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Art Tourism Awards Encourage Australians To See Our Country First

The national art tourism awards are calling for Australians to abandon overseas destinations in lieu of travelling into regional and rural places to see the magnificent array of public art on show across the country.

Australian Street Art Awards Director, Kim Morgan, said “One of the Awards charters is to encourage Australians to see our country first by showcasing the magnificent array of street and outdoor art we have in every corner of this country.”

“Towns like Thallon on Queensland’s Western Downs, which has been in drought for years, and Tumbly Bay on South Australia’s Eyre Peninsula, which saw flooding this week, are away from the usual tourist haunts, yet have world-class, jaw-dropping art,” Ms Morgan said.

The Australian Street Art Awards recognise towns and precincts 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.

“Thallon has been named the ultimate tourist destination for street art with their mammoth Graincorp silo mural taking out the *Best of the Best* gong after winning *Best Rural Art*, while Tumbly Bay also has stunning silo art. This town has gone step further by creating an annual street art festival, Colour Tumbly, which won the Best Festival or Event category. This tiny seaside town will again host international artists next month for the 2020 Colour Tumbly,” she said.

“The inaugural Awards were held in November and of course we had no idea just how important it would become this summer to show the public what they’re missing out on by taking overseas holidays rather than regional trips.

“Australia is on par with the best street art in the world, and there are touring itineraries that guide you to the best art in the friendliest towns – towns that need tourism dollars more than ever. These routes, like the [North East Victoria Silo Art Trail](#) and the [Riverina Outdoor Art Trail](#), also take visitors through striking country scenery.

Ms Morgan said “Australia has a long history of creating sculptures, monuments and other art that is captivating to visitors, such as the 1970s craze for monuments called the Big Such-and-such. However, until these awards there had never been a way of rewarding and supporting destinations that created these art-related experiences for visitors. The Australian Street Art Awards remedies that shortcoming.”

Where else boasts outstanding street art? Head to these Award-winning regional towns:

- Emu Park on QLD’s Capricorn Coast (Best Amusing Street Art)
- Exmouth on WA’s Coral Coast (Best Business Mural - at the Froth Craft Brewery)
- Narrandera in the NSW Riverina (Best Mega Mural)
- WA’s wheatbelt towns of Northam, Merredin, Newdegate, Katanning, Ravensthorpe and Albany (Best Street Art Trail - The PUBLIC Silo Trail)

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Judged by tourism and event industry leaders from around Australia and incorporating second-tier auditing, the Awards carry the weight and credibility of the art tourism sector.

The judges commented on the high calibre of entries, saying “The tourism industry in Australia is a major contributor to the nation’s economic health, and these Awards acknowledge destinations looking to make a direct and lasting impact by winning the hearts of art-loving visitors and building a strong economy”.

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