



Queanbeyan-Palerang ARTS TRAIL

OCTOBER 2023

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Overview

- The Queanbeyan-Palerang Arts Trail will be back in October 2023, and once again be held over three consecutive weekends;
 - **Braidwood - 30 Sept & 1 OCT LWE**
 - **Bungendore - 7 & 8 OCT**
 - **Queanbeyan - 14 & 15 OCT**Other localities in our LGA are invited to align with a weekend they feel best suits their participation.
- Art Galleries, Artist Studios and Creative Practitioners are invited to participate in the 2023 Arts Trail by throwing open their doors or activating spaces to engage the visiting public to experience the wealth of talent that resides in the QPRC region.
- A dedicated website portal & media campaign will be conducted by the QPRC Tourism Team under the Treasure Trail branding to support and promote this event
- This event is fully supported by Queanbeyan-Palerang Regional Council with significant funding directed to advertising, marketing materials and signage.
- Participants are required to adhere to the terms and conditions supplied for this years event, have proof of public liability insurance and make their studios or galleries WHS compliant.
- This will be a Covid safe event
- The following pages outline important information to participating artists and galleries
- **Registration is open till 9am Monday 28th August 2023**



For additional enquiries email Cultural.Services@qprc.nsw.gov.au
or phone Team Leader for Culture & Arts - Janita Byrne 0409438953



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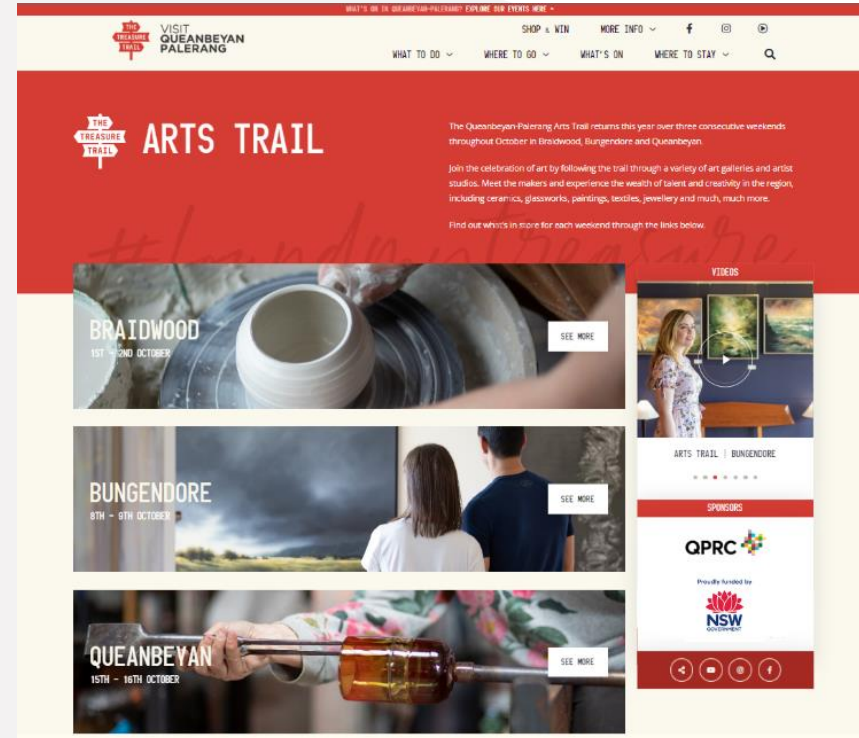
Online Resources for Artists & Galleries Trail Event

QPRC resources:

- Digital block for social media posts and email invites
- Trail Facebook event listing for each locality event
- Digital Trail Map for visitors – pinpointing sites to visit
- Web Listing on our Treasure Trail Site
- Digital toolkit – advice how to leverage the content from the official Arts Trail media campaign

We advise you to undertake your own marketing by:

- Sharing our digital resources on socials and to your own mailing lists
- Using your own online networks to drive visitor traffic to your open studio/gallery
- If you have an online shop include it or set up one for the event

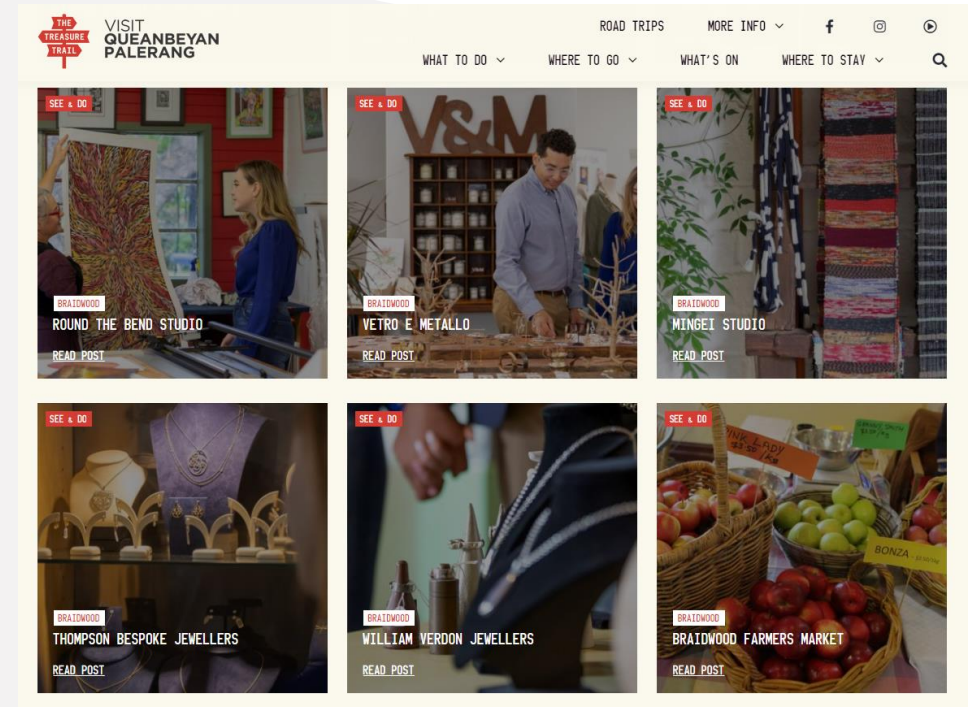


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Online Arts Trail site listing for Artists & Galleries

Key points about your listing:-

- Describe yourself & your practice or creative business
- Your 'ABOUT' information should be like an artists statement, not just what you have for sale (max 250 words)
- What sets you apart and would make someone want to visit you!
- What special offering might you have for our 2023 Arts Trail that differs from your daily operations?
- How might you capture future business from your Arts Trail visitors?
- Supply high quality images - multiple as requested
- Make yourself contactable
- Sell the unique you



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Physical resources for Artists & Galleries

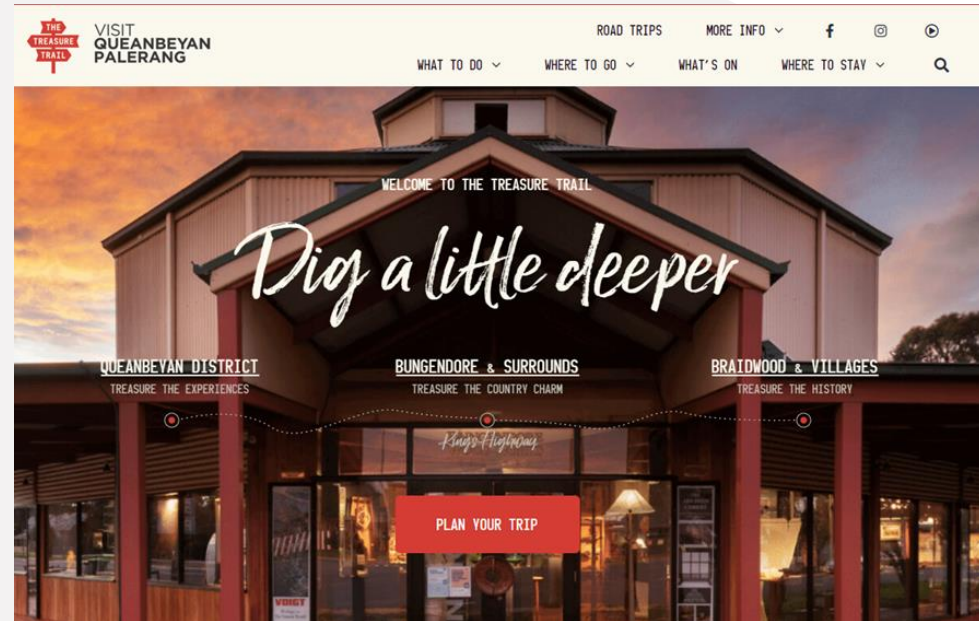
- **Tear drop banner** - for use during the Arts Trail weekend at each site for visibility and brand recognition
- **Postcards** – to be distributed in your local community and to your networks. Postcards will also be placed in tourist venues, galleries & cafes
- **DL flyers** - will expand on our postcard information
- **Posters** - promotional posters for A4, A3, A2 format will be distributed to Tourism venues, galleries, cafes and available to participants for their purposes
- **Town & Regional Tourist Maps** - as currently available
- **Arts Trail Map** – due to feedback from last years participating venues, a physical map will be produced for this years event but due to the nature of printing timelines late registrations will not be included in a physical map.



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Media Campaign

- Dedicated Treasure Trail Website portal
- Print media (newspaper/magazine) advertising
- Radio media
- Facebook & Instagram content & advertising
- Street Banners & Posters
- Postcards & Event Brochure
- Search Engine Marketing
- Google Display Network



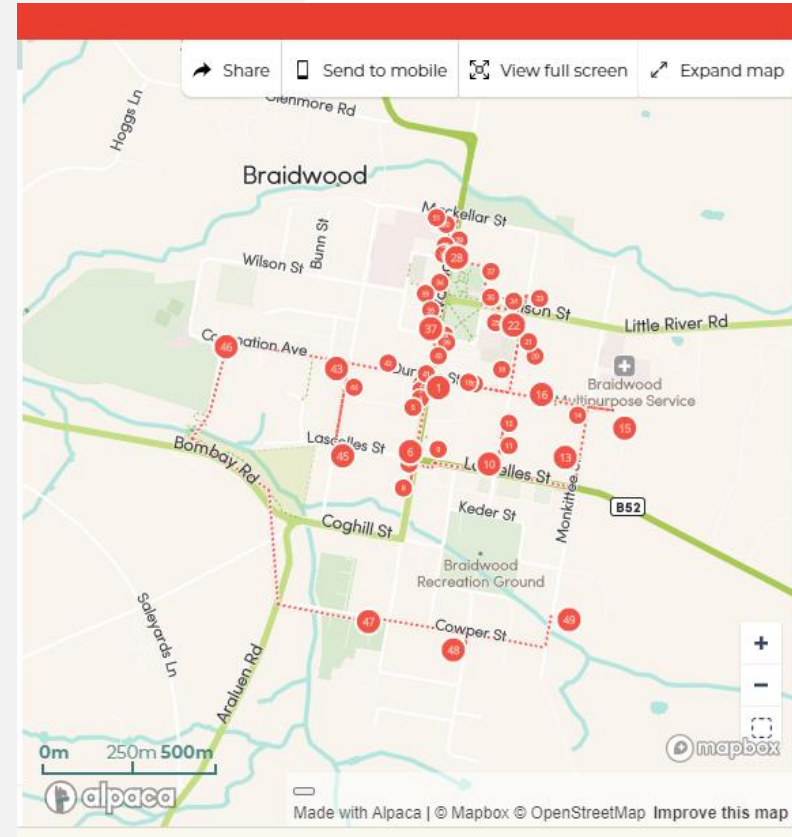
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Online Mapping for Visitors

- Arts Trail visitors will be able to pre-plan their visit using our Arts Trail website and map, to plan their trail weekend. This tool will help visitors find your studio or gallery with ease
- Each trail site will have a individual pin point locator, which will connect to your Arts Trail listing information that you supply in the registration process
- Make sure all your details are correct once the site is live and advise if changes need to be made
- Separate mapping portals are created for each trail weekend
- Online maps are designed in the same format as illustrated <https://visitqueanbeyanpalerang.com.au/explore/braidwood-heritage-walk/>



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Regional Resources

QPRC has re-joined STA – Southern Tableland Arts which gives our creative industries and practitioners access to listing their practice or business on the Creative South website.

This is funded and managed by STA. Read more here: <https://creativesouth.com.au/about>

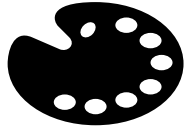
To submit a listing please fill out the form here: <https://www.southerntablelandsarts.com.au/creative-south-form/>



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Information for participating Artists and Galleries

www.qprc.nsw.gov.au/Community/Culture-and-Arts/Arts-Trail

Registration to participate is Now Open!

We invite expressions of interest for artist studios, galleries and artist activations to participate in the 2023 Queanbeyan-Palerang Arts Trail.

Please fill out our online form to get involved:

Registration is open till 9am Monday 28th August at this link:

<https://visitqueanbeyanpalerang.com.au/arts-trail-registration/>

Have Further Questions?

We'd be delighted to hear from you!

Email Cultural.Services@qprc.nsw.gov.au or;

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