



**GrainCorp**  
100 YEARS OF GROWTH

# News Release

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## **CELEBRATING THREE YEARS OF THE SILO ART PHENOMENON**

GrainCorp is celebrating three years of the iconic silo art trail that put rural towns across eastern Australia back on the tourism map.

A three-year journey of a trail of painted silos, born in country Victoria and tracing up to outback Queensland, has gradually brought new life to drought-stricken communities with populations as small as 93 people.

GrainCorp is celebrating the anniversary on social media by asking people for their favourite artwork – the prize being a large, professionally framed photograph of their nominated site.

A partnership with a regional Victorian community began the trail in the Wimmera in late 2015, with artist Guido van Helten's mega-scale depiction of farm workers sprawling across six silos at a GrainCorp site in Brim.

Since then, the trail has spread throughout Victoria over GrainCorp sites in Rosebery, Lascelles, Sheep Hills, Patchewollock, Rochester, Devenish, and headed north last year with an artwork in Thallon, Queensland.

The movement marked the beginning of a powerful new tourism drawcard, with local communities reporting an increase in trade, as well as nationwide media attention.

### **Mayor Cr Scott Upston, Benalla City Council:**

“Benalla is known as an arts destination and a great place to visit, and since the silos were launched in April 2017, more than 20,000 people have visited Devenish.”

“One group of visitors flew from New Zealand into Sydney then drove to Devenish just to see the silos.”

“The sense of pride and reinvigoration in the town and surrounding area cannot be underestimated.”

### **Leanne Brosnan from the Thallon Progress Association:**

“The mural has been transformative for Thallon,” she said. “The huge number of visitors and media interest that the artwork has created has engendered a sense of pride in the town, and given people hope for the future, despite the ongoing drought.”

“Businesses not only in Thallon but other parts of the Balonne Shire have commented on the impact that the mural has had on tourism for the area,” she explained.

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**Cate Ward, Rochester Business Network:**

“The artwork has given our community a spring in their step – our retailers, residents and visitors have enjoyed not only the process of getting the silos painted, but also the ongoing traffic it’s bringing to our town after floods, droughts and closure of large businesses.”

“We are proving to be a resilient community and this is a great demonstration of how our community is working together to keep Rochester on the map.”

“You never know who you’ll find at the silos – we recently had visitors from America on a crop tour, who were told by their driver that they had to call in and check out these silos, which they agreed were quite amazing!”

**GrainCorp Community Manager Luke O’Donnell:**

“The company is considering several new projects for 2019, including the use of laser projectors in lieu of paint, and an expansion to the Devenish site.

“GrainCorp is proud to provide the canvases for renowned artists who work at extreme heights to turn dreams into a colourful reality.

“Each artwork is unique and reflects the people and landscapes of the community. Many of our employees work in these regions and they are incredibly proud of the new way we are using our silos.”

**RESOURCES:**

Video available: [GrainCorp Silo Art: The story so far.](#)

To nominate a local silo: <http://www.graincorp.com.au/about-graincorp/siloart>

GrainCorp Facebook page: <https://www.facebook.com/GrainCorpLimited/>

**FURTHER INFORMATION**

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