

MEDIA RELEASE
7 November 2019

Australia's Best of the Best for Street Art Destinations

A tiny drought-stricken town in central south Queensland has topped the list of Australia's best tourist destinations for street art.

Thallon's *The Watering Hole – Thallon Graincorp Silo Mural*, by Joel Fergie (The Zookeeper) and Travis Vinson (Drapl), has taken out the top gong at the inaugural Australian Street Art Awards.

Announced at a gala dinner on Queensland's Sunshine Coast on Wednesday, the Thallon silo mural was named the "Best of the Best" as the finale after winning the "Best Rural Art" category earlier in the evening.

The Australian Street Art Awards recognise towns, regions and destinations that are using one or more of the many forms of outdoor, publicly accessible art to attract visitors, boost their economy and engage their community.

The "Best of the Best" was granted to the category winner judged as the most outstanding.

Australian Street Art Awards Director, Liz Rivers, said "Winning the top gong is a big feather in Thallon's cap.

"Thanks to these Awards, tourists will now know the towns, centres and precincts that are investing in making their art into an exceptional visitor experience", she said.

Judging was conducted by tourism and event industry leaders from around Australia, lending weight to the winners' success.

The criteria focussed on the way the art works have been used to attract visitors and bring the local community together, rather than the quality of the artwork. "The towns and organisations behind the winning entries showed clear evidence that they had a powerful vision for future success through a strategic approach to art tourism activations," Ms Rivers said.

In securing the Best of the Best title, judges praised Thallon for continuing to create opportunities through landmark celebrations and ticketed events to leverage the silo art's appeal, resulting in ongoing substantial economic benefit and national exposure. Completed in July 2017, it was the first silo mural in Queensland and remains the only mural to be completed at a fully operational GrainCorp site in Australia.

Other winners were:

- 2019 Best External Mural: "Looking Glass Fish in the Deep Hue Sea", corner Bulcock Street and Knox Ave, Caloundra on the Sunshine Coast (QLD)
- 2019 Best Amusing Street Art: "Beach Party" mural at the Emu Park Surf Life Saving Club amenities (QLD)
- 2019 Best Business Mural: Froth Craft Brewery's "Froth Lido Mural", on the outside of 5 Kennedy St, Exmouth (WA)
- 2019 Best Mega Mural: Narrandera Water Tower, Narrandera (NSW)
- 2019 Best Monument or Memorial: Emu Park: Centenary of Anzac Memorial on the southern-facing foreshore in Emu Park, south of Yeppoon (QLD)
- 2019 Best Street Art Festival or Event: Colour Tumby Street Art Festival, Tumby Bay on the Eyre Peninsula (SA) – 18 murals by renowned street artists have created a legacy in the town
- 2019 Best Street Art Trail: FORM's The PUBLIC Silo Trail through seven towns in the Wheatbelt and Great Southern regions of Western Australia – Northam, Merredin, Katanning (utility box art), Pingrup, Newdegate, Ravensthorpe, and seaside Albany.
- 2019 Best Utility Art: "Sunset Dreaming" 75m long mural on The Corso through Manly (NSW)

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