AUSTRALIAN SILO ART TRAIL

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

– Ibn Battuta

- Australia’s first painted silos were completed in Northam of Western Australia in 2015
- Every town in the trail has a story to tell and is often reflected in their silo art
- By December 31, 2022 there were 56 painted silos across Australia, with more being planned for the future
- At the beginning of January 2023, there were 158 painted water towers spread across all states of Australia
- The Australian Silo Art Trail is a journey that stretches well over 10,500 km
Australia’s Ultimate Road Trip
WHERE IT ALL BEGAN
THE EARLY YEARS

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

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

In early January 2016, Australia gained it’s second painted silo, this time in the small country town of Brim in the Wimmera Mallee region of Victoria. The Brim committee chose Australian artist Guido van Helten to paint their silos and they were painted in Guido’s now signature monochromatic style.

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

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

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

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

During 2019 another 10 silos were added to the collection and two of our existing silos at Devenish & Goorambat engaged their artists to revisit their towns to complete stage two of their projects, adding more incentive to revisit these towns. By years end there were 35 in the collection.
sometimes the most scenic roads in life are the journeys you did not mean to take

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

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

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

What we didn’t know back in that March of 2018, was there were actually 17 completed silo art projects spread across Australia.

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

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

Simultaneously we created an interactive map, that documented the locations of all the silos and water towers that we could find. The map is a constant work in progress with street art slowly being added. The map has now had over 2.3 million views and is well on its way to three!
It all proved so popular that it prompted us to launch the Australian Silo Art Trail (ASAT) website in 2019. The Australian Silo Art Trail website is the only resource documenting Australia's silo artworks on a national level. The ASAT website supports a state-by-state inventory of every silo artwork completed to date, complimented by vivid imagery and the story of how each artwork came to fruition. The website also documents more than 130 water tower artworks, which have flourished across the country, particularly in Queensland, in recent years.

Australia’s ultimate road trip, the Australian Silo Art Trail now encompasses 13 silo and water tower art trails in six states – a journey totalling over 10,500km.

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

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

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

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

- Annette G
INTERVIEW WITH
DR AMELIA GREEN

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

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

Q. Can you summarise your studies of the silo art trail?
The initial stages of my research explored the capacity of Australian silo art to help empower communities, activate places and support tourism.
My analysis also considers exponential growth of the Australian Silo Art Trail Facebook Page and Group as key factors in the evolution of geographically dispersed silos into a nation-wide ‘trail’ and a celebrated Australian art form in its own right.
The findings so far reinforce that the value of the silo art trail is multi-faceted (e.g. social, cultural and economic).

Q. What are some of the benefits of the silo art trail and the impact it can have on the communities and regional tourism?
My research illustrates the potential for silo art projects, and development of silo art trail, to:
• Engage local communities and enable co-authorship of place identities
• Celebrate uniqueness of individual towns and distinctive rural and regional Australian identities
• Provide a ‘face’ that enlivens landscapes
• Re-activate and meaningfully re-interpret grain silos
• Establish towns ‘on the map’
• Start new conversations
• Invoke relationships to the environment
• Encourage face-to-face social interactions
• Stimulate surrounding public space upgrades
• Introduce world-class artists to rural and regional towns

Q. What do you personally think about the Australian Silo Art Trail brand and the role the Facebook Group is having?
The Australian Silo Art Trail website, Facebook Page and Group, all founded by Annette Green, tie the increasing number of silos around the country together, while also providing a centralised information source and shaping a broader ‘story’ around Australian silo art.
Further, although the evolution of silo art in Australia involves the collective effort of many people, Annette Green's role in energising the continuing momentum is remarkable and what I personally consider to be a wonderful modern-day example of the Australian spirit.
The Facebook Group in particular remains a key public storytelling channel conducive to encouraging and sustaining senses of collective ownership. Like silo art, this Group is created by people, for people.
Growth of the Group to 27,000+ members in less than one year, combined with the regularity of user posts and interactivity, indicates public interest and a desire to participate. The Facebook Group page provides an accessible platform for enabling this participation on an everyday basis, and keeping visual and verbal conversations about geographically dispersed silos and towns alive.

Dr Amelia Green
Branding and Consumer Research Network
Griffith University
urbanbrandscapes@gmail.com
Northam Silo Art, Western Australia

**Artists:** Phlegm & HENSE

**Photo by:** Annette Green
Barraba Silo Art, New South Wales

**Artist:** Fintan Magee

**Photo by:** Michel Scutts
HAS ALL THE EffORT BEEN WORTH IT?

YES IT HAS!

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

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

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

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

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

To start planning your ultimate road trip, find the map of all the silo art and water tower locations around Australia, by visiting www.australianasiloarttrail.com, and if you would like to join the Facebook group, search for: Australian Silo Art Trail.
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. **MERREDDIN, 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. **WAIERIE, SOUTH AUSTRALIA**  
    Jimmy DVate & Garry Duncan  
    Completed early 2019

26. **GRENFELL, NEW SOUTH WALES**  
    Heesco  
    Completed March 2019

27. **ST JAMES, VICTORIA**  
    Tim Bowtell  
    Completed April 2019

28. **BARRABA, NEW SOUTH WALES**  
    Fintan Magee  
    Completed April 2019

29. **MERRIWA, NEW SOUTH WALES**  
    David Lee Pereira  
    Completed April 2019

30. **BRUNSWICK, VICTORIA**  
    Loretta Lizzio  
    Completed May 2019

31. **YELARBON, QUEENSLAND**  
    Brightsiders  
    Completed stage 1, June 2019

32. **NULLAWIL, VICTORIA**  
    Smug  
    Completed July 2019

33. **KAROONDA, SOUTH AUSTRALIA**  
    Heesco  
    Completed July 2019

34. **COWELL, SOUTH AUSTRALIA**  
    NITSUA  
    Completed August 2019
35. **SEA LAKE, VICTORIA**  
Joel Fergie & Travis Vinson  
Completed October 2019

36. **COLDINABBIN, VICTORIA**  
Tim Bowtell  
Completed March 2020

37. **THREE MOON, QUEENSLAND**  
Joel Fergie & Travis Vinson  
Completed July 2020

38. **DUNEDOO, NEW SOUTH WALES**  
Peter Mortimore  
Completed July 2020

39. **ST ARNAUD, VICTORIA**  
Kyle Torney  
Completed August 2020

40. **KANIVA, VICTORIA**  
David Lee Pereira  
Completed October 2020

41. **GOROKE, VICTORIA**  
Geoffrey Carran  
Completed November 2020

42. **FARRELL FLAT, SOUTH AUSTRALIA**  
Jarrod Soden & Matthew Knights  
Completed October 2020

43. **PICOLA, VICTORIA**  
Jimmy DVate  
Completed December 2020

44. **GUNNEDAH, NEW SOUTH WALES**  
Heesco  
Completed December 2020

45. **PARINGA, SOUTH AUSTRALIA**  
Jack Fran & Sam Brooks  
Completed January 2021

46. **MURRUMBURRAH, NEW SOUTH WALES**  
Heesco  
Completed February 2021

47. **AVOCA, VICTORIA**  
Jimmi Buscombe  
Completed March 2021

48. **OWEN, SOUTH AUSTRALIA**  
Cam Scale & Robert Hannaford  
Completed April 2021

49. **ALBACUTYA, VICTORIA**  
Kitt Bennett  
Completed May 2021

50. **EUDUNDA, SOUTH AUSTRALIA**  
Sam Brooks  
Completed September 2021

51. **KINGSCOTE, SOUTH AUSTRALIA**  
Cam Scale & Andrew Davis  
Completed February 2022

52. **BUTE, SOUTH AUSTRALIA**  
Scott Nagy & Krimsone  
Completed April 2022

53. **ARKONA, VICTORIA**  
Sam Bates  
Completed April 2022

54. **HORSHAM, VICTORIA**  
Sam Bates  
Completed May 2022

55. **COPEVILLE, SOUTH AUSTRALIA**  
Jarrod Loxton  
Completed September 2022

56. **QUIRINDI, NEW SOUTH WALES**  
Peter Ryan  
Completed December 2022
MORE FACTS

FACEBOOK PAGE

TOTAL FACEBOOK FOLLOWERS AT THE END OF 2022

63,544

FACEBOOK GROUP

TOTAL FACEBOOK GROUP MEMBERS AT THE END OF 2022

123K

TOP PERFORMING POST

PEOPLE REACHED: 543,913
ENGAGEMENTS: 86,699
REACTIONS: 56,125
SHARES: 6,932

GROUP PERFORMANCE

TOTAL ACTIVE MEMBERS: 98,516
AVERAGE NEW GROUP MEMBERS PER DAY: 150
AVERAGE NEW GROUP POSTS PER DAY: 33
AVERAGE COMMENTS PER DAY: 622
**MAP**

- **Total Map Views**: 2.3 Million
- **Documented Water Towers**: 154
- **Completed Silos**: 56
- **Plotted Art Listings**: 320
- **States & Territories Involved**: 7

**WEBSITE**

- Created in January 2019
- Updated Weekly
- Average site views per day **3000**

**Calendar Donations**

- **2021 Calendar**: 60,133
- **2022 Calendar**: 71,876
- **2023 Calendar**: 85,121
GrainCorp Silos at Kaniva, South Australia
Artist: David Lee Pereira
Photo by: Shannyn Higgins
GrainCorp Silos at Kaniva, South Australia
Artist: David Lee Pereira
Photo by: Cory Hallam-Brook
MEDIA HIGHLIGHTS

THE TODAY SHOW

In February 2020 Annette was invited by Lara Vella from Channel Nine’s, The TODAY Show to do a feature on the Australian Silo Art Trail. Filming took place in the country town of Goorambat in North East Victoria, where they have two silos painted by Jimmy DVate, the town also marks the beginning of the North East Victorian Silo Art Trail.

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

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

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

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

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

AUSTRALIAN OF THE YEAR AWARDS

Governor of Western Australia Kim Beasley, Annette Green and Deputy Premier Roger Cook.
During 2020 we worked with the National Geographic to create an article to promote the Australian Silo Art Trail internationally.

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

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

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

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

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

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

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

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

Australia is leading the way in silo art and the world is taking notice!
GranCorp Silo at Lascelles, Victoria
Artist: Rone
Photo by: Robin Dunk

MORE INFORMATION
australianarttrail.com

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