

SALA

South Australian
Living Artists Festival
Impact Report 2024





SALA Slide Night, 2024.
Photo by Sam Roberts.

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Australian Government
Visual Arts and Craft Strategy

SALA Festival is supported by the South Australian Government through Arts South Australia and by the Visual Arts and Craft Strategy, an initiative of the Australian, State and Territory Governments.

Festival Partners



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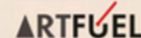
Community Partner



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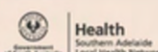
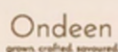
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Partners



Partners

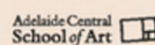


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Introduction



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 over 10,534 artists created and exhibited work for 712 exhibitions across the entire state of SA. The 2024 South Australian Living Artists (SALA) Festival saw audiences exceed 1,200,000.



SALA Port Adelaide Enfield Bus Tour, 2024.
Photos by Sam Roberts.

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 career and to encourage broad community participation in creative life. We want to encourage more people to create, to communicate and to connect through visual arts, because we know that this is simply part of being human and living well.

The degree to which art and the practice of it within the community serve as a conduit for collective and individual wellbeing becomes apparent each August as SALA Festival explodes across the State. In 2024, we saw a particular rise in the awareness that art plays in the roll of caring for others within our community.

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

SALA

We thank all of SALA's supporters as we close the door on a wonderfully successful 2024 Festival and look to an exciting SALA Festival 2025.

History

SALA Festival celebrated its 27th anniversary in 2024. 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 local art throughout the state, with over 700 exhibitions and 10,000 artists.



SALA Port Adelaide Enfield Bus Tour, 2024.
Photo by Sam Roberts.

Purpose

SALA is a state-wide showcase and celebration of South Australia's living visual artists.

It culminates in Australia's largest and most inclusive visual arts festival, which takes place in galleries and non-traditional arts spaces across South Australia annually, during the entire month of August.

Each year, SALA takes the work of around 10,000 emerging, mid-career, and established South Australian artists to more than 600 venues across the state (from sheds, cafés, offices and retail spaces, to wineries, schools, public spaces, galleries, and major arts institutions) to reach local and inter/national audiences of more than 1,200,000 people, and many more online.

Vision

To champion South Australia's living visual artists and draw inter/national attention to the unique and exceptional ecology of visual art in South Australia.

To support South Australian visual artists working at any stage of career and in any medium to make, share and receive recognition for their work.

To enrich and inspire South Australian communities and audiences through their engagement with South Australian visual art, including the large number of 'incidental' arts audiences for whom SALA's local exhibitions are their first point of contact with the arts.

To embed SALA Festival as a vibrant and valued part of all South Australian communities, and inter/nationally recognised as a diverse, democratic, and inclusive visual arts champion that enhances our own and the world's understanding of this unique place and our pride in the art it creates.

Approach

ARTIST-CENTRIC

South Australia's living visual artists are at our heart.

INCLUSIVE

Our democratic, open-access model includes South Australian visual artists working at every level, in any medium, from all backgrounds and all parts of the state.

CONNECTED

We listen and respond to our artists, connect and engage with our communities, and work in collaboration with our colleagues and partners.

SUPPORTIVE

We support and nurture South Australian visual artists and audiences, create pathways, amplify their voices, and advocate on their behalf.

INNOVATIVE

We are curious and innovative, always learning and evolving.

ETHICAL

We are professional, respectful and accountable.

Event Summary

10,534

participating artists

Amateur, emerging, and professional visual artists

712

**exhibitions and events
in 621 venues**

604 across metropolitan and regional South Australia, 17 online venues

36

art tours

85

open studios

1.2million+

visitors

Estimated attendance at SALA exhibitions across South Australia*

21,000+

opening night guests

Estimated attendance at SALA exhibition opening nights*

\$2.3million

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 2024)

Connecting artists with audiences

203 **press articles** written across regional, local, and national publications including The Advertiser, the Fleurieu Sun, The Bunyip (Gawler) and the Leader (Barossa Valley).

273 **internet articles** published across regional, local, and national websites including InDaily, CityMag, SA Life, Arts Hub and Adelaide Now.

50 **television reports** broadcast across Channel 10, which included reports on Studio 10 and 10 News First in Adelaide.

Media coverage had a cumulative potential audience/circulation of **\$12.1M** and an advertising space rate of **\$2.1M***

(*Source; Biennial media coverage report 16 September 2022 – 15 September 2023 by isentia. Restrictions apply to the third-party monitoring of social media content, and available data from Twitter, Facebook and YouTube is shown. Instagram is excluded.)



SALA Port Adelaide Enfield Bus Tour, 2024.
Photos by Sam Roberts.



SALA Local and Contemporary Art Tour, 2024.
Photo by Sam Roberts.

How did audiences discover exhibitions?

Source of Event Awareness



SALA Sticker, 2024. Photo by Steph Fuller.

45,000 SALA programs printed and distributed across South Australia

85,000+* 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.



SALA It Takes Two, 2024.
Photo by Daniel Marks.

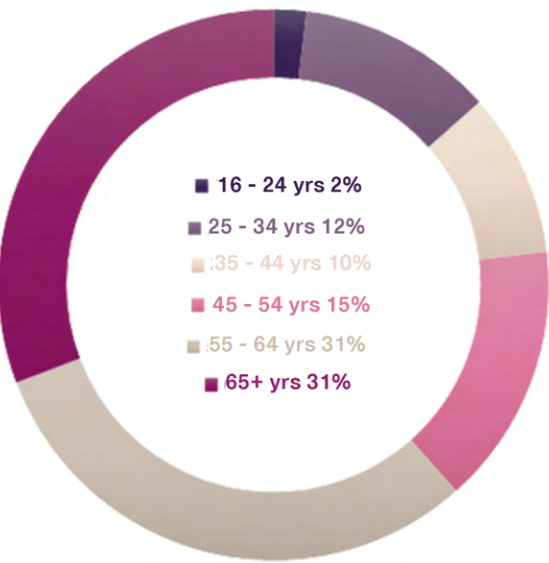


SALA Local and Contemporary Art Tour, 2024.
Photo by Sam Roberts.

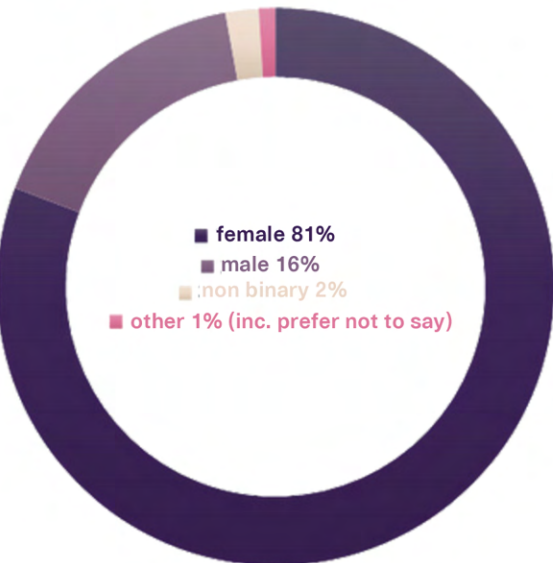
Who attends SALA?

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

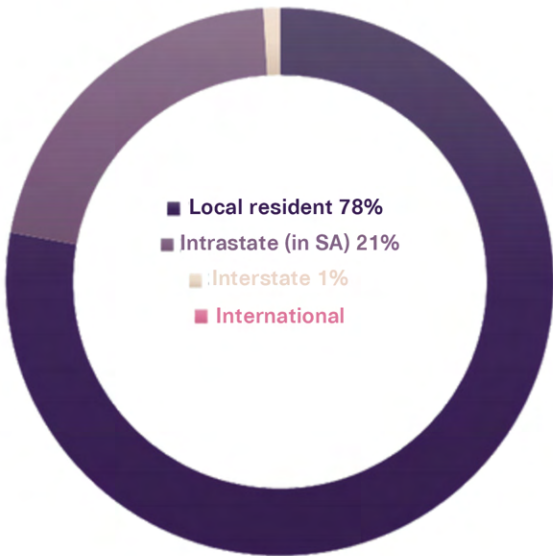
Age profile



Gender profile



Origin of attendees



SALA Slide Night, 2024. Photo by Sam Roberts.



SALA Local and Contemporary Art Tour, 2024. Photos by Sam Roberts.



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.

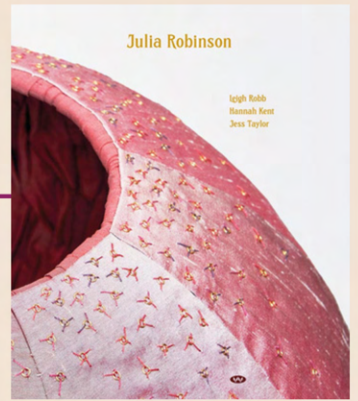
The artist selected for the publication becomes SALA's Feature Artist. Their work is profiled in the marketing material for the Festival as we celebrate their work and practice with the wider community. The book is developed and published by Wakefield Press.

Julia Robinson was the subject of the 2024 SA Living Artist publication. Since 2003, Julia Robinson's textile-focused sculpture and installation practice has ruminated on enduring human narratives around sacrifice, sex, and death. Living and working on Kaurna land in Adelaide, South Australia but drawing on the folkloric and, importantly, folk horror traditions of her British ancestry, Robinson conflates humour and horror in ever more unexpected ways. In this, the first major publication dedicated to Robinson's practice, curator Leigh Robb, novelist and poet Hannah Kent, and visual artist Jess Taylor examine her work through their respective lenses and weave together the visual art, literature, folklore, and film most influential to Robinson's practice. The essays and poems contained within are accompanied by reproductions of key works in stunning detail which

reveal the artist's keen understanding of historical costuming and sewing techniques. This monograph surveys over twenty years of a prolific and wildly imaginative visual art practice, that combines exceptional technical skill, fantastical invention and thoroughly researched cultural touchstones.

During the 2024 SALA Festival, Robinson's work could be seen at the Art Gallery of South Australia, and at Adelaide Central Gallery. A total of 26 books have been published since 2000, profiling artists 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 Sue Kneebone.

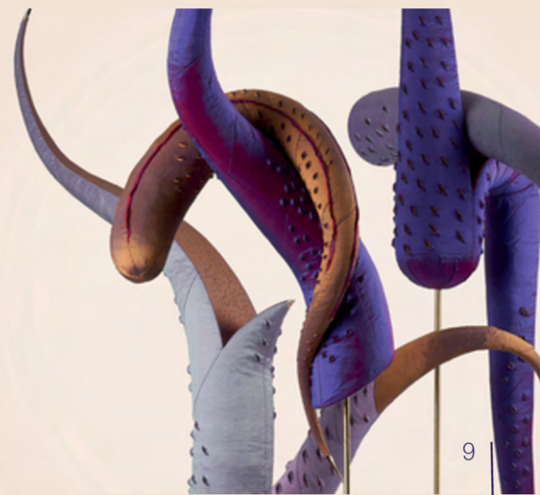


Julia Robinson. Photo by Sam Roberts

Split by the Spade exhibition, 2024.



Image caption



2024 SALA Festival Awards

South Australian Living Artists are invited to self-nominate for a share in prizes, with cash awards to the value of \$24,000 and a total value of over \$38,000.

In 2024 the awards ceremony was held as part of the Finissage on Friday 30 August at the SALA Hub at The Lab, ILA.



City of Adelaide
Award

WINNER

Alyssa Powell-Ascura



City Rural
Emerging Artist
Award

WINNER

Eliana Della Flora

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The Advertiser
Contemporary Art
Award

WINNER

OAKEY



SALA Finissage, 2024. Photo by Daniel Marks.



UnitCare Services Digital Media Award

WINNER

Catherine Fitz-Gerald



City of Unley Active Ageing Award

WINNER

Peter Fitton



Inspiring SA Science in Art Award

WINNER

Victor Waclawik



Hither & Yon Venue Award

WINNER

Karoonda Silos



Don Dunstan Foundation Award

WINNER

Mia Chaau Wa Fan



Guildhouse Artist's Choice Award

WINNER

Claire Foord

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.

In 2024 Yasemin Sabuncu was supported to create and present Axis Mundi, a new body of work that spanned photography, moving image, projection, and installation.

At the Finissage event, Tony Kearney was announced as the next recipient of this opportunity.

The panel were impressed with Tony's proposed exhibition, a new series of photographic portraits of South Australian artists and look forward to supporting Tony to realise this vision and show the resulting work at Praxis Artspace in the 2025 SALA Festival.

2024 OUTCOME

Yasemin Sabuncu 'Axis Mundi' exhibition



Axis Mundi exhibition, 2024. Photo by Steph Fuller

2025 RECIPIENT

Tony Kearney

SALA Residencies

Arts in Health at Flinders Medical Centre SALA Artist in Residence



Image supplied by artist

RECIPIENT

Dr Daniel Connell

HOST

Arts in Health at Flinders Medical Centre

The 2024 SALA artist in residence, Dr Daniel Connell, was invited into the Palliative Care unit at the hospital, responding to the theme of 'humanity in living and dying'. Dr Connell was able to work alongside art therapists, staff, and with patients, using drawing as a method of paying attention and 'just being with people'.

This residency culminated in an exhibition in the hospital during SALA Festival.

The SALA Artist in Residence project is an initiative of Arts in Health, Southern Adelaide Local Health Network, and Southern Adelaide Palliative Services, based at Flinders Medical Centre

City of Onkaparinga SALA Artist in Residence

INAUGURAL RECIPIENTS

Laura Wills & Jackie Saunders

HOST

Sauerbier House

In 2024, Laura Wills and Jackie Saunders created new work as part of the SALA City of Onkaparinga Artist in Residence Program. Based in a studio at Sauerbier House, the artists carried out site-responsive inquiry in Port Noarlunga that spanned fashion, sand drawing, and collaborative painting. During SALA Festival, audiences were invited to observe the artists at work, and even collaborate with them, emphasising the value of an artist's process. Twelve weeks of development culminated in 'RIVERTIME', exhibited across the Lounge Gallery and the Washroom at Sauerbier House.

Laura Wills & Jackie Saunders with 'River Collab'.
Image courtesy City of Onkaparinga.



SALA Hub

2024 saw the SALA Hub move to its new home at ILA on Light Square. The SALA Hub program was designed for artists and art lovers – at all levels of experience. This year, the SALA Hub hosted arts nights, Slide Night, a forum and an exhibition.



Photo by Steph Fuller.



Slide Night

The 2024 SALA Slide night was hosted on Thursday 15 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 Luke Wilcox, and all Slide Night presenters:

Makeda Duong, Naomi Hunter, Mickey Mason, Billy Oakley, Christina Peek, Tikari, Cynthia Schwertsik, Eleanor Scicchitano, and Michael Tye.



SALA Slide Night, 2024. Photo by Sam Roberts.



SALA It Takes Two, 2024. Photo by Daniel Marks.

Artists & Galleries Networking Event

This year, 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 Thursday 22 August at The Light Room, ILA.

It Takes Two

On the 8th of August, artist Dan Withey hosted an evening of silly creative manoeuvres for pairs of two at The Light Room, ILA.

Sketchy Night

Artist Sally Heinrich guided attendees through a series of activities for a night of sketchy fun on Thursday the 29th of August at The Light Room, ILA.

SALA Hub Exhibition Proximity

The SALA exhibition 'Proximity' explored our sense of proximity as something unfixed, with artwork that reaches near and far. From the comforting closeness of Charlotte Tatton's paintings to the faraway landscape preserved in ceramic by Gus Clutterbuck, these works push and pull at our sense of closeness, revealing how relative this concept can be. Artists involved in the exhibition included

Gus Clutterbuck, John Freeman, Monika Morgenstern, Lesley Redgate, Madelene Start, and Charlotte Tatton.



People looking at the work of Madelene Start in Proximity, 2024. Photo Steph Fuller

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 2024 tours included:

- **Dog-Friendly Art Tour**
with artist Bernadette Klavins and Aggie, the stumpy-tailed cattle dog
- **First Nations Art Tour**
- **Local and Contemporary Art Tour**
with artist and educator Gregory Ackland and Auslan (interpreter Claire Morrison)
- **Street Art Walking Tour**
with artist Nicole Black, which ran twice
- **SALA Art Tour in Ukrainian**
with artist Natalya Boujenko

"I love the community vibe created, especially the public tours offered ie SALA gallery doggy tour, bus tours to Karoonda and other places around state, SALA drawing events and anything that immerses the public in art and culture which is sorely needed in SA. Also the inclusive nature that anyone can be involved encourages diversity of engagement with multicultural communities, people living with disabilities, all ages, all geographic areas, social artist, performance art, professional art!!!"



SALA Port Adelaide Enfield Bus Tour, 2024.
Photo by Sam Roberts.



SALA Local and Contemporary Art Tour, 2024. Photo by Sam Roberts.

Bus Tours

SALA 2024 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.

The Adelaide Hills to Karoonda Lights Bus Tour took to the hills and beyond for a day tour to Hahndorf Academy, a behind-the-scenes look at the new centre of Ondeen, an exclusive park tour at Monarto Safari Park, and dinner under the stars at the Karoonda Lights opening event. Attendees enjoyed a dedicated artist guide, lunch at Ondeen, exclusive mini tour of Monarto Safari Park, all you can eat pizza at Karoonda Lights and artist talks. This tour was led by artist OAKEY and supported by the District Council of Karoonda East Murray, Mount Barker District Council and Monarto Safari Park.

The Port Adelaide Enfield bus tour celebrated MELTFest with a behind the scenes look at art venues from Klemzig to the Port. Attendees heard from artists, watched workshops, and finished off with a wander through the Handmade Night Markets. This tour was led by artist Tony Kearney and in partnership with the City of Port Adelaide Enfield.



SALA Local and Contemporary Art Tour, 2024.
Photo by Sam Roberts.

Total in-person tour attendance: 187

Regional Self-Guided Art Tours

In 2024 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
- McLaren Vale
- Encounter Bay
- Limestone Coast Road Trip

Open Studios

During SALA 2024 there were 85 open studios and 54 artist demonstrations. The Open Studios and artist demonstrations give people an opportunity to meet the artists and learn more about how they work.



SALA Port Adelaide Enfield Bus Tour, 2024. Photo by Sam Roberts.

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 58 exhibitions were registered by schools for the 2024 SALA Festival program, highlighting strong interest and participation.
- The program saw engagement from 2,000+ students, school staff members and community members in the exhibitions.
- We saw school exhibitions spanned 20 council areas across South Australia.



image courtesy of Woodcroft College

SALA in the Park

In 2024, 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 Max Lyle, James Hamilton, Lauren Bradshaw, Vaughan Taylor, and John Hayward.



artwork by Lauren Bradshaw, SALA in the Park exhibition, 2024.
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 2024, 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: 325

Downloads / listens during all of 2024: 836



Cheryl Bridgart in studio, photo supplied by artist.

EPISODE 45

Artist Interview: Cheryl Bridgart

EPISODE 46

Artist Interview: Claire Foord

EPISODE 47

SALA Forum with 2024 Feature Artist Julia Robinson, and monograph writers Hannah Kent, Leigh Robb, and Jess Taylor



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 Eliza Koch, Lucinda Penn, and Amanda Westley had their work printed on the reusable cotton bags.

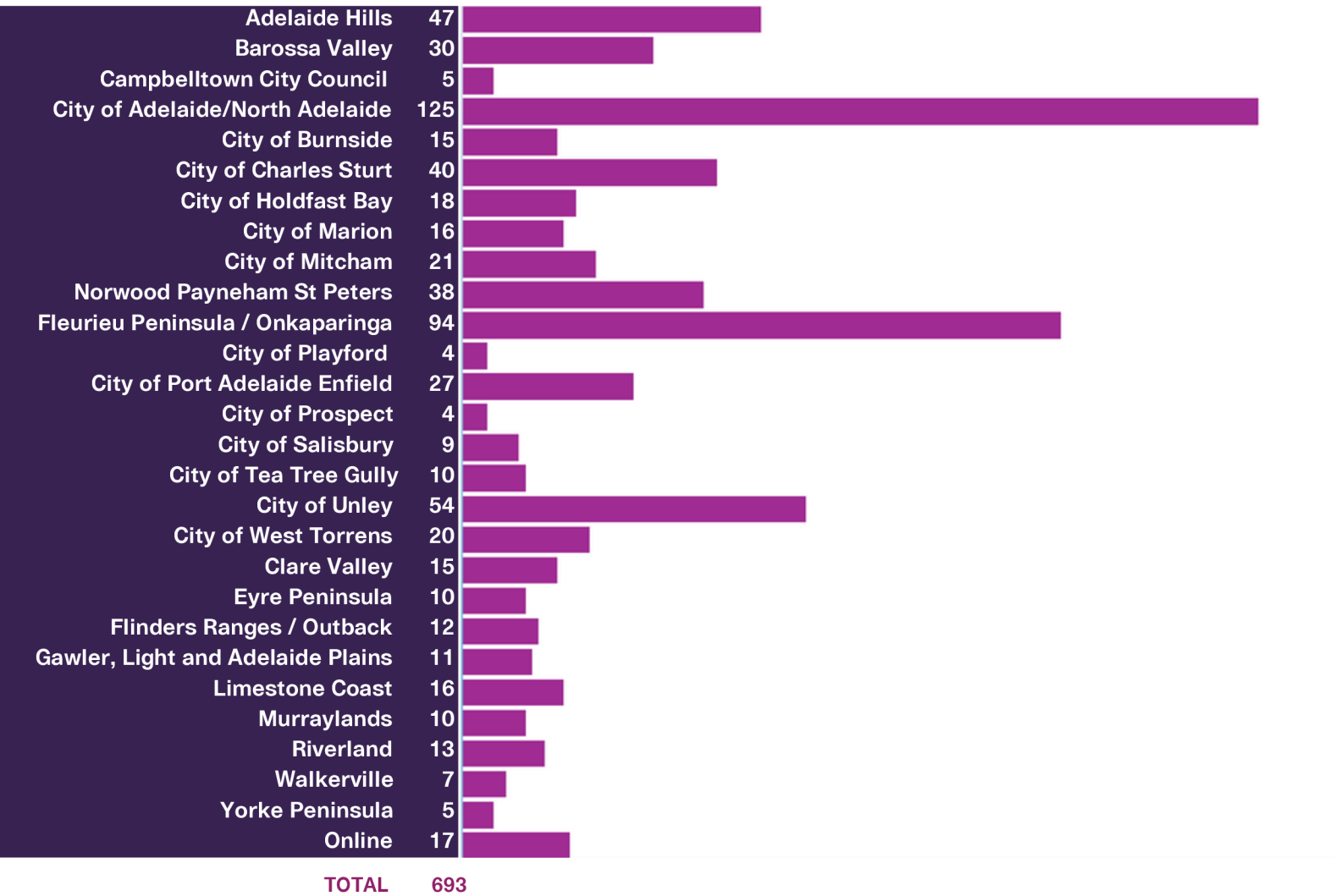
Jarvis Škoda Art Cars

Two Jarvis Škoda cars became mobile art venues, on the road during SALA. In 2024 the cars featured the work of artists James Dodd and Nicole Black.

SALA Merch

2024 SALA merch featured a limited-edition lino print artwork titled 'On the soft wind she flew' by local artist, Georgia Cheesman on a grey 100% cotton Premium Crew jumper.

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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2024 SALA Festival SA Living Artists Inc Board

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Ali Gumillya Baker
Thom Buchanan
Gus Clutterbuck
Yusuf Hayat
Will Nolan
Jenna Pippett
Kate Power
Thomas Readett

Acknowledgement

SALA acknowledges the Karna 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.