



## Artist Expression of Interest 2026

*Launched in 2023, the Toowoomba Studio Art Trail is an exciting initiative designed to connect local artists with the community. Every weekend in September, artists open their home studios to the public, offering a unique opportunity to showcase their work, engage with visitors, and contribute to Toowoomba's vibrant artistic culture.*

### Terms and Conditions

*Please review these terms carefully before submitting your Expression of Interest on pages 4 & 5.*

#### Entry Fee

The participation fee is \$180 per artist. This fee helps cover essential costs such as advertising, printing of Trail Maps, Posters, Gate Signs, website hosting and promotional materials. Printed Trail Maps will be distributed to key locations, including the Toowoomba Tourist Visitor Information Centre. Additionally, you will gain exposure on the Toowoomba Studio Art Trail website and social media platforms. We regularly feature our artists on Instagram and Facebook.

#### Official Inclusion in the Carnival of Flowers

Our event will be featured on the Official Toowoomba Carnival of Flowers website, a key guide for visitors to Toowoomba. This ensures maximum visibility and advertising for our Studio Art Trail during this major event.

#### Copyright and Trademark Usage

The Toowoomba Carnival of Flowers is a trademarked event. As such, the use of any official branding (including the event name, abbreviations like TCOF, or the graphic logo) in advertising or on social media requires specific written permission from Kate Scott, the event coordinator. While we aim to secure blanket permission for all participating artists, this is subject to confirmation.

#### Public Liability Insurance

All participating artists are required to hold current Public Liability Insurance with coverage of at least \$20 million. This policy must be arranged independently, and details (including the policy number) must be provided in the Studio Artist Agreement Form. We recommend checking out Duck for Cover Insurance for Visual Artists as an option.

#### Safety and Studio Expectations

Please ensure your studio and its access pathways are safe and visitor-friendly:

- Remove tripping hazards and clear debris from walkways.
- Secure any pets that may bark or react to visitors.



- While you are not obligated to provide bathroom facilities or refreshments, please familiarize yourself with the nearest public amenities to guide visitors if needed.

### **Studio Opening Hours**

Studios will be open to the public for **four weekends in September 2026**, with advertised hours from **10:00 am to 4:00 pm on Saturdays and Sundays**. Participating artists must commit to opening their studios for a minimum of three weekends, preference will be given to those artists who agree to open all four weekends. Additionally, studios will also be advertised as open on **Wednesday, 16th and 23rd September 2026** if you wish to participate.

### **Location Requirements**

Participating studios **MUST** be located within the **4350 postcode area of Toowoomba**, ensuring the Trail remains accessible for self-driving visitors within Toowoomba City.

### **Artwork for Sale**

Artists are encouraged to offer original artworks, prints, and related merchandise for sale during open weekends. No commission will be taken, but artists must arrange their own payment methods. A diverse range of works and merchandise should be available for viewing or purchase each weekend your studio is open.

### **Copyright for Artwork**

Artists are responsible for ensuring proper permissions are obtained for any reference materials or images not created by them.

### **Workshops**

Workshops are not permitted during studio opening hours. However, artists are welcome to conduct workshops outside these hours if desired. It's a great opportunity to promote your offerings to the public.

### **Group Shows**

Group exhibitions in halls, galleries, or larger public spaces are not allowed. Studios may host a maximum of two artists sharing the same space.

### **Communication and Support**

We will invite you to our Private Facebook Information Group for participating artists. This platform will serve as a space to share ideas, ask questions, and stay connected throughout the event.

### **Studio Signage**

Each studio will receive:

- One gate/road sign for display outside your studio during open weekends.
- A generic sign to place outside your studio throughout September (e.g., on your fence).



Additionally, we plan to provide extra signs with “Open Studio” and directional arrows to help guide visitors to your location. Signs must be put out each day that studios are open and returned to the Founders at the conclusion of the event. Signs must not be left out when the studios are closed.

### **Promotion and Marketing**

We encourage all participating artists to actively promote the Toowoomba Studio Art Trail via social media and local networks. Promotional materials, including brochures, signage and graphics will be provided for you to share within your community and online. It’s absolutely VITAL that we all contribute to marketing.

### **Website Feature**

Successful applicants will be featured on the Toowoomba Studio Art Trail website. Artists are required to submit the following:

- A headshot photograph.
- Four high-quality images of their artwork.
- An artist biography.

### **Artists Trail Day**

Before the Art Trail begins, we hold a Meet & Greet event for all participating artists. This will take place the weekend before the Trail and will give everyone a chance to experience each other’s studios, practices, and spaces. It’s a wonderful opportunity to connect, share, and network while familiarizing yourself with the Trail. Please set aside **Saturday 29th August** for the full day, to join us.

### **Expression of Interest Deadline**

Submissions close at **5:00 pm on Monday, 30th March 2026.**

We look forward to receiving your application for participation in the 2026 Toowoomba Studio Art Trail!

***Artists will be notified by email by the 15th April 2026.***

Warm regards,  
Jeanne Cotter & Cindy MacDonald  
*Founders, Toowoomba Studio Art Trail*



Toowoomba Studio Art Trail  
**Artist Application 2026**

Name: .....

Email: .....

Your Address: .....

.....

Studio Address: (If different) .....

.....

Phone: .....

Website: .....

Facebook URL: .....

Instagram URL: .....

**Artistic Details:**

Art Medium: .....

Genre of Art: .....

Number of original artworks created in a month: .....

Will you have items such as prints, cards and gift ware for sale? .....

Location of your Studio?

Address: .....

.....

Is there sufficient parking space for visitors?

☐ Yes – How many vehicle spaces are available? .....

☐ No

# Toowoomba Studio ART TRAIL

Will you be sharing your studio with another artist?

- ☐ Yes  
☐ No

If yes, who is the other artist? .....

**\*\* Each artist must submit an application even if you are sharing a studio**

**I agree to open my studio to the public on the following weekends in September 2026 from 10am – 4pm each day. A minimum of 3 weekends is required. Artists willing to open every weekend will be given preference.**

Please select your open weekends:

- ☐ Saturday 5 and Sunday 6 September  
☐ Saturday 12 and Sunday 13 September  
☐ Saturday 19 and Sunday 20 September  
☐ Saturday 26 and Sunday 27 September  
  
☐ Wednesday 16 September (optional)  
☐ Wednesday 23 September (optional)

## Agreement:

I, the undersigned, hereby wish to be part of the Toowoomba Studio Art Trail in September 2026 and agree to all the terms and conditions outlined in this document.

Name (print) .....

Signed..... Date .....

Please attach the following files, with your Application to your email:

- Your Artist Biography or CV
- Photos of your artworks x 5 (for review)
- A photo of your studio space
- A profile photo of yourself for our website

## Submission Deadline

Please **email** this Artist Application 2026 Form, along with the required documentation and photographs, no later than **Monday, 30th March 2026**, to [toowoombastudioarttrail@gmail.com](mailto:toowoombastudioarttrail@gmail.com).