



Queanbeyan Palerang
ARTS TRAIL



VISIT
**QUEANBEYAN
PALERANG**



QUEANBEYAN-PALERANG ARTS TRAIL

TABLE OF CONTENTS

<u>Event Overview</u>	3
<u>Expanding the Trail</u>	4
<u>Digital Resources</u>	5
<u>Website</u>	6
<u>Interactive Map</u>	7
<u>Physical Resources</u>	8
<u>Marketing Campaign</u>	9
<u>Regional Resources</u>	10
<u>Register</u>	11



Artwork by Maria Odonahoo
2023 Queanbeyan Arts Trail

EVENT OVERVIEW

TIMING & LOCATION

- The Queanbeyan-Palerang Arts Trail is held annually over three consecutive weekends in October, spread across the key localities; **Braidwood, Bungendore & Queanbeyan**.
- Dates vary slightly each year. Find the official dates for each locality [online](#).
- Other localities in our LGA are invited to align with a weekend they feel best suits their participation.

WHAT IS THE ARTS TRAIL?

- Art Galleries, Artist Studios and Creative Practitioners are invited to participate in the 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 Queanbeyan-Palerang region.
- A dedicated website portal and marketing campaign will be conducted by the QPRC Tourism Team under the Treasure Trail destination marketing brand 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 year's event, have proof of public liability insurance and make their studios, galleries or performance spaces WHS compliant.
- We expect all participating venues to provide a COVID and physically safe event space.

The following pages outline important marketing information to participating artists, galleries and other venues.

EXPANDING THE TRAIL



CALLING ALL ARTISTS

In 2024, QPRC would like to broaden the scope of art forms represented in our annual Arts Trail, embracing but not limited to Musical, Theatre and Literary Arts. In the spirit of our previous Arts Trails, we encourage free events that offer a paid add-on or purchase of merchandise. This assists in keeping our Arts Trail inclusive and opening the arts to new audiences.

Free performance events could include:

- Theatre group script readings or rehearsals
- Poetry readings in pubs, cafes or libraries
- Book launches with author readings and signings
- Pop up music performances or plays in public spaces
- Performance art
- Media art projections

If you have an idea you would like to discuss, please contact us via the contact details below.

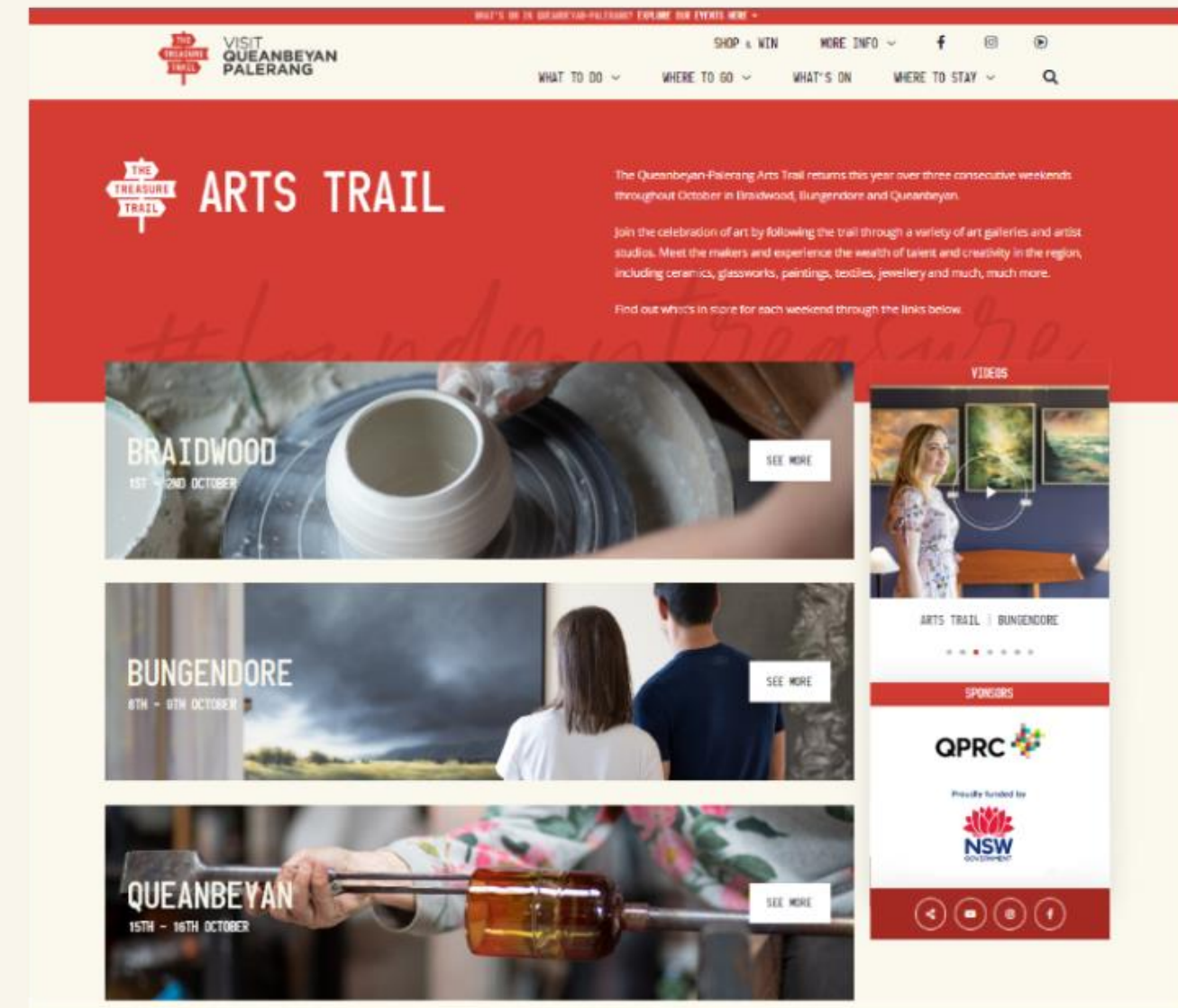
DIGITAL RESOURCES

QPRC RESOURCES

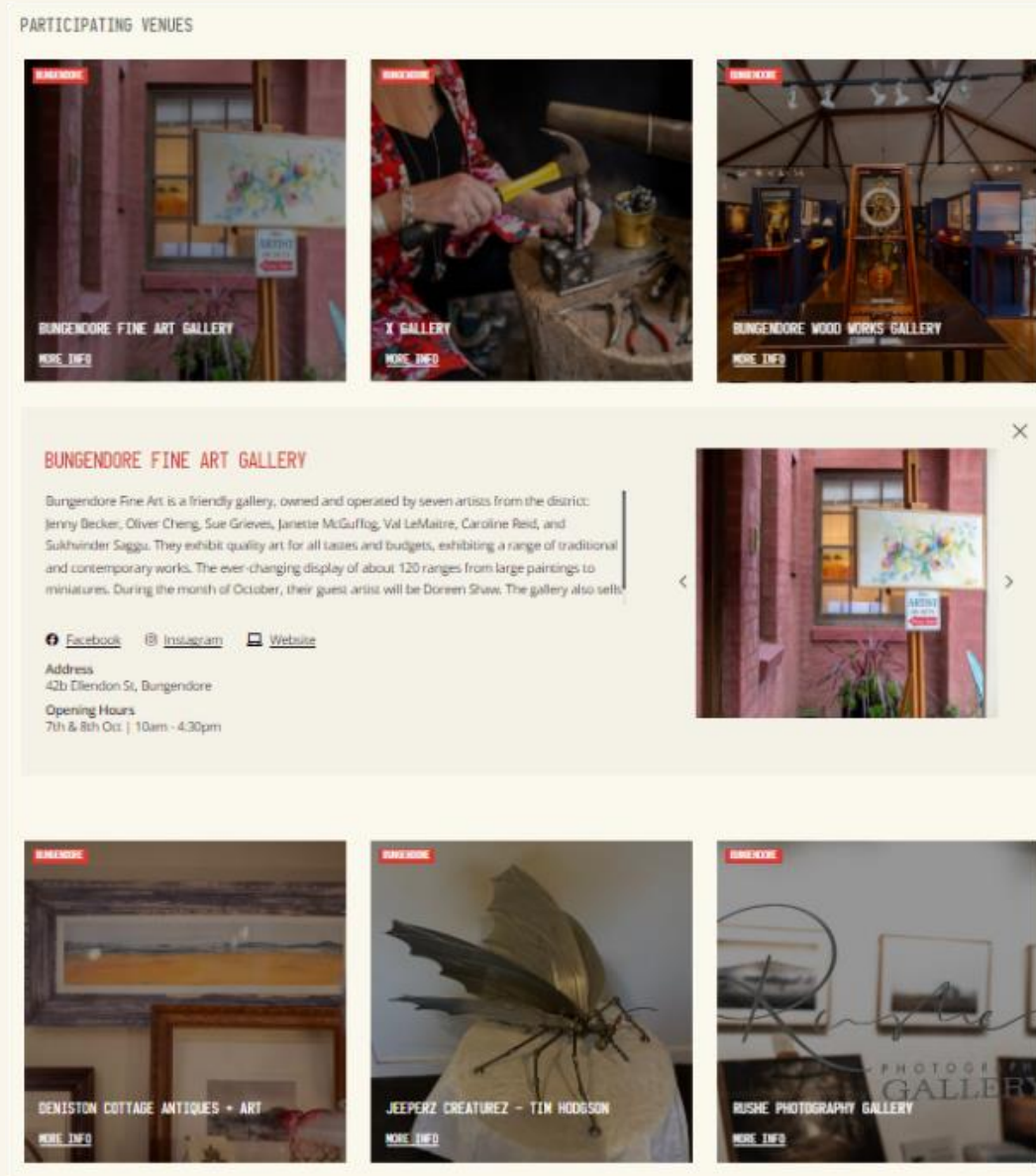
- Promotional social media tiles and email banners
- Facebook event listing for each locality
- Interactive map of participating venues for visitors
- Online listing on [the event web page](#)
- Direct links to your website and social media channels from our web page
- Digital toolkit to help leverage the content from the official Arts Trail marketing campaign

WE ADVISE YOU TO

- Share our digital resources on socials and to your own mailing lists
- Share the Facebook event on socials
- Use your own networks to drive visitation to your open studio/gallery
- If you have an online shop, include it or set one up for the event



WEBSITE



ONLINE LISTING

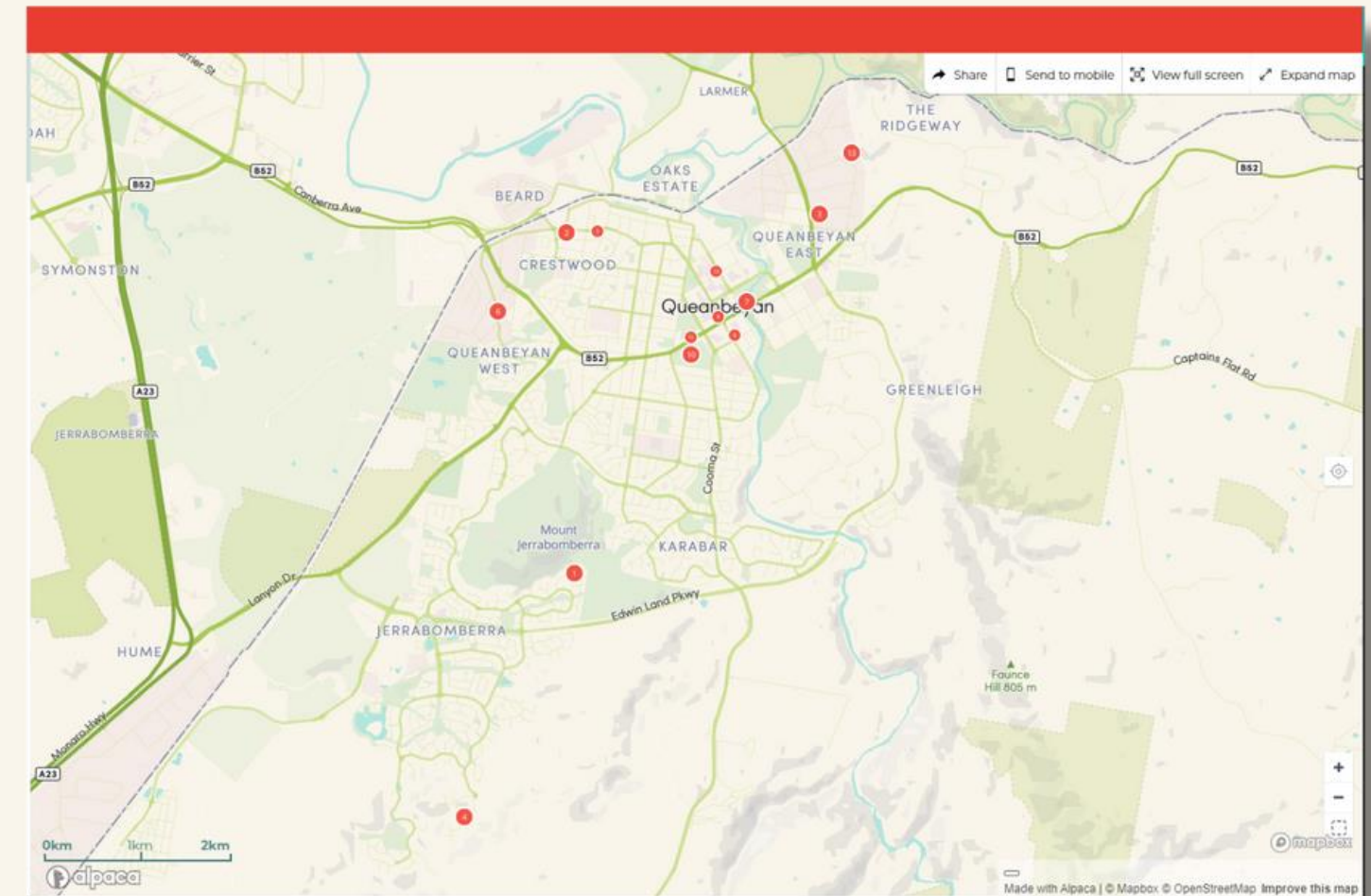
All Arts Trail participants will be listed on **the event website**. To create a listing for you, we will need you to:

- Describe (in less than 250 words)
 - yourself and your practice or creative business (think artist statement, not just what you have for sale)
 - what sets you apart and would make someone want to visit you?
 - what special offering you may have for the Arts Trail that differs from your daily operations?
 - how you may capture future business from your Arts Trail visitors?
- Supply multiple high quality images as requested
- Link your website and social media channels
- Include your contact details and opening hours during the event
- Sell the unique you

INTERACTIVE MAP

ONLINE MAPPING FOR VISITORS

- Arts Trail visitors will be able to pre-plan their visit using our Arts Trail website and interactive map. This tool will help visitors find your studio or gallery with ease.
- Each venue is marked with a pinpoint locator which connects to your Arts Trail listing, outlining key information that you supply in the registration process.
- Once the site is live, make sure all your details are correct and advise if changes need to be made.
- Separate mapping portals are created for each trail weekend.
- Interactive maps are designed in the same format as seen [here](#).



PHYSICAL RESOURCES

PRINT COLLATERAL

- Postcards – to be distributed in your local community and to your networks as first call-to-action for the event. Postcards will also be placed in tourism venues, galleries and cafes.
- DL flyers – to expand on the event information with details of participating venues.
- Posters – promotional posters in A4, A3 and A2 format will be distributed to tourism venues, galleries and cafes and made available to participants.
- Town maps and regional maps – as currently available.
- Maps of participating venues – a print map of each of the key localities will be produced to assist visitors find all participating venues during the Arts Trail.

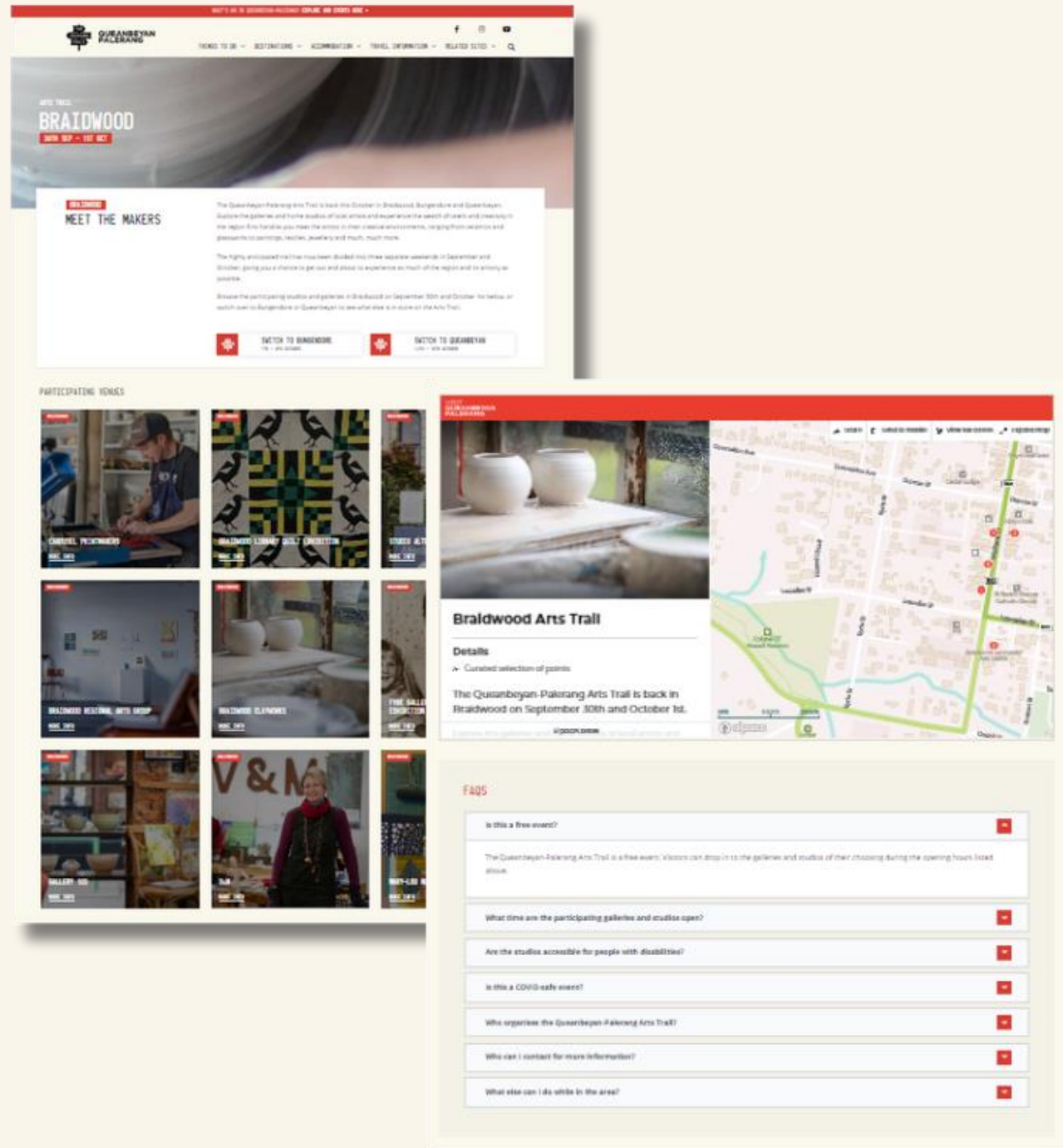
Please note, due to the nature of printing timelines, late changes and inclusions to print collateral will not be possible.

ON-SITE COLLATERAL

- Tear drop banners – for use during the Arts Trail weekend at each site for visibility and awareness.
- Street banners – for general awareness of the event.



MARKETING CAMPAIGN



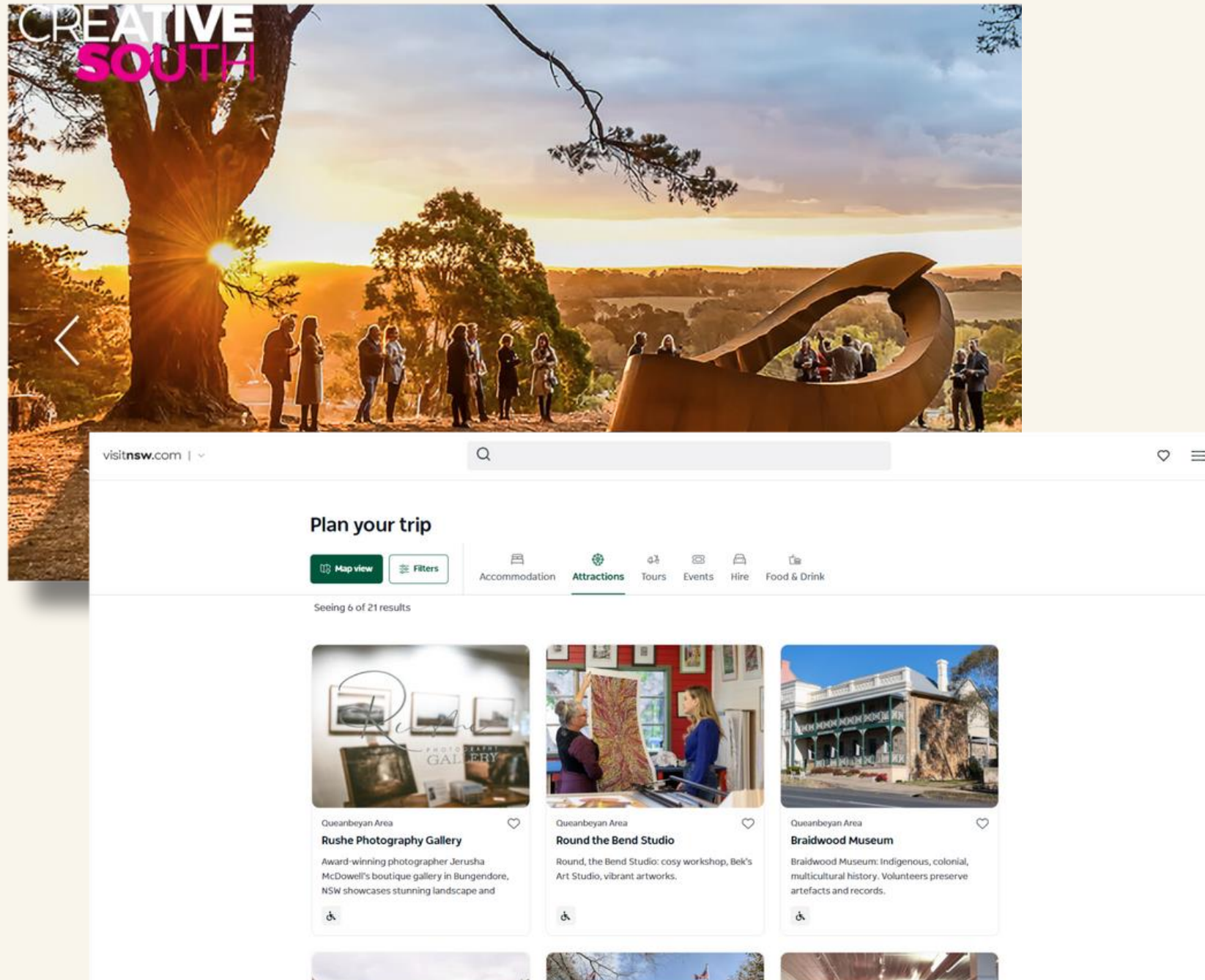
DIGITAL MARKETING

- Dedicated Treasure Trail website portal
- Distribution of information across QPRC and Visit Queanbeyan-Palerang channels on Meta (total combined audience of 35k)
- Meta advertising campaign
- Google Ads campaign
- Display advertising
- Sponsored editorial

OTHER

- Print media (newspaper/magazine) advertising
- Broadcast advertising on local and Canberra radio stations
- Street banners
- Promotional posters
- Postcards
- DL flyer

REGIONAL RESOURCES



SOUTHERN TABLELANDS ARTS

QPRC has rejoined STA – Southern Tablelands 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 on [the STA website](#), or submit a listing by filling out the form [here](#).

ATDW

The Arts Trail, like many of its participating galleries, will be listed on Australian Tourism Data Warehouse (ATDW). The online database feeds content from our region on to sites such as visitnsw.com, visitcanberra.com.au as well as our own treasuretrail.com.au website for further exposure.

If you'd like to list your business or event separately on ATDW as well, you can create a free account [here](#).

REGISTER

2024 EXPRESSIONS OF INTEREST

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

Registrations are open from 1st August to 1st September.

Interested in getting involved but have further questions before registering? Get in touch!

Please email cultural.services@qprc.nsw.gov.au or phone Team Leader for Culture & Arts, Janita Byrne, at 0409438953.

Find more information [online](#).

[REGISTER ONLINE HERE](#)



For additional enquiries, email cultural.services@qprc.nsw.gov.au or phone Team Leader for Culture & Arts, Janita Byrne, at 0409438953.