



HAYLEY SAVAGE

Artist | Director, Sunflower Studio
Geraldton, Western Australia

- www.sunflowergeraldton.com.au
- hayley@sunflowergeraldton.com.au | ■ 0434 802 507
- [@sunflowergeraldton](https://www.instagram.com/sunflowergeraldton)

ARTIST PROFILE

Artist and creative business owner based in Geraldton, Western Australia. My practice centres on community connection, creative expression, and accessibility in the arts. As founder and director of Sunflower Studio, I create and exhibit my own work, as well as facilitate hundreds of workshops each year. I collaborate with regional councils, schools, and organisations, creating art programs and one off sessions accessible to all ages, abilities and neurodiversity. My personal studio practice explores colour, composition, and emotion through acrylics and mixed media, focusing on expressive mark-making and layered surfaces. My subjects vary from Australian flora and fauna, landscapes and self-portraits.

ARTISTIC PRACTICE & COLLABORATIONS

Sunflower Studio, Geraldton - Owner & Artist | 2023–current

Established a thriving art studio and gallery on Marine Terrace, serving as a creative hub for regional artists. The space functions as a gallery, workshop venue, my own working studio and an event space fostering collaboration and community engagement.

- Designed and facilitated over 400 workshops across diverse demographics — from young children and NDIS participants to senior citizens and corporate teams.
- Created inclusive, all-abilities art sessions and one-on-one mentorships for emerging artists.
- Delivered large-scale public art projects including:
 - Headspace Abstract Art Project (2024) – mental health–focused creative program
 - Geraldton Do-Over Murals with Euphorium (2025)
 - Chapman Valley Primary School Mural - collaborating with artworks created by students (2025)
 - City of Greater Geraldton School Holiday Workshops (2024–25)
 - Day in the Laneway collaborative artworks and drop-in table (2024–25)
 - Shore Leave Festival high-volume drop-in workshops (2024–25)
 - Flotsam & Jetsam Competition with Latitude Jewellers (2024–25)
- Exhibitor and workshop host at Geraldton Open Studios 2024 — solo show of new acrylic works.
- Key creative collaborator in the Urban Art Trail 2025 — responsible for branding, digital design, and community promotion. Solo show of new acrylic works.
- Commissioned pet portrait artist since 2015, with ongoing private commissions.
- Travel to regional communities such as Mingenew, Mullewa, Perenjori, Yuna and Three Springs to deliver art workshops for school holiday programs, wildflower season and the CWA.
- Develop and deliver 8 week terms of after school art, encouraging and building confidence in 6-9yos and 10yo+ by creating a safe and inclusive space exploring a wide variety of artists and techniques.

COMMUNITY ENGAGEMENT & EDUCATION

Committed to creating inclusive spaces where creativity is accessible and celebrated, I work with local councils, schools, and organisations to deliver hands-on art experiences. I also create and drive my own projects through the Sunflower brand and space, including events that include charitable donations and personal development in art. My projects aim to enhance wellbeing, social connection, and self-expression in regional communities. I have contributed to meaningful cultural development and built networks that encourage artistic confidence and participation. I maintain clear communication through a well-branded website, engaging social channels, and an email list of over 1,200 local connections.

PROFESSIONAL EXPERIENCE

RSM Business Local (Small Business Development Corporation) - Small Business Advisor | 2022–2023

Provided guidance, workshops, and mentoring for small businesses across the Mid West and Gascoyne. Supported clients with business planning, marketing, financial management, and digital strategy. Delivered regional events and training programs that built business capability and confidence. Ensured strong stakeholder relationships and accurate CRM reporting.

Central Regional TAFE, Geraldton - Lecturer & Coordinator | 2020–2022

Lecturer across Certificate II–IV qualifications in Hospitality, Business, Leadership and Management, and Tourism. Delivered accredited and short courses including Social Media for Business and Acrylic Painting. Coordinated Technology Enabled Training initiatives and developed interactive online course materials. Managed cohorts of 150+ students, achieving 100% completion in key programs.

Hospitality Management Roles, Perth & Geraldton | 2018–2021

Operations and venue manager across multiple high-volume venues including Jaffle Shack, Café Fleur, and Brika Restaurant. Managed teams of up to 45 staff, coordinated large events, and oversaw marketing content creation and brand consistency. Developed systems for staff training, financial reporting, and social media engagement, strengthening business performance and customer experience.

KEY SKILLS & CAPABILITIES

- Project management and community engagement
- Workshop design and facilitation
- Grant writing and partnership collaboration
- Branding, marketing, and social media strategy
- Leadership, mentoring, and professional communication
- Digital content creation and website management
- Inclusive arts practice and accessibility

EDUCATION & TRAINING

Certificate IV in Training and Assessment

Certificate IV in Leadership and Management

Ongoing professional development in art facilitation, digital design, and community arts practice

STATEMENT OF INTENT

I am committed to strengthening the regional arts landscape through creative leadership, accessible education, and community collaboration. My ongoing goal is to expand the reach of Sunflower Studio as a space where art, wellbeing, and inclusivity intersect — creating lasting opportunities for regional artists and audiences to connect through creativity.