



**Australian
Silo Art Trail**
The ultimate road trip!

MEDIA KIT

AUSTRALIAN SILO ART TRAIL

Kimba, South Australia
Artist: Cam Scale
Photo by: Annette Green

AUSTRALIAN SILO ART TRAIL

“Traveling - it leaves you speechless, then turns you into a storyteller.”

– Ibn Battuta

- » Australia’s first painted silo was in Northam of Western Australia in 2015
- » Every town in the trail has a story to tell and is reflected in their silo art
- » By December 31, 2019 there were 35 painted silos across Australia, with more being planned
- » The Australian Silo Art Trail is a journey that stretches over 7,500 kms



Rochester Silo Art, Victoria

Artist: Jimmy DVate

Photo by: Annette Green



Australia's Ultimate Road Trip



THE STORY

BEHIND THE TRAIL

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

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

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

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

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

Silos are not the only large canvasses being rejuvenated at this time. Water towers are also being painted and to date I have recorded over 60 water towers across Australia. These towns need our support as well. They have also formed committees, worked hard and fundraised as above.

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

- Annette G



Sheep Hills, Victoria

Artist: Adnate

Photo by: Annette Green





WHERE IT ALL BEGAN

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

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

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

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

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

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

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

Ten more silos were painted during 2019 extending the collection to 35. Three towns in North East Victoria extended their artworks making them bigger and better, enticing travellers to return to that section of the trail a second time and the silo art movement is not over yet with as many as 25 towns across Australia still in planning mode.

Northam Silo Art, Western Australia

Artists: Phlegm & HENSE

Photo by: Annette Green





Yelarbon Queensland

Artists: Brightsiders

Jordache Castillejos, Jordon Bruce and
Steve Falco from @procreative

Photo by: After Midnight Film Co





ABOUT US

Hi! We are Annette and Eric Green, dedicated promoters of the Australian Silo Art Trail. We truly believe in the power of the trail and of what it can do for individual communities, how it can elevate the lifestyles of many and how it can engage and inspire people from all regions of Australia.

Our Journey

In March 2018 we left our home in Mandurah, Western Australia to start our own 'Great Australian Adventure'. Like many other Australian's before us we wanted to hit the road and explore this great land of ours and follow the sun to wherever it may take us.

Very early on in our trip we visited our first painted silos in Ravensthorpe, Western Australia. We were both blown away by the sheer size of the artwork and wondered at how the artist had even managed to achieve it! This one experience was to change our lives forever, it was instant 'silo art trail' addiction for us both! We took a million photos and could not wait to see our next set of painted silos.

We had heard there were more, but where were they?

As we headed towards the Nullarbor, we started frantically searching the internet to see where they all were. We found another nine. Yippee! Three were back in Western Australia, but there were six in a row in Victoria.

What we didn't know at the time (March 2018), was there were actually 17 completed silo art projects spread across Australia.

As we started visiting these towns, we soon realised that there was so much more to this than just the stunning silo art. It was about the towns, the communities and the people who lived within them also. It was about towns in distress, where the residents were struggling financially due to one of the



greatest droughts Australia has ever seen. It was about the hard work and dedication of the silo art committees that had in some cases spent months and months fund-raising money just to get their silos painted. It was about towns whose names had almost been forgotten.

Why was there no collective internet site for them all?

How could we share our passion with everyone in Australia and let people know that the silos even existed? We wanted to share with the world the plight of these great Aussie towns that needed our support and tourism dollars. We wanted everyone to take their next vacation in a regional country town.

With this new self-awareness, we had found our purpose to travel!

We wanted to promote the silos and regional tourism across Australia. So, we started a Facebook page called the Australian Silo Art Trail in late September 2018 and the page exploded with interest, with so many other people like our selves fascinated by the silos. The Australia Silo Art Trail movement had begun!

At the same time, we started the Australian Silo Art Trail Community Group, so other excited travellers like our selves could share their photos and excitement at seeing the silos also. This group now promotes water reservoir art and regional street art as well and encourages many people to get out and explore this great country of ours.

Next, we needed a map! How could we get everyone to travel to these places if they simply did not know where they were? So, we created a map using Google Maps, with Eric searching out all the sites using Google Earth and now between the two of us we have documented well over 100 sites for travellers to visit.

For us our 'Great Australian Adventure' has only just begun, with only two years officially on the road we are new to the game compared to some others. We still have three new silos to visit, at least 30 water reservoirs to see and in the coming years more silos to document and promote. We want to enlighten as many people as possible about Australia's ultimate road trip and biggest outdoor gallery in the world. Our journey has only just begun!

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

- Annette G



INTERVIEW WITH DR AMELIA GREEN

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

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

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

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

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

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

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

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

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

- Stimulate surrounding public space upgrades
- Introduce world-class artists to rural and regional towns

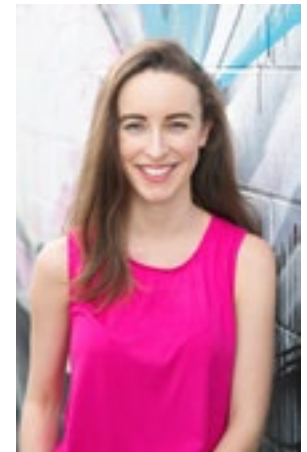
Q. What do you personally think about the Australian Silo Art Trail brand and the role the Facebook Group is having?

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

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

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

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



Dr Amelia Green

Branding and Consumer Research Network

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Weethalle New South Wales

Artists: Heesco

Photo by: Annette Green



HAS IT ALL BEEN WORTH IT?

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

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

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

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

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

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

Wirrabara South Australia

Artists: Smug

Photo by: Annette Green





Grenfell, New South Wales

Artist: Heesco

Photo by: James Gard







1. **NORTHAM, WESTERN AUSTRALIA**
Phlegm & HENSE
Completed March 2015
2. **BRIM, VICTORIA**
Guido van Helten
Completed January 2016

3. **RAVENSTHORPE, WESTERN AUSTRALIA**
Amok Island
Completed September 2016

4. **PATCHEWOLLOCK, VICTORIA**
Fintan Magee
Completed late 2016
5. **SHEEP HILLS, VICTORIA**
Adnate
Completed late 2016
6. **RUPANYUP, VICTORIA**
Julia Volchkova
Completed early 2017
7. **COONALPYN, SOUTH AUSTRALIA**
Guido van Helten
Completed March 2017
8. **LASCELLES, VICTORIA**
Rone
Completed mid 2017
9. **WEETHALLE, NEW SOUTH WALES**
Heesco
Completed July 2017
10. **THALLON, QUEENSLAND**
Joel Fergie & Travis Vinson
Completed July 2017
11. **KIMBA, SOUTH AUSTRALIA**
Cam Scale
Completed September 2017
12. **MERREDIN, WESTERN AUSTRALIA**
Kyle Hughes-Odgers
Completed September 2017
13. **ROSEBERY, VICTORIA**
Kaff-eine
Completed late 2017
14. **FYANSFORD, VICTORIA**
Rone
Completed December 2017
15. **TUNGAMAH, VICTORIA**
Sobrane
Completed February 2018



16. GOORAMBAT, VICTORIA

Jimmy DVate
Completed March 2018

17. ALBANY, WESTERN AUSTRALIA

Yok & Sheryo
Completed March 2018

18. TUMBY BAY, SOUTH AUSTRALIA

Martin Ron
Completed April 2018

19. DEVENISH, VICTORIA

Cam Scale
Completed April 2018

20. PORTLAND, NEW SOUTH WALES

Guido van Helten
Completed May 2018

21. NEWDEGATE, WESTERN AUSTRALIA

Brenton See
Completed May 2018

22. ROCHESTER, VICTORIA

Jimmy DVate
Completed May 2018

23. PINGRUP, WESTERN AUSTRALIA

Evoca1
Completed September 2018

24. WIRRABARA, SOUTH AUSTRALIA

Sam Bates (Smug)
Completed October 2018

25. WAIKERIE, SOUTH AUSTRALIA

Jimmy DVate & Garry Duncan
Completed early 2019

26. GRENFELL, NEW SOUTH WALES

Heesco
Completed March 2019

27. ST JAMES, VICTORIA

Tim Bowtell
Completed April 2019

28. BARRABA, NEW SOUTH WALES

Fintan Magee
Completed April 2019

29. MERRIWA, NEW SOUTH WALES

David Lee Pereira
Completed April 2019

30. BRUNSWICK, VICTORIA

Loretta Lizzio
Completed May 2019

31. YELLARBON, QUEENSLAND

Brightsiders
Completed stage 1, June 2019

32. NULLAWIL, VICTORIA

Smug
Completed July 2019

33. KAROONDA, SOUTH AUSTRALIA

Heeco
Completed July 2019

34. COWELL, SOUTH AUSTRALIA

!NITSUA!
Completed September 2019

35. SEA LAKE

Joel Fergie & Travis Vinson
Completed October 2019



MORE FACTS

FACEBOOK PAGE

TOTAL FACEBOOK FOLLOWERS IN
THE FIRST TWELVE MONTHS



TOP PERFORMING POST



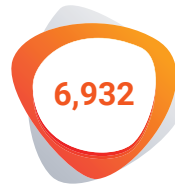
PEOPLE REACHED



ENGAGEMENTS



REACTIONS



SHARES

WEBSITE

- CREATED IN JANUARY 2019
- UPDATED IN JUNE 2019
- AVERAGE VIEWS PER DAY **425**



Rosebery, Victoria

Artist: Kaff-eine

Photo by: Annette Green





MAP



TOTAL
MAP VIEWS



SILOS AND
WATER TOWERS



COMPLETED
SILOS



SILO
ARTISTS



STATES & TERRITORIES
INVOLVED



FACEBOOK GROUP



TOTAL GROUP
MEMBERS DEC
2019



AVERAGE
NEW GROUP
MEMBERS PER
DAY



AVERAGE NEW
GROUP POSTS
PER DAY



AVERAGE
COMMENTS
PER DAY

Rupanyup, Victoria

Artist: Julia Volchkova

Photo by: Annette Green







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MORE INFORMATION
australiansiloarttrail.com


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