
CIAF CAIRNS INDIGENOUS ART FAIR

AUSTRALIA'S PREMIER INDIGENOUS ART FAIR

ciaf.com.au

31 July - 2 August 2015
Cairns Cruise Liner Terminal



2015 R E P O R T



Yidinji Dancer. Photo by Kerry Trapnell

The Cairns Indigenous Art Fair respectfully acknowledges the Gimuy Walubara Yidinji people, who are the traditional custodians of the land on which the event takes place.



Yidinji Dancers. Photo by Lovegreen Photography



Umi Arts stand. Photo by Kerry Trapnell

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Cover Image: Emily Ngarnal Evans, *Balibal Totem*, 2015. Ceramic

MESSAGE FROM PREMIER OF QUEENSLAND AND MINISTER FOR THE ARTS



**Hon Anastacia
Palaszcuk MP**

**PREMIER OF QUEENSLAND
AND MINISTER FOR
THE ARTS**

The Cairns Indigenous Art Fair (CIAF) provides the perfect platform to showcase the work of Queensland's Aboriginal and Torres Strait Islander artists, providing an ethical pathway to take this art to a global audience.

CIAF is a place for artists to sell their work and for visitors from across the world to experience the unique identity of one of Queensland's favourite regions in a powerful celebration of culture and country.

CIAF is proof of how important it is to invest in the arts sector for economic, social and cultural outcomes.

Since CIAF's beginnings it has grown to become a major tourism drawcard for the region, generating millions in sales and, with international collectors and curators attending each year, artwork from Queensland artists has made its way across the world.

The Queensland Government has supported CIAF since its inception in 2009, when the art fair was created as part of the Backing Indigenous Arts initiative, an ambitious and broad Queensland Government vision to build a truly sustainable and ethical Aboriginal and Torres Strait Islander arts industry.

CIAF will continue to be supported with core funding through Backing Indigenous Arts for the next four years, as part of this government's commitment to support the important work and achievements in Queensland's Indigenous arts industry.

Support from Backing Indigenous Arts also extends to Queensland's network of Indigenous Arts Centres, whose artists' work is featured at CIAF. Indigenous art centres offer employment, career development, and other opportunities for artists in remote communities.

This report shows the value of CIAF to Queensland as it continues to generate cultural tourism, attract visitors, boost communities and support local jobs.

MESSAGE FROM CAIRNS INDIGENOUS ART FAIR ARTISTIC DIRECTOR



Janina Harding
ARTISTIC DIRECTOR

My first CIAF as the Artistic Director has proved to be everything I expected and a whole lot more. How at home I felt, to be on my mother's old stompin' ground and ancestral home. My journey would not have been possible without an outstanding team to bring it all to fruition, along with a supportive board to back my ideas.

Then there are the artists, the curators, the partners, the sponsors, the venues, the traditional custodians, elders and communities; without all those contributors we would have no CIAF.

As a new CIAF team, we were given the brief to keep the core structure of the art fair, and build upon that essential element. What we created was a revamped event that tapped into new audiences and artists through the programming of other art forms including local and regional independent artists.

Firstly, we introduced, a new way of showcasing art centres through the curated exhibition Wabu Minjaan (Everyone Coming Together to Share). Arts Curator Hetti Perkins worked with us to create a space that was fresh and uncluttered, with a surprise around every corner. That no major commercial galleries participated in this year's art fair did not detract from the space. We sustained the vibrancy, diversity and cultural aesthetic that people expected and it amazed first time visitors.

CIAF's inaugural Art Market, proved to be popular with Cairns residents and visitors, attracting more than 25,000 people over the weekend. The market's success was due to the authenticity, quality of products and buying direct from the creators. Where else in the world would you find a Pormpuraaw hand rolled fibre tote bag, next to a Teho Ropeyarn jumpsuit?

Arts Curator Hetti Perkins managed a successful Collectors and Curators (C&C) program, introducing new elements of engagement, that ensured that delegates got up front and personal with artists.

The C&C program included an IACA artists' reception, an island feast and floor talks hosted by UMI Arts, a visit to Arone Meek's Cairns studio and a trip to Yarrabah to meet the artists and community. Opening the dialogue between collectors and curators and artists is fundamental to CIAF; it's where ideas for future exhibitions are hatched.

So is CIAF an art fair or a festival? I don't think it really matters, CIAF is determined to grow, as we continue to invest in the artistic talent of Queensland first peoples. It will always be a platform to present Queensland's Aboriginal and Torres Strait Islander art and culture, with the art fair as the jewel in the crown.



Hans Ah Wang - Burrumbi Dugat Bajal. Photo by Kerry Trapnell

V I S I O N

The Cairns Indigenous Art Fair (CIAF) is dedicated to supporting the careers of Queensland Indigenous artists through market development and providing a platform for income generation.

CIAF is committed to strengthening and celebrating culture, generating interest in Queensland Indigenous art, creating professional development opportunities for artists, and cultural exchange between Aboriginal and Torres Strait Islanders and visitors.

CIAF is focused on offering an ethical art market place, attracting national and international collectors and curators, commissioning new work and providing pathways for emerging visual and performance artists.



The Turtle by Brian Robinson. Photo by Kerry Trapnell

The art of Queensland's Aboriginal and Torres Strait Islander artists, presented in such a paradisaical region, is the dynamic combination that defines CIAF. Nowhere else plays host to the two Indigenous cultures inherent to the far north of Queensland and no other event celebrates this multicultural advantage as successfully as CIAF, while offering an ethical and fair point of sale for Queensland Indigenous art.

The sixth CIAF took place at the Cairns Cruise Liner Terminal, on the tropical waterfront of Trinity Inlet. Now the second year for the new corporation, CIAF Ltd, the event hit a high, with record crowds of more than 50,000, participating over 31 July – 2 August.

This year's event made full use of both sheds at the Cairns Cruise Liner Terminal. For the first time the art component of CIAF was divided into two distinct areas: a curated art centre exhibition, with galleries, collectives and independent artists in Shed 3, and an art market in Shed 2. This innovative approach allowed for a record number of visual art displays, including first time participation from independent artists. The new art market was responsible for sales of more than \$200,000 over two days.

The CIAF fashion performance, Burrimbi Dulgu Bajal (Rainforest and Sea Dreaming) created a new pathway for storytelling through a wondrous combination of art, textiles, fashion and performance. In its second year as a feature event, it attracted 750 attendees.

Also held on Friday, Evening on the Green, was another innovation on the CIAF program, featuring luminary performer Archie Roach and hip hop artist Mau Power. Their live debut performance of *Freedom* was a national first, in a moving display of Aboriginal and Torres Strait Islander collaboration that entranced crowds and expressed the heart of the CIAF experience.

Satellite events dotted across the tropical cityscape included theatre performance, Blak Cabaret, visual art exhibition, *Currents* and screen art installation, *Bungaree's Farm*, at the Tanks Arts Centre; *Freshwater/Saltwater* visual art exhibition at UMI Arts; film festival *Blak Release* at the Centre of Contemporary Arts (CoCA); multiple visual art exhibitions held by KickArts Contemporary Arts and Canopy Art Centre; and in a three part show at the Cairns Regional Gallery featured exhibitions of new media art in textiles, Yarrabah watercolours and the dynamic culture of Badu Island featuring Alick Tipoti.

CIAF continues to record extremely high satisfaction rates with 80% of visitors, artists and exhibitors judging the event as an experience that they would attend again and 100% agreeing that the event is important in making a positive contribution to the reputation of the Cairns region.

CIAF 2015 reiterated its reputation as much more than a visual arts fair. Workshops and Conversations, provided cultural knowledge sharing experiences. The diversity of arts practice offered, ensured visitors enjoyed three days of not just visual art, but music, dance, theatre and film. CIAF is the quintessential celebration of all that is Queensland Aboriginal and Islander art and culture.



Photo Kerry Trapnell

His Excellency the Honourable Paul de Jersey AC

GOVERNOR OF QUEENSLAND, PATRON - CAIRNS INDIGENOUS ART FAIR

This year His Excellency the Honourable Paul de Jersey, AC, Governor of Queensland, graciously accepted an invitation from the CIAF Board and team to act as CIAF Patron. His patronage signifies his support and commitment to lifting the profile of Queensland Aboriginal and Torres Strait Islander art and cultures. In his welcome speech on Opening Night, His Excellency acknowledged the contribution that Indigenous peoples have made to the State of Queensland, and the vital role that CIAF plays in providing a platform for artistic and cultural expression.



Photo Kerry Trapnell

Henrietta Fourmile-Marrie

PATRON FIRST NATIONS, CAIRNS INDIGENOUS ART FAIR

It is with sincere gratitude that the CIAF Board and team acknowledge the on-going support, advocacy and commitment of the Patron First Nations, Henrietta Fourmile-Marrie, a Gimuy Walubara Yidinji Traditional Owner. Infinitely generous with her time, Ms Fourmile-Marrie addressed artists, collectors, curators, sponsors, media and wider audiences throughout the event. Her incomparable patronage, leadership and experience is well appreciated by all involved in CIAF.



Saam Karem Era Kodo Mer dancers. Photo by Kerry Trapnell

SPONSORS & PARTNERS

FOUNDATION PARTNERS



CIAF Ltd is now in its second year as a not-for-profit company. It retains continuing support from the Queensland Government and the Australian Government through Arts Queensland, Australia Council for the Arts and The Ministry for the Arts



Sponsors party. Photo by Lovegreen Photography

PRINCIPAL PARTNERS



Tourism and Events Queensland (TEQ), delivers major funding for marketing CIAF nationally and internationally. Increased subsidies in 2015 has boosted the advertising budget to increase event presence in national and international publications and online affiliates.

Cairns Regional Council continues sponsorship of CIAF through funding and in-kind support. CIAF offices are supplied by Council at 51 the Esplanade, situated close proximity to venues and stakeholders.

Ports North maintains indispensable and generous backing for CIAF, through the provision of the sheds, green and plaza areas at the Cairns Cruise Liner Terminal and sponsorship of the Opening Night party, since 2011. The CIAF waterfront position has become the geographic signature for the event's prestigious brand.

MAJOR PARTNERS



Hutchinson Builders faithfully transformed the interior of the Cairns Cruise Liner Terminal of Shed 3 into a commercial art exhibition space. Since 2011, Hutchinson's workmanship and dedication creates the hanging walls and display spaces that underpin the elegant heart of the CIAF event.

Architect Roger Mainwood of the Total Project Group Architects team guides the builder's transformational efforts, annually revising the floor plan to maximise art display space, providing for the flow of thousands of art enthusiasts. By now the two companies, work synergistically in the design and build, giving exhibitors a sophisticated and worthy showcase space.

Skytrans continues to supply airfares for CIAF's many performing and visual artists from remote communities across Cape York Peninsula. The local airline has been a CIAF supporter from the event's inception, helping to provide professional development opportunities for artists and workers by flying them to and from the CIAF event.

NQ Exhibitions partnered with CIAF to ensure the waterfront site was transformed to accommodate visitors, staff and performers, through the supply of marquees and outdoor equipment. Protective infrastructure created space for the delighted children in the Gungun Waruwaruu (Children's Corner), revellers at the Opening Night party and models preparing for the stage at Burrimbi Dulgu Bajal (fashion performance).



UMI Arts display. Photo by Paul Ewart

The Cairns Airport and the CIAF marketing management worked together to maximise valuable advertising real estate at the Cairns Airport. Gate 19 in Terminal 2 is home to a permanent wall-size CIAF banner. Combined with advertising space above luggage carousels and signage at the exits in Terminal 1, thousands of visitors are exposed to the CIAF brand at the largest entry/exit point in the north of the state.

Go Transit has partnered with CIAF since the event's inception, with bus side and back advertising space that carries the CIAF brand through the streets of Cairns for 12 weeks prior to the event. This year the Go Transit advertising included two innovations. The CIAF brand was splashed across the sides of school buses, reaching local drivers and passengers at the most crucial driving times of morning and afternoon, particularly targeting the family audience. Brisbane city was included in the CIAF Go Transit mix this year, with bus backs in the capital city running in the CBD, complementing the advertising methodology to reach Brisbanites.

CIAF is a member of Tourism Tropical North Queensland (TTNQ) enabling CIAF to increase its interface with Cairns' national tourism markets and capture the incumbent tourism audience during the CIAF event, through interaction with TTNQ staff and members.

Local full advice accountancy firm, BDO, continues its CIAF partnership, supplying auditing services to CIAF Ltd. BDO were also the sponsors of the inaugural Evening on the Green.

Preston Law lends support with advice across the growing spectrum of CIAF Ltd, mainly in the area of contractual and corporate law.

MEDIA SPONSORS



Vital to the success of the annual CIAF event, are the well-established advertising sponsorships between CIAF and Channel 7, and The Cairns Post, and the subsequent editorial coverage that the major network and newspaper provides. The dynamo combination of these two traditional media sources is incomparable in reaching local and intra state audiences. Their online services reach a growing number of international Cairns fans.

This year Channel Seven sponsorship included both 7 and Seven Local News, as the CIAF advertising schedule expanded and extended its reach into other regions of Queensland, in a two month plan. Television advertising consisted of two different TVCs strategically placed to complement each other and that airtime, combined with Seven Local News editorial, boosted audience reach locally and intrastate.

The Cairns Post advertising sponsorship and spirited editorial coverage lent a vibrancy at local level that was evident in the boost of regional attendance. Online coverage at Cairns.com ensured that national and international audiences had access to the program offerings in the lead up to the event.

The voices of SeaFM radio carried the live read advertising and broadcaster interviews of CIAF talent, across some of the most popular local airwaves, providing a reach including regions beyond the city limits. Sponsorship from this commercial radio network is fundamental in the media combination designed specifically for local audience reach.

ABC Far North, with its large and varied regional audience provides vigorous support to the CIAF brand, messages and voices. The iconic status of ABC in the radio broadcast world lends weight and authority to the interviews and artist promos (11), reaching regional audiences as far south as Innisfail, north to the vast Cape York area and across the Atherton and Haan Tablelands. This year the local ABC news crew also used video coverage to deliver the power of visually lead stories to north Queensland viewers.

Partnership with local radio Bumma Bippa Media (BBM), and its energetic role and connections to the National Indigenous Radio Service (NIRS), provide CIAF with a vast national audience. BBM delivers a three day and opening night, onsite broadcast service to CIAF, storytelling the celebration of Queensland Indigenous art and culture to many thousands of NIRS listeners across the nation. The voices of CIAF artists, event producers, dancers and performers are heard live, building and cementing the CIAF legacy with urban and remote radio audiences across the nation.

Official videographer and film partner, Double Wire Productions, visually records the CIAF event over three days, producing footage capturing the event for future visual display. Opening Night party and dance videos are produced onsite and posted immediately to YouTube, giving the event the closest service to live streaming as possible. Video footage is used for future TVCs and online marketing.

Newsport renewed its CIAF sponsorship in 2015, delivering online news and advertising to Port Douglas local and tourist audiences and lending the international and national reach of its online network to expand the knowledge of CIAF. The Newsport.com.au receives thousands of visits a week from potential regional visitors and CIAF has joined the chic mix of attractions that entice visitation.



Bumma Bippa media team live broadcast. Photo by Kerry Trapnell

ACCOMMODATION PARTNERS



The Accor Group continued its well-established and valuable CIAF partnership in 2015. Five properties managed by the group provided subsidised accommodation for CIAF participants and free of charge lodging for the CIAF Competition winners. Hotels involved in the invaluable CIAF relationship include the Novotel Oasis Resort, the Pullman Cairns International, the Pullman Reef Hotel Casino, the Cairns Harbour Lights and the Mercure Harbourside.

Accor properties hosted an artist in residence program in partnership with KickArts, with each hotel foyer displaying a collection of works by CIAF artists.

The hotel management teams further engaged with CIAF through displaying CIAF banners and artwork and distributing programs in each foyer across the Accor properties. The Accor Group sponsored the inaugural CIAF Conversations.



Artists from Erub Arts, Darnley Island. Photo by Kerry Trapnell

INDIGENOUS ART CENTRE ALLIANCE

IACA, the Indigenous Art Centre Alliance, is the peak body that supports and advocates for the 13 community-based Aboriginal and Torres Strait Islander arts and cultural centres spread across the islands of the Torres Strait, the Gulf of Carpentaria, Cape York and the tropical rainforest and coastal regions of Far North Queensland. IACA works under the guidance and direction of a majority Indigenous Management Committee and is a not-for-profit organisation.

This year IACA collaborated with CIAF in support of the art centre artists taking part in the curated exhibition, Wabu Minjaan, and the art market. CIAF offered a green room space to all IACA artists. IACA hosted an artists' welcome on the Wednesday evening inviting Collectors and Curators to meet the artists from remote communities in order share and network.





Mornington Island collection at the CIAF fashion performance. Photo by Kerry Trapnell

HIGHLIGHTS

- CIAF is the quintessential celebration of Queensland Aboriginal and Torres Strait Islander art and culture, with 2015 event attendance hitting a record high of 50,500
- CIAF 2015 was held in Sheds 2 and 3 at the Cairns Cruise Liner Terminal (CCLT), as well as at a number of satellite venues including the Cairns Regional Gallery, Tanks Arts Centre, Centre of Contemporary Arts (CoCA), Canopy Arts Centre and UMI Arts.
- New elements were introduced to the CIAF program: CIAF Conversations, Evening on The Green, Blak Release film festival and incorporation of the Gimuy Fish Festival, expanding the event profile, niche audience reach and citywide venue inclusion.
- The curated Art Fair, entitled Wabu Minjaan, displayed the work of artists from nine art centres, six art galleries, two art collectives and seven independent artists. The very first CIAF art market hosted 36 stalls for the sale of art directly to the public and attracted more than 25,000 buyers over the weekend.
- The three-day CIAF program at the CCLT, presented a curated art fair, an art market, traditional and contemporary dance performances, music performances, CIAF Conversations, children's workshops and a fashion performance.
- CIAF offline and online publicity and media material reached an audience of more than 10 million through 500 media item placements, Facebook, Twitter, Instagram postings and YouTube uploads.
- The CIAF Collectors and Curators program hosted 43 participants from Australia, New Zealand, USA and France. For the first time Collectors & Curators visited a community art centre, to meet CIAF participating artists at Yarrabah, an Aboriginal community south of Cairns.
- The CIAF Opening Night party staged a stellar performance by Christine Anu and legendary singer songwriter Archie Roach, AM. More than 1,500 partygoers celebrated at Opening Night.
- The fashion performance Burrimbi Dulgu Bajal attracted 750 spectators, more than three times the number of the previous year's performance.
- The CIAF exhibition at the Cairns Regional Gallery, Out of Queensland – New Indigenous Textiles, was based solely upon original art digitally rendered on textiles, a first for CIAF.
- Blak Release was an innovation to the CIAF program, providing insight into Queensland's Aboriginal and Torres Strait Islander experience through film.
- CIAF Conversations included candid talks with panel specialists from the fields of visual arts, dance and music formed an important part of the REACH program. REACH toured more than 700 primary and high school students through the Art Fair, giving them the chance to meet and question artists.
- Bungaree's Farm, a 2015 Museums and Galleries National Award winner, curated by Djon Mundine OAM, was displayed at the Tanks Arts Centre, in a second-only national installation.
- Evening on the Green, a new Friday evening event, featured the first live performance of the celebrated duet, Archie Roach AM and Mau Power, singing their co-created anthem, *Freedom*.
- CIAF 2015 sales of art and ticketed events totalled \$350,000 to date.

HOW WE MEASURED UP

In order to gauge the economic and community effects of the event, CIAF commissioned IER to carry out an economic assessment which was held at participating CIAF venues, 28 July-2 August, conducted with a face-to-face interview technique. Surveys were carried out with individuals at the Tanks Arts Centre, UMI Arts, Cairns Regional Gallery, KickArts Contemporary Arts Gallery, Fogarty Park, Centre of Contemporary Arts (CoCA) and Cairns Cruise Liner Terminal.

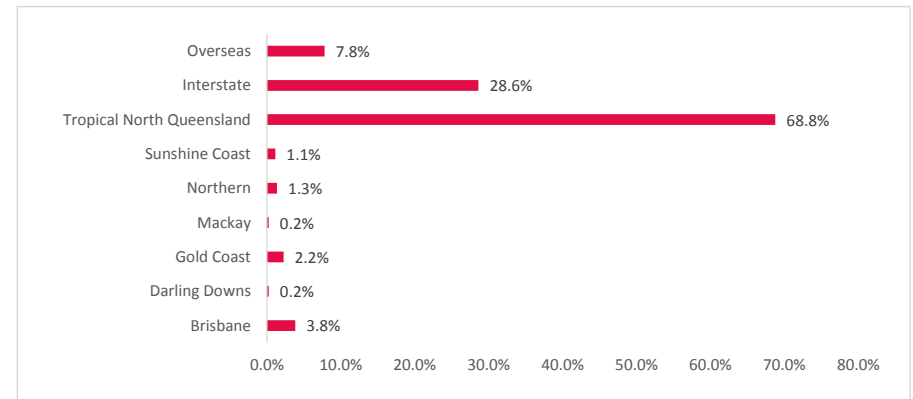
The study provided an assessment of expenditure generated by the event in the Cairns and Queensland economies, in relation to the income that may have been missed out on, had the event been held elsewhere. It also aimed to measure the level of community pride generated by the event and the general perceptions of the CIAF brand.

Key findings were:

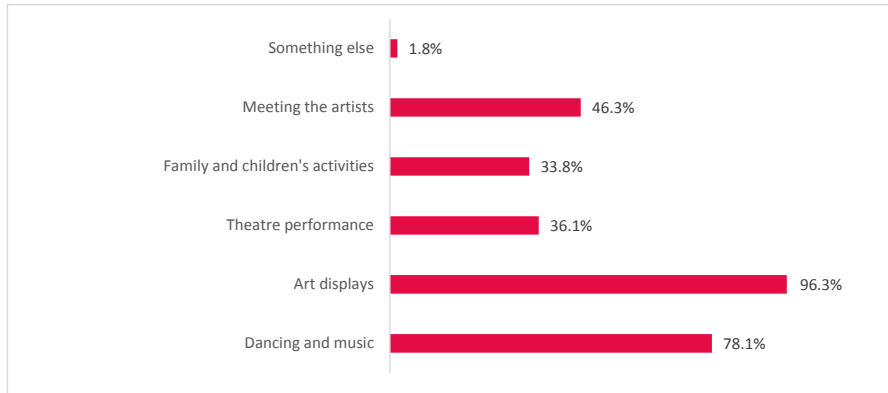
- Close to 75% of attendees were aged over 40 years, whilst 60% of the attendees at the event were female
- Approximately 55% of attendees were from the Cairns, with a further 17.0% from other parts of Queensland, 20.3% from interstate and the remaining 7.8% from overseas
- Specifically, the event was directly responsible for bringing 4,030 out-of-region visitors to Cairns. A further 600 indicated that they extended their planned length of stay in order to attend the event
- The event was directly responsible for bringing 1,501 out-of-state visitors to Queensland. A further 343 indicated that they extended their planned length of stay in order to attend the event
- CIAF was responsible for generating a direct in-scope expenditure impact of over \$4.37 million in Cairns and close to \$2.6 million in Queensland (by out of state visitors)
- More than 12,000 bed nights we generated in Cairns and over 16,600 bed nights in Queensland (including Cairns) by attendees who visited Cairns/Queensland for the primary purpose of attending CIAF
- More than 80% of local attendees indicated that they were likely or very likely to attend future CIAF events held in Cairns
- Cairns residents recorded the strongest level of agreement with the statements that Cairns Indigenous Art Fair 'is important for the local area' (100%) and 'Cairns Indigenous Art Fair makes a positive contribution to the image, appearance and reputation of Cairns' (98.1%).

HOW WE MEASURED UP

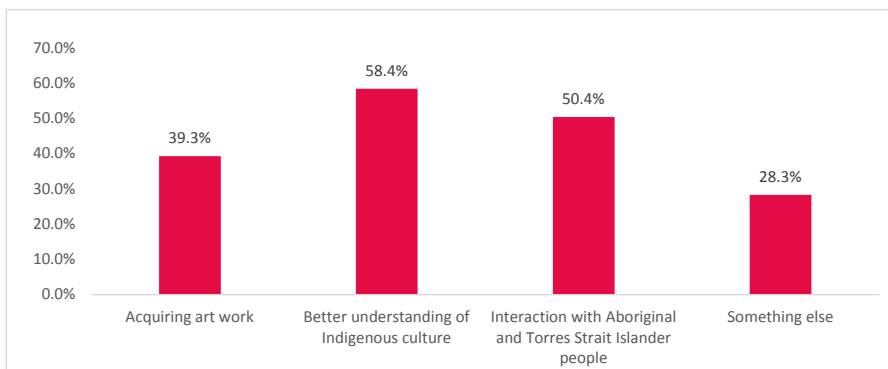
WHO WERE OUR VISITORS AT CAIRNS INDIGENOUS ART FAIR



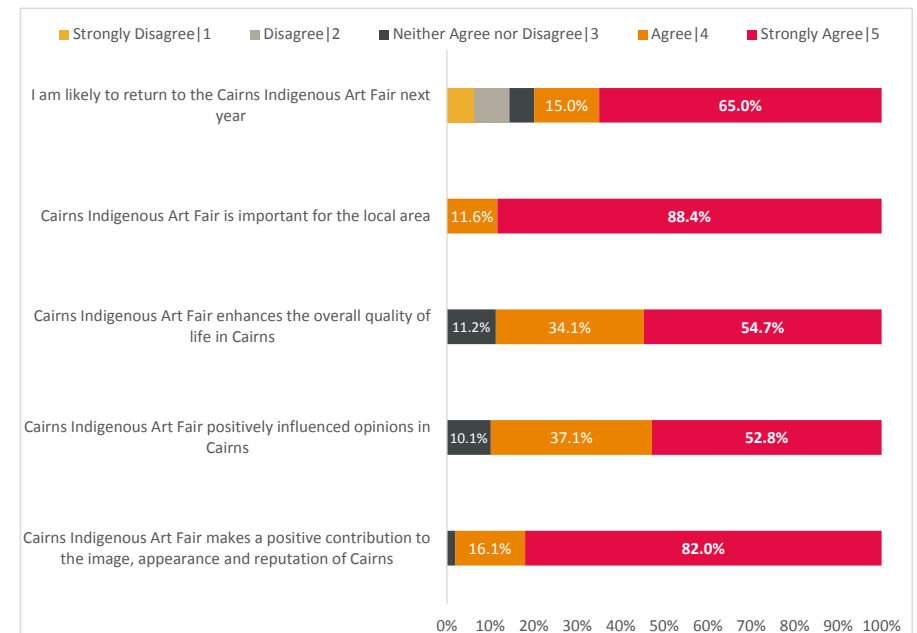
WHAT OUR VISITORS ENJOYED AT CAIRNS INDIGENOUS ART FAIR



WHAT OUR VISITORS EXPERIENCED AT CAIRNS INDIGENOUS ART FAIR



WHAT OUR VISITORS THOUGHT ABOUT CAIRNS INDIGENOUS ART FAIR





Sid Joe Short Bruce at the Pormpuraaw stand. Photo by Kerry Trannell

WABU MINJAAN

[COMING TOGETHER TO SHARE]

This year CIAF introduced a new way of showcasing work from Queensland Aboriginal and Torres Strait Islander art centres in a curated exhibition within the Art Fair space, entitled Wabu Minjaan (Coming Together to Share).

Curated by CIAF's Artistic Director, Janina Harding and Art Curator Hetti Perkins, works were selected from nine far north Queensland art centres, each with its own aesthetic influence of country, stories and cultural experience.

This initiative provided a gallery atmosphere, enabling audience movement, and providing a clear view of the exhibition's significant works in a stunning array of paintings, ceramics, prints, weaving, textiles and mixed media.

ART FAIR EXHIBITORS

Badhulgaw Kuthinaw Mudh (Badu Art Centre),
Badu Island
Canopy Arts Centre, Cairns
Cape York Art, Cairns
Erub Erwer Meta, Erub Island (Darnley Island)
Girringin Aboriginal Art Centre, Cardwell
Hopevale Arts & Cultural Centre, Hopevale
KickArts Contemporary Arts, Cairns
Lockhart River Art Gang, Lockhart River Arts Centre
Morrington Island Art, Morrington Island
Pormpuraaw Arts & Cultural Centre, Pormpuraaw
proppaNOW Collective, Brisbane
Saltwater Gallery, Port Douglas
Umbrella Studio Contemporary Arts, Townsville
UMI Arts, Cairns
Wei'Num Aboriginal and Torres Strait Islander Arts
& Craft Corporation, Weipa
Wik and Kugu Arts & Crafts Centre, Aurukun
Yarrabah Arts & Cultural Centre, Yarrabah
Independent Artists (Cairns)
Jenny Fraser
Ian Jensen
Napoleon Oui
Sue Reys
Zane Saunders
Jillibalu Barns- Riley
Clinton Nain, Melbourne
Emily Ngarnal Evans – Represented by Alcaston
Gallery, Melbourne

ART MARKET

Arone Meeks – Cairns
Art of the Rainforest People, Atherton
Badhulgaw Kuthinaw Mudh (Badu Art Centre),
Badu Island
Bana Yirji Art & Cultural Centre, Wujal Wujal
Cape York Art and Koberberrin Arts & Crafts, Cairns
CDA Bala's Design – Townsville
Darcy Walden, Doomadgee
Dark & Disturbing – Brisbane
Gab Titui Cultural Centre, Thursday Island
Gerry Surha Innisfail
Girringin Aboriginal Art Centre, Cardwell
Hopevale Arts & Cultural Centre, Hopevale
Jitta, KOCA Weavers & OKKa Wikka, Innisfail
Kgari – 3 Sisters – Cairns
KickArts Contemporary Art, Cairns
Lockhart River Arts Centre, Lockhart
Morrington Island Art, Morrington Island
Pormpuraaw Art & Culture Centre, Pormpuraaw
Saltwater Gallery, Port Douglas
Saltwater Murris Quandamooka Inc
North Stradbroke Island
Shirley Collins & Brenda Nicholson – Townsville
Teho & Lealin Ropeyarn, Cairns
Umbrella Studio Contemporary Arts, Townsville
Wei'Num Arts & Craft, Weipa
Wik & Kugu Art Centre, Aurukun
Yalanji Arts - Mossman
Yarrabah Arts & Cultural Centre, Yarrabah
Yidinji Artist Collective – Cairns

ART MARKET

A weekend art market was an additional innovation to the CIAF program. Queensland Indigenous art centres, independent artists and galleries filled the interior of Shed 2 with 36 stalls displaying art, craft, textiles, jewellery and merchandise.

The market provided a busy bazaar atmosphere to the CIAF event and proved successful for both buyers and sellers. More than 25,000 visitors had the chance to purchase directly from the artists.



Paul Bong with an interested buyer at his Art Market stall. Photo by Kerry Trapnell

OPENING NIGHT

The Honourable Paul de Jersey AC, Governor of Queensland, declared CIAF 2015 open and acknowledged the artists. The Queensland Premier and Minister for the Arts, Annastasia Palaszczuk, announced a further four year funding for CIAF. The Honourable George Brandis, Attorney General and Federal Arts Minister, also showed his support, declaring CIAF funding for the next three years.

Formalities completed, the Opening Night celebration began. The crowd moved between The Green, where onstage Christine Anu, with special guest Archie Roach, delivered a stellar performance, and the art fair, where the finest from Queensland artists was on display.

The night's festivities closed with Anu delivering her dance floor classic, *Party*. As the songstress called upon the crowd to celebrate, a breathtaking fireworks display lit up the full moon sky.



THANCOUPIE BURSARY AWARD BREAKFAST

In collaboration with the Board of the Thancoupie Bursary Fund, CIAF presented an early morning event that paid homage to the late Dr Thancoupie Gloria Fletcher James AO. The breakfast crowd celebrated the talented ceramicist from Weipa, while listening to heartfelt speeches and informal conversations that honoured her memory. Held beside the Thancoupie public art work, on The Green at the Cairns Cruise Liner Terminal, the proceedings began with insightful words from family elder Jeannie Little and perpetual supporter and writer, Jennifer Issacs.

The inaugural Thancoupie Bursary Award was announced by Queensland's former Governor and former Chancellor Griffith University, The Honourable Ms Leneen Forde AC and presented to Yidinji artist, Paul Bong, for master classes in printmaking.



Top: Paul Bong receiving the inaugural Thancoupie Bursary from The Honourable Ms Leneen Forde AC.
Bottom: Thancoupie's bronze public art work. Photos by Kerry Trapnell

CIAF CONVERSATIONS

The Cairns Cruise Liner Terminal was the hub for talks from mid-career and established Queensland art practitioners. Three separate panel discussions, focused on visual art, dance and music, delivered artists insights and experience.

In the selection process for this event, the CIAF Artistic Director, Janina Harding responded to expressions of interest from many artists who have very little chance to speak publicly about their work.

CIAF Conversations were scheduled to coincide with R.E.A.C.H (Regional Excellence in Arts and Culture Hubs) school program, enabling student to hear from artists first hand.



EVENING ON THE GREEN

A first for CIAF, Evening on The Green, offered audiences Friday night down time to relax and listen to great music while enjoying food and wine at the newly created bar. Headlining the entertainment, Torres Strait Island artist Mau Power, energized the crowd with his hip-hop storytelling. In a CIAF and world first, he and Australian music legend Archie Roach gave a live performance of political anthem, *Freedom*. The radiance of the two singer-songwriters was a moving moment for all.

Archie Roach performing at Evening on The Green. Photo by Kerry Trapnell



Kamahi Jordan King. Photo by Kerry Trapnell

BLAK CABARET

Blak Cabaret, produced by Jason Tamiru, for Melbourne's Malthouse Theatre and staged at the Tanks Arts Centre, attracted over 300 people over three nights. The show was a raucous and mind bending take on the state of the country, under the reign of a Queen of Indigenous cultural heritage, Constantina Bush, who holds and practices colonial ideology.

The production featured Melbourne based Queensland performers Bart Willoughby, Kutcha Edwards and Nikki Ashby, Kamahi Jordan King (aka Constantina Bush). Cairns based performers Deline Briscoe and Troy Brady joined the ensemble, lending velvety cool to the crazy mix.



2015 Blak Release Screen Festival Awards, L-R: Jenny Fraser, Vincent Jarden Scott, Janina Harding, John Harvey

BLAK RELEASE

The final event of the CIAF 2015 program was Blak Release, a celebration of Queensland Indigenous film makers, actors, artists, communities and musicians through a series of short films and music clips.

Co-produced by Artistic Director Janina Harding and Cairns based Yugambah artist, Jenny Fraser, the evening featured an in-conversation with Sabai Island film producer John Harvey and the inaugural Blak Release Awards. Winners of these awards were: Cairns Murri Crew for Representing Youth Culture; John Harvey for Contribution to Producing and Larissa Behrendt took out the People's Choice Award.

GIMUY FISH FESTIVAL

A newly incorporated event on the CIAF program, the Gimuy Fish Festival's core principles are to promote sustainable seafood harvesting and production, Indigenous health and employment, and support local industries and businesses.

The event included talking circles with traditional owners and rangers about sustainable seas; a children's program focussed on the importance of taking care of the environment; live music and cultural dance performances. The popular cook-off challenge involving three leading Cairns restaurants, was won by the Boomerang Restaurant, Tjapukai Aboriginal Cultural Park, for their chef's signature reconciliation dish, Black Fish/White Fish.



CLOSING CEREMONY

The Yidinji dancers called on people to follow them onto The Green for the farewell ceremony, closing CIAF for 2015. The huge crowd witnessed a spectacular dance off, with ten groups performing a final goodbye through traditional expression.

Dancing continued far past scheduled closing time, with spectators remaining transfixed until the final clap of the boomerangs and beat of the Torres Strait drums.



Yidinji Dancers leading closing ceremony procession. Photo by Lovegreen Photography

CAIRNS REGIONAL GALLERY

In partnership with the Cairns Indigenous Art Fair, the Cairns Regional Gallery curated a stunning exhibition of floor to ceiling lengths of digitally printed textile art by nine of North Queensland's most exciting Aboriginal And Torres Strait Islander artists.

Out of Queensland: New Indigenous Textiles opened to the public on 17 July. The exhibition was officially opened by Tom Mosby on Wednesday 29 July. Judith Ryan, Senior Curator of Australian Indigenous Art at the National Gallery of Victoria gave an informative floor talk immediately preceding the opening event.

The exhibition exemplified the fusion of digital technology and Aboriginal and Torres Strait Islander contemporary art practice. Working in collaboration textile designer Bobbie Ruben, the nine established and emerging artists manipulated images from their existing artworks to create repeat patterns for direct-to-fabric digital printing. The striking colours and bold designs of the fabric artworks together made a collective statement while celebrating individual artist's signature styles.

The Cairns regional Gallery also presented two other exhibitions - Alick Tipoti: *Zugubal : Ancestor Spirits* and the Yarrabah Arts & Cultural Centre: *A Year in Yarrabah* which revealed the diversity and talent of Far North Queensland art practice and cultures.



Gordon Hookey in front of his textile print at Cairns Regional Gallery. Photo by Kerry Trapnell



Susanne O'Connell and Jack Wilkie Jans in front of a textile piece by Claudia Moodoonuthi. Photo by Kerry Trapnell



Nampanon brothers with their Aurukun Camp Dogs, Tanks Arts Centre. Photo by Kerry Trapnell

SATELLITE EXHIBITIONS

TANKS ARTS CENTRE

BUNGAREE'S FARM - CURATED BY DJON MUNDINE, OAM

Bungaree's Farm, a screen based exhibition in the Tanks Arts Centre, was based on the life and times of Bungaree, the first Aboriginal person to be granted land in Australia. Originally exhibited in the Camouflage Fuel Tank at Georges Heights in Sydney, Bungaree's farm found a familiar space at the Tanks Arts Centre for its first showing outside New South Wales. The expertise of the Tanks curatorial and technical staff assisted Djon Mundine to remount the effective sound and screen images in Tank 4, with 2,700 visiting the space. Audiences were able to immerse themselves in Bungaree's legacy, through contemporary Indigenous audio, video, performance and screen based art.



The launch of Bungaree's Farm and Currents Exhibitions at Tanks Arts Centre. Photo by Kerry Trapnell

CURRENTS - TRENDS AND MOVEMENTS IN QUEENSLAND

INDIGENOUS ARTS CENTRES

Sharing the vast space of Tank 4 with *Bungaree's Farm*, *Currents - Trends and Movements in Queensland Indigenous Art Centres* was curated by Chris Stannard for the Tanks Arts Centre. The exhibition focused on the evolution of art and artists working within Queensland Indigenous art centres, provided a further opportunity for audiences to gain an understanding of the eclectic artistic practice and culture.

The display of the first and last work of the late Mirdidingkingathi Juwardna (Mrs. Gabori), a leading contemporary artist from Bentinck and Mornington Islands, was a significant highlight of the *Currents* exhibition.



Saam Karem Era Kodo Mer dancers. Photo by Kerry Trapnell

KICKARTS CONTEMPORARY ARTS

KickArts hosted three exhibitions with very different themes: *Warriors, Sorcerers & Spirits*, a group show of far north Queensland artists, curated by Shannon Brett and Renai Grace; *Icons in Clay*, a group exhibition by ceramicists from Yarrabah Arts & Cultural Centre and *Turn, Turn, Turn* a presentation of works by Cairns-based artist Arone Meeks.

UMI ARTS

UMI Arts once again contributed to the CIAF program through the *Freshwater Saltwater* exhibition, *Big Talk One Fire* concert and cultural event and *CIAF Conversations*.

UMI Arts supported the CIAF Collectors and Curators program, generously inviting the program participants to an island feast, a series of artist floor talks and the official opening of *Fresh Water Saltwater*.



CANOPY ART CENTRE

Canopy Art Centre featured Mer Island artist Bai Tapau (above left) with her exhibition *Keriba Debe Nor* (Our Beautiful Reef). Her acrylics on paper and monoprints reflect a colourful fusion of contemporary kitsch and traditional iconography, representing life around the coral reefs of Mer Island (Eastern Torres Strait).



Birrimbi Dulgu Bajal. Photo by Lovegreen Photography

BIRRIMBI DULGU BAJAL [SEA AND RAINFOREST DREAMING]

CIAF's 2015 fashion performance Birrimbi Dulgu Bajal, proved incredibly popular, with a record attendance. The lively appreciative audience included artists, designers, collectors and curators, media and fashion scouts.

Curated by local Indigenous designer, Grace Lillian Lee, and choreographed by dancer Fiona Wirrer-George, the fashion performance was arguably the highlight of CIAF 2015. It featured a stand-out collection of fashion and designs, exceptional modelling and choreography and a special performance by Archie Roach.

The pop-up shop proved popular after the show, with generated sales returned to Queensland art centres, independent artists and designers involved in the fashion performance.



GhostNets Australia

GhostNets Australia annually deliver a public workshop as part of the CIAF program. This year, three Torres Strait Islander artists, Flora Taylor from Moa Island (St Paul), and Georgia Curry and Kelly Beckley from Keriri Island (Hammond) engaged with visitors who wanted to try weaving with ghostnet fibres.

The outdoor workshop featured the opportunity for the public to share in the making of a huge a shark centrepiece, under the tutelage of the artists. Additional artists, including Daphne de Jersey from Mapoon and Maria Ware from Moa Island, joined in, adding considerable skill and expertise to the effort.

Work on the GhostNets shark began two weeks prior to the CIAF event, in order to bring the sculpture to an armature stage, covered by two layers of net. The final shark sculpture emerged a fortnight later.



R.E.A.C.H Regional Excellence and Culture Hubs

For the sixth consecutive year, CIAF partnered with the Queensland R.E.A.C.H - Regional Excellence in Arts and Culture Hubs - under a program that provides organised school visits to the Art Fair, CIAF Conversations and the Cairns Regional Gallery. This year students visited on Friday 31 July 2015.

Students participating in the R.E.A.C.H program receive a resource booklet, outlining assignments based on the information they receive through interaction with CIAF artists. The program ultimately offers an opportunity for students to deepen their understanding of the role artists play in current culture and the nature of their work.

Teachers involved with the R.E.A.C.H program also hosted Gungun Waruwarru (Children's Corner), Saturday and Sunday 1- 2 August, where children interact with local artists to produce their very own piece of CIAF art. Internationally celebrated Indigenous artist Judy Watson joined local artists as part of the weekend program at Gungun Waruwarru, teaching painting in watercolours. Children of all ages and backgrounds learned about different visual art practices.



COLLECTORS & CURATORS PROGRAM

This year's large Curators & Collectors (C&C) program was once again skilfully managed by Hetti Perkins with 43 C&C attending. The total contingent of 36 domestic C & C represented key institutions from all states and territories as well as seven international guests from the USA, France and New Zealand. Over half (25) of the entire group, were first time attendees.

This year the C&C Program offered a range of exclusive and complimentary visual and performing arts events, and introduced a community visit to the Yarrabah Arts & Cultural Centre with a visit to the Menmyny Museum, local bush tucker talk and lunch with community elders. According to C&C surveyed, the visit to Yarrabah proved to be the highlight, and similar visits will remain on the list of activities in future programming. The C&C were also invited into local artist Arone Meeks studio and had an informative floor talk and island feast hosted by Umi Arts as part of their Freshwater Saltwater exhibition opening.

- Art Gallery of New South Wales
- Australian National Maritime Museum
- Carriageworks
- Art Gallery of Western Australia
- Tarnanthi Aboriginal and Torres Strait Islander Visual Arts Festival
- FORM, WA
- Department of Design, Griffith University, Queensland College of Arts; Australia Council Aboriginal and Torres Strait Islander Arts Strategy Panel
- Barangaroo, City of Sydney, corporate projects
- National Gallery of Australia
- Queensland Art Gallery | Gallery of Modern Art
- Australian Museum
- National Gallery of Australia
- National Gallery of Victoria
- National Gallery of Victoria
- Koori Heritage Trust
- National Gallery of Victoria
- Sydney Festival 2017-2019; Australia Council Aboriginal and Torres Strait Islander Arts Strategy Panel
- National Film and Sound Archive; Australia Council Aboriginal and Torres Strait Islander Arts Strategy Panel
- Museum of Contemporary Art Australia
- Institute of Modern Art, Brisbane



Collector Simon Chan speaking with Yarrabah artist Michelle Yeatman. Photo by Kerry Trapnell



Left: Collectors and Curators group at Yarrabah Arts & Cultural Precinct Right: Collectors and Curators at Arone Meeks studio visit
Photo by Kerry Trapnell

IT'S LIVE!
in Queensland

CIAF CAIRNS INDIGENOUS ART FAIR

AUSTRALIA'S PREMIER INDIGENOUS ART FAIR

ciaf.com.au

31 July - 2 August 2015
Cairns Cruise Liner Terminal



Delve into the Indigenous cultures of Tropical North Queensland,
through a showcase of art, dance, music and performance.

OPENING NIGHT EVENT 30 JULY



Gary Nampunan, Cocodile 2014. Ochres and charcoal with acrylic binder on Milkwood, 54x84x30cm. With 6 Kuju Art & Craft Cairns, Aunulun. Photo: Michael Marok.

Cairns Indigenous Art Fair (CIAF) is supported by Arts Queensland through Backing Indigenous Arts, a program that aims to build a stronger, more sustainable and ethical Aboriginal and Torres Strait Islander arts industry and through the Visual Arts and Crafts Strategy, an initiative of the Australian State and Territory Governments.

The Brand

In 2015 CIAF took a strategically integrated approach to all forms of brand communication, with the intention of ready-recognition in target audience through elegant collateral creation and delivery.

As part of the marketing strategy, branding and collateral was designed to offer an enticingly simple and culturally contemporary look and feel, creating a distinct visual impression while leaving room for the possibilities created by the developing program. Stunning artworks placed on a stark black background, emerged as the signature to advertising, print collateral and off-site signage. Coupled with this new graphically appealing look, was the addition of individual culturally appropriate language event names for the curated art fair, the fashion performance and the children's activity program.



Publicity

This year, two PR companies were contracted to achieve maximum brand recognition and media coverage: Agency North (AN principal, Dawn Hewitt) based in Brisbane, and Pip Miller PR (PMPR principal, Pip Miller) based in Cairns. This decision worked to place the CIAF brand strongly in both the national and regional platform. While AN concentrated on intrastate and national audiences, PMPR focused on regional reach. Although Cairns regional media delivered the most number of media stories (129), national and Queensland coverage combined (192), reached a record level.

Traditional editorial coverage was high with nearly 480 recorded media mentions; that media monitor number overlooked some local radio and small print, newspaper and magazine reports and in reality was closer to 500. Rather than concentrating solely on increased media, the intention for the 2015 PR strategy was to ameliorate the number of people reached in the already established audience groups, offering newcomers within those audiences a chance to experience the art and culture of Queensland artists, close up and personal. It also focused on reaching audiences that had remained outside the previous years' capture.

Print coverage increased from 2014 figures by 33% (from 70-103 pieces) and radio coverage increase by 580% (from 43-260 pieces) and TV increased by 64% (25-41 pieces).

Strong feature stories were carried by The Age, The Australian, the Australian Financial Review, the Courier Mail (both newsprint and magazine), The Sydney Morning Herald, Jetstar Magazine, Virgin Voyeur Magazine, The Koori Mail, Queensland Weekender, ABC Arts Online, ABC Local Radio, The Cairns Post, The Cairns Sun and The Torres Strait News. News stories were carried by Channel 7, ABC National Evening News, ABC Local news Cairns and Townsville, SeaFM local news reports, as well as Port Douglas Radio 4Kz Bumma Bipperra, Black Starr and Community Radio stations.

Artlink magazine ran a sumptuous piece on Bungaree, Djon Mundine's screen installation at the Tanks Arts Centre and advertising for CIAF, while Art Alamanac, Art Monthly and eyeline magazines carried full page ads and event listings.

Advertising

This year with increased marketing funding made available by TEQ, CIAF marketing sought out additional advertising platforms with demographics that matched well with identified audiences. The Saturday Paper (off and online versions), Jetstar domestic and international magazines and Highlife magazine, carried stunning imagery in advertisements for the event. CIAF worked with local agency, Grunt Media, for the first time this year to achieve a solid advertising plan and budget to reach local, intrastate and interstate target audiences. Outcomes achieved were highly successful and form a basis for next year's budget and strategic plan.

Outdoor mobile advertising was carried by public transport Sunbus buses in Cairns and Brisbane, and Love school buses in Cairns. Gate throat, luggage carousels and exit signage at the Cairns Airport; more than 28,000 specially designed program brochures were distributed in a plan to saturate venues and shops in the Cairns CBD, as well as suburban shopping hubs, tour desks and tourist frequented spots from Port Douglas to Townsville and the Atherton Tablelands; a series of coordinated media stories covering the development of the fashion performance and a media launch at the Cairns Cruise Liner Terminal, worked in combination to maximize the awareness of individuals of all target audiences in the lead up to the event.



Radio/Television

BBM was on site in a live outside broadcast as part of the NIRS reporting service, bringing the formalities, music and dance performance of Opening Night, daily dance performance programs, interviews with artists, collectors, curators, management and art centre managers directly to national audiences.

Channel 7, Win Television, ABC Speaking Out, NITV, SBS as well as CIAF official film and video production contractors Double Wire visually recorded the event for television and online reporting. The 2014 Queensland Weekender footage recorded at CIAF 2014 was aired in the lead up to CIAF.

Promotions

Targeted audiences were pinpointed by using the sparse marketing data available from past years. This year in a bold move to increase marketing data, CIAF instituted a Win a Trip to CIAF competition through Yomstar, a Queensland based online promotion marketing firm. Online links to the competition were given to CIAF partners and sponsors, for display on websites. Entry was dependent on answering four questions pertaining to knowledge of the event and desire to attend the event. All survey answer information was monitored by Yomstar and data was delivered at the end of the competition, giving invaluable insight into interested demographics.



Film & Photography

CIAF contracts the professional services of videographer Double Wire Productions and a number of professional photographers: Kerry Trapnell, Colyn Huber, Michael Marzik, Paul Ewart and Chris McLennan. Capture of the CIAF 2015 event and art work imagery supplied off and online media with photos and live footage on demand during the event and ensures a seamless continuum of visuals for off and online marketing collateral for 2016 and beyond.

This year Paul Ewart and Chris McLennan attended CIAF as official photographers for TEQ, supplying stunning visuals for the marketing of CIAF to a worldwide tourist audience, over the coming months.



Colin Brown, *Buyir Kunardenetharr (Young Male Dugong)*, 2015. Materials, aerated concrete.
Photo courtesy the artist and Mornington Island Art.

Online and social media marketing efforts were strategically planned as well as broadened and increased in 2015. The CIAF website was refreshed and reformed, creating a homepage identifying and linking sponsors and art centre and gallery participants, offering links to program information and displaying social media connections and access, so important to current online marketing and communication: Facebook, Twitter, Instagram and YouTube.

The social media marketing and brand management strategy included a schedule for the uploading of content across the social media platforms that was aligned with the traditional media milestone plan, to ensure traditional media coverage was reinforced by CIAF generated online content. Once the content timing schedule was in place, social media management system, Hootsuite, was employed to systematically upload content across social media platforms.



Artists from Giringin... Photo by Kerry Trapnell

A new Facebook page and Instagram site were created in order to realign social media spaces with the consolidation of the CIAF corporate identity. In this process some Facebook and Instagram followers were initially lost, but numbers were regained quickly and followers currently count more than 8,500.

Facebook, Twitter and Instagram were attended by PMPR through Hootsuite, in the immediate lead up to and over the duration of CIAF, with both PMPR and Kerry Trapnell providing photos, and these platforms engaged a global audience successfully. Facebook following was boosted by a modest investment in advertising. Facebook and Google+ ads will feature in the future, as bona fide and important elements of the ongoing marketing strategy and advertising plan.

Footage of Opening Night party and Friday's dance performances were videoed and edited on site, with a YouTube upload immediately upon approval, giving CIAF 2015 a commanding presence in cyberspace and on the CIAF website (linked to YouTube) during the first full day of the event.

CIAF marketing management acknowledges the ever increasing importance of online and social media platforms as an essential to the ongoing marketing mix; in 2016 trending will be toward increased possibilities in this potential space.



Cameron Costello
CIAF BOARD
CHAIRPERSON
CHIEF EXECUTIVE OFFICER,
QUANDAMOOKA LAND
COUNCIL

Cameron Costello is a Quandamooka man from Moreton Bay off Brisbane in South East Queensland. He is a Law Graduate from the University of Queensland, holds a Bachelor of Arts in Leisure Management from Griffith University and a Graduate Certificate in Management from the University of Western Sydney. Costello has worked previously in the legal industry and has more than 15 years' experience in local and state governments delivering Indigenous policies and programs.

He was the Program Manager for the Queensland Government Backing Indigenous Arts Program from 2007 -2011. Previously a General Manager of CIAF, Costello is currently the CEO for the Quandamooka Yoolooburrabee Aboriginal Corporation - the Native Title Body for the Native Title Determination over Minjerribah (North Stradbroke Island). He is also the Chair of Minjerribah Camping, a joint venture tourism enterprise between the Quandamooka People and Indigenous Business Australia.



**Councillor
Bob Manning**
DEPUTY CHAIR
MAYOR OF CAIRNS

A prominent Cairns businessman, CR Bob Manning became Mayor of Cairns in 2012 as the leader of the Unity 2012 team. Manning has a wealth of experience in senior management roles in Australia and overseas. A graduate of the University of Southern Queensland he has a Business Studies degree with a major in accounting. He was Shire Clerk at Longreach for seven years before becoming Chief Executive Officer of the Cairns Port Authority from 1984 to 2002.

Internationally he has worked as a strategic management consultant in Jordan; an advisor on tourism and port development in the Republic of South Korea; and the Chief Executive Officer of a multinational consortium in the Republic of Cyprus.

Manning returned to Australia in 2008 to resume his life in Cairns where he became chairman of Anglicare North Queensland Limited. He has received numerous awards marking his business and community work. Bob is also a Vietnam veteran.



Rebecca Atkinson
EXECUTIVE DIRECTOR,
POLICY AND
PROGRAMS, ARTS
QUEENSLAND

Rebecca Atkinson commenced with Arts Queensland in December 2013. Sitting within the Department of Premier and Cabinet, she oversees the management of Queensland Government's investment in the arts and cultural sector, delivering the State's strategy to grow the arts sector and build a strong community of arts.

Prior to this position, Atkinson held management positions with Tourism and Events Queensland and Brisbane Marketing, and was responsible for developing each agency's investment portfolio across major sports, arts, cultural and festival events. She has worked with some of the State's major arts festivals including Brisbane Festival and Woodford Folk Festival, and contributed to the implementation of blockbuster event strategies of major art institutions including the Gallery of Modern Art (GoMA) and Queensland Performing Arts Centre (QPAC).

Atkinson has a strong interest in the arts, previously holding event production and management positions within the not-for-profit sector and government including Regional Arts Australia, Queensland Arts Council, Royal Agricultural Society of NSW, and Brisbane Riverfestival.



Tom Mosby
CHIEF EXECUTIVE
OFFICER, KOORIE
HERITAGE TRUST

Tom Mosby is a Torres Strait Islander and is currently the CEO of the Koorie Heritage Trust. Mosby holds a Bachelor of Applied Science in the Conservation of Cultural Materials and a Bachelor of Laws. As a conservator, Tom worked in the AGWA and the National Gallery of Victoria and has more than eight years legal practice experience including Senior Associate roles in Melbourne and Brisbane.

Mosby was the lead curator of the first survey exhibition of contemporary Torres Strait art and culture which was launched at the Cairns Regional Gallery in 1997, and the Torres Strait Islander Project in 2011, a collaboration between the State Library of Queensland, Queensland Art Gallery, Queensland Performing Arts Centre and Queensland Museum. Before the Koorie Heritage Trust, he worked at the State Library of Queensland as the Executive Manager, Indigenous Research and Projects.



Alex De Waal
CHIEF EXECUTIVE
OFFICER, TOURISM
TROPICAL NORTH
QUEENSLAND

Alex de Waal has a strong background in tourism and business, turning Sunlover Holidays into a profitable business when he was Executive General Manager in 2003-2005.

As Tourism Queensland's Executive Director of Marketing in 1996-2003 he developed the brief for the State's most successful brand campaign, 'Where Else But Queensland'.

During this time he served on the TTNQ board as the TQ representative from 1999 to 2003.

Mr de Waal left the tourism industry in 2005 to purchase Copelands and Pickers, a Brisbane-based canvas and PVC product manufacturer. In the space of four years he doubled the turnover and turned it into an award-winning company before selling it.

He then took on the role of CEO and Managing Director of the First 5 Minutes Group, a Brisbane-based training company.



Gillian Mailman
CEO, FIBRE OPTICS NQ

Gillian Mailman is a proud Bidjara women and trailblazer who sets, rather than follows, trends. This started at a young age where Gillian became the first Aboriginal female electrician in Australia. Immediately after obtaining her qualification, Gillian seized the opportunity to understand the business aspects behind her trade qualification by working for a large telecommunications company. It was here that Gillian's entrepreneurial spirit began to shine.

In 2003 Gill started her own fibre optics company – Fibre Optics North Queensland (NQ). Fibre Optics NQ services many clients including local, state and federal governments. In 2013, Gillian established the joint venture ICT Connect, a merger between Fibre Optics NQ and MJB Solutions of which Gillian is the Managing Director and CEO. Gillian's legacy will be that of setting trends and busting myths and breaking ground for those who choose to follow.



Kevin Brown
CHIEF EXECUTIVE
OFFICER, NORTH
QUEENSLAND
AIRPORTS

Kevin Brown joined North Queensland Airports as Chief Executive Officer in October 2011. North Queensland Airports currently operates and develops Cairns and Mackay Airports. Brown's extensive airport management experience includes senior positions at BAA's Heathrow, Aberdeen, Southampton and Edinburgh Airports. He has achieved notable success in aviation route development by fostering strong airline partnerships and by working closely with tourism bodies to grow travel.

Brown strives to maintain the focus on working with existing and potential international and domestic airline partners and the key industry sectors of tourism and resources to ensure that Cairns and Mackay Airports continue to make a robust contribution to the North Queensland economy.

He sits on the Board of Tourism Tropical North Queensland and regional economic development group Advance Cairns.



Leo Akee

Leo Akee's traditional name is Beizam and is of the Geuram & Zagareb tribes, two of the eight tribes of Mer. His peoples are the traditional owners of Mer (Murray Island) in the Torres Strait. His Totems are: Beizam (Shark), Galbol (Whale), Bid (Dolphin), Tabo (Snake), Serar (Tern), Deumer (Torres Strait Pigeon) and Waumer (Red chested Frigate Bird).

With 30 years' experience in the arts, his art forms of choice include artefacts, wood carving, cultural dance, singing, song writing, music composition, and on stage entertainment.

Leo was formerly the District Manager of Education Queensland/DETA, a Councillor of the Torres Shire Council (1997-2000) and Deputy Mayor of the Torres Strait (2000-2004).

Akee has been a member to many national committees and Boards, including the Aboriginal and Torres Strait Islander Arts Board of the Australia Council for the Arts, The National Indigenous Advisory Reference Group for the Australia Council for the Arts, JCU Vice Chancellors Business Advisory, National Indigenous Training Advisory Council and the Board of UMI Arts.



Janina Harding

ARTISTIC DIRECTOR

Born in Carlton, Janina Harding grew up in Melbourne where she has lived and worked most her life. Janina's cultural heritage is Meriam Mir (Erub/Mer) of the Eastern Torres Strait and Ku Ku (North East) of Cape York. Her mother Eleanor Harding (nee Adelaide Nain) arrived in Melbourne 1959, determined to raise her children free and not subject to the Queensland Protection Act, like her generation and the generations before her. Janina has three "artist" siblings Destiny Deacon and Clinton Nain, both visual artists and John Harding is a playwright. Janina has thirty years' experience in Aboriginal and Torres Strait Islander arts and cultural projects and programs and served two terms on the Aboriginal and Torres Strait Islander Arts Board of the Australia Council.

Employed at the City of Melbourne as the Indigenous Arts Program Manager for thirteen years, Janina established the Melbourne Indigenous Arts Festival and Blak Nite Screen as Creative Producer. She is currently the Artistic Director of the Cairns Indigenous Arts Fair.



Vanessa Gillen

GENERAL MANAGER

Vanessa Gillen earned a bachelor degree in Fine Arts from Sydney University, before creating a marketing career in the media and entertainment industries. Her vocational calling lead her from Sydney's television/ film production world to London, and the glamour of the movie industry, where she worked for United International Pictures as Marketing and Promotions manager. Returning to Sydney after 6 years, Vanessa joined the Australian Broadcasting Corporation (ABC) and distributed the organisation's only film acquisition, Her Majesty Mrs Brown. She went on to initiate ABC Events, as part of the corporation's commercial interests, which remains today as a successful part of the national broadcaster's revenue stream.

After ten years at ABC, Vanessa moved to the wilds of Cooktown in 2009, with her husband and two young children, and has since decided to make Cairns home.

Most recently Vanessa spent three years developing and managing the Yarrabah Arts and Cultural Precinct. Now armed with specific experience in working with indigenous artists, she is once again able to apply her event skills and marketing and management experience to creative purpose as General Manager of CIAF Ltd.

PATRON

His Excellency the
Honourable Paul de Jersey, AC
Governor of Queensland

PATRON – FIRST NATIONS

Henrietta Fourmile-Marrie

ARTISTIC DIRECTOR

Janina Harding

GENERAL MANAGER

Vanessa Gillen

OPERATIONS MANAGER

Sam Gibb

**MARKETING AND COMMUNICATIONS
MANAGER**

Sonja Anderson

**COLLECTORS AND CURATORS
PROGRAM MANAGER**

Hetti Perkins

CURATORIAL ASSISTANT

Shannon Brett

PERFORMANCE PROGRAM MANAGER

Marilyn Miller

**CURATOR,
BIRIMBI DULGU BAJAL**

Grace Lillian Lee

CHOREOGRAPHER

Fiona Wirrer-George

ADMINISTRATION OFFICER

Wanda Weatherall

PUBLICITY

Dawn Hewitt

Lisa Coutts

Pip Miller

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Leo Akee

Rebecca Atkinson

Kevin Brown

Cameron Costello (Chairperson)

Alex de Waal

Gillian Mailman

Bob Manning

Tom Mosby

PHOTOGRAPHERS

Paul Ewart

Colyn Huber

Michael Marzik

Chris McLellan

Kerry Trapnell

DESIGN

Rachel Fairweather



Gondwana Childrens Choir at closing ceremony. Photo by Kerry Trapnell

As the final harmonies of the CIAF 2015 closing ceremony faded to memory for another year, the momentum continues. The CIAF team has already announced dates for next year's event - 15-17 July, 2016 with the Opening Night event on 14 July 2016.

The immediate future of CIAF is secured, with the announcement of four years funding by the Queensland Premier and Minister for the Arts, Annastacia Palaszczuk at the 2015 Opening Night party. Attorney General and Federal Minister for the Arts, Senator George Brandis, QC, also took the opportunity to confirm on-going Federal funding through the Ministry for the Arts for CIAF for the next three years to support the diligence and determination of Queensland Aboriginal and Torres Strait Islander artists. Tourism and Events Queensland continue to financially support the event with a promise that current funding continues for the next three years. The CIAF team will maintain an excellent working relationship with these established federal and state funding partners and current sponsors, as well as activate a drive to attract new sponsors, to ensure the economic future of CIAF through diversified income streams. Secure funding underpins stability for CIAF through the next phase of its significant growth, consolidating the learnings and achievements of the past six years and enabling CIAF's future relevance and viability.

This year, the CIAF board and team worked to create a strategic development plan for the growing of CIAF over the next four years. The new strategy is a plan for the evolvement of the event, while maintaining CIAF's renowned signature – that of an immersive festival environment, ethical experience and fair point of sale for buyers and the public. CIAF recognises that capacity building and pathway development for Queensland Indigenous artists is critical to its success and the financial future of artists and the CIAF experience. Refreshing the program annually is paramount for artistic opportunity and evolving cultural expression, the mix that is so captivating to visitors.

Part of the strategic plan is capitalisation on the significant interest and engagement of national and international buyers, through leveraging existing markets, the development of new markets and the expansion of the Collectors and Curators program. In the future CIAF intends to actively align with national and international prospects for cultural exchange with other country's First Nations artists, placing the international Indigenous spotlight firmly on Queensland.



Pormpuraaw artist Sid Bruce Short Joe. Photo by Kerry Trapnell



Gerib Sik - Girls Paddle Dance. Photo by Kerry Trapnell

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Total Project Group Architects



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The Cairns Post



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KICK
CONTEMPORARY
ARTS



centre of
contemporary arts
cairns

Cairns Indigenous Art Fair (CIAF) is supported by Arts Queensland through Backing Indigenous Arts, a program that aims to build a stronger, more sustainable and ethical Aboriginal and Torres Strait Islander arts industry and through the Visual Arts and Crafts Strategy, an initiative of the Australian State and Territory governments.



Opening Ceremony - Lockhart River Dancers. Photo by Lovegreen Photography



WARNING: This report may contain images of Aboriginal and Torres Strait Islander peoples who are deceased. The Cairns Indigenous Art Fair advises that this report is published in good faith, without intent to cause distress to anyone of Aboriginal and Torres Strait Islander cultural heritage.

Information in this publication is current at time of printing.

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