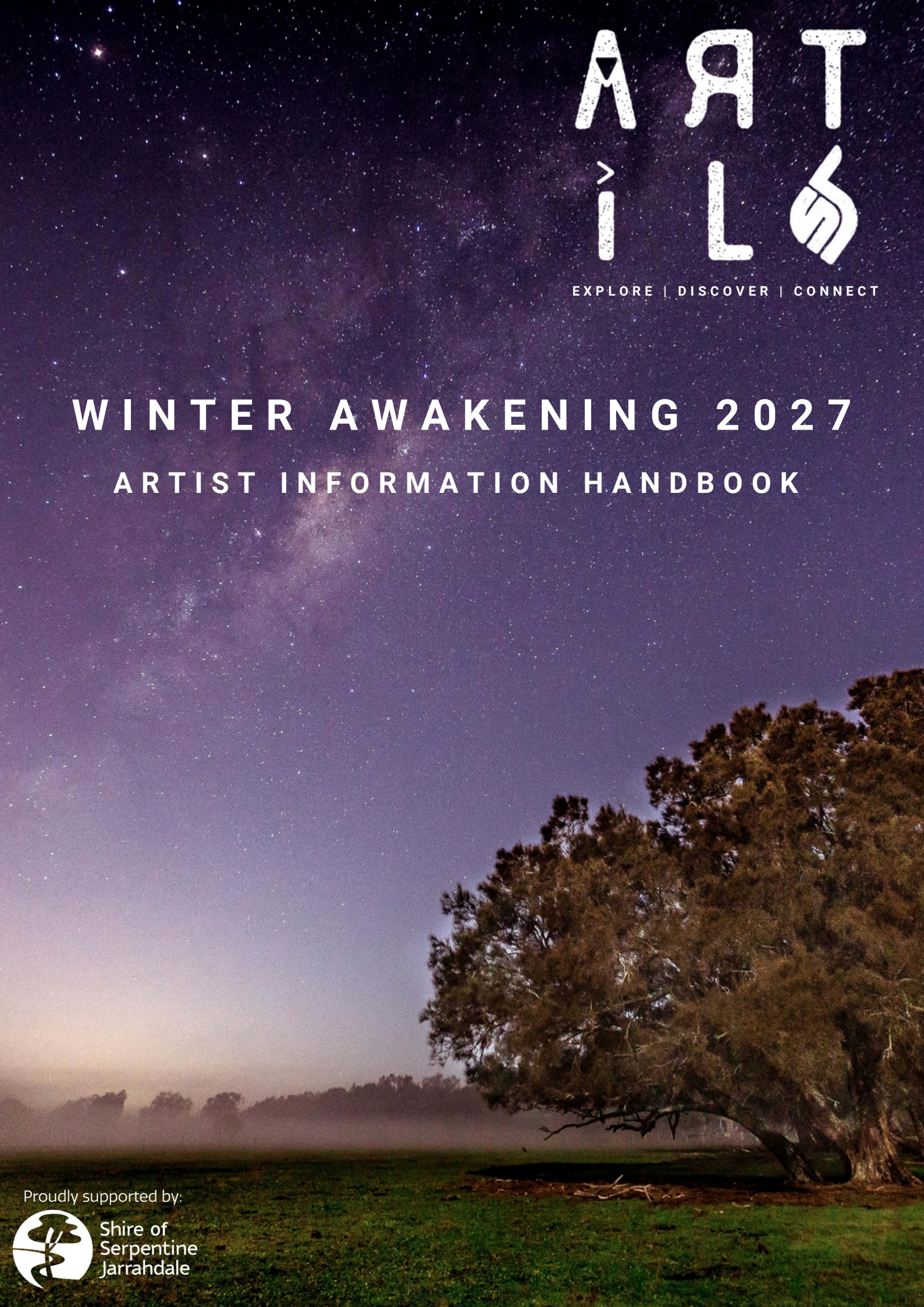
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WINTER AWAKENING 2027

ARTIST INFORMATION HANDBOOK



Proudly supported by:

Shire of Serpentine Jarrahdale

As artists, creatives and makers, we create and gather on the traditional lands of the Noongar Nation within the Shire of Serpentine Jarrahdale. Artistic expression, storytelling and a deep connection to Boodja (Country) have flourished across these hills, plains and waterways for thousands of generations.

We respectfully acknowledge the Noongar people as the Traditional Owners of these lands and recognise their continuing connection to Country, culture and community. We pay our respects to Elders past and present.

Welcome to Art Trail SJ Winter Awakening

A message from Shire President



Thank you for joining us and being part of this exciting new initiative.

Art Trail SJ has been created to celebrate the creativity, talent and unique stories that make Serpentine Jarrahdale such a special place. Developed in partnership between the Art Trail SJ Working Group and the Shire of Serpentine Jarrahdale, the trail aims to showcase local artists, support creative industries and strengthen our growing visitor economy.

As visitors increasingly seek authentic experiences, our local artists play an important role in telling the story of our region through their work, helping to create memorable experiences for both residents and visitors. The inaugural Art Trail SJ, planned for the WA Day Long Weekend in 2027, will provide artists with an opportunity to connect with new audiences, increase awareness of their work and contribute to a unique cultural experience across the Shire.

Art Trail SJ will benefit from significant regional promotion, helping place our creative community firmly on the map. We hope tonight provides an opportunity to learn more about the project, connect with fellow artists and explore how you can be involved in what we hope will become a signature event for Serpentine Jarrahdale.

Together, let's showcase the creativity, culture and community spirit that make Serpentine Jarrahdale unique.

Rob Coales CSM
Shire President

The story behind Winter Awakening



Having lived in Serpentine Jarrahdale for more than a decade, and with a long-standing interest in art, this project feels particularly special to me. In fact, it was our connection with art, and with people in the community who were passionate about it, that drew us to SJ in the first place.

Over the years I've been involved in many exhibitions, galleries and art trails across the Perth Hills region, and I've seen the value they can create, not only for artists, but for local businesses and the wider community. They provide a chance to discover creative work, meet the people behind it, explore new places, enjoy new experiences and see a region through a different lens.

With the extraordinary growth now taking place across the south-west corridor of WA, it feels like the right time for Serpentine Jarrahdale to step forward and celebrate its own creative identity, and for the incredible creative talent across our region to be seen and discovered.

Our vision for Art Trail SJ - Winter Awakening is bigger than simply drawing a new audience to our artists. It is also about the magic that can happen when a creative community comes together, sharing experiences, building connections, supporting one another and discovering where new collaborations might lead.

Just as importantly, the trail is an invitation to discover Serpentine Jarrahdale itself. Winter is one of the most beautiful times to experience our region, and there is something especially welcoming about visiting artist studios and creative spaces while also discovering the distinctive character, heritage and natural beauty of SJ along the way.

As we bring our inaugural Art Trail SJ to life, I am excited to see our studios, galleries, community spaces and towns come alive with art, conversation and visitors exploring our region progressing from an idea to something real.

On behalf of our committee, I am also deeply grateful to the Shire of Serpentine Jarrahdale for its unwavering support as we turn this idea into reality for 2027.

Most of all, I hope you'll join us and help shape what Art Trail SJ - Winter Awakening can become.

Wandy Jeffery

Artist Working Group Lead, Art Trail SJ

Art Trail SJ
At a Glance

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Event Dates
5–7 June 2027
WA Day Long weekend
Saturday, Sunday, Monday

Exhibition Hours
10am – 4pm

Application Period
29th October – 29th November 2026

Application Fee
$100

Public Liability Insurance
20 million cover required
See page 8 for details

Eligibility
Artists must reside in or exhibit within the Shire of Serpentine Jarrahdale



Website & Contact Details

sjshire.wa.gov/arttrailsj

arttrailsj@gmail.com

08 9526 1166

What is Art Trail SJ Winter Awakening

Picture Serpentine Jarrahdale in Winter

Misty mornings, flowing creeks, green paddocks and forest, muddy boots, crackling fires and welcoming creative spaces tucked away across the Shire.

That is the setting for Art Trail SJ – Winter Awakening.

Held over the WA Day long weekend from Saturday 5 to Monday 7 June 2027, Art Trail SJ is a community-led open studio experience inviting visitors to explore the Shire and discover the artists, makers and creative spaces within it.

At the heart of the weekend are our artists. Visitors can step inside working studios and creative spaces, meet the people behind the work, see creativity in action and discover the stories and processes that bring each piece to life.

But the experience extends beyond the studio door...

What makes Winter Awakening a little different is the opportunity to experience Serpentine Jarrahdale itself along the way. Visitors might explore artists' studios in the morning, stop for lunch at a local café or winery, take a walk along one of our trails, visit a local attraction or business, and then continue their art trail journey.

It's a weekend of discovery bringing together art, landscape, local experiences and community — encouraging visitors to make a day, or even a weekend, of exploring SJ in winter.



Our vision

Our vision is for Art Trail SJ to grow into an annual experience for Serpentine Jarrahdale, celebrating our creative community while showcasing the landscapes, places and experiences that make our region unique.

Winter Awakening is where that story begins.

As Art Trail SJ grows, there is potential for the experience to move with the seasons, allowing each trail to reveal a different side of SJ and creating new opportunities for artists, local businesses, residents and visitors to be part of it.

What does that mean for artists?

For participating artists, it's an opportunity to open the door to your creative practice, connect with new audiences, promote and sell your work, build your profile and help shape the beginning of something we hope will become a much-loved part of the SJ calendar.



The art is the heart of the trail. Serpentine Jarrahdale is the experience around it.

Is Art Trail SJ – Winter Awakening right for me?



- Do I live or practise as an artist within the Shire of Serpentine Jarrahdale?
- Am I excited to share my work and creative process with visitors?
- Am I available over the WA Day long weekend in June 2027?
- Am I happy to help spread the word and promote the Art Trail SJ through my own networks?
- Do I enjoy talking about my work and connecting with others?
- Do I have a suitable space to welcome visitors, or would I be interested in joining a shared venue?

No traditional studio? No problem.

Your creative space might be a home studio, shed, workshop, spare room or another suitable venue within the Shire. You might also choose to exhibit with other artists at a shared venue, community space or local business.

Outside the Shire?
Artists who live or practise outside SJ may still be considered where places are available, but all exhibitions must be located within the Shire.

Why participate?

Being part of Art Trail SJ is about more than opening your doors for a weekend. As a participating artist, you'll benefit from:

New audiences
Welcome visitors into your creative world and introduce your work to people who may not have discovered you before.

Profile and promotion
Benefit from coordinated Art Trail SJ marketing and promotion in the lead-up to the event.

Website listing
Your artist profile and venue will be included on the Art Trail SJ website.

Printed trail map
Be featured on the official Art Trail SJ visitor map.

Social media promotion
Opportunities to be showcased through Art Trail SJ social channels.

Event signage
Official signage helping visitors identify participating locations.

Connections
Meet other local artists, creatives and members of the community.

Sales and future opportunities
Sell your work, build your audience and potentially generate future enquiries or commissions.

Be part of something new
Help shape the first Art Trail SJ and the creative community that grows around it.



Artist Journey

Your path to Winter Awakening

29 October 2026

Artist Information Evening

30 October to 29 November 2026

Artist Applications Open

December 2026

Artists Selected & Notified

March 2027

Event Marketing Begins

May 2027

Artist Briefing & Signage Collection

5–7 June 2027

ART TRAIL SJ WINTER AWAKENING

June 2027

Artist Feedback & Event Review



Your Application

A step-by-step guide to help you apply



Ready to apply?

Great! Scan the QR code or click the link to open the Artist Application Form,
then follow the steps in this guide
as you work your way through your application.

STEP 1

Read this handbook & the Terms and Conditions

Take a few minutes to read this handbook and the Art Trail SJ 2027 Terms and Conditions, which outline the requirements you'll agree to as part of your application.

🔗 Read the Terms and Conditions – click link here or scan QR code

You'll also be asked for your basic contact details, so please make sure these are current.

Have a question before you apply?
Please get in touch. We'd much rather help you work through a question before you submit your application.

STEP 2

Check your eligibility

You'll be asked to confirm things such as:

- whether you live or operate your artistic practice within the Shire of Serpentine Jarrahdale
- that you are 18 years or older
- that your exhibition will be located within the Shire
- that your exhibition space can be open to visitors from 10am–4pm on Saturday 5, Sunday 6 and Monday 7 June 2027

Can't be there the whole time?
You can nominate a suitable representative to attend your exhibition space when you're not there.

Live or practise outside SJ?
Artists who live or practise outside SJ may still be considered where places are available, but all exhibitions must be located within the Shire.

STEP 3

Tell us where we can find your work

Share any links where we can see more of your work, such as your website, Instagram, Facebook page or online store.

No online presence? That's completely okay, just provide the links that are relevant to you.



STEP 4

Check your availability

Art Trail SJ – Winter Awakening 2027 will run across the WA Day long weekend:
Saturday 5 – Monday 7 June 2027
10am–4pm each day

Your exhibition space must be open and ready to welcome visitors during all advertised Art Trail hours.

Exhibiting at a shared venue?
Artists can work together to manage the space, provided the venue remains open and attended during all advertised hours.

> 💡 **TIP - Plan ahead**
> It's a big weekend, so think about how you'll manage breaks, meals and other commitments. If you're exhibiting on your own, consider having a support person who can step in when needed.

STEP 5

Tell us about your creative practice

Help us get to know you and your work. The work you plan to exhibit must be original, artist-made and created by you.

Your brief introduction
Tell us about your practice in your own words — what you create, what inspires you and the materials or techniques you use.

> **Write in first person:**
> *"I'm a ceramic artist working from my home studio in Byford. My work is inspired by..."*

Your artist bio
A short introduction that may be used to promote you if you're accepted onto the trail.

> ***Write in the third person:***
> *"Jane Smith is a ceramic artist inspired by the natural landscapes,."*

What do you hope to get from the Art Trail?
This might include reaching new audiences, selling work, generating commissions, building your profile or connecting with other creatives.

NEED HELP WITH YOUR BIO?
The National Association for the Visual Arts (NAVA) has helpful information and resources for artists, including guidance on writing an artist bio. 🔗 View the NAVA resource

STEP 6

Show us your work

You'll need to upload images to help us get to know your work.

Have ready:

1 promotional image

A high-quality image of you and/or your artwork that you're happy for us to use in Art Trail SJ promotion if you're selected.

Up to 2 artwork images — optional

Additional examples to help us understand your work. These won't be used for promotion without your permission.

1 artist photo — optional

A photo of you or your creative practice.

> 💡 **TIP – Make them count**
>
> Choose clear, well-lit images that show your work at its best.

STEP 7

Plan where you will exhibit

You don't need a traditional studio to take part. Your exhibition could be in a home studio, shed, workshop, local business or another suitable space within the Shire.

You'll need to provide:

- venue name and address
- permission to use the space if it isn't your property
- available facilities and accessibility information
- what visitors can expect when they arrive
- a photo of your proposed exhibition space

Artists are responsible for arranging and confirming their own venue.

> 💡 **TIP – Considering collaborating**
>
> Sharing a venue with other artists can create a great visitor experience, particularly in more outlying areas of the Shire. Interested in sharing a space? Let us know — the Working Group may be able to connect you with other local artists or businesses.



Public Liability Insurance

All participating artists must hold Public Liability Insurance with a minimum of $20 million cover, whether exhibiting at their own venue, a local business or as part of a shared venue.

You'll need to upload a **Certificate of Currency** with your application.

Does your insurance expire before June 2027?

That's okay. Submit your current Certificate of Currency and we'll ask for an updated copy closer to the event.

💡 **NEED TO ORGANISE INSURANCE?**

The Shire and Art Trail SJ Working Group can't recommend a particular provider or policy, but you may wish to:

- check whether membership with an arts organisation such as NAVA includes insurance
- explore short-term or event-specific cover
- talk to other artists about how they arrange their insurance

Whatever option you choose, your cover must meet the $20 million minimum requirement.

STEP 8

Confirm the Terms & Conditions

Before submitting your application, you'll be asked to confirm that you have read, understood and agree to the Art Trail SJ – Winter Awakening 2027 Terms and Conditions.

You'll also be asked to confirm that the information you've provided in your application is correct.

STEP 9

Review & submit your application

You're almost there!
Before you hit Submit, take a moment to check that:

✓ your contact details are correct
✓ all required questions are complete
✓ your venue information is correct
✓ you've uploaded all required images, documents, & Public Liability Insurance Certificate
✓ you're happy with the information you've provided

STEP 10

Pay your Fee

After you submit your application, you'll receive a link to Humanitix to make your $100 application payment. The link will also be emailed to you.

Your application won't progress to assessment until payment is received.

If your application is unsuccessful, your $100 payment will be refunded in full.

> 💡 **HAVING TROUBLE WITH PAYMENT?**
> Email arttrailsj@gmail.com and we'll be happy to help.

STEP 11

What happens next

Once applications close, the Art Trail SJ Artist Working Group will review applications against the trail requirements, including:

✓ eligibility
✓ original, artist-made work
✓ a suitable venue within the Shire
✓ meeting the Terms and Conditions
✓ enough information to understand your creative practice and plans

Our aim is to support artists to participate wherever possible.

Please note: Review of your proposed venue is not a safety inspection or approval. Artists remain responsible for ensuring their venue is safe and suitable for visitors.

All applicants will be advised of the outcome in December 2026.

Successful artists will then receive Part Three – Getting Trail Ready to help prepare for the event.

> 💡 **NOT SURE ABOUT SOMETHING?**
> Email arttrailsj@gmail.com or
> phone our Shire liaison Elisha on 08 9526 1166, Monday–Friday.



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CONTACT US

We are here to help

Have a question or need a hand?
We'd love to hear from you

Email
arttrailsj@gmail.com
We'd love to hear from you

Phone (weekdays)
08 9526 1166
Speak to Elisha, Shire Liaison.

Website
shireofsj.gov.au/arttrailsj
Visit the website for updates

Follow us on
Facebook
Keep up to date and share the journey.

Instagram
@arttrailsj
See the trail come to life.



Not sure about something?

Please get in touch. We'd much rather have a conversation with you than have you decide not to apply because you're unsure.