

SALA



**South Australian
Living Artists Festival
Impact Report 2025**



Hahndorf Academy exhibition, 2025.
Photo by Steph Fuller.

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Introduction



Praxis Studios, 2025.
Photos by Steph Fuller.

SALA Festival is the world's largest open access visual arts festival and a jewel in South Australia's crown. It is a truly inclusive festival, embracing the essence of community and celebrating amateur and professional visual arts creatives at all stages of their practice. SALA imposes no restrictions as to what can be called a gallery in the month of August each year. It issues an invitation to get involved and be brave.

This year 11,612 artists created and exhibited work for 717 exhibitions across the entire state of SA. The 2025 South Australian Living Artists (SALA) Festival saw audiences exceed 1,000,000.

South Australia offers a unique creative environment, which has resulted in the state being home to an exceptional community of artists. Artists thrive in South Australia. SALA Festival was founded to celebrate this, and to draw attention to the exceptional artists who live and create in the state of South Australia, and its unique visual arts ecology.

As an open access festival, SALA understands the importance of cultivating not only artists but audiences. Audiences are integral to the visual artists community. Each year we plan a program that engages local artists to deliver visual arts experiences that provide entry into different corners of the visual arts world and invite the entire community to learn, enjoy and delight in our local artists.

SALA Festival is deliberately inclusive in nature. We aim to nurture artists at all stages of their careers and to encourage broad community participation in creative life. We seek to inspire more people to make, communicate, and connect through visual art, as these are essential parts of being human and living well.

As a festival, we strive to celebrate and connect, growing networks, illuminating pathways for artists, and creating opportunities for collaboration across South Australia.

South Australia has a genius for creativity and a great capacity to celebrate and capitalise on this.

We thank all of SALA's supporters as we close the door on a wonderfully successful 2025 Festival and look to an exciting SALA Festival 2026.

SALA

History

SALA Festival celebrated its 28th anniversary in 2025. Founded in 1998 as SALA Week, it was established to educate local and inter/national audiences about the unique culture of leading visual artists living and working in South Australia, to promote the individuals and create opportunities for professional artists. In its first year there were 21 metropolitan venues and 20 country venues. Since then, it has become a month-long celebration of South Australian art throughout the state, with over 700 exhibitions and 11,000 artists.



SALA Fire Talks Guided by Dominic Guerrera, 2025.
Photo by Rosina Possingham.

Vision

South Australia's living visual artists' work is recognised locally, nationally and globally.

Purpose

To champion South Australia's living visual artists and enrich the State's cultural vibrancy by creating opportunities for artists to share and promote their work to diverse audiences.

Actions

We create a thriving, inclusive arts community where all artists are empowered to create, connect, and contribute to a vibrant cultural landscape.

We support and promote South Australian artists by creating accessible opportunities for artistic expression, community engagement, and professional development.

Values

INCLUSIVITY
We welcome artists and audiences from all backgrounds.

COLLABORATION
We work with partners to amplify impact.

INTEGRITY
We act ethically, transparently, and with respect.

CREATIVITY
We champion innovation and artistic risk-taking.

SUSTAINABILITY
We build a resilient organisation for long-term impact.

Event Summary

11,612

participating artists

Amateur, emerging, and professional visual artists

717

**exhibitions and events
in 642 venues**

625 across metropolitan and regional South Australia, 17 online venues

642

venues

102

open studios

1million+

visitors

Estimated attendance at SALA exhibitions across South Australia*

21,000+

opening night guests

Estimated attendance at SALA exhibition opening nights*

\$2 million+

art sales at SALA exhibitions*

The economic flow-through to South Australia's economy are understood to be substantial because SALA encourages tourism and local spending across the entire State*

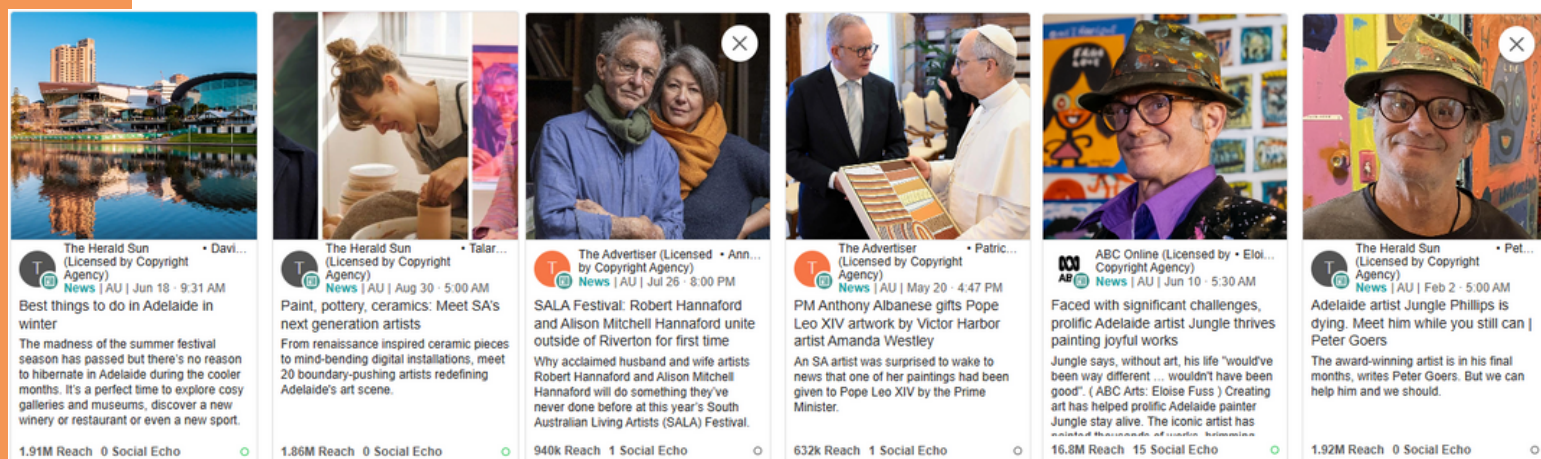
*Based on best averages gained through qualitative/quantitative surveying of participating SALA Festival Venues, exhibiting Artists and audience members. (Survey Monkey, September 2025)

Connecting artists with audiences

1,501 social and news media reports, including syndication, mentioned SALA Festival between 16 September 2024 and 15 September 2025.

756,181 estimated views of all published and posted content.

(*Source; media coverage from 16 September 2024 – 15 September 2025 by Meltwater)



I missed out on all the excursions this year as they were booked out, great that they are so popular. Loved the diversity of venues large and small and the range of exhibitors from school children to well known artists.

Survey response from the SALA Audience Survey, 2025.



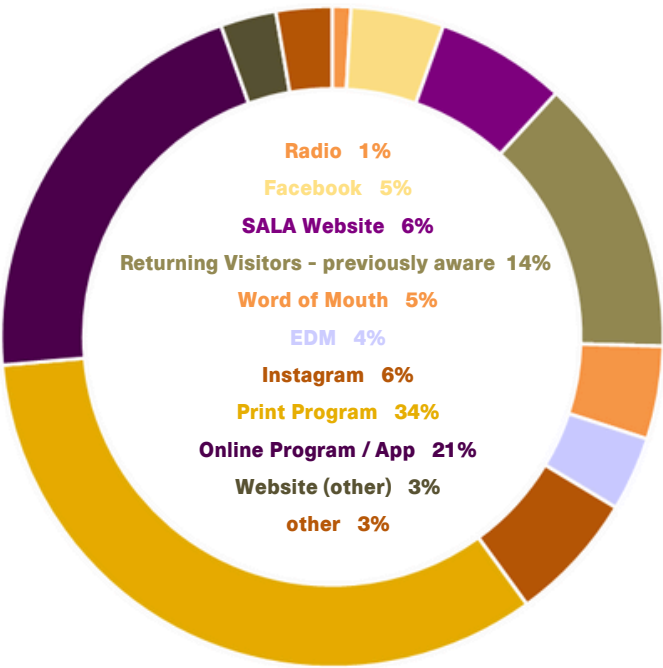
Hive Barossa, SALA Barossa Light Art Tour, 2025.
Photo by Rosina Possingham.



Lyndoch Lavender Farm & Cafe, SALA Barossa Light Art Tour, 2025.
Photo by Rosina Possingham.

How did audiences discover exhibitions?

Source of Event Awareness



SALA Sticker, 2025. Photo by Steph Fuller.

45,000 SALA programs printed and distributed across South Australia

103,000+ visits to the SALA website.
(*Source; Google Analytics)

Online

The official Festival Program was digitally available via the SALA website and Smartphone App; and Facebook, Instagram, and 'X' kept artists and the community up to date, engaged, and informed.



JamFactory exhibition, 2025.
Photo by Steph Fuller.

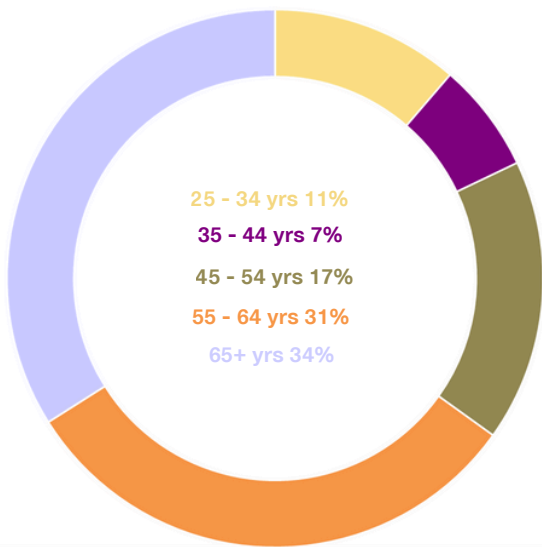


Tutti Arts Barossa, SALA Barossa Light Art Tour, 2025.
Photo by Rosina Possingham.

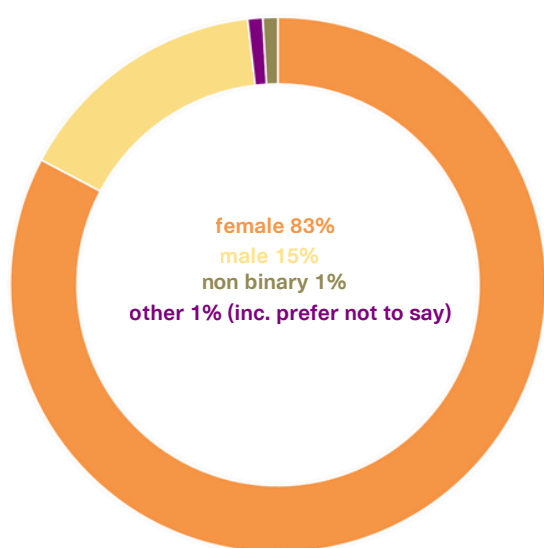
Who attends SALA?

- Based on best estimates from qualitative and quantitative surveying of SALA artists and participating venues

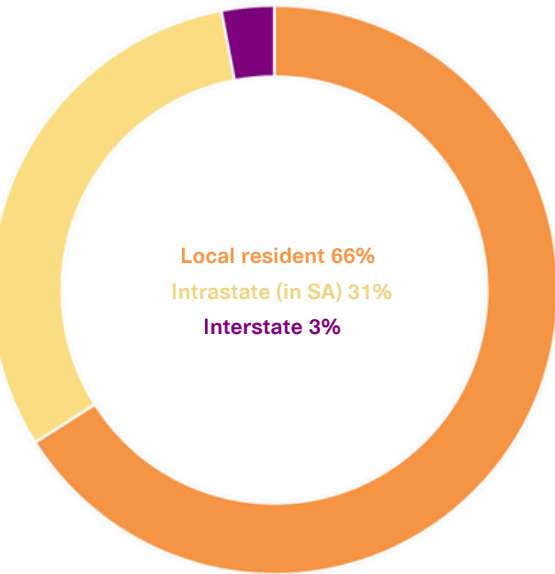
Age profile



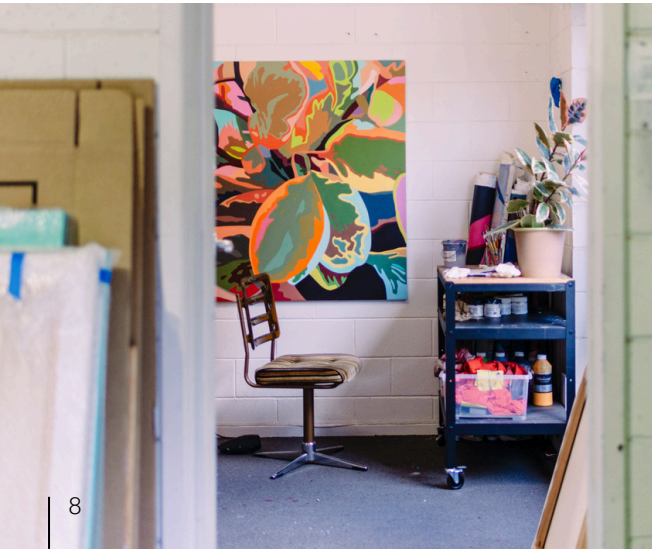
Gender profile



Origin of attendees



Praxis Studios, 2025. Photo by Steph Fuller.



SALA Slide Night in The Lab, 2025. Photo by Sam



Recognising high quality work

SALA Feature Artist

Each year Arts South Australia funds the SA Living Artist Publication. The publication focuses on the production of a major, high-quality book profiling a prominent South Australian visual artist.

The artist selected for the publication becomes SALA's Feature Artist. Their work is profiled in the marketing material for the Festival as we celebrate their work and practice with the wider community. The book is developed and published by Wakefield Press.

Sue Kneebone was the subject of the 2025 SA Living Artist publication. Sue Kneebone is an interdisciplinary visual artist with an exhibition practice spanning more than twenty years. Her creative practice encompasses the processes of assemblage and montage to evoke new associations and contexts about memory, history and place.

Informed by in-depth research, Sue's art works seek to stir up the spectre of what has been overlooked or suppressed in Australian historical memory. Sue has been known to describe her haunting aesthetic as a kind of 'Feral Aussie Gothic'.

During SALA Festival 2025, Sue's work could be seen at the Art Gallery of South Australia, and her solo exhibition *The Last Tide Waiter* was shown at Adelaide Central Gallery.

A total of 27 books have been published since 2000, profiling artists Sue Kneebone, Julia Robinson, Helen Fuller, Mark Valenzuela, Roy Ananda, Kirsten Coelho, Louise Haselton, Clare Belfrage, Christopher Orchard, Catherine Truman, Giles Bettison, Nicholas Folland, Stephen Bowers, Mark Kimber, Hossein Valamanesh, Khai Liew, Angela Valamanesh, Gerry Wedd, Julie Blyfield, Aldo Iacobelli, Michelle Nikou, Deborah Paauwe, Ian W. Abdullah, Nick Mount, James Darling, Kathleen Petyarre, and Annette Bezor.

The recipient of the 2025 SALA publication is Troy-Anthony Baylis.

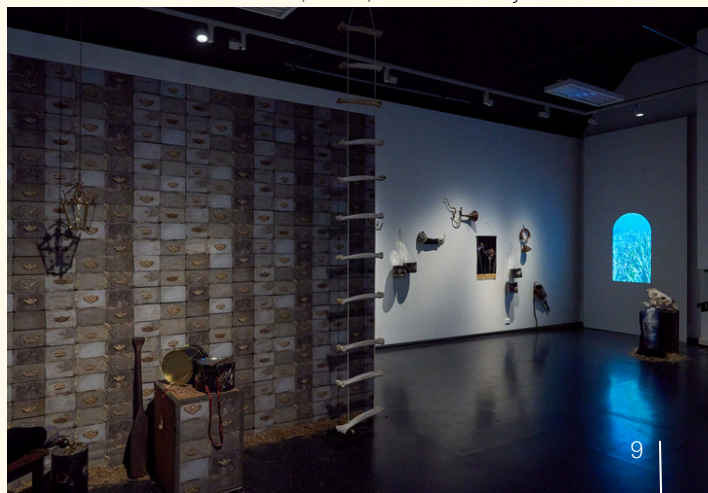


Sue Kneebone. Photo by Sam Roberts

The Art Gallery of South Australia, 2025. Photo by Sam Roberts.



The Last Tide Waiter exhibition, ACSA, 2025. Photo by Sam Roberts



2025 SALA Festival Awards

South Australian Living Artists are invited to self-nominate for a share in prizes, with cash awards to the value of \$27,000 and a total value of over \$40,000.

In 2025 the awards ceremony was held as part of the Finissage on Friday 5 September at the SALA Hub at The Lab, ILA.



SALA in Lights Award

WINNER

Tony Kearney



City of Adelaide Award

WINNER

Cynthia Schwertsik



The Advertiser Contemporary Art Award

WINNER

Carolyn Corletto



Inspiring SA Science in Art Award

WINNER

Peter Syndicas



City of Unley Active Ageing Award

WINNER

Sally Parnis



City Rural Emerging Artist Award

WINNER

Amanda Seacombe



Guildhouse Artist's Choice Award

WINNER

Thom Buchanan



Whittles Body Corporate Management Services Venue Award

REGIONAL WINNER

Old General Store Koolunga

METRO WINNER

The Old School Community Garden in Stirling



Don Dunstan Foundation Award

WINNER

Dave Laslett

SALA Solo Photographic Opportunity

SALA Festival continues its partnership with Atkins Lab, the Centre for Creative Photography and Praxis Artspace to support a photographic artist in creating a body of work to be showcased in a solo exhibition as part of SALA Festival the following year.

2025 OUTCOME

Tony Kearney offering[s] exhibition

In 2025 Tony Kearney was supported to create and present offering[s], an exhibition of B&W film portraits of SA artists with a twist, the artists are photographed with something that inspires them, they cherish, or have created.



offering[s] exhibition, 2025. Photo by Steph Fuller



SALA Finissage at ILA, 2025. Photo by Rosina Possingham.

"Thank you for offering opportunities like this and for being so inclusive. I am an emerging artist, and I have learnt so much from both editions I was part of. Being a finalist this year has meant a lot for my confidence. but it also came with lots of work do be done on myself and my inner critic and imposter syndrome. I think the best part of SALA is the mix of journeys each artist is on, and how much we can all learn from each other. I love meeting and seeing the work of professional artists just as much as I love exploring the new ideas and concepts of emerging artists. I am looking forward to seeing what SALA will bring out of me next year."

Survey response from the SALA Festival Artist and Venue Survey, 2025.

SALA Residencies



Sue Kneebone's projection during SALA Festival 2025
Photo by Steph Fuller.

SALA in Lights

INAUGURAL RECIPIENT

Sue Kneebone

SPONSORS

Novatech & Foodland

The SALA in Lights Award aims to illuminate the work of a South Australian visual artist taking part in SALA Festival.

This year Sue Kneebone's work *Flight of Souls & Skullthuggery* was the subject of an after-dark projection on a prominent wall in the CBD during the festival.

Arts in Health at SALHN Artist Residency

RECIPIENT

Jake Holmes

HOST

Arts in Health at Flinders Medical Centre

The SALA Arts in Health at Flinders Medical Centre residency gives a practicing South Australian artist the opportunity to immerse themselves in the hospital environment, and respond to this experience in their work.

As the 2025 SALA artist in residence, Jake Holmes was supported to collaborate with the Dietetics Unit, with Flinders University College of Nursing and Health Sciences and Flinders University College of Science and Engineering to explore gut health and the influence of microbiomes, both in our soil and in our bodies, not only on our physical wellbeing, but also our mental health.

This residency culminated in an exhibition of Jake's work, *'Gut Feelings'*, at Flinders Medical Centre during SALA Festival.

Image supplied by artist



SALA Hub

2025 saw the SALA Hub at ILA once again. The SALA Hub program was designed for artists and art lovers – at all levels of experience. This year, the SALA Hub hosted arts nights, a workshop, Slide Night, a forum and an exhibition.



Photo by Steph Fuller.



Slide Night

The 2025 SALA Slide night was hosted on Thursday 14 August at the SALA Hub at The Lab, ILA.

At Slide Night, we hear from South Australian artists about their practice, interests, and artworks. This event is a fast-paced snapshot into what South Australian contemporary artists are thinking about.

Special thanks to our MC for the night **Christina Peek**, and all Slide Night presenters:

Alyssa Powell-Ascura, Brenton Drechsler, Cassie Lee, Damien Shen, Jeffrey Brown, Jo Fife, Stavroula Adameitis, Swapna Namboodiri and Toni Hassan.



SALA Slide Night at ILA, 2025. Photo by Sam Roberts.



Hive Barossa, SALA Barossa Light Art Tour, 2025.
Photo by Rosina Possingham.

Artists & Galleries Networking Event

SALA ran a networking event where artists and gallery representatives could meet each other in a relaxed setting, offering artists the chance to ask about opportunities, callouts, programs, workshops, studio spaces, hand out business cards, or simply put a face to a name. The SALA Artist & Galleries Networking Event took place on Tuesday 12 August at The Light Room, ILA.

It Takes Two

On the 21st of August, artist Dan Withey hosted an evening of silly creative manoeuvres for pairs of two at The Light Room, ILA.

Stranded Colourwork Knitting Workshop

On the 23rd of August artist Makeda Duong ran stranded colourwork knitting workshop, demonstrating tips, tricks and the best techniques for knitting multiple colours with confidence.

SALA Hub Exhibition Nature: A SALA Roving Exhibition

A curated exhibition featuring the work of four artists who are inspired by the natural world. In partnership with ILA.

The exhibition included four contemporary artists, working across printmaking, moving image, painting, ceramics and textiles, draw our attention to the natural world. They celebrate moments of connection to the creatures, plants and landscapes we see every day.

**Jorji Gardener, Heidi Kenyon,
Raquel Larkins, Shenshen Zheng**



SALA Fire Talks Guided by Dominic Guerrero, 2025. Photo by Rosina Possingham.

SALA Art Tours

SALA collaborates with South Australian artists to host a range of art tours across the CBD with support of the City of Adelaide.

Walking Art Tours

The 2025 tours included:

- **Firetalks**
Guided by Dominic Guerrera, which ran twice
- **Listening (to) Architecture**
with artist and educator Gregory Ackland
- **Local and Contemporary Art Tour**
with artist Tom Borgas
- **Sketchy Walking Tour**
with artist Fran Callen
- **Street Art Walking Tour**
with artist Nicole Black, which ran twice

Open Studios

During SALA 2025 there were 102 open studios and 48 artist demonstrations. The Open Studios and artist demonstrations give people an opportunity to meet the artists and learn more about how they work.



Floating Goose, SALA Sketchy Walking Tour, 2025.
Photo by Rosina Possingham.



Tutti Arts Barossa, SALA Barossa Light Art Tour, 2025.
Photo by Rosina Possingham.

Bus Tours

SALA 2025 offered bus tours, visiting both galleries and artists' studio. Attendees had the unique opportunity to engage with artists, gain insights into their creative processes and explore their studios.

For the second year, the Adelaide Hills to Karoonda Lights Bus Tour tracked through Bridgewater and Murray Bridge. The bus stopped for lunch at Ondeem restaurant in the Adelaide Hills, then at the Hahndorf Academy to view its three exhibitions and for an artist talk and demonstration, before heading to Karoonda via Murray Bridget Art Gallery and the silos projection.

This tour was led by artist Oakey and was supported by the District Council of Karoonda East Murray and Mount Barker District Council.

New to the program this year, the Barossa & Light bus tour, supported by Barossa Council and Light Regional Council, took 42 passengers on an exploration of the art and hospitality of the Barossa and Light regions. With artist talks at every stop, the tour visited Lyndoch Lavender farm, Barossa Regional Art Gallery, Tutti Arts Barossa, Hive in Angaston for lunch, JamFactory at Seppeltsfield, and Wonderground, before finishing with platters at Ministry of Beer in Lyndoch.

This tour was led by artist Anastasia Benveniste and was supported by the Barossa Council and Light Regional Council.



Lyndoch Lavender Farm & Cafe, SALA Barossa Light Art Tour, 2025. Photo by Rosina Possingham.

Total in-person tour attendance: 174

Regional Self-Guided Art Tours

In 2025 SALA once again published a range of self-guided regional tours that were free for all to access. These pre-planned routes factored in the unique opening hours of each venue, allowing audiences to enjoy a variety of SALA exhibitions with ease. Each route was customisable through Google Maps:

- Adelaide Hills
- Barossa Valley
- McLaren Vale
- Encounter Bay
- Limestone Coast
- Yorke Peninsula



Barossa Regional Gallery, SALA Barossa Light Art Tour, 2025. Photo by Rosina Possingham.

SALA in Schools

Every year South Australian schools and early learning centres register exhibitions of student artwork to be part of the Festival in August. This provides young people with real exhibition experience and places them in the same program as some of the state's most established artists. It also provides the wider South Australian community with a glimpse at our future artists.

SALA Festival is proud to have I-Nex as our Education Partner, supporting the visual arts in schools and school participation in the festival.

- A total of 56 exhibitions were registered by schools for the 2025 SALA Festival program, highlighting strong interest and participation.
- The program saw engagement from 5,000+ students, school staff members and community members in the exhibitions.
- We saw school exhibitions spanned 20 council areas across South Australia.

“We love our SALA exhibition - it adds so much to our school culture and the students really enjoy having their work on display during it. It's become a staple of our exhibition calendar.”

Survey response from the SALA Festival
Artist and Venue Survey, 2025.

SALA in the Park

In 2025, SALA curated the staple 'SALA in the Park' outdoor sculpture exhibition as part of our highly valued partnership with Centennial Park.

The beautiful cemetery and memorial park welcomed the work of South Australian sculptural artists into the landscape, including Sakthivel Eakambaranathan, Daniel Lightowler, Anna Small, Nicholas Uhlmann and Sian Watson.



SALA Festival, 2025.
Photo by Steph Fuller



Artwork by Anna Small, SALA in the Park exhibition, 2025.
Photo Steph Fuller

SALA Podcast

The SALA Podcast gives audiences a chance to hear South Australian visual artists talk about their artwork and what inspires them in their own words. In 2025, audiences tuned in to interviews with artists as they discussed recent or upcoming projects. The 40+ episodes of the SALA Podcast are available to listen to on the SALA website and from wherever you get your podcasts.

Downloads/listens during August: 158

Downloads / listens during all of 2025: 829

EPISODE 48 - Art and Science

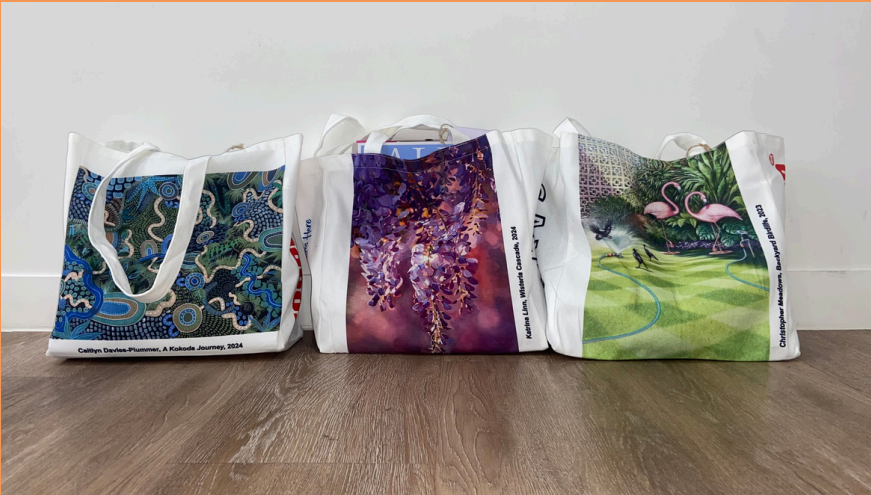
Artist Interview: Annette Vincent
speaking with Elise from Inspiring SA

EPISODE 49 - SALA Feature Artist

SALA Forum with 2025 Feature
Artist Sue Kneebone, and
monograph writers Nicole Clift,
Elle Freak and Andrew Purvis

EPISODE 50 - SALA Stalwart

Artist Interview: Elizabeth Close



Foodland Tote Bags

Limited edition SALA & Foodland branded shopping bags were available to purchase from all 92 Foodland supermarkets across the State. South Australian artists Caitlyn Davies-Plummer, Katrina Linn and Christopher Meadows had their work printed on the reusable cotton bags.



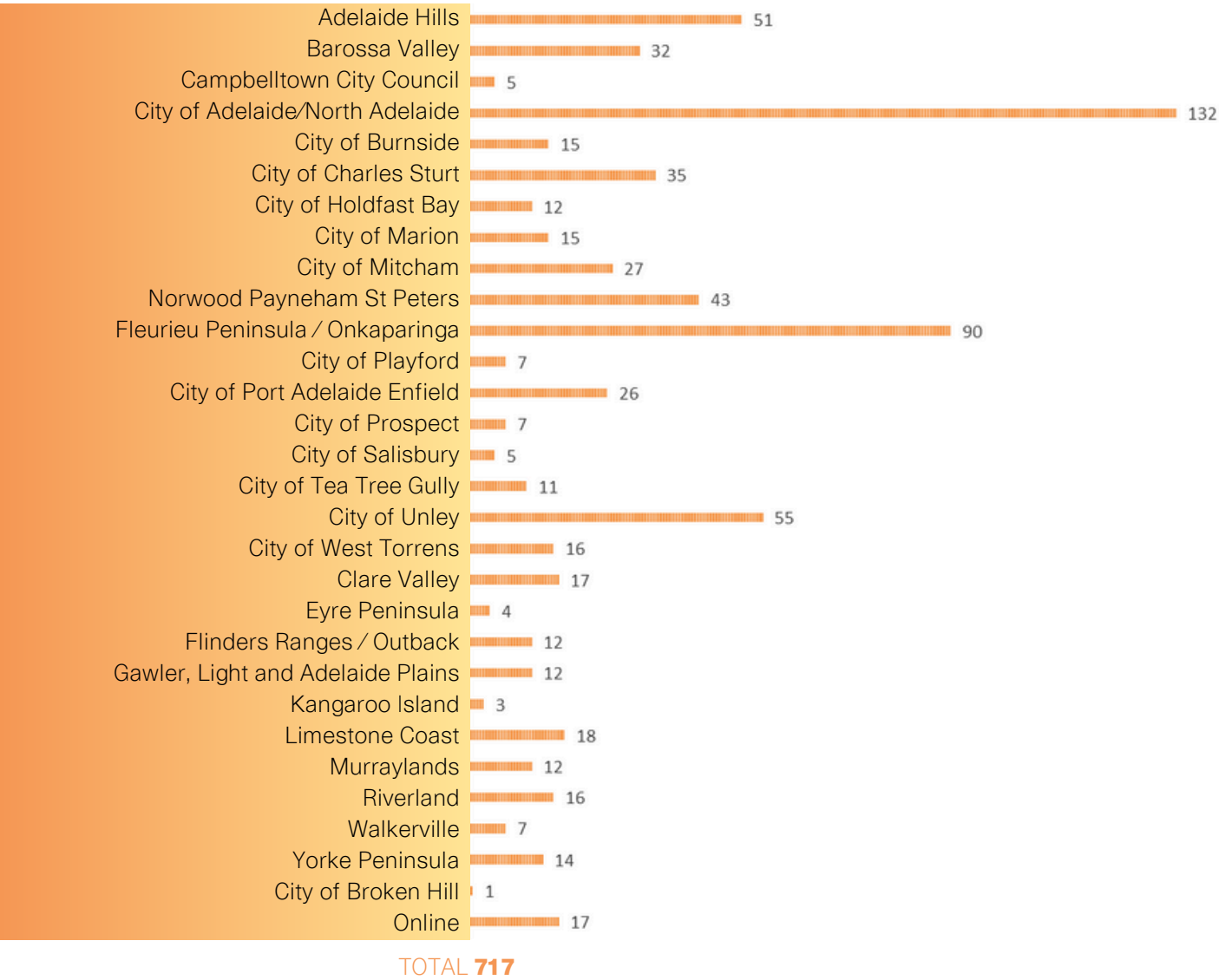
Jarvis Škoda Art Cars

Two Jarvis Škoda cars became mobile art venues, on the road during SALA. In 2025 the cars featured the work of artists Romany Mollison and Charlotte Tatton.

SALA Project Artists 2025. Photo by Sam Roberts



Exhibitions by location



Join us

Partnerships

SALA welcomes new ideas and seeks to work with organisations that value the power of visual art and community. We have a wide range of unique sponsorship opportunities for partners wanting to connect with South Australia's largest and most diverse arts market.

Current partnerships align with interests in:

- Social equity
- Education
- Insurance
- Food and beverage
- Government
- Major industry
- Tourism
- Retail

If you are interested in a customised SALA Festival sponsorship package designed to suit your organisation's needs, please get in touch.

Industry Recognition

SALA is a proud member of:

- Festival City Adelaide
- Creative Communities Network (CCN)
- Arts Industry Council of South Australia (AICSA)
- Arts Hub

Donations

SA Living Artists Inc (SALA) is a non-for-profit organisation with the aim to create and sustain an environment in which South Australian visual artists are supported, valued, and celebrated. Every donation makes a significant impact on our mission to celebrate and support South Australian living artists.

Donations above \$2 are tax deductible and have a huge impact on our future. We are most grateful for any contribution.

SALA is a registered Tax Concession Charity (TCC) and Deductible Gift Recipient (DGR).

Scan here to make a donation to SALA:



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2025 SALA Festival SA Living Artists Inc Board

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Lauren Mustillo
Jenna Pippett
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Artist Advisory Group

Elizabeth Close
Liam Fleming
Emma Fuss
Monika Morgenstern
Margaret Worth

Acknowledgement

SALA acknowledges the Kaurna People of the Adelaide Plains and all Traditional Owners of Country throughout South Australia. We recognise Aboriginal and Torres Strait Islander peoples' continuing connection to land, place, waters and community. We pay our respects to them, their heritage and cultures; and to Elders both past, present, and future.