge of Bremer Bay township, the gallery offers a perfect blend of rustic charm and artistic vibrancy.

Featuring 11 artists, including Katie Colby's pastel impressions of the Great Southern Coast and Jen Sully's vibrant, abstract works, the gallery promises a rich tapestry of styles and mediums.

Open daily from 10am to 4pm throughout the Trail, it's not just an art stop, it's an experience.

Visitors can enjoy off-road parking, soak in the creative energy, and even take home a piece of Bremer Bay's spirit.

Bremer Bay itself is a treasure trove whether you are exploring the local museum, discovering the walk trails, enjoying local and classic, playing mini golf or unwinding on its pristine beaches.

Ready to plan your art trail adventure? Want to spend a few days? Bremer Bay also offers a variety of accommodation experiences for you.

Southerly is an intimate gallery on the southern slopes of the Porongurup Range, opening for the first time for the 2025 Art Trail.

Southerly is located midway between Albany and Mount Barker and is a perfect stop-off for those Art Trail



■ Exhibitions and events are planned right across the region during the 2025 Art-Craft Trail.

visitors who wish to take the scenic route via the Porongurup range between these destinations.

The gallery property is close to local vineyards and tourist attractions and has 180 degree views from coastal Mount Mansfield to Denmark as well as of the majestic main trees along the Porongurup Range.

This year, the gallery will display works of local photographer and gallery owner Narelle Bennett. In the future, it is hoped that Southerly will provide a venue to display the works of local amateur photographers and artists.

Also available at the gallery will be locally-made artisan products and

fresh cut flowers.

Refreshments and home-made treats will be for sale at the gallery providing a perfect break on your Art Trail journey.

West to Noramlup, the Majestic Menns was launched in the 1990s by Dave and Gail Guffin as an island to their farming operations of producing fine merino wool.

The major product was an eight-day fine merino clip-free knitting yarn. The business then expanded to a craft store in Denmark where a vast range of different crafts were incorporated.

Gail started designing pure wool garments and moved on to other textile crafts, particularly embroidery.

From there the business moved to

Noramlup in 2017, where Gail operates her studio overlooking the Frankland River, specialising in knitted items, fabric manipulation, felled embroidery and more recently photography.

Photography has always been in the background as an inspiration for the textile crafts but has now taken a more prominent position in its own right.

The gallery overlooks the Frankland River at Noramlup, with spectacular views and scenery. The surrounding Woorup-Noramlup has many must-see attractions for all.

North to Kojupin and Gallery Aura produce features an exceptional line-up of talented Western Australian artists, emphasising creativity and



■ There will be plenty of artists and styles to explore during the Trail, including (clockwise from left) Katie Colby, Peter Tobin and Jen Sully, plus last year's offering from venues such as The Maroon Trail.

craftsmanship.

Over the past 12 years, Gallery Aura has received unwavering support from our artistic community, and they look forward to showcasing their talents during the 2025 Southern Art + Craft Trail.

The enchanting gallery, housed in a stunning old building, has undergone several transformations, most notably

its transition from an Agricultural Supplies Shop into the vibrant art space you see today.

This evolution has been a rewarding journey.

Conveniently located on the busy Albany Highway in the regional town of Kojupin, Gallery Aura presents a diverse array of artistic expressions, from sculpture to wall art.

continued page 42

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2025 Southern Art + Craft Trail - Event Report

SOUTHERLY MAGAZINE continued

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Strike Me Pink

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

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Open 6 days Mon - Sat 9.30am until 3.30pm
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ART+CRAFT TRAIL

From page 43

Home also to Western Australia's largest freshwater crayfish, the cafe opened in 2020 with a vision to display local talent in their hearts.

Trail visitor is now expanding to highlighting local artists with their 2025 debut into the Southern Art+Craft Trail. The collaboration includes Greg Grogan, Marilyn Barrington and Morgan Burke.

Greg is a ceramic-based artist known for his original artworks that often depict the local landscapes and natural beauty of the region.

His work garners attention for its emotive and moody representations of scenes such as the Hailan, Irrel and the Warlike wilderness.

Greg has been exploring various subjects and mediums.

Watercolor-based artist Marilyn specialises in drawing, watercolour, porcelain painting, encaustic, mosaics.

Relocating to Wallara in 2021 Marilyn began exploring the possibilities of encaustics first practiced by the ancient Greeks and Romans.

Her journey with art is dominated by exploring new ways to portray themes combining various mediums with encaustic - always striving to create a connection with the viewer.

Morgan was born in nearby Denmark. Growing up on a coastal farm, she was lucky enough to grow up surrounded by love, laughter and the freedom to explore paper bark groves, green rolling hills and the ocean.

Her art consists of "quirky women" inspired by the beautiful women in her life.

Her mum, two gorgeous aunts, nana and great grandmother would meet at the farm and hand build the most inspiring clay sculptures.

"They taught me to embrace the woman's body in art form and in person," Morgan says.

"Recent travels have extended my colour palette, made me want to test my landscape abilities and try to capture the wonderful places I have visited so far."

The Trail also offers the perfect opportunity for you to watch an artist creating their magic at visitor centres, venues, shops and businesses across the region.

The 2025 Southern Art+Craft Trail is proudly supported by the WA Government, City of Albany, No Tents, Regional Development Australia (Great Southern, 7 Network, Great Southern Development Committee, Albany Adventure, Blues of Portmargaret, Museum of the Great Southern, Southerly Magazine and Designer Dot).

Keep up to date with the 2025 Southern Art+Craft Trail by following Art+Craft Trail on Facebook and Instagram.

More information about venues, events, workshops etc can be found in the booklet available at visitor centres, venues and shops and businesses across the region.

A digital version is also available online <https://jambouthea.com.au>

Blue Waters Studio

30 Aquinas Drive, 82054, Geelong

Local artist Paula Morrison is delighted to announce that her Blue Waters Studio in Little Ocean will be opening its doors for the first time as part of the Southern Art+Craft Trail.

Paula is an oil painter inspired by the shifting moods of the coast and the landscapes of Western Australia. Her paintings capture the interplay of light, colour, and atmosphere - bringing the beauty of the natural world onto canvas.

She has previously exhibited her work and was awarded the Portmargaret Art Prize in 2024, a recognition that highlights her artistic talent and connection to the region.

Visitors to Blue Waters Studio will discover:

- Original oil paintings
- Fine art prints from Paula's original works and meet the artist herself!
- A chance to step inside her creative space and see the artist at work!

Blue Waters Studio is open every day throughout the Art+Craft Trail (except Tuesdays). For those unable to visit in person, the full collection is available online via www.bluewatersstudio.com.au, where you'll also find a range of art-inspired merchandise.

Paula warmly invites you to visit Blue Waters Studio during this year's Southern Art+Craft Trail and share in her passion for art inspired by the coast.

34 VENUE #34 IN THE SOUTHERN ART+CRAFT TRAIL BOOKLET

"Beautiful Strokes"

Our new exhibition celebrating landscape painting!

Winner of the Most Outstanding venue in 2023

Ron Baker & Marjan Bakhtiarikish

Come and see our exciting new adventures in landscape painting! Visit our working studio to purchase original drawings and watercolours at affordable prices + our new gallery shop! Experience visiting a unique Classical art home studio in WA!

"Tradition is not preserving the ashes but passing on the flame"
Gustav Mahler

78 Elizabeth St, Lower King, Albany
open daily from 1st Oct to 12th Oct
10 am to 5 pm

Albany Artists Classically Trained in Florence, Italy

VENUE 43 IN SOUTHERN ART + CRAFT TRAIL BOOKLET

Landscape, Portrait, Still life, Floral, Drawings, Prints
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ART+CRAFT TRAIL

Southern Art + Craft Trail Event 2025

Art journey continues after almost half-century

THE paint has barely dried on five decades of brushstrokes, yet Carol Ann O'Connor still talks about her art as if it were just beginning.

"It's hard to believe that my art journey began nearly 50 years ago," she said. She explained that a turning point came six years ago.

"I felt a long-held dream by opening my own gallery to showcase my work," she said.

"Nested among the beautiful Karri trees on picturesque Mt Shadforth Road in Denmark, my gallery 'Sisters of Eve' is constantly evolving to provide visitors with a unique experience."

Carol Ann said her practice aimed to do more than record appearances. "Through my paintings, I strive to capture the beauty of life," she said. "I acknowledge the challenges we face as we navigate our human experiences and celebrate the wisdom and strength we gain by overcoming these difficulties."

Carol Ann said her themes often explored femininity and ecology in tandem.

"My paintings also celebrate the human energy and our connection to Mother Earth, highlighting the need to appreciate, respect and nurture our amazing planet," she said.

According to Carol Ann, creative expression drew on something more instinctive than intellectual.

"In my soul, I feel innate joy in the pulsation of life, in the many ways that the Earth inspires our subconscious emotions and imaginations," she said. "For me, the world abounds with the symbol of greatness, the generosity of life and the unlimited potential it brings to each of us."

Carol Ann said she was honoured to be the 2025 Southern Art+Craft Trail Exhibition Award, as voted by visitors.

She thought of the gallery as a mountain peak, but said this season she had concentrated on reimagining it with visitors in mind.

"When the gallery is open your round, this year I have focused on creating something special for visitors on the Art Trail," she said.

"For this year's event, I will feature original paintings, a collection of embroidered and beautifully framed prints, mosaic mosaics and a fresh new look for the gallery."

Looking ahead, Carol Ann made clear she wanted to maintain an ongoing dialogue with those who come through her doors.

"Look forward to welcoming you to the special place and sharing with you the magic of creating art," she said.


Carol Ann O'Connor's Sisters of Eve Gallery on Mt Shadforth Road will be open throughout the Art Trail - except on Tuesdays and Wednesdays - from 10am to 4pm weekdays and 12 noon to 4pm on weekends.

Carol Ann O'Connor welcomes visitors to her Sisters of Eve Gallery on Mt Shadforth Road during the Art+Craft Trail.

Art Trail Tours BOOK NOW

Only two dates 2025
September 27 and October 4

9.00am to 4.45pm | Albany Visitor Centre | \$199 per person, lunch included



"I've enjoyed my Art Trail Tour. The best thing that I loved was that each exhibitor, they had been made aware that we were coming and were really for us. We were introduced personally to the artists and a conversation was prompted by her with them so that we all learned so much from their diversity. When you travel yourself they are busy and don't have time to do a one-to-one with their visitors. The lunch was amazing and we met with all the artists. I would have loved it even if it had been weather. Thanks for the trip and it will be a great memory!"
- Sue H, September 2024

albany tours

For tour details & bookings go to www.albanytours.com.au
Phone 0418 414 425

Sisters of Eve

STUDIO GALLERY

Experience a stunning display of incredibly detailed artwork for sale, including original paintings adorned with gemstones, crystals, and antique stones, each featuring a unique, embroidered frame. High-quality fine art prints, enhanced with gemstones, crystals and antique stones, all beautifully custom-framed. Additionally, unframed prints are available.

You are also warmly invited to wander and look at the artist's whimsical home, which is covered in mosaics and situated next to the gallery.

Visit the Art Trail exhibition at the beautiful Sisters of Eve Art Gallery, located just 2.5 km from the town centre. The gallery is nestled among majestic karri trees, with a plant-filled entrance that welcomes you to a space celebrating the beauty of life that surrounds and resides within us all.

Open 10am-4pm weekdays and 12 noon-4pm on weekends during the Art+Craft Trail
Closed Tuesdays and Wednesdays
251 Mt Shadforth Road, Denmark

Intricate mixed media paintings by Carol Ann O'Connor



20 VENUE #20 IN THE SOUTHERN ART+CRAFT TRAIL BOOKLET

2025 Southern Art + Craft Trail - Event Report

SOUTHERLY MAGAZINE continued

ART CHATTER GALLERY
Southern Art + Craft Trail
Venue 14

Art Chatter Gallery

27 SEPTEMBER - 12 OCTOBER 2025
ArtSouthWA

A DOB OF THIS & A SNEAK OF THAT

We're among our art chatters with opportunities to explore, experiment, expand and evolve, using our favourite painting medium oils.

We're encouraging imaginations to run wild in the exciting Southern Art + Craft Trail 2025. Your visit will be entertaining and enjoyable and you will see an artist painting every day.

At the roundabout opposite the Shire, turn onto Langdon Road. Inside the nursery gift coffee shop. Street Life Arts.
Open Monday - Sunday (except the public holiday)

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ART + CRAFT TRAIL BOOKLET

ART + CRAFT TRAIL

Pots, prints and perfect

TWO Albany-based artists - printmaker Mary Robertson and Torbay Pottery's Vicki Read - have combined their talents to present unique and personal representations of the natural world for the 2025 Southern Art + Craft Trail.

Both sharing a love of nature, they have created complementary works in a variety of mediums including printmaking, handmade books, functional and decorative pottery, cards and more.

All the artworks reference the beauty and diversity of nature through colour, texture and subject matter, creating a most evocative exhibition.

This will be the sixth year Merry Press Studio has opened for the Southern Art + Craft Trail.

"While I am open by appointment throughout the year," invites a fellow artist to share the studio with me for the Southern Art + Craft Trail," she said. "This means that every year the Art Trail experience is new and fresh, and it's so nice to see many returning faces. My 'Cockatoos Calling' exhibition has been inspired by a large collection of naturally moulded cockatoo feathers, left to me by my aunt who gathered them over many years on her Amadeus hill property."

The range of work on sale this year shows Merry's diverse skills and interest in multiple mediums. While new line drawings have captured the beauty of a range of southwest flora, others present thought-provoking images and stories relating to the plight of the South West cockatoo species.

"When I visited Quairading and took photos of the burnt landscape I was reminded of the vital role habitat plays in sustaining our birds," Merry said.

Her resulting artworks see original cockatoo feathers placed with multiple layered printmaking images.

On display too are mixed media artworks, notebooks, handmade artist books, cards and works on her own mineral and eco dyed papers.



Merry Robertson and Vicki Read showcasing artwork to the Merry Press Studio.



Further artworks are displayed in boxes and are available framed and unframed.

Lifelong learning is important to Merry, who participates in art workshops to gain new skills, and studies environmental issues.

"I use a lot of my work to draw attention to our environment and the need for us to support and protect it whenever we can," Merry said.

"I donate a percentage of all sales to a number of environmental protection groups."

Merry spent four years as an Art Guide for the Art Gallery of WA, and says that the exposure to the best

Southern Art + Craft Trail Event 2025

view for co-exhibitors



Merry Robertson and Vicki Read showcasing artwork to the Merry Press Studio.



visual arts from around the world has greatly influenced her approach.

While Merry's artwork captures nature's images and stories, Vicki Read's pottery captures the evocative colours and textures.

Vicki's childhood was filled with family, farms, bush, ocean and camping, so it's no wonder she and her husband David moved to Torbay 25 years ago.

After a personal cancer journey, Vicki knew that a lifestyle change from the fitness industry to including her love of pottery, art within a natural environment, would provide nurturing and support.

After many years firing in an electric kiln, Vicki discovered the unpredictable excitement of gas reduction firing, giving her results that only that volatile atmosphere could provide.

This means many of her glazes reflect Albany's moody skies, the rich greens and browns of the bush, with the always unique, dramatic blues of the southern coast.

Taking reduction firing to another level led to the discovery of the ancient technique of Raku firing.

As a low-fire porous artwork, the perfect pieces fired from the gas and smoke of the reduction chamber are rare. The majority of the pots will be flawed or broken, making each successful Raku pot precious.

"It's both a dangerous and exciting process," Vicki said. "It will take the many years and many things to discover all its nuances. But every successful piece is totally unique."

Vicki enjoys a loyal following for her colourful, functional pottery that reflects the colours of her environment. Her pieces are designed to be part of daily life, good to look at and perfect to use.

"After all, coffee will always taste better from a hand-crafted mug," she said.

Her custom Yam Bows can also be found in crafting corners across the country. Her unique design motifs often utilise photos reduced to a digital form then cut into stencils and used as a resist.

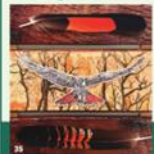
Vicki's explorations into other making and printing techniques are continuous, making her functional pottery always new and desirable.

Her passion for clay is now shared as a tutor with people coming together for workshops at her studio in the Albany Business Centre.

Her home studio in Torbay also provides the perfect forest environment to experience the joy of creating hand-built functional pieces.

Merry and Vicki will both be at The Merry Press Studio for the Southern Art + Craft Trail. They are looking forward to chatting about all things printmaking and pottery with the many hundreds of people who make the annual visit to this popular venue.

Merry Robertson & Vicki Read



Southern Art + Craft Trail Event 2025

See, touch and feel our amazing environment through pottery and printmaking. Includes artist books, cards and more.

The Merry Press Studio
23 Grove Street East, Little Grove
Visit the Art Trail booklet at: www.artsouthwa.com.au



MELEAH FARRELL & NARELE CLARK

A part of the 2025 Southern Art + Craft Trail

Venue 31

Tucked away in an idyllic spot amongst the Mani Trees on Torbay Hill you will find a carefully curated gallery showcasing the work of fine art photographer Meleah Farrell and potter, Narele Clark from The Coastal Studio.

A Colour Story explores the ways colour shapes emotion, memory and place. Together, their work weaves a story that is both personal and shared - an invitation to experience colour not only as something we see, but something we feel.

Also featuring the finest handcrafted soaps, bath and body products by Artisan Soapworks.

As always, "a must see" stop on the Art Trail.



EXHIBITION runs Sat 27th Sept - Sun 12th Oct
Open every day, 10am - 4pm
Meleah Farrell Studio | Gallery
45 Forsyth Glade, Kronkap (Torbay Hill) Albany WA
Phone: 0415 666 767

www.meleahfarrell.com.au | www.thecoastalstudio.com.au

2025 Southern Art + Craft Trail - Event Report

SOUTHERLY MAGAZINE continued

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SCENE OUT



■ Albany Art Group members Fiona Faren, Suzanne De Langraft Moore and Helen Heeray.



■ Ian Michael and Steve Cowley.



■ Lester Coyne conducted the welcome to Country at the Art Trail launch.

THE 2025 Southern Art+Craft Trail was launched recently at Albany Town Hall, setting the scene for two weeks of exhibitions, displays and workshops.

ArtSouth WA chair Sarah Woodward said the event had a long and proud history of showcasing local talent and drawing big crowds of artlovers to the region.

The annual Southern Art+Craft Trail runs until October 12.



■ Jason Goff and Merry Robinson.



■ Daphne Cotton and Lynette Vincenti enjoyed the artistic offerings on display at the Town Hall.



■ Singer-songwriter Simone Keane had a bird's eye view from her vantage point upstairs.



■ Albany Tours' Susan McCabe with Albany's Historic Whaling Station's Jen Bane.



■ Albany MLA Scott Leary and Albany City Councillor Malcolm Trail.

Wanderlust published June 6, 2025

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FOTOS

TREASURE MAP OF MASTERPIECES

Western Australia's premier art trail event is back for its 22nd year – the 2025 Southern Art+Craft Trail will run from Saturday September 27 to Sunday October 12.

ArtSouthWA is presenting more than 60 venues featuring the work of over 500 artists ready to inspire, engage and spark your creativity.

A TRAIL FOR EVERYONE

All roads head down south with the art trail spreading over 35,000 hectares across the greater southern region.

Known as the 'Stendy Trail', the Southern Art+Craft Trail includes favourite and destinations such as Albany, Denmark, and Mount Barker, with must-see stops on the journey in Bow Bridge, Kojonup, Bonilup, Manjimup, Nornalup, Pemberton, Porongurup, Redmond and Walpole.

Begin your journey at Gallery Aus in Kojonup, Pemberton Arts Group or Manjimup Arts Hub – all fantastic starting points with works from regional artists.

From there, let the art guide you through rolling hills, coastal views and tall tree country.

ART AND EATS ALONG THE WAY

Take a breather at The Maroon Table in Bow Bridge or Phillips Brook Estate in Redmond, enjoy a tasting of West Cape Home Wines or relax at Little Bit of Barker in Mount Barker.

In Albany, try Albany Art Cafe & Workshops, Handmade by the Sea or stop at Wholes Gallery Cafe in Albany's historic Whaling Station – all with art displays.

Do not miss Porongurup Shop & Tearooms in the Porongurup Range with SouthGate Gallery exhibiting close by for the first time.

CELEBRATING INDIGENOUS CREATIVITY

Indigenous artists are featured in both Albany and Mount Barker.

Father-and-daughter duo Samuel and Karmyn Shepard bring their powerful storytelling and artworks to West Cape Home Wines.

Albany welcomes Gawnang Moonabin as a first-time exhibitor showcasing local talent and cultural expression.

MOUNT BARKER AND PORONGURUP – ART AMONGST THE VINES

Amongst the grapes and rolling hills of the Shire of Porongurup, Mount Barker has a handy showcase of talent exhibiting.

The Chocky Parrot Gallery is showcasing Christine Baker, Jude

Top right: Chissie Gregory.
Left inset: Cynthia Orr (right).
Right inset: Heather Brown.
Bottom left: Jonathan Hook.
Image: Ebony Bailey.



Clarke, Fiona Glen, Merveena Reynolds and Collie Smith.

Lavender Bee, Mitchell House Arts Centre and Art Charter Gallery featuring Barry Mackie, Vicki Brown and crew are gearing up for the trail.

Open home studios include Aoi Jasper's colourful works, plus grandmother-and-granddaughter duo Elizabeth Jenkins and Bronte Wilkes, who combine their love of nature with fabulous paintings and textiles.

DENMARK – NATURE AND ARTISTIC SOUL

Denmark's creative community is stronger than ever, led by 2024 Southern Art+Craft Trail Best exhibitor and 2023 Southern Art+Craft Trail booklet cover artist Cyril Ann O'Connor.

Catherine Brookier, Michele Viner, Ella Pearson, potter Jonathan Hook, Marion Nelson and local legend June Smith, who at 90 years old has exhibited 20 times, all take you into the lush forests of Denmark.

In town, visit the Denmark Visitor Centre gallery and Denmark Community Resource Centre, which hosts Mill Art Group.

Artists Shop presents a new collaborative exhibition and Dada Boutique showcases Christine Gregory's eye-catching wearable art.

BETWEEN THE TOWNS

Kronup's green fields are home to Melvish Farm Photography Studio and Gallery, also featuring pottery by Novale Clarke.

Majestic Merino at Nornalup is a to-die-for experience of textiles and photography.

ALBANY – A COASTAL CREATIVE HUB

At Vancouver Arts Centre, you will find the fabulous Fellers in the Great Southern, along with works by Heather Brown, Albany Art Group and Quadrant printmakers.

Museum of the Great Southern features a stellar line-up – Cynthia Orr, Maxine Holman, Susan Mark, Helen Perry, Ros Jorke, Julie Fletcher, Annie Johnson and Rhonda Fine Arts.

Other must-sees include popular Designer Duff Creatives, Albany Bootshed Markets, woodwork and Down South Arts & Crafts Collective.

Open studios around the Albany coastline include Derek Schapper's woodcraft, mixed media by Diana Henderson and Catherine Wigham's contemporary practices.

Explore Lower King for fine art by Ron Baker and Marjion Smithwick, balanced works by Abigail Parker and bright wearable art by Louise Stewart Brown.

Heading to Albany's historic Whaling Station? Visit nearby artist Merry Robertson, Torbay Pottery and Paula Morrison in Little Grove.

The station itself features artwork by Kerri Blades and photography from Tobias Ley.

Keep up to date by visiting www.artsouthwa.com.au



Southern Art+Craft Trail Event 2025

SATURDAY 27 SEPT - SUNDAY 12 OCT

GALLERIES | WORKSHOPS | HOME STUDIOS
DISPLAYS | DEMONSTRATIONS@ <https://artsouthwa.com.au>