

2026

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MEMBERSHIP

Southern Highlands Artists and Creatives

ORGANISED BY:

EA Experience
Erin Adams
P: 0410 617 262 E: erin@eaexperience.com.au



EA EXPERIENCE

Erin works with individuals, management, teams and whole organisations to improve the overall 'experience'. Erin works in all sectors; why? Because any business, hotel, retail outlet or creative you have "customers" that will have everyday or ongoing experiences. Erin strives to improve each moment.

THE POP-UP PROJECT

The Pop-Up Project was created to support, promote and connect artists across the Southern Highlands.

Over the past five years, together we have built something incredibly valuable:

- A respected regional arts event through the Southern Highlands Arts Trail
- A growing and engaged artist mailing list
- A recognised online platform showcasing local creatives
- A strong social media presence promoting artists and exhibitions
- A supportive network of artists who collaborate, share knowledge and champion each other.

While 2026 will be a year of regrouping and rebuilding, our commitment to supporting artists remains unchanged.

Rather than allowing the platforms we have built to go quiet, the **Pop-Up Project Artist Collective Membership** has been created to ensure we:

- Keep promoting local artists
- Maintain and grow our audience
- Continue advocating for creative opportunities
- Build the foundations for the next evolution of the Arts Trail and regional creative events in 2027 and beyond.

This membership is about keeping momentum alive while we build the next chapter together.



Robbie Ariella

WHY BECOME A MEMBER IN 2026?

The strength of the Southern Highlands arts community comes from collective visibility and collaboration.

By joining the Pop-Up Project Collective in 2026 you help ensure:

- The website continues showcasing local artists
- Our social media channels continue to promote exhibitions and opportunities
- Our mailing list continues reaching art lovers and collectors
- We can develop new partnerships and sponsorships
- We can build a stronger, more sustainable Arts Trail model for 2027

This year is about protecting and strengthening what we've already built together.

ARTIST COLLECTIVE PARTNER MEMBERSHIP

\$165 + GST

Designed for artists and creative businesses who want to remain connected, visible and involved while we build the future of regional arts events.

Realistically, **27 members are required to keep the platform sustainable for 2026.**

WHAT YOU WILL GET AS A MEMBER

Artist Promotion

- Featured artist profile on The Pop-Up Project website
- Inclusion in the Southern Highlands artist directory
- Opportunity to promote exhibitions, workshops or creative events
- Artist introductions and features across social media

Marketing & Visibility

- Promotion opportunities through our email mailing list
- Event promotion via Pop-Up Project and EA Experience channels
- Access to artist promotion templates for social media
- Opportunities for collaborative marketing with other artists

Opportunities & Future Events

- Priority access to future Pop-Up exhibitions and curated events
- Priority inclusion in the re-imagined Arts Trail or future regional events
- Opportunities to participate in collaborative exhibitions or creative projects



Professional Support

- Access to artist newsletters with marketing tips and opportunities
- Invitations to artist networking sessions or informal gatherings
- Access to marketing and social media workshops (member rates)
- Discounted access to website, branding and marketing services
- Provide letters of support for grants.

Creative Community

- Be part of a collective advocating for artists in the Southern Highlands
- Opportunities to collaborate, learn and support fellow creatives
- The ability to contribute ideas and feedback to help shape future events

*Available to member artists who meet criteria of professional or semi-professional status with and ABN.

WHAT YOUR MEMBERSHIP HELPS SUPPORT

Membership helps support the essential platforms that promote and connect our local artists year-round, including:

- Website hosting and the artist directory
- Social media promotion and content
- Email newsletters to our growing audience
- Planning for future exhibitions and events
- Developing partnerships and sponsorship opportunities
- Writing articles

Together, this support ensures the platforms we've built continue to grow and evolve for the benefit of the Southern Highlands creative community.

TOGETHER LET'S BUILD THE FUTURE OF ARTS IN THE HIGHLANDS

The Pop-Up Project has always been about artists supporting artists. By coming together as a collective, we ensure that creativity, collaboration and opportunity continue to grow in our region.

We look forward to building the next chapter with you.

Warm regards,

Erin Adams



Founder - The Pop-Up Project
EA Experience

