



*For the artists...by the artists*

# The Kunmurrri Artist Trail

Proposal 2011/2012



## Who is Vast Arts?

Vast Arts an independent non-profit arts service organisation that is run by the artists for the artists.

Vast Arts aims to promote the development of the arts as an integral part of the lives and industry of central west Queensland communities, bringing educational opportunities, cultural enrichment and economic benefits to the entire region.

It offers its members a broad range of services and facilitates the development of professional arts activities and maximizes the economic benefits of a lively and diverse arts industry in the Outback. Through the implementation of these strategies, Vast Arts provides artists with the opportunities to acquire the skills, confidence and ability to pursue their chosen art form.

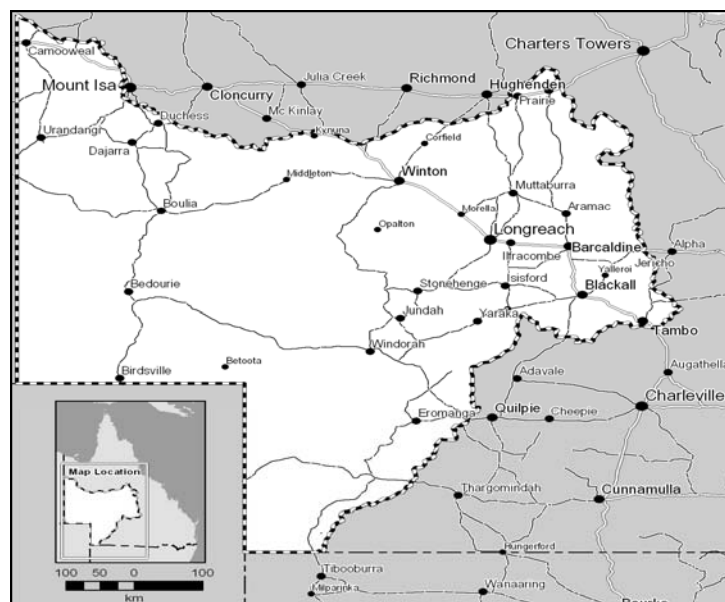
Vast Arts assists with the development of artists so they are self sufficient and empowered, enabling them to seek out opportunities while enhancing their own skills and level of professionalism.

## The Region

Vast Arts services 175,274 square kilometres of central west Queensland, a region encompassing more than eight shires and over a dozen townships and covering 10% of the state's area.

The region includes the towns of Augathella, Aramac, Barcaldine, Boulia, Bedourie, Betoota, Birdsville, Blackall, Charleville, Ilfracombe, Isisford, Jundah, Longreach, Muttaburra, Quilpie, Stonehenge, Tambo, Windorah, Winton and Yaraka.

## Map of the Region



## The Kunmurri Artist Trail

### The Name

Vast Arts had successful discussions with the regions indigenous groups to find a common word among the some 14 dialects used in the area. We all settled with 'Kunmurri' which means 'rainbow serpent'. The group felt this reflected not only the area and its dreamtime beginnings, but emphasizes the strong cultural links and community partnership in the area.

### Our goal:

To publicise and market the cultural and artistic viewing opportunities in central and south west Queensland to the regional community, potential visitors and tourists highlighting the regions cultural tourism attractions.

### Project Objectives:

- To publish in an A6 booklet format the artists from the central and south west of Queensland region as a comprehensive 'all in one' source
- Promote the regions artists and increase cultural awareness of the region locally, regionally and Australia wide
- To help regional artists professional development
- To deliver a cultural tourism opportunity
- To form cultural partnerships with tourism organisations, councils and regional communities

### What is involved:

Vast Arts has set up on its website a collection device so that relevant bodies and individuals can submit their information, including images and content, which will then be collated into an A6 booklet which will be printed by Vast Arts and then distributed with the assistance of tourism organisations, councils, regional communities and art and government organisations.

The booklet will have dates that are valid for two years, increasing the longevity of its currency.

### Project Benefits:

The promotion of regional artists and other cultural opportunities will ensure the longevity of the region's cultural tourism potential by tying together the towns of the region by a common denominator – art. It will be great exposure for the regions artists and their professional development, especially those who may not have the means or skill set to market themselves.

There are many excellent artists in the region, galleries and other culturally important sites. While there are tourism guides, there is nothing that has a cultural or artistic focus. Artists who have home studios and galleries will greatly benefit from the increased awareness. By detailing these hidden treasures in a guide, with maps, information and contact details, the community as whole as it will increase tourist traffic and cultural awareness. Expressions of interest have been received from artists and groups from Quilpie to Birdsville and in between, representing a wide variety of art forms.



## Cost

Individuals	Membership to Vast Arts	\$37.50
Galleries	Membership to Vast Arts	\$50.00
Cultural Associations	Membership to Vast Arts	\$50.00
Businesses & Councils	Half Page Advert	\$150.00
	Full Page Advert	\$250.00

## Other Vast Arts Projects for 2011 and beyond

### Installation Project – Collaboration with Creative Pathways

Working with the Longreach State High School students and in partnership with Creative Pathways, Vast Arts members are guiding students towards an installation project to be exhibited at Shockwave 2011.

### The Channel Country Photography Competition

In collaboration with Desert Channels Queensland, Vast Arts is helping to coordinate a photography competition. The aim is to attract interested photographers to travel into the region and capture the essence of the unique and wonderful scenery interpreted through the lens of a camera!

### Small Objects Exhibition

Collaborating with a gallery in Brisbane, Vast Arts member artists have been invited to exhibit during Brisbane Exhibition week in August 2011. The only criteria is that the art work must not exceed 15cm x 15cm x 15cm.

### Newsletters

Weekly newsletter is distributed to members and throughout our extensive database detailing events, funding avenues and news from around the region.

## Credentials of our organisation

NAME	POSITION	SERVICE TO ORGANISATION	SKILLS
Jane Colvin	Chairman	20 years	Cert IV Business Management, Jeweller, silversmith, visual artist, judging experience, solo exhibitor, tutoring experience, business owner.
Jill Dyer	Vice Chairman	12 years	Fulltime jeweller, 15 year tutoring, silversmith, art and metal smith, judging experience, 18 exhibitions
Jenny Turner	Hon Secretary	5 years	Journalism, photographer
Laura Grant	Hon Treasurer	12 months	Advertising Manager, Marketing
Michael Castrisos	Other Member	12 months	Bachelor Communications Public Relations/marketing QIT, Human Movements Qld Uni. Dip T.BEd Business Development Consultant DCQ
Shelley Colvin	Project Officer	8 years as a member, 4 months as Project Officer	Bachelor of Mass Communications, background in public relations, politics, advertising, business and banking. Musician.



## Current and past sponsors

Vast Arts is a new organisation, and seeks new sponsorship to develop the 2011 program, along with government funding and membership.

Current sponsors include:

Exoma Energy  
Atlas Drilling  
Radio 4LG  
Brian Tucker Accounting  
Longreach Tree Trimming

Galilee Basin Haulage & Plant Hire  
Desert Channels Group  
West FM  
Qantas Founders Museum  
Longreach Motors  
Kinnon & Co

## Conclusion

Vast Arts acknowledges that every organisation has differing needs in relation to sponsorship and membership and is open to discuss further benefits and requirements you might need for Vast Arts to secure your support.

Contact:

Shelley Colvin, Project Officer  
PO Box 396  
LONGREACH QLD 4730

MOBILE: 0427 582 890

[admin@vastarts.net](mailto:admin@vastarts.net)  
[www.vastarts.net](http://www.vastarts.net)

FACEBOOK – <http://www.facebook.com/pages/Vast-Arts/134179829949498?ref=ts>  
TWITTER - <http://twitter.com/#!/vastarts>

## ADVERTISEMENT

### THE CHANNEL COUNTRY PHOTOGRAPHY COMPETITION

The following sponsors proudly support the Channel Country Photography Competition:



For more information please contact Vast Arts.

