



# *Great Barrier Reef Eco-Arts Trail*

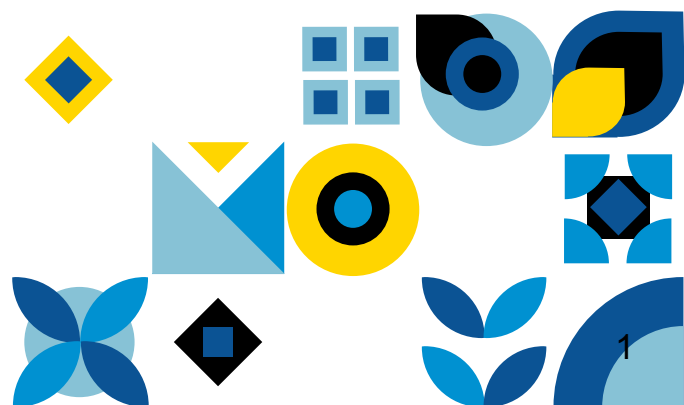
Proposed Plan for Councils

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*#Love the Reef*  
**ART TRAIL**



# #Love the Reef Art Trail



The #Love The Reef Art Trail will encourage tourists and locals to connect and engage with the Great Barrier Reef through eco-arts. The eco-arts trail builds on ReefHQ and GBRMPA's use of #lovethereef hashtag to create #LoveTheReefArtTrail.

The #Love the Reef Art Trail will embrace the connection between science and the arts to engage audiences in the challenges faced by the reef in a positive manner, asking the viewer to step in and be a part of the artwork. It will embrace the connection between science and the arts to engage audiences and inspire a positive emotional affinity with the reef. This arts and science connection will be brought together for a common purpose, including improving general awareness of issues and public campaigns, aiding community development, reinforcing values and beliefs and building an environmentally sustainable culture (Curtis, 2011).

Eco-murals generate increased interest in environmental concerns, assist in developing solutions and help strengthen communities (Ulbricht, 1998). They also invite spectators to 'see, feel, experience and commit to' the need for environmental action (Desai & Chalmers, 2007). They provide moments of engagement for tourists and locals alike.

Arts trails have successfully been used to make people stop for a moment to consider messages, features and feelings of a local community. The Australian Silo Art Trail (Figure 1) is a functioning arts trail where silos and water towers that were a town eyesore are transformed into aesthetically engaging artworks that increased tourism in Regional Australia (Green & Green, 2017).



(from Green, 2018.)



(from ABC Adelaide, 2018)



(from Adnate, n.d.)



(from P1XELS, 2018.)

Figure 1: Photographs of Australian Silo Trail artworks in Tumby Bay, Wirrabara, Sheep Hills and Devenish



# Locations

To help with narrowing down the perfect locations for artworks in your community, there are some factors that will assist the artwork connecting with a larger audience. Adding a mural to public space has the potential to enhance the location's aesthetic, so selecting the right location is vital to the success of the trail.

Reef Guardian Councils continue to demonstrate their commitment to the Great Barrier Reef and its protection. All eighteen districts should be offered the opportunity to participate in the eco-mural trail campaign (Figure 2).

Research shows best practises for the locations of artworks are in places where:

- people socialise,
- easily accessible
- connected to other locations
- warm, safe and restful
- a place that encourages participation from the people that are visiting (Project for Public Spaces, 2016)
- walls of businesses in popular public places,
- 'people come to visit, study, play, congregate and discuss matters that may relate to the content of the mural' (Kang Song & Gammel, 2011).

This will help bring awareness to the eco-mural and increase emotional affinity with the reef.

Location
<ul style="list-style-type: none"> <li>● Offer to Reef Guardian Councils or volunteer locations.</li> <li>● Allow Councils to decide location based on their knowledge but with recommendations of the location should be: <ul style="list-style-type: none"> <li>○ Social</li> <li>○ Easily accessible and connected to other places</li> <li>○ Space for participation</li> <li>○ Warm, safe and restful</li> <li>○ Visible</li> </ul> </li> </ul>

## Road Signage

Road signage would assist tourists and locals alike in becoming aware of the trail and finding the location of each eco-mural. Small circular road signs have been used effectively on other trails to direct people along self-drive trails (Figure 3). An example rendering of a possible sign is seen below, Figure 4.



Figure 3: Tourist road sign for The Fleurieu Way trail (Tour SA, n.d.)



Figure 4 : Sample rendering of potential road signs for the #Love The Reef Art Trail



Figure 2: Map of Great Barrier Reef Coastline with major regional centres indicated (from GBRMPA & Reef Guardians Councils, 2018)

# Artwork message and artform

The principles of artistic form and engagement need to be considered so each artwork communicates the ecological messages for the Great Barrier Reef effectively. In determining the message the artwork will communicate and the form that the artwork will take there are some important points to consider.

It is crucial each mural on the eco-mural trail contains positive messages as unfavourable depictions can result in denial and distancing from the issue (Burke et al., 2018). Positive eco-murals will cause locals and tourists alike to build empathy and emotional affinity to nature through viewing art, which is a powerful indicator of pro-environmental behaviours (Curtis, 2009).

These artworks must communicate about challenges facing the GBR to help build the connection of tourists and local community members to action. The major threats to the GBR that have been identified by GBRMPA in their 2019 outlook report are “climate change, coastal development, land-based run-off, and direct human use (such as illegal fishing).” (GBRMPA, 2019). For the impact to be higher in the community, the suggestion is that the mural represents local perspectives on these issues. Artists may also need to collaborate with scientists to ensure scientific credibility.

Participatory artworks are the most effective form for engaging and having an audience share the murals on social media. Participatory artworks are not complete until the viewer interacts with them (Burke et al., 2018). This causes individuals to be excited about the experience of interacting with the art. Examples of participatory art show the interactivity and enjoyment of the artworks viewer (Figure 5).

## Artwork Signage

Each artwork should have a sign with the piece that communicated with the viewer more about message of the artwork, the artist and provide a QR code to link to a website with further information. This creates an action that the viewer can take while there. A sample prototype is below (Figure 6).

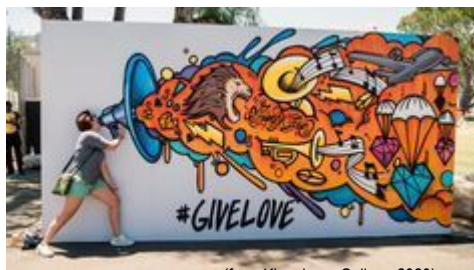
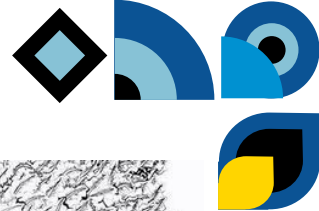


Figure 6 : Sample rendering of potential artwork signage for the #Love The Reef Art Trail

Art Form and Message
<ul style="list-style-type: none"><li>• Participatory artwork that must have an element of interactivity so not complete until the viewer is involved.</li><li>• Clear image characteristics so it can be easily identifiable online and in-person.</li><li>• Focused message on the challenges faced by GBR (climate change, etc.) at a local perspective.</li><li>• The theme of artwork should be a collaborative decision between location and artists.</li><li>• Partnerships with scientists may be required for the credibility of the content.</li><li>• Encourage sustainable craftsmanship and environmentally based practices and materials.</li><li>• Signage with information about the artwork could link to partner websites or a trail website through QR code creating an action for viewers to take</li></ul>



# Figure 5: Examples of Participatory Artworks



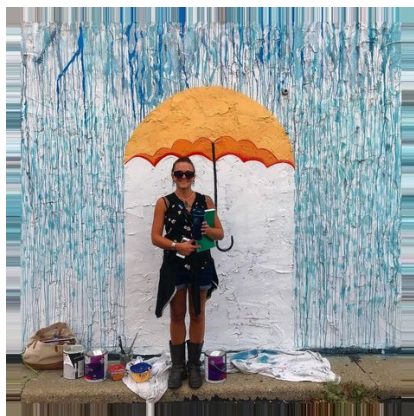
(from Klaughaus Gallery, 2020)



(from Decora, 2019)



(from Montague, 2016)



(from Rivett, n.d.)



(from Instagram Blog, n.d.)



(from Mihal, 2020)



(from Freshome, n.d.)



(from Montague, 2017)



(from Sokoler, 2009b)



(from Montague, 2016b)



(from Johnson, 2020)



(from Jinman, 2013)



(from Blue Virginia, 2019)



(from Toy, 2017)



(from Zacharevic, n.d.)



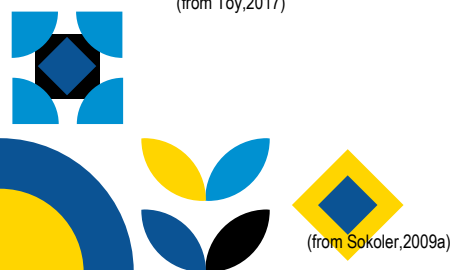
(from Aschliman, 2010)



(from Stoop, 2013)



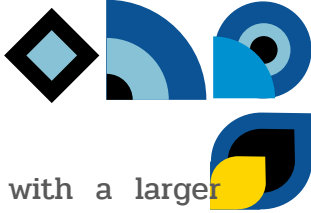
(from Kunz, 2017)



(from Sokoler, 2009a)



# Social Media Hashtags



Social media hashtags are an important part of connecting the artworks with a larger audience through social media. After following social media tags for a period of five weeks, below are some recommendations on the use of hashtags for the #Love The Reef Arts Trail.

In addition to #LoveTheReefArtTrail, each artwork should have 4-5 assigned hashtags.

- Place-based reference - providing the location of the artwork  
*e.g. #townsville, #cairns, #mackay, #capricorncoast*
- Conservation related tag - linking the artwork to its message or meaning  
*e.g. #conservation, #climatechange, #savetheplanet, #illegalfishing*
- Great Barrier Reef tag - identifying the artwork relates to the Great Barrier Reef  
*e.g. #greatbarrierreef, #lovethereef*  
Not using #GBR as the related tags are non-complementary for this campaign
- Australia-based tag - providing a link to Australian tourism that is regularly promoted on a broader scale  
*e.g. #thisisqueensland*
- Art-based reference - art tags are used frequently on social media relating to a broad reach  
*e.g. #muralart, #publicart*

The eco-mural artworks themselves could contain the hashtags for social media as part of the artwork, so people are more likely to tag them when posting (Figure 7). Having the hashtags on the artwork means viewers are confronted with using them and social media viewers may click to follow them to find similar posts.

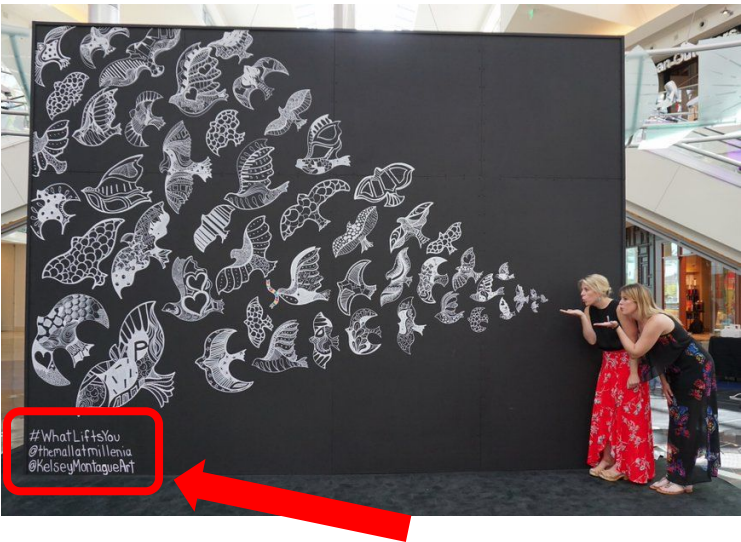


Figure 7 : Kelsey Montague participatory art mural with hashtags as part of the image (The Mall at Millenia, 2017).

Social Media
<ul style="list-style-type: none"><li>• 4-5 Hashtags with each artwork<ul style="list-style-type: none"><li>○ Artwork Location</li><li>○ #greatbarrierreef</li><li>○ #publicart or #muralart</li><li>○ The message of the artwork</li><li>○ #thisisqueensland</li></ul></li><li>• Using #LoveTheReefArtTrail as a label for the trail</li><li>• Encourage tagging the Instagram handles of partners.</li><li>• Display the tags with the artworks and if possible on the artwork boundary so it may be captured in images.</li><li>• Apply these hashtags on other social media channels and not just on Instagram.</li></ul>



# Website



The QR code on the artwork signage when scanned can take the viewer to a website with more specific and detailed information about each artwork. It also allows viewers to see other nearby artworks they can go see. The use of a website also provides potential tourists with the chance to plan a trip to see them so they spend extra time in each location.

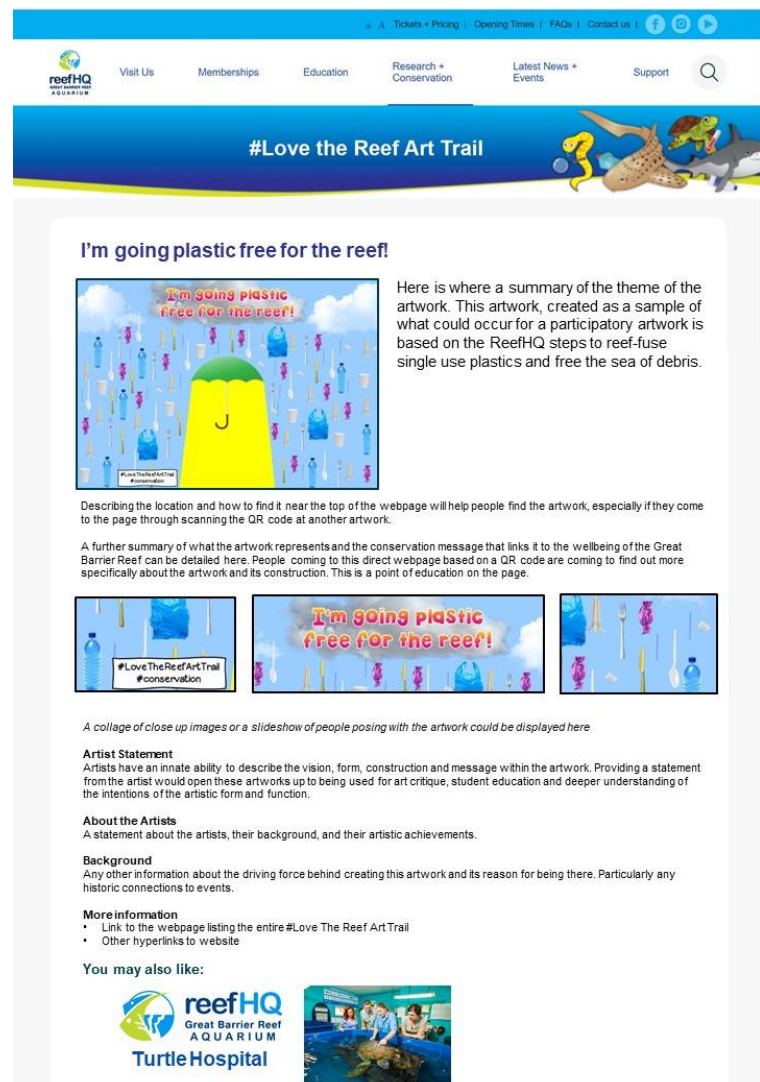
The website pages could be a separate website or be held on the Great Barrier Reef Marine Park Authority or ReefHQ websites (Figure 8 and Figure 9).

The page for each artwork should list :

- The artwork name
- Summary of the artwork and its message
- Image of the artwork, and possibly smaller close up images
- Location of the artwork and directions to find it
- The conservation message of the piece
- Artist statement
- About the artists
- Background of the artwork or project
- More information that links to entire arts trail and the council district

Potentially, there could be a 'call to action' or link to find out more about the cause on the webpages. It could even include a donation portal for the ReefHQ turtle hospital or other charities that support the conservation message of the artwork.

**Figure 8 :** Rendering of potential layout of artwork description page on ReefHQ website.





Home &gt; Our work

# #Love the Reef Art Trail

- Cairns ▾
- Townsville ▾
- Cairns ▾
- Townsville ▾
- Cairns ▾
- Townsville ▾

## I'm going plastic free for the reef!

Here is where a summary of the theme of the artwork. This artwork, created as a sample of what could occur for a participatory artwork is based on the ReefHQ steps to reef-fuse single use plastics and free the sea of debris.



Describing the location and how to find it near the top of the webpage will help people find the artwork, especially if they come to the page through scanning the QR code at another artwork.

A further summary of what the artwork represents and the conservation message that links it to the wellbeing of the Great Barrier Reef can be detailed here. People coming to this direct webpage based on a QR code are coming to find out more specifically about the artwork and its construction. This is a point of education on the page.



A collage of close up images or a slideshow of people posing with the artwork could be displayed here

### Artist Statement

Artists have an innate ability to describe the vision, form, construction and message within the artwork. Providing a statement from the artist would open these artworks up to being used for art critique, student education and deeper understanding of the intentions of the artistic form and function.

### About the Artists

A statement about the artists, their background, and their artistic achievements.

### Background

Any other information about the driving force behind creating this artwork and its reason for being there. Particularly any historic connections to events.

### More information

- Link to the webpage listing the entire #Love The Reef Art Trail
- Other hyperlinks to website

### You may also like:



**Figure 9 :** Rendering of potential layout of artwork description page on Great Barrier Reef Marine Park Authority website.



# Artists



The involvement of local community artists in the design, creation and communication of environmental stewardship messages in the artworks will enhance the connections to the region. Many regional areas have hidden artistic talents and craftspeople that can provide unique perspectives and visions for an eco-trail project like this.

The use of Aboriginal and Torres Strait Islander Australian artists is encouraged where possible as they have a strong affiliation with the lands and waters of the region. Our suggestion is for the GBRMPA’s Reef Guardian partners to prioritise selecting an artist from their community who has both a connection to the GBR and to their local community.

A range of approaches to engage local artists in the campaign could be considered. This includes:

- approaching arts associations
- visit local studios
- researching local artists in the area
- approaching local indigenous elders
- local indigenous arts centres like Ghost Nets Australia
- ATSI cultural events like Cairns Indigenous Art Fair
- exploring social media posts in the region
- contacting school art programs or Reef Guardian Schools
- holding a competition
- or, Arts Connect Inc.

Conversations with potential artists about artistic intent are vital to selecting an appropriate artist (Gilfillon & Morrow, 2014). These discussions may highlight shared ideals like environmentally-based arts and cultural practices, sustainable craftsmanship, use of materials retrieved from the reef or established social media presence.

Artists like David Day, Tracey & Goldenberg, Alison McDonald, and Llani are just examples of local talent (Figure 10).



(Allgood, 2016)



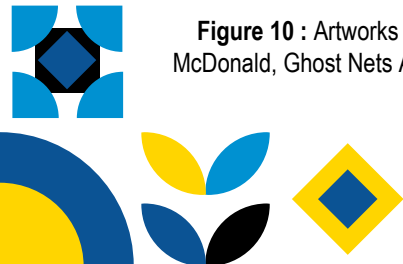
(Ryan, 2009)



(Kesteven, 2016)

**Figure 10 :** Artworks by local artists, Alison McDonald, Ghost Nets Australia and David Day.

Engaging Artists
<ul style="list-style-type: none"><li>• Allow Reef Guardian Councils or Volunteer locations to select an artist.</li><li>• Local artist for a local perspective</li><li>• First Nations (ATSI) artists encouraged</li><li>• Ensure conversations with artists about artistic intent before finalising partnership to ensure shared perspectives.</li></ul>



# Funding

There are options for funding of arts, environmental and scientific campaigns, particularly in Australia, and by taking an arts approach to this campaign makes it eligible for more funding grants, as does the use of ATSI artists.

Below is a list of credible grants that could be accessed for development of this project at a community, region and national level.

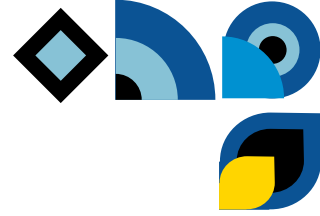
## Funding

- Numerous governmental and regional grants available
- ATSI artists eligible for additional funding options
- Crowdfunding (not reliable)
- Ensure funding sources are credible.

Funding organisation	Grant Title	Financial Contribution	Due Date	ATSI only	Eligibility	Other details
Australia Council for the Arts	<a href="#">Signature Works</a>	\$35,000	February 2020	✓	By invitation only	Signature work that provides a First Nation artist with a chance to be exposed to the national and international arts landscape.
Australia Council for the Arts	<a href="#">The Dreaming Award</a>	\$20,000	November 2019	✓	<ul style="list-style-type: none"> <li>• First nations artist</li> <li>• Aged 18-30</li> <li>• All artforms</li> </ul>	Support for inspiring young First Nations artists to produce a major body of work through mentoring and partnerships.
Queensland Government	<a href="#">Queensland Arts Showcase Program</a>	Maximum \$120,000	Rolling Fund		<ul style="list-style-type: none"> <li>• Public presentations of new works</li> <li>• Develop an art and cultural experience for Queensland communities and cultural tourism</li> </ul>	Investing in Queensland arts/cultural connections nationally and internationally by supporting artistic and non-creative collaborations.
Queensland Government	<a href="#">Individuals Fund</a>	Up to \$10,000	Round 1: April 2020 Round 2: TBA		Emerging and established artists and cultural workers	Professional and career development opportunities for artists that provide significant opportunities
artsQueensland	<a href="#">Regional Arts Development Fund</a>	Up to \$100,000 depending on the population	April 2020		In partnership with local council areas which also provide financial or in-kind funding	Projects are judged against the criterion of Quality, Reach, Impact and Viability.
artsQueensland	<a href="#">Indigenous Regional Arts Development Fund</a>	\$25,000	February 2020	✓	An indigenous local government area	Arts and Cultural Activities that support cultural maintenance and arts development
Australia Council for the Arts	<a href="#">Individuals and Groups</a>	\$10,000 to \$50,000	February 2020		Australian artist or arts worker with Australian citizenship/ permanent resident	For projects that gain wider audiences on national and international scales.
Australian Government (through Flying Arts Alliance)	<a href="#">Regional Arts Fund (RAF)</a>	Up to \$30,000	February 2020		<ul style="list-style-type: none"> <li>• Regionally located individuals, groups, incorporated not-for-profit organisations and councils</li> <li>• Have at least some income from other funding sources</li> </ul>	Supports regional and remote Australians with access to and participation in arts and culture, including sustainable economic, social and cultural development
GBRMPA	<a href="#">Reef Guardian Stewardship Grant</a>	\$1,000-\$6,000	October 2019		<ul style="list-style-type: none"> <li>• Must undertake the project in the GBRMPA area</li> <li>• Be a bonafide not-for-profit, government or ATSI organisation</li> <li>• Connection to the annual theme</li> </ul>	GBRMPA's investment in people being part of the solution to the reef with the objective of fostering community stewardship of the reef. Also, to influence social and environmental drivers that affect the reach and its local communities.
Advance Queensland	<a href="#">Engaging Science Grants</a>	Up to \$10,000	November 2019		Address either public awareness, scientist engagement, civic engagement or STEM participation	For the delivery and engagement of communication by scientists, researchers, science communicators, journalists, teachers, organisations and community groups.
Foundation for National Parks & Wildlife	<a href="#">Community Conservation Grants</a>	\$10,000	TBA		<ul style="list-style-type: none"> <li>• Federal/State National Park agency, or;</li> <li>• Agency working with a National Park, or;</li> <li>• Individuals, or;</li> <li>• Not-for-profit or For-profit organisations</li> </ul>	Grants for conservation projects to assist in the protection of native species, habitats, landscapes and cultural heritage. Funding for projects around Land and water, Threatened Species, Cultural Heritage and Parks for People.
Ian Potter Foundation	<a href="#">Sustainable - Environment</a>	\$100,000+	Currently by invitation due to COVID-19		Deductible Gift Recipient Item 1 and Tax Concession Charity Status	Investing in Australia's research and innovation capacity and community-driven environmental initiatives. Support initiatives that seek to improve natural resource management, and preserve biodiversity/ ecosystems facing a range of ecological challenges, including climate change.



# Summary of Recommendations



The #LoveTheReefArtTrail has the potential to have an impact on both a local and global scale bringing awareness to the threats facing the Great Barrier Reef while also highlighting local councils on the trail. The topics of individual murals can be highlighted from a local perspective so they are relevant to your council area and of interest to locals and tourists alike. With the use of relevant hashtags and social media posts, councils will be highlighted worldwide as not only being committed to reducing the impacts of the GBR but also as places for tourists to stop and visit.

Participatory artwork is the most effective form for engaging viewers as it gets them involved in the artwork and increases their emotional affinity with nature. The idea of placemaking is important in determining the locations in your council area for higher engagement. There is also a broad range of local artistic talent that can be utilised for creating a masterpiece that is respected in your community. Grants are available to assist in supporting the financial aspects of being part of self-drive trail like the #Love The Reef Art Trail.

This table provides a summary of the recommendations discussed in this plan document.

Location	Social Media	Art Form and Message
<ul style="list-style-type: none"><li>• Offer to Reef Guardian Councils or volunteer locations.</li><li>• Allow Councils to decide location based on their knowledge but with recommendations of the site should be:<ul style="list-style-type: none"><li>○ Social</li><li>○ Easily accessible and connected to other places</li><li>○ Space for participation</li><li>○ Warm, safe and restful</li><li>○ Visible</li></ul></li></ul>	<ul style="list-style-type: none"><li>• 4-5 Hashtags with each artwork<ul style="list-style-type: none"><li>○ Artwork Location</li><li>○ #greatbarrierreef</li><li>○ #publicart or #muralart</li><li>○ The message of the artwork</li><li>○ #thisisqueensland</li></ul></li><li>• Using #LoveTheReefArtTrail as a label for the trail</li><li>• Also, encourage tagging the Instagram handles of our partners.</li><li>• Display the tags with the artworks and if possible on the artwork boundary so it may be captured in images.</li><li>• Apply these hashtags on other social media channels and not just on Instagram.</li></ul>	<ul style="list-style-type: none"><li>• Participatory artwork that must have an element of interactivity so not complete until the viewer is involved.</li><li>• Clear image characteristics so it can be easily identifiable online and in-person.</li><li>• Focused message on the challenges faced by GBR (climate change, etc.) at a local perspective.</li><li>• The theme of artwork should be a collaborative decision between location and artists.</li><li>• Partnerships with scientists may be required for the credibility of the content.</li><li>• Encourage sustainable craftsmanship and environmentally based practices and materials.</li><li>• Signage with information about the artwork could link to partner websites or a trail website through QR code creating an action for viewers to take</li></ul>
Funding	Engaging Artists	
<ul style="list-style-type: none"><li>• Numerous governmental and regional grants available</li><li>• ATSI artists eligible for additional funding options</li><li>• Ensure funding sources are credible.</li></ul>	<ul style="list-style-type: none"><li>• Allow Reef Guardian Councils or Volunteer locations to select an artist.</li><li>• Local artist for a regional perspective</li><li>• First Nations (ATSI) artists encouraged</li><li>• Ensure conversations with artists about artistic intent before finalising partnership to ensure shared perspectives.</li></ul>	



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