

Gympie Region Studio Trails 2025 is an annual initiative of Gympie Regional Council to support the cultural and economic development of the local creative sector in the Gympie region. The aim of Studio Trails 2025 is to create enriching cultural and recreational experiences that attract visitors to the region. The primary target market for Studio Trails is the short break/connector market (within 3 hours drive of Gympie) to the region, as well as locals seeking to engage more with their local arts and cultural community.

Gympie Region Studio Trails 2025 is a Council Initiative under the Regional Arts Development Fund. The Regional Arts Development Fund is a partnership between the Queensland Government and Gympie Regional Council to support local arts and culture in regional Queensland.

Feedback from the 2023 and 2024 programs has been carefully considered and used to refine the 2025 program.

Cost to Artists

Gympie Region Studio Trails 2025 is an initiative run by Gympie Regional Council for the benefit of artists, and the program costs are borne by Gympie Regional Council. There is therefore no cost to participating artists in Studio Trails 2025.

Eligibility and Prerequisites

Gympie Region Studio Trails 2025 is an initiative to support artists and creatives living or working in the Gympie region.

An information session for prospective participants will be offered on **Saturday 7 December 2024**. Attendance is strongly advised but optional.

Artists accepted into the program will be required to attend a mandatory Professional Development Session on **Saturday 22 March 2025**. A video will be provided for those unable to physically attend.

Artists must also:

- Be currently practicing
- Live or work in the Gympie Region
- Provide evidence of current Public Liability Insurance
- Record attendance at their studio during Studio Trails
- Participate in feedback and evaluation in a timely fashion
- Actively engage in promotions and marketing.

Artists are also expected to attend Studio Trails launch and closing events wherever possible.

Insurance

Studios must hold a Certificate of Currency for Public Liability Insurance for the days/times that they are open to the public. If you do not hold current Public Liability Insurance, the following companies offer cover to artists at moderate prices:

- Flying Arts Alliance Inc: <https://flyingarts.org.au/professional-services/insurance-services/artist-practitioner-insurance>
- Duck for Cover: <https://www.duckforcover.com.au/html>
- NAVA [Insurance :: NAVA \(visualarts.net.au\)](https://visualarts.net.au)

Selection Criteria

Studio Trails participants will be selected by a panel with experience in arts and culture, headed by the Gympie Regional Gallery Director with representation by the current RADF panel. The final selections will be made by the Coordinator – Arts, Community and Culture.

In addition to the above prerequisites, selection may be made according to the following criteria:

- Representation of the proposed medium or art form across the region or area,
- Demonstrated ability of the artist to fully participate in the Studio Trails program,
- Ability of the artist to contribute to a vibrant arts and cultural experience.

Please note: No more than 30 destinations will be accepted into the main program of Studio Trails 2025. Expressions of Interest will be assessed against the above criteria and feedback will be available to all applicants on request.

Types of Destinations

Gympie Regional Council is keen to promote Studio Trails 2025 as a cultural destination experience. In 2025 the Studio Trails program will be extended to include different types of destination for those who do not have a studio. Use your Expression of Interest form to tell us whether you have a:

- Studio, atelier, rehearsal room or workshop (a place where work is created)
- Gallery or shop (a place where work is displayed or sold)
- Public art (a publicly viewable artwork)
- Museum, heritage location, or destination of interest (museums, historical locations, gardens, festivals, cemeteries, other points of interest)
- Eat and Stay destination (café, restaurant, hotel, other)

You may nominate as many types of destination as are appropriate.

Please note: Destinations which are not studios or workshops may be included in the program as "other places to visit", depending on available space in the program. Destinations which are unable to collect accurate attendance for Studio Trails may also be listed under "other places to visit."

Dates and Routes

For Studio Trails 2025, the event will be run across four weekends and organised by easy driving routes. Trails will be organised by direction: East, West, North, South, and Central.

Trail 1	Gympie and surrounds to the East: (towards Greens Creek, Cedar Pocket, Tin Can Bay, Rainbow Beach, Cooloola Cove)	5 & 6 July 2025
Trail 2	Gympie and surrounds to the West: (towards Southside, Pie Creek, Widgee, Kilkivan, Goomeri, Woolooga)	12 & 13 July 2025
Trail 3	Gympie and surrounds to the north (towards Kia Ora, Glenwood, and Curra)	19 & 20 July 2025
Trail 4	Gympie and surrounds to the South: (towards the Mary Valley).	26 & 27 July 2025
Central Gympie	Gympie and surrounds within 15mins drive of the CBD.	All weekends.

All artists are free to nominate for as many dates as they wish.

Artists who wish to be included in Central Gympie must be open all weekends. If you are open for fewer than four weekends, you will be allocated into Trail 1, 2, 3, or 4 as appropriate

Please indicate in your expression of interest which dates you would like to be open.

While we will endeavour to include all requested dates not all requests may be accommodated.

Please note: Your studio will be primarily marketed as part of one trail only. For example, if your studio is located in the North, and you nominate to be open all weekends, you will be included in Central Gympie, and not in Trail 3. Please consider carefully what will work best for you before nominating your dates.

The Studio Trails Bus

The Trail Bus will once again be operating every weekend for the duration of Studio Trails 2025. The bus proved to be a success in previous years, with many visitors enjoying the experience of studio hopping and traveling with others. Feedback from artists showed that the bus provided an opportunity to increase visitation. The bus also assists patrons without transport, and those needing to manage travel costs.

The Trail bus will depart Gympie Regional Gallery at approximately 9:30am visiting the following destinations:

- Saturdays: Trail 1 through Trail 4.
- Sundays: Depending on the level of interest, a Sunday Mystery Tour may be offered, visiting selected Central Gympie and other studios.

Depending on the level of interest a second bus may be run on Saturdays.

Please note: While staff endeavour to reach all studios time constraints mean not all studios may be included. Included artists will be informed of the Trail Bus schedule in advance.

Other Studio Trails Events

- **Additional activities**

To value-add to the visitor experience, additional activities including demonstrations, talks, and morning/afternoon teas are also encouraged. These additional activities are optional but should be included in the description of your studio if you would like to offer them. Please include all details in your expression of interest. Please note: flexible and informal activities have proven to be more successful within the Studio Trails format. Artists who wish to program timetabled or paid workshops are encouraged to instead nominate for the Gallery Workshop Series in August.

- **Multi-Arts Events**

During Studio Trails 2025, Gympie Regional Gallery encourages creatives working across art-forms to consider including performance and other elements in their studio experience. These might include open rehearsals, performance workshops, performances, fashion shoots and shows, and so on. If you would like to offer a multi-arts event please include this in your expression of interest.

- **Groups and collectives**

For artists in more regional areas, and for those artists wishing to participate who do not have a studio or space ready for the public to visit, you may consider collaborating with others to form a group or collective and host in a suitable venue or community hall. Collectives were very popular during the 2024 event. For those artists that form a collective, please nominate one person as the primary contact for the group when completing the expression of interest form. Please note: you should have a venue confirmed at the time of your expression of interest.

- **Career Mentoring**

In 2025 Gympie Regional Council is keen to use the Studio Trails program to encourage the next generation of artists with professional inspiration and mentoring. If you are interested in providing a Friday workshop for School students please include this in your expression of interest.

Gallery Workshop Series

To extend the impact of Gympie Region Studio Trails, Gympie Regional Gallery will host Saturday workshops, masterclasses, and demonstrations from participating artists across August. This allows artists to benefit from offering paid workshops without losing the interest of the more casual type of visitor during Studio Trails itself. The Gallery will manage ticketing and marketing for the Gallery Workshop Series. If you would like to be part of the Gallery Workshop Series please include this in your expression of interest.

Promotions

Gympie Regional Council will carry out marketing and promotion as per previous years, providing signs, posters, website, social media, and other promotions, in addition to distributing the Studio Trails flyers across Queensland.

Please note: The compact form of the Studio Trails flyer is designed to maximise usability and portability while enabling wide distribution across the Gympie region and South East Queensland. Only key information can be included in the flyer. More detailed artist information is available through other channels.

The official marketing is planned to include:

- Road signs for studios,
- Posters, postcards and other collateral,
- A Studio Trails brochure, with QR codes linking to
- A website with full artist profiles, and

- Social media content.

Additional road signs will be provided in 2025 to ensure all studios can have 2 signs.

However, the most successful studios are those which the artists themselves promote.

Please consider how you can promote your art practice, your studio and Studio Trails 2025.

In previous years, many of the artists with the most successful visitation helped promote their own studio and those of their fellow artists by posting on social media, using their email contacts, sharing with other artists in the area, or handing out booklets to their neighbours, local shops and networks. Some artists offer a special discount on purchases made during the trail.

Tips to help boost the promotion of Studio Trails 2025 and the participating artists are covered in the Professional Development Session on Saturday 22 March 2025. All artists will also have the opportunity to check their studio information and map location from 22 March 2025.

Expressions of Interest

Expressions of interest are to be submitted no later than **Sunday 19 January 2025**. Please note, the information in your expression of interest will be used to directly populate the Studio Trails 2025 flyer, so be careful to provide the best information you can.

Your expression of interest should include:

- Studio name
- Contact details
- Links (e.g., websites, Facebook, Instagram, other.)
- Your medium/artform
- Your Artist Statement/studio description.
- Your available dates
- A minimum of 3 high quality images of minimum 2MB size in jpg format.
- Details of any demonstrations or activities offered.
- Details of any workshops to be offered as part of the Gallery Workshop Series.

Please note: Current public liability insurance is a mandatory requirement. Home or building insurance may not include public liability insurance unless stated on the Certificate of Currency.

Images

Your expression of interest should include two close-up images of an artwork that best represents your practice with a minimum of blank space around the image, in addition to one image of yourself at work, or a close up of your tools.

Images need to be:

- high resolution (minimum 2 MB),
- Jpeg files,
- A minimum of one in portrait format,
- A minimum of one in landscape format.

Use the file name to label your image with:

- your name, or your studio/collective name
- the title of the artwork
- the medium of the artwork,
- the year the artwork was made,

and separate the information with underscores or similar.

E.g., your file name might read Kate_Tuart_Botanicals_oil_on_canvas_2024.

Please note: Images provided will be used in marketing and promotions for your studio and the Gympie Region Studio Trails program and may be published through Gympie Regional Council and other channels including digital and print media.

Confirmation

Submitting the expression of interest form is considered confirmation of intent to participate, so please consider carefully before submitting. Arts and Cultural staff will confirm participants on **Friday 31 January 2025**. After this date it will not be possible to withdraw from the 2025 program.

Evaluation and Acquittal

Following the Studio Trails 2025 event we will need your help with evaluation. During the event please collect the following data:

- Attendance numbers and postcodes
- Attendee feedback
- Your own feedback
- Sales
- Photos and videos

Arts and Cultural staff will provide you with forms to make data collection easier. We also encourage you to take photos and videos where possible.

Artist evaluations are due **Monday 29 September 2025**.

To Apply

To apply for Gympie Region Studio Trails please follow [this link](#) to fill out the online form before **19 January 2025**.

Timeline

Saturday 2 November 2024	Expressions of interest open
Saturday 7 December 2024	Studio Trails Information Session
Sunday 19 January 2025	Closing Date for completed Expression of Interest Form
Friday 31 January 2025	Artists confirmed/final date to withdraw
Saturday 22 March 2025	PD Session with participants – How To Studio Trails
Saturday 22 March 2025	Maps and lists sent/given to artists for checking
Friday 11 April 2025	Print content finalised and sent to print
Saturday 28 June 2025	Studio Trails Meet and Greet and Opening Event
Saturday 5 July- Sunday 27 July 2025	Gympie Region Studio Trails Events
Saturday 9 August 2025	Studio Trails closing and celebration event
Monday 29 September 2025	Evaluation due

For all enquiries please contact:

Fenella Jolly

Officer Arts and Cultural Development

Email: radf@gympie.qld.gov.au



The Regional Arts Development Fund is a partnership between the Queensland Government and Gympie Regional Council to support local arts and culture in regional Queensland.

