

# CIAF CAIRNS INDIGENOUS ART FAIR

AUSTRALIA'S PREMIER INDIGENOUS ART FAIR


[ciaf.com.au](http://ciaf.com.au)

15 - 17 July 2016

Cairns Cruise Liner Terminal



2016 REPORT



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.

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## 2016 REPORT

### CONTENTS

This is CIAF	5	Innovations	39
Message from the CIAF Governor of Queensland, Patron	7	Knowledge Sharing	41
Message from the CIAF Patron First Nations	7	Marketing & Communications	42
Message from the Premier of Queensland	8	Online	45
Message from CIAF Chairperson	9	Publicity & PR	49
Message from CIAF Artistic Director	10	How we measured up	50
Message from CIAF General Manager	11	Culture Counts	54
2016 Overview	13	Sponsors & Partners	57
Highlights & Outcomes	15	CIAF Board of Directors	62
CIAF 2016	17	CIAF Team	65
Collectors & Curators Program	29	Towards the Future	67
Partnerships	31	Sponsors & Partners	69

Cover Image: Wik & Kugu Art Centre artists with their Ku' (Camp dogs) at CIAF 2016. Photograph Blueclick Photography





Arone Meeks, *Spirit Ark*, 2016, Acrylic on Canvas. Image Courtesy of the Artist

# THIS IS CIAF

Cairns Indigenous Art Fair (CIAF) is the quintessential celebration of Queensland Aboriginal and Torres Strait Islander culture.

CIAF conveys the rich diversity of Queensland Indigenous art from more than 150 artists in a curated Art Fair exhibition. Dance, music, film and knowledge sharing are features of the CIAF celebration that render the event an unforgettable experience.

CIAF is committed to providing an ethical point of sale for Queensland Indigenous art and to supporting the career development of Aboriginal and Torres Strait Islander artists from across the state. The Art Fair works under a commitment to the Indigenous Australian Art Commercial Code of Conduct.

The Cairns Indigenous Art Fair (CIAF) is supported by Arts Queensland through Backing Indigenous Art (BIA) 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.

## Vision

Providing platforms for cultural exchange and economic opportunity for  
Queensland Indigenous artists

## Values

- **Authenticity** – Create an ethical marketplace that will educate audiences through Indigenous knowledge and control and personal engagement with the artists.
- **Connection to Culture and Country** – critical for Indigenous artists and communities for cultural maintenance and the development of artistic practices for expressing culture through art form.
- **Economic opportunity** – acknowledged in the business model that enables financial return to artists and the viability of CIAF.
- **Vibrancy** – CIAF offers a world-class marketplace and opportunities for cultural exchange that inspire locally, nationally and internationally.
- **Equity** – CIAF is committed to the employment, training and professional development of Aboriginal and Torres Strait Islander people



Feather headdresses by Lisa Michl of Cape York Art. Photograph Lovegreen Photography



Photo Kerry Trapnell

## His Excellency the Honourable Paul de Jersey, AC

### GOVERNOR OF QUEENSLAND, PATRON - CAIRNS INDIGENOUS ART FAIR

For the second year, CIAF was pleased to host His Excellency the Honourable Paul de Jersey AC, Governor of Queensland and CIAF Patron. Through his patronage the Governor's commitment to raising the profile of Queensland Aboriginal and Torres Strait Islander art and culture continues.



Photograph Lovegreen Photography

## Henrietta Fourmile-Marrie

### PATRON FIRST NATIONS, CAIRNS INDIGENOUS ART FAIR

CIAF respectfully recognises the continual commitment and support of Henrietta Fourmile- Marrie, a Gimuy Walubara Yidinji Traditional Owner. In her position as Patron First Nations, Henrietta provides valuable guidance to the CIAF Board and staff and is always generous with her time at CIAF events and activities.



## MESSAGE FROM PREMIER OF QUEENSLAND AND MINISTER FOR THE ARTS



**Hon Anastacia  
Palaszczuk MP**

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

Travelling north to attend Cairns Indigenous Art Fair (CIAF) is one of the highlights of my year.

This year, 51,000 visitors attended the Art Fair and the numerous satellite exhibitions and events that took place across the city over the preceding week.

It was a record attendance for CIAF and reinforced its economic importance to Tropical North Queensland, as well as its wider role as a signature cultural tourism event for the state.

CIAF offers a truly unique cultural experience. No other Art Fair on the national arts calendar showcases the traditional relationship between Queensland Aboriginal and Torres Strait Islander visual and performing arts that has been a hallmark of CIAF since its launch in 2009.

Over the years this event has grown to embrace fashion, film and contemporary music, with each additional strand of programming creating new career pathways and professional development opportunities for Queensland artists and arts workers.

CIAF's well established reputation for artistic diversity, experimentation and collaboration, draws the crowds year after year and will continue to attract both arts enthusiasts and the curious well into the future.

My Government has been CIAF's principal supporter through our Backing Indigenous Arts initiative since 2009 and as Premier and Minister for the Arts, I commit to showcasing the best of Queensland Indigenous art and culture with the world.

A ground-breaking program, Backing Indigenous Arts supports artists from creation to market with an investment cycle that begins with art centres and individual grants, and concludes with support for CIAF.

Our investment recognises that art is not only an expression of culture but also an important economic driver for many communities.

Since its inception, CIAF has achieved more than \$5 million in artwork sales, injected an estimated \$19.8 million into the state economy and attracted more than 185,000 visitors – an incredibly successful event.

I congratulate the CIAF team and Queensland's Indigenous artists and arts workers on their great achievements in 2016 and I am looking forward to 2017.



## MESSAGE FROM CAIRNS INDIGENOUS ART FAIR CHAIRPERSON



**Tom Mosby**

**CIAF BOARD  
CHAIRPERSON**

I am pleased to present the outcomes from CIAF 2016. This year we continued to celebrate the very special cultural dynamism of Queensland Indigenous art and cultural expression. Along with our gracious hosts, Traditional Owners of the land on which we hold CIAF, the Gimuy Walubarra Yidinji people, we presented an amazing display of cultural diversity in this year's CIAF program.

In this, my first year as chair of the CIAF board, I worked with fellow board members, consultants and staff, to finalise a strategic four year business and development plan which was reflected in the outstanding program that was delivered, setting the foundation for future fairs. As a premier event, we continued to facilitate the celebration and understanding of the position Indigenous culture holds as an integral part the whole of Australian society, attract over 51,000 visitors – our best attended fair to date. Our audience profile ranged from that of returning devotee, to the simply curious first-time visitor to the region, to those international collectors and curators who seek out the best of Indigenous visual art, worldwide. This is an exciting aspect of the CIAF event- that it can serve as so many things to so many people of disparate backgrounds and interests. And as it grows in national and international stature, it garners increasing respect as a model for the ethical point of sale for Indigenous art.

The CIAF 2016 program was amazing and innovative, and in some parts inquisitive and challenging. Artistic Director Janina Harding conjured a joyous title for this year's curated Art Fair. She and renowned curator Hetti Perkins co-curated *Cultural Bliss* – an artistic response to happiness. The exhibition that aimed to reveal the often unobserved pride in cultural values. She also joined with Tanks Arts Centre curator Chris Stannard to produce the exhibition *Freedom of Expression* containing work from those artists who create under in the shadow of incarceration.

These exhibitions, along with the many free and ticketed events including dance, film, musical performance, artist workshops, a bustling Art Market and an Art Fair, provided strong career pathways and outstanding economic opportunities for Indigenous artists and art centres, reflected in the strong sales.

There is no other place like Tropical North Queensland with its paradisiacal environment and culturally diverse population of Aboriginal and Torres Strait Islanders; a perfect spot for Australia's premier Indigenous Art Fair event. We would love to welcome you next year for the experience of a life time when we present CIAF 2017.

# MESSAGES

## MESSAGE FROM CAIRNS INDIGENOUS ART FAIR ARTISTIC DIRECTOR



**Janina Harding**  
**ARTISTIC DIRECTOR**

I am very pleased to report that CIAF 2016 had all the highlights you'd expect from a festival or major arts event. But it is the interaction that occurs in a safe, comfortable visually charged environment that hooks me in and has my attention from the very first night to the closing ceremony. Over 150 artists presented this year, all with a passion for sharing their culture, telling their story, and flaunting their powerful artistic expression, to each other, to their communities and to the wider world.

I have always believed that the arts is a way to tell our stories and give voice to our experiences as First Peoples' of this country. Our culture is the backbone of this country, and as a people that never ceded sovereignty, the arts is a perfect explainer. It can expose wider Australia to the sophistications of our cultures, to reveal a resilient people that proudly burst through the layers of the colonial experience like beams of sunshine.

This year's Art Fair raised the bar, and in my opinion we saw the highest standard of works to date. It is not surprising that whole spaces were snapped up and acquired by cultural institutions and influential collectors. Congratulations to all the artists and gallerists who participated and thanks to the infrastructure team for the build and hang, providing an environment that was warm, accessible and a surprise reveal as you snaked around each corner. I am certain that the combination of exceptional works, dedicated artists and gallerists and amiable environment kept CIAF sales staff busy.

I am thrilled that the *Freedom of Expression* exhibition at the Tanks Art Centre was received with such acclaim. The project would not have got off the ground without a shared vision from co-curator Chris Stannard, the support from Queensland Correctional Services staff and the dedicated artists from four of Queensland's correctional centres. CIAF produced an inspirational documentary especially for inmates, prison advocates and government agencies, featuring gallery interviews, live music and speeches from opening night, packaged with images of all works for inmate artists to share with one another.

With artistic prowess and cultural integrity in abundance, the other element to the event's success is a program that exudes inclusiveness and accessibility. Queensland seems to be teeming with talented artists practicing an array of art forms, and proud to share their heart, mind and spirit to the world. CIAF 2016 closed with a united sense of harmony, appreciation, empowerment and enlightenment for both the artist and the visitor.

# MESSAGES

## MESSAGE FROM CAIRNS INDIGENOUS ART FAIR GENERAL MANAGER



**Vanessa Gillen**  
**GENERAL MANAGER**

It is hard to believe that the seventh CIAF has been and gone, attaining record crowds and sales. To date CIAF has attracted 185,000 people and supported more than 1500 artists with sales of more than \$5 million in Queensland Indigenous art.

In 2016, the combination of tried and true elements and new aspects proved to increase the reach and satisfaction of audiences, with 80 percent of visitors, artists and exhibitors judging the event as an experience that they would attend again and 100 percent agreeing that the event is important in making a positive contribution to the reputation of the Cairns region.

We were excited to develop some new initiatives including the CIAF Mobile Event app (sponsored by CQU) which introduced digital technology to our event to maximise program information and interactivity for our audience. As well the CIAF marketing strategy has become increasingly sophisticated, integrating traditional and new media to maximise outcomes.

Of the many wonderful people and organisations supporting CIAF I would like to sincerely thank our sponsors and partners, particularly the Queensland Government and the staff at Arts Queensland and our other funding agencies at the national level through the Australia Council for the Arts and Ministry for the Arts as well as Tourism and Events Queensland. Your ongoing support is greatly appreciated as is the invaluable support of the Cairns Regional Council and Ports North who provide such a unique venue that makes the event what it is.

With this government funding, CIAF will continue to expand with new initiatives each year which includes development of its own funding streams, revenue raising initiatives and program elements.

The continued support of CIAF by our sponsors, many who have been with us since inception, is testament to the solid position these businesses hold in the Cairns region and their focus on supporting ATSI initiatives. Our heartfelt thanks for their vision and support – we so enjoy the close associations we share.

Thank you to the CIAF Board members for their support and vision and to the CIAF staff and all the contractors for their tireless commitment to presenting an outstanding event that continues to deliver on so many fronts.

At the core of the Cairns Indigenous Art Fair are the Indigenous Art Centres and galleries whose dedication and talent are driving this platform for cultural expression. A big thank you to the Aboriginal and Torres Strait Islander artists for sharing their stories, their talent and their culture with the world through the Cairns Indigenous Art Fair.



Model Rhondell Williams wears a piece of the Bana Yiriji Art & Cultural Centre collection at the CIAF Fashion Performance Jana Jaral.  
Photograph Blueclick Photography



# 2016 OVERVIEW

Now in its third year as a not-for-profit company, CIAF continues to flourish as the platform for Qld Indigenous artists, embracing inclusion, accessibility and cultural integrity.

Key to CIAF's success is a program where innovation across a number of cultural art-forms and strong local partnerships with like-minded Indigenous organisations and galleries, has resulted in increasing sales and opportunities for all involved. These art exhibitions, along with many free and ticketed events including dance, film, musical performance, artist workshops, a bustling Art Market and an Art Fair, provide strong career pathways and economic opportunities for Indigenous artists.

In 2016 from 15-17 July, we delivered the seventh successful CIAF, with visitation at a record high, with more than **51,000** visitors at events across the Cairns cityscape. This year, revenue raised from sales of event tickets, art works and Art Market merchandise reached more than **\$630,000**.

Further outcomes from this success are a number of future exhibitions and commissions and contacts and networks made that will have lasting effects on artists and Indigenous Art centres of Queensland.

With the strongest Collectors & Curators program attendance yet, and given the significant number of sales this year and high levels of interest and participation by collectors and curators, CIAF will continue to develop this program to influence interest from commercial galleries and international curators.

Additions to the well-established event schedule with the Art Fair and Art Market at its core, included UMI Art's popular Saturday night concert BIG TALK ONE FIRE hosted on site, Blak Release film festival, CIAF Conversations with visual and performance artists, Evening on the Green jazz performance, the Gimuy Fish Festival, Richard Bell's *Embassy* installation and adult workshops in the art of weaving, jewellery making and lino-print.

The CIAF Fashion Performance *Jana Jaral (Respect)* proved another visual extravaganza, ever growing in reputation and popularity, providing possible avenues for future expansion.



Yidjini Dancers perform at CIAF.  
Photograph Blueclick Photography
















Honourable Annastacia Palaszczuk MP, Premier of Queensland and Minister for the Arts with the artists of Wei'Num Arts. Photograph Blueclick Photography



Wanda Gibson, *Bayji*, 2016, Bayjin grass, Traditional weaving basket

# HIGHLIGHTS & OUTCOMES

-  For the second year in a row event attendance at CIAF 2016 hit a record high of **51,000** people attending CIAF from Monday 11th – Sunday 17th July, across all associated galleries and events.
-  CIAF 2016 sales of art and ticketed events at CIAF and other associated exhibitions in Cairns from 11th - 17th July, totals **\$631,048**.
-  Acquisitions were made by major institutions including National Gallery of Victoria, The Australian Museum and AIATSIS as well as a number of private collectors along with many commissions and future exhibitions as further outcomes.
-  Ticket sales to **CIAF** events (Opening night, Fashion performances x 2, screening of SPEAR) raised **\$75,586**.
-  The Art Fair displayed the work of artists from eight art centres, four local galleries, two commercial art galleries, two guest artists and five independent artists.
-  The CIAF Art Market had 40 exhibitors this year, with an increase in local independent artists taking stalls, and attracted more than **25,000** buyers over the weekend.
-  CIAF 2016 Opening Night was attended by **1300** people and was officially opened by the Honourable Paul de Jersey AC, Governor of Queensland and attended by The Premier of Queensland and Minister for the Arts, Honourable Anastasia Palaszczuk MP.
-  Opening night was the premier of the traditional Crocodile dance performed by the Pormpuraaw dancers alongside their hand built eight metre crocodile, shipped to CIAF especially for the evening.
-  The CIAF fashion performance Jana Jaral attracted an audience of **1300** people, more than **twice** the number of the previous year's performance. This was enabled by holding two performances to ensure we could meet the audience demand. Both were sold out.
-  The CIAF Collectors and Curators program hosted 40 participants from all major institutions in Australia and international curator Maia Nuku from the Metropolitan Museum of Art, New York.
-  **104** dancers performed across CIAF 's three days including the thrilling Flashmob of 18 youths who performed on Saturday afternoon in the Art Market.
-  CIAF 2016 used a digital event app to assist with program information – it was well received and adopted by more than 1000 attendees.
-  2016 was the first year that CIAF ran a volunteers program. There were **35** volunteers and 50% of them were Indigenous students who used the opportunity for skills and work experience. CIAF will continue to develop this program.



Harold Bowen with the Premier of Queensland and Minister for the Arts, Annastacia Palaszczuk MP and the Governor of Queensland. Photograph Lovegreen Photography



## CULTURAL BLISS - AN ARTISTIC RESPONSE TO HAPPINESS.

In 2016, Art Centre artists were asked to respond to the theme of 'Cultural Bliss', created by CIAF's Artistic Director, Janina Harding. The result was a collection of works inspired by culture and community life that evoke a sense of emotional well-being or feeling of happiness.

Aboriginal and Torres Strait Islander people are rarely portrayed or even asked the question - what makes you happy? Instead we are portrayed through the negative stereotypes as victims or perpetrators, and only rarely as victors. *Cultural Bliss* sought to change the lens and celebrate Aboriginal and Torres Strait Islander community life as artists reveal their inspirations and reflections on life.

Artists revealed that inspiration is found in the land, community, family and culture. All these elements connect us and support our identity as First Nations Peoples. Not only did the works expose the enduring strength of cultural stories and well executed artistic practice, visitors experienced a collective projection of immense pride.

Curated once again by CIAF's Artistic Director, Janina Harding, and Art Curator, Hetti Perkins, works were selected from eight far north Queensland art centres. Each art centre is representative of a region, each with its own stories, lore, style, influences and cultures.

The abundance of colour and rich cultural knowledge that the far north is known for was not absent in 2016, indeed it was more prevalent than ever.

Installed in Terminal 3 at the Cairns Cruise Liner Terminal (CCLT), the Art Fair combined the curated art centre exhibition, *Cultural Bliss*, alongside Local Galleries, Commercial Galleries, Queensland Independent Artists and Guest artists.

### ART FAIR EXHIBITORS

Lockhart River Arts  
Erub Arts (Darnley Island)  
Ngathanun Bamawi Bayan Hopevale Arts & Cultural Centre  
Wik & Kugu Arts and Crafts (Aurukun)  
Wei'Num Arts (Weipa)  
MIArt- Mornington Island  
Girringun Aboriginal Art Centre  
Pompuraaw Arts & Cultural Centre  
KickArts Contemporary Arts  
Cape York Art

Michael Reid (Christian Thompson)  
Martin Browne Contemporary in association with  
Guy and Georgina Allain (Mavis Ngallametta)  
Umbrella Studio Contemporary Arts  
Canopy Art Centre  
UMI Arts  
Teho Ropeyarn (Guest Artist)  
Arone Meeks (Guest Artist)  
INDEPENDENT ARTISTS: Karen Reys, Delvene  
Cockatoo-Collins, Munganbana Norman Miller,  
Jedess Hudson, Taritah Von Roehl

This year CIAF was pleased to welcome back two commercial galleries, representing leading Queensland artists to participate in the Art Fair.

Michael Reid showcased a range of large works by well-known artist, Christian Thompson. Recent works from Thompson had their Australian premier when they were unveiled and presented at CIAF 2016. Christian Thompson is known for featuring in his own pieces, however his works are not self-portraits.

Renowned Aurukun artist, Mavis Ngallametta returned to CIAF 2016. Martin Browne Contemporary, in association with Guy and Georgina Allain presented three new works by the Aurukun Elder. Ngallametta was present for the duration of the Fair, sharing her story in CIAF Conversations and her works with interested visitors.

The presence of commercial galleries is an integral part of CIAF, making available high-end works for collectors and buyers as well as contributing to the unique exhibitor model of the Art Fair.



CIAF 2016 Art Market.  
Photograph Lovegreen Photography

## ART MARKET

Over the CIAF weekend, Shed 2 at the CCLT once again became a bustling Art Market with an electric energy due to the inspirational artworks and a large number of visitors. The Art Market is a place where Queensland Indigenous art is sold by artist collectives, independent artists and galleries.

Exceeding the initial stall numbers, in its second year the CIAF Art Market had 40 market stalls, all selling a variety of quality items to the appreciative market-goers including artwork, ceramics, merchandise, gift ware, clothing, accessories, weavings, carvings and more.

### ART MARKET EXHIBITORS

Yidinji Artist Collective  
Yidinji Bunabinda- Babinda  
Yidinji Arts  
Pompuraaw Arts & Cultural Centre  
Nerelle Nicol  
Thancoupie Bursary  
Native Creations  
Hopevale Arts & Cultural Centre  
St Patrick's College, Townsville  
Anthony Walker- Nickeema Williams  
R. Kel Williams  
Girringun Aboriginal Art Centre  
Djarragun College  
Canopy Art Centre  
Manggangu's Creative Design  
Rainforest Jewels (Tablelands)  
IACA  
Teho Ropeyarn  
CDABalas Designs/Cedar Art  
Kgari 3 Sisters

Bana Yiriji Arts & Cultural Centre  
Moa Arts Centre  
Jedess Hudson  
Yarrabah Art Centre  
UMI Arts  
Gab Titui Cultural Centre  
Cape York Art  
Yepenyi-Awumpun Art Centre  
Saltwater Murris Quandamooka Art Centre  
Erub Arts  
Indij Prints & Melanie Hava Art  
Arone Meeks  
Bynoe Art Centre  
Wei'Num Arts  
Lockhart River Arts  
MIArt- Mornington Island  
Yalanji Arts- Art Centre, Mossman Gorge  
Munganbana Reef & Rainforest Art  
CIAF



Rainforest Jewels's handmade jewellery.  
Photograph Lovegreen Photography



Ethel Murray from Girringun Aboriginal Art Centre.  
Photograph Blueclick Photography





Masig Kailag perform at CIAF. Photograph Lovegreen Photography



## OPENING NIGHT

The CIAF Opening Night Party continues to be the ultimate tropical event of the year. This year the Elder Statesman of Torres Strait Islander music, Seaman Dan warmed the stage as the initial crowds strolled through the gate on an unusually cool damp night. The Yidinji dancers greeted the His Excellency the Honourable Paul de Jersey, AC and The Premier of Queensland and Minister for the Arts, Honourable Annastasia Palaszczuk as they completed their Art Fair preview before doors officially opened to the public. The Briscoe Sisters warmed our hearts with their culturally inspired chant known as the Bama Call, which ideally calls the audience to gather around as formalities are about to begin. Heartfelt speeches of support, commitment and praise, unified the official delegates, artists, communities and wider audience.

The crowd ebbed and flowed between the outdoor stage and the Art Fair, which involved major national and internationally acclaimed artists through to emerging independent artists. Audiences outside were treated to three highly celebrated musicians whom have sustained lengthy careers in the Australian music industry. Roger Knox, Vic Simms and Buddy Knox are known in Indigenous communities for their music and lifetime commitment to engaging with Indigenous inmates within Australia's prison system. A prison theme connected the headline musicians to an exhibition at the Tanks Art Centre, *Freedom of Expression*.

The evening's entertainment took place on the outdoor stage in the beautiful surrounds of the Cairns Cruise Liner Terminal, where guests also enjoyed fine food and drink at an open air buffet and bar, under the stars.

Audiences were treated to a rare public performance from the Pormpuraaw dancers, featuring their giant ghostnet sculptured crocodile, followed by a captivating performance by the Masig Kailag dance group from the Torres Strait.



Pormpuraaw Dancers. Photograph Blueclick Photography



CIAF 2016 Fashion Performance Jana Jaral. Photograph Lovegreen Photography

## JANA JARAL [RESPECT]

Increasingly one of CIAF's most popular events, the CIAF Fashion Performance was back once again in 2016. Due to such high attendance numbers in 2015, this year CIAF staged this performance twice.

Once again curated by Grace Lillian Lee and choreographed by Fiona Wirrer- George, Jana Jaral really raised the bar in the fashion, performance and art arena. In 2016, the Fashion Performance introduced its largest runway yet at 40 meters and included multi- entrance choreography for each collection.

Unique to CIAF is the opportunity for young Indigenous guys and girls to apply and be mentored as 'models' for the annual Fashion Performance. Grace Lillian Lee and Fiona Wirrer George, with two experienced model mentor's, worked with the 'models' closely for two weeks teaching them new skills in choreography, makeup and performance techniques.

Known for its finale performance, this year CIAF partnered with floral artist Julia Rose to create headdresses tumbling with local native plants and flowers, focal features and height. Combined with the fine choreography of Fiona Wirrer-George, Jana Jaral met and exceeded the high expectations of the audience.

Both shows attracted over 1,300 people who packed the CCLT to appreciate collections from 12 Indigenous designers and art centres.

### DESIGNERS

Bana Yiriji Art Centre  
Bernard Lee Singleton  
Cynthia Vogler  
Leecee Charmichael  
Erub Arts (Ailan Pasin)  
Lynelle Flinders (Sown in Time)

Mornington Island  
Nickeema Williams  
Simone Arnol  
Tommy Pau  
Yalanji Art Centre  
Yarrabah Arts & Cultural Centre



Jarron Andy in the 2016 CIAF Fashion Performance  
Jana Jaral. Photograph Blueclick Photography



CIAF Fashion Performance Jana Jaral 2016.  
Photograph Lovegreen Photography





Wilma Reading. Photograph Blueclick Photography



## EVENING ON THE GREEN

Although it was a damp Evening on the Green, audiences were warmed by the dulcet tones of sophisticated music featuring renowned jazz vocalist Wilma Reading and her trio, with support performance by Troy Brady and Deline and Merrindi Briscoe.

This is a free event that encourages daytime audiences to remain until the early evening, whilst targeting a fresh audience after work.

## CLOSING CEREMONY

Fast becoming the most popular event in the CIAF program is the final event - The Closing Ceremony. Cultural dance performers once again wowed audiences into a frenzy of appreciation. Just three of the remaining cultural dance groups, representing Yidinji, Pormpuraaw and Masig, performed a dance off to an elated audience that reached an estimated 3000 in number. When the sound of drums, clapsticks and boomerangs ceased, Artistic Director, Janina Harding officially thanked the 300 artists and performers that participated and all those that contributed financially, voluntarily and in-kind in making CIAF 2016 a stellar event.



Kawanji Dancers at CIAF. Photograph Blueclick Photography



Yidinji Dancers at CIAF 2016. Photograph Lovegreen Photography



## CIAF DANCE AND MUSIC PERFORMANCES

One of the CIAF highlights is when the Green around the CCLT is transformed into an outdoor performance area with traditional and contemporary Indigenous dance on the green spaces and musical entertainment on the outdoor stage. This year the crowds were hosted by David Hudson and entertained by the Pomputuraaw Dancers, Masig Kailag dancers, Baiwa Dance Co, Biddigal Dancers, Kawanji dancers, Dave Dow, Troy Brady, Tommy See Poi, Krystal West, Deline Briscoe, Merindi Schrieber and Tamara Pearson to name a few.



Photograph by Blueclick Photography & Lovegreen Photography



Top: Curators & Collectors Program enjoy a talk with David Kyle of Djunbunji.  
 Bottom: Curators & Collectors Program participant Maia Nuku and Violet Mundraby from Djunbunji.  
 Photograph courtesy of DJUNBUNJI LTD. Land and Sea Program



# COLLECTORS & CURATORS PROGRAM



This year has been the **most successful** of the C+C programs for CIAF in terms of the reputation of the participating guests, attendances at individual events, sales and the general interest and enthusiasm of the group.



This year CIAF hosted Maia Nuku, Evelyn A. J. Hall and John A. Friede, Associate Curator for Oceanic Art at the Metropolitan Museum of Art, New York.



The success of the 2016 program is largely due to the establishment of CIAF as a fixture in the art calendar given the **increasingly high standard** of works in a curated format and the events it showcases.



One of the additional key factors in the success of CIAF 2016 in regards to sales was the presence of the arts advisors and **artists at their stalls** during the C+C preview. Many of the C+C guests commented on how much they appreciated being able to meet the artists, as well their enjoyment of the community atmosphere that CIAF offers.



The development of the C+C program to offer **exclusive access to local artists** and communities is proving to be an immense drawcard. This year, the program began with the Mandingalbay Yidinji cultural tour, which was hugely valued by all who attended.

3	National/State Gallery Directors (NGV, NGA, GOMA QAG)
4	Regional/University/Trust Gallery Directors
1	State Museum (Deputy) Director
13	Senior Curators of State Galleries, Museums, Public Institutions
11	Collectors
1	Public Art Specialists
6	Art Specialists (academics, critics, writers)
39	DOMESTIC C+C

“Very positive. It’s the best high profile event of its type in Australia”  
*Jeffrey Taylor, City of Melbourne*

“A great event that needs continued support”  
*Tracy Cooper-Lavery,  
 Director, Gold Coast City Gallery*

“I would have to say that the terminal was a much improved experience [on 2014, my last visit]”  
*Chris Saines, Director, QAGOMA*

“For me it’s about what is different - what new mediums are people working in”  
*Donna Carstens,  
 Curator, Australian National,  
 Maritime Museum*



Grace Lillian Lee with her 'Body Sculpture' exhibition at the Cairns Regional Gallery. Photograph Blueclick Photography

# PARTNERSHIPS

## CAIRNS REGIONAL GALLERY EXHIBITION

During the three days of CIAF the Cairns Regional Gallery attracted over 4,000 people to its diverse and innovative exhibitions that explored the relationship between Indigenous cultures of Far North Queensland and neighbouring Melanesian and Pacific cultures.

Two of the exhibitions, *IMPACT: New Media Works*, and Grace Lillian Lee: *Body Sculpture*, were presented in partnership with CIAF.

*Body Sculpture* brought together new works created by Cairns-based artist Grace Lillian Lee. Vivid colours and striking sculptural forms explored how contemporary fashion and performance can intersect with traditional artistic and cultural practices to create a new cultural dialogue.

The visually mesmerising new media works in *IMPACT* examined the ramifications of colonisation on Indigenous communities in Queensland and the Pacific region through the work of four acclaimed new media artists - Michael Cook, Taloi Havini, Angela Tiatia and Fiona Foley.

Other exhibitions presented by the Gallery included Toby Cedar's *Mirgiz Wed Kab|Story Song Dance*, Claudia Moodoonuthi: *Woven Identity* and Brian Robinson: *Pacific Crosscurrents*, which was a large-scale installation that explored the exchange of visual cultures between the Torres Strait Islands and neighbouring Pacific communities.

On Wednesday 13 July, CIAF's Curators and Collectors enjoyed an informative guided tour of the exhibitions before the official opening by Dr Gerard Vaughan, Director of the National Gallery of Australia, Canberra.



Greg Semu, Grace Lillian Lee 'Red', 2016, Weaving. Photograph courtesy of Greg Semu and Alcaston Gallery Melbourne



*Freedom of Expression launch at Tanks Arts Centre. Photograph Blueclick Photography*



# PARTNERSHIPS

## TANKS ARTS CENTRE

*Freedom of Expression* presented works produced by Aboriginal and Torres Strait Islander inmates at Lotus Glen (Mareeba), Maryborough, Capricornia (Rockhampton) and Southern Queensland (Gatton) Correctional Centres. Through a tour of these prisons, co-curators Janina Harding (CIAF) and Chris Stannard (Tanks Arts Centre) were able to directly brief the artists and invite them to create new works on materials supplied by CIAF.

The exhibition gained high praise from a wide variety of visitors, attracting approximately 3,300 people to the exhibition. Many visitors wrote very complementary statements in the visitor book and some made multiple trips to the gallery to spend more time with the artworks. The most common response to the exhibition was of the great surprise at the quality of work.

The launch night was a big success. There was a heart-felt welcome to country by Gimuy Traditional Owner, Gudjugudju. The exhibition was officially launched by the General Manager for Lotus Glen, Michael Macfarlane and attended by the Deputy Commissioner for Correctional Services, Kerrith McDermott. Artists from the Maryborough correction centre revealed such warmth and commitment to the exhibition that they produced 100 beautifully decorated clapsticks to hand out to visitors at the launch. Their message to those that received a pair was to start clapping as the opening was officially announced. A poignant moment for all in attendance.

CIAF produced a video of the launch event, with vox-pops and a live performance by Roger Knox, Vic Simms and Buddy Knox. The video was distributed to the four correctional centres that took part, government agencies and prison advocates. As a request by the artists on the inside, a valuation of all works was presented to the inmates by an experienced art specialist.

## UMI ARTS

CIAF 2016 confirmed the genuine partnership we have with UMI Arts - A respectful and dedicated collaboration that enhanced and solidified UMI member artists, Cairns and regional communities and UMI supporters to CIAF. The partnership was a natural progression of two like-minded organisations that play particular roles but project a similar vision. That is to support and promote Aboriginal and Torres Strait Islander arts and culture.

UMI Arts delivered **Big Talk One Fire** on the CIAF main stage and a series of market stalls to complement the CIAF markets. The popular concert featured eighty seven performing artists, which included 19 musicians and sixty five dancers with Patrick Mau of Mau Power as the headline act. There were eleven UMI stalls operating on the day and the event attracted an audience of about 4000.



Mau Power performs at UMI Arts' Big Talk One Fire event at CIAF 2016. Photograph Blueclick Photography

# PARTNERSHIPS

## KICK ARTS CONTEMPORARY ARTS

Three exhibitions were launched simultaneously at KickArts during CIAF; *Sageraw Thonar* by Badu Island artists, *Old Ways/ New Life* - Ngalmun Lagau Minaral (Moa Island) Art Centre and *Recent Works* by Aurukun artist Garry Namponan.

*Sageraw Thonar* – Stories from the Southeasterly Season is a Contemporary expression of Cultural Knowledge from Badu Art Centre presented through recent works by seven artists.

From Ngalmun Lagau Minaral Art Centre (Moa Art Centre), *Old Ways/New Life* presented recent linocut reduction prints and etchings inspired by ancestral stories, totemic representation and connections to sea, land, sky and family.

Noted Wik & Kugu Art Centre artist, Garry Namponan, presented his first solo exhibition *Pich – picha*, an exhibition exploring the subject of Ku (Aurukun Camp Dog).

## RICHARD BELL'S EMBASSY

In partnership with KickArts and IMA, CIAF presented *Bell's Embassy* (2013), which is at the centre of an ongoing body of artwork titled *Imagining Victory*.

Bell's make shift embassy is a public space for imagining and articulating alternate futures and reflecting on or retelling stories of oppression and displacement.

For the CIAF 2016 presentation, *Embassy* was the forum for a three-day series of performances, screenings, and conversations that open out from histories linking performance with protest and the fight for fair representation and human rights.

Bell invited local activists, community leaders, musicians, and artists to participate in presentations, performances and conversations.



Richard Bell Embassy. Photograph Lovegreen Photography

## CANOPY ART CENTRE

Canopy Art Centre contributed to CIAF with their exhibition *SPIRIT: Celebrating the Culture, Vision and Skills of Canopy Artists*. Encompassing the Canopy building, *SPIRIT* showcased works by Glen Mackie (Kei Kalak), Daniel O'Shane, Paul Bong (Bindur Bullin), Joemen Nona, Heather Koowootha, Roy McIvor as well as artists from Pormpuraaw Art Centre. On display at Canopy Art Centre was a variety of paintings, prints, ghostnet sculptures and carvings.

## SPEAR- SCREENING & CONVERSATION

The Cairns premier of Stephen Page's acclaimed dance film *Spear*, screened at CIAF 2016 to a capacity audience at the Centre of Contemporary Art (CoCA). After the screening a CIAF Conversation ensued led by moderator Murrumu Walubara. The audience heard from actor Hunter Page-Lochard and producer John Harvey as they imparted their thoughts, their journeys and inspirations.



Top: Flash Mob at CIAF. Photograph Lovegreen Photography

Bottom: Valmai Pollard was the successful recipient of IACA's 2016 Lucille Osborne Emerging Artist Memorial Fellowship Award. Photograph Blueclick Photography



## THANCOUPIE BURSARY AWARD BREAKFAST

The Cairns Indigenous Art Fair supported the Thancoupie Bursary Award Breakfast with about 80 people attending a buffet breakfast to honour and celebrate the life of Dr Thancoupie Gloria Fletcher AO. The damp cool morning did not stop the warmth expressed through official speeches at Thancoupie's sculptural garden, situated on the lawns of the Cairns Cruise Liner Terminal. Master of Ceremony, Marilyn Miller introduced CIAF Patron First Nations Henrietta Fourmile-Marrie, CIAF Artistic Director Janina Harding and Bursary members Jeannie Little and Craig Hoy as they paid tribute to the life and legacy of the Cairns distinguished artist and cultural leader.

CIAF 2016, with the assistance of Brisbane based writer Jennifer Isaacs, broadened Thancoupie's legacy by featuring her in this year's REACH program (Regional Excellence Arts Culture Hubs). REACH produced a Student Work book that featured Thancoupies' public art work Moon and Star – the Lovers. The workbook was distributed to 600 school children that attended CIAF.



2016 Thancoupie Bursary recipient Margaret Mara  
with Craig Hoy and Arone Meeks.  
Photograph Blueclick Photography

## GIMUY FISH FESTIVAL

For the second consecutive time at CIAF, the Gimuy Fish Festival was as popular as ever. With stalls promoting sustainable seas, health, employment and local businesses, Indigenous cultural practice is at its core. Traditional owners and rangers evoked discussions that focused on taking care of the environment, especially the issue of coral bleaching pertaining to the Great Barrier Reef.

Taking care of country is a principle that First Peoples have in common across Australia and around the world, a principle that Indigenous artists and communities all share. In addition to the environmental messages conveyed, GFF entertained audiences with live music, and cultural dance performance. The winner of the 2016 popular cook-off challenge was won by Mama Coco.

## 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.

IACA once again hosted an artists' welcome on the Wednesday evening, and announced the successful winner of the 2016 Lucille Osborne Emerging Artist Memorial Fellowship Award as Valmai Pollard of Yarrabah Art Centre.





Pormpuraaw Art and Culture Centre. Photograph Blueclick Photography

## THE CHILL ROOM

Situated on the waterfront at the Cairns Cruise Liner Terminal, The Chill Room is a multi-purpose venue to cater for an ever expanding CIAF program. Blak Release, a selection of films by and about the arts and cultures of Queensland's First People, featuring archival films, screen art and documentaries. At CIAF Conversations we hear directly from artists as they talk about their art, the process, and their life.

### CIAF CONVERSATION ONE

Friday morning's CIAF Conversation was on Taba Naba exhibition at the Oceanic Museum of Monaco which attracted over 100 school students through REACH program. Four artist speakers Sid Bruce Short Joe (Pormpuraaw), Debra Murray (Girringun), Racy Oui-Pitt (Erub) and Brian Robinson (Cairns) participated with moderator, Murrumu Walubara.

### CIAF CONVERSATION TWO

With just overnight to recover from the two fashion performances, Saturday morning Conversation featured curator Grace Lillian Lee and choreographer Fiona Wirrer-George as Murrumu Walubara continued as moderator. An opportunity for audiences to hear first hand from the creative team behind Jana Jaral about the process.

### CIAF CONVERSATION THREE

A candid and entertaining conversation, with senior Aurukun artist Mavis Ngallametta with support from Gina Allain. CIAF Artistic Director Janina Harding, moderated the session that gave the audience an insight to the artist's world, through connection to land, culture and responsibility. Ngallametta shed light on her early beginnings as a young women determined to learn her cultural and artistic practice and the importance of passing knowledge on to family and community. She explained the process of executing works and how her paintings today continue to reveal the complexities, sophistication and wisdom of her people.

### BLAK RELEASE

An eclectic program of eight films that ranged from archival documentaries from last century, to screen art and art centre produced films. With access to the National Film and Sound Archives, the screening included a 1937 documentary *The Native Problem In Queensland* which revealed more about the "problem" with government policies than the "problem" with Australia's First Peoples'.

A film by Girringun artist Debra Murray, *Manggan* screened along with Christian Thompson's *Refuge. New Art Studio* featuring Sally Gabori at Mornington Island Art Centre (CIAF thanks MI Art for seeking permission from appropriate family members to screen this film).

## EVENT APP

This year CIAF launched the CIAF event app through the platform Crowd Compass, an innovative program feature that delivers the CIAF program online, allows event-goers to create a personalised schedule for attending the event, and gave direct access tickets purchasing. The app was well received and CIAF will continue to develop this alternate digital programming and information option.

Engagement	7.34K
Users	322
Session Views	2.95K
Launch Icon taps	3.96K
User Contributions	510
Minutes Open	6.47K





Adult weaving workshops with K.O.C.A. Photograph Lovegreen Photography



## R.E.A.C.H

CIAF and REACH have been in partnership for seven consecutive years. On Friday 15 July, 600 students visited the Art Fair, CIAF Conversations and Cairns Regional Gallery exhibitions. Through the CIAF and REACH partnership, a Teachers Resource book and Students Work Book is produced. Students are offered a deeper understanding of artists and their work. These workbooks are available on the CIAF website for download.

Schools that attended CIAF 2016 through the REACH Program.

Kuranda Primary School	TAS Kewarra	Mareeba SHS
Kuranda High School	Woree SHS	Mt St Bernard College -
Kirwan SHS - Townsville	Woree SEU	Herberton
Trinity Bay SHS	Djarragun College	
TAS Whiterock	Smithfield SHS	Yorkey's Knob State School

## CHILDREN'S CORNER- GUNGUN WARRUWARRU

The R.E.A.C.H program extends over the weekend, to host Children's art workshops in Children's Lane facilitated by locally based Indigenous artists.

*"There was a constant stream of young happy faces making pieces of art through stencils, masks, clay and fabric printing...from the moment we opened for action to closing each day."* - Fiona Johnson  
REACH Leadership Team

## ADULT ART WORKSHOPS

### FELT JEWELLERY WORKSHOPS

For the inaugural adult art workshops, Morning Island Art Centre (MiArt) welcomed the opportunity to share their unique felting techniques in jewellery making. With 24 participants for each of the three workshops it was very well received.

### LINOPRINT WORKSHOPS

Torres Strait Island printmaker, Kei Kalak (Glen Mackie) led three capacity lino cut printing workshops which were also well received. This was provided by Ink Masters as part of their partnerships with CIAF.

### WEAVING WORKSHOPS

Visitors were attracted to the opportunity to make their own art as guided by Rhonda Brim's Keeping Our Culture Alive (traditional weaving group based in Kuranda) and Pormpuraaw Art Centre artists, Christine Holroyd, Marlene Holroyd and Steven Kepper along with guest artist Sionne Falemaka.

The artists made all visitors welcome to the weaving circle as they instructed beginners and even other artists to weaving their techniques. Materials ranged from ghost net, packing and celluloid tape and traditional plant fibres.

## MARKETING & COMMUNICATIONS

The CIAF 2016 Marketing and Communications Strategy focused on key issues indicated by 2015 data collection: cementing the position of the event in the cultural festival market place and increasing audiences over various markets.

CIAF also chose to respond to the ever increasing tourism market demand for authentic Indigenous experience and to the local populace recognition of CIAF as a true expression of Far Northern culture. The strategy was designed to expand two identified audience groups and to ultimately increase attendance to program events and sales of artwork. In 2016 the successful methods of 2015's public relations, advertising and social media were employed once again, along with the complete remodelling of the CIAF website, strengthening of the CIAF branding, the ramping up of a social media campaign, advertorial and editorial in art magazines and the use of a mobile device app for event attendees.



## ADVERTISING

This year's ad campaign was focused on Cairns, Townsville, South East Queensland for our above line media and digital media focused on these areas as well as Adelaide, Melbourne and Sydney. This was supported by generous sponsorship arrangements with local media that resulted in significant audience growth.



## WIN TV SPONSORSHIP

	Agreed	Received
Total sponsorship	\$17,000	\$33,973

## RADIO SPONSORSHIP

	Agreed	Received
SCA sponsorship	\$ 8,000	\$13,192

## NEWSPAPER SPONSORSHIP

News Limited sponsorship analysis  
(Cairns and Townsville)

Cairns placement investment	\$10,178
FOC sponsorship placement	\$10,178
FOC 5 full page for Fashion	\$ 6,600
FOC Reader promotion	\$20,000
Editorial	Priceless
Total sponsorship valued at	\$45,810

# CAIRNS INDIGENOUS ART FAIR

AUSTRALIA'S PREMIER INDIGENOUS ART FAIR

[ciaf.com.au](http://ciaf.com.au)

**15 - 17 July 2016**  
**Cairns Cruise Liner Terminal**

Immerse yourself in a showcase of the arts and cultures of Queensland Aboriginal and Torres Strait Islander artists.

Download the event app NOW!

This project is supported by the Queensland Government through Arts Queensland through funding Indigenous Arts, a Queensland Government program that aims to build a stronger, more sustainable and vibrant Aboriginal and Torres Strait Islander arts industry in the State. <http://ciaf.com.au>

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**Free and ticketed events - visit [ciaf.com.au](http://ciaf.com.au)**

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[ciaf.com.au](http://ciaf.com.au)

CIAF is the quintessential celebration of the art of Queensland Aboriginal and Torres Strait Islander peoples.

**15 - 17 July 2016**  
**Cairns Cruise Liner Terminal**

**Opening Night event**  
**Thurs 14 July**

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**15 - 17 July 2016**  
**Cairns Cruise Liner Terminal**

Discover the art, music, dance, theatre and fashion of Aboriginal and Torres Strait Islanders. Experience the rich cultural diversity of Queensland Indigenous peoples.

**Opening Night party - Thurs 14 July**  
**Visit [ciaf.com.au](http://ciaf.com.au) for details**

This project is supported by the Queensland Government through Arts Queensland through funding Indigenous Arts, a Queensland Government program that aims to build a stronger, more sustainable and vibrant Aboriginal and Torres Strait Islander arts industry in the State. <http://ciaf.com.au>



CIAF acknowledges the ever increasing importance of online and social media platforms as an essential to the ongoing marketing mix.

## NEWSEXTEND - FACEBOOK ADVERTISING

The highlights for this campaign are:

### 34,240 engaged users

This is the number of people commenting, liking and sharing CIAF content.

### 1,827 new likes

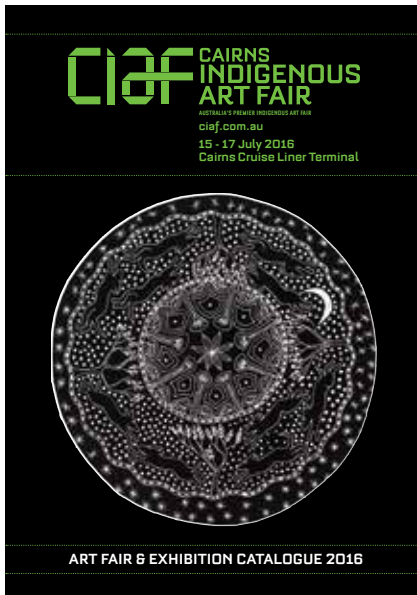
This campaign had a very positive effect in raising awareness of the event.

### CTR 4.84%

This is a high average CTR rate for Facebook.

#### Facebook advertising

	2015	2016
Impressions	111,000	372,400
Clicks	4,057	18,020
CTR	3.66%	4.84%
Engaged users	19,930	34,240
Page views	3,299	5,498
New Likes	1,112	1,827





Yarrabah Art Centre Art Market stall. Photograph Blueclick Photography

## YOMSTAR COMPETITION

For the second year CIAF ran a Yomstar generated competition served as data collection and generating interest in the event from the southern markets.

This campaign also generated traffic to website and other social media platforms:

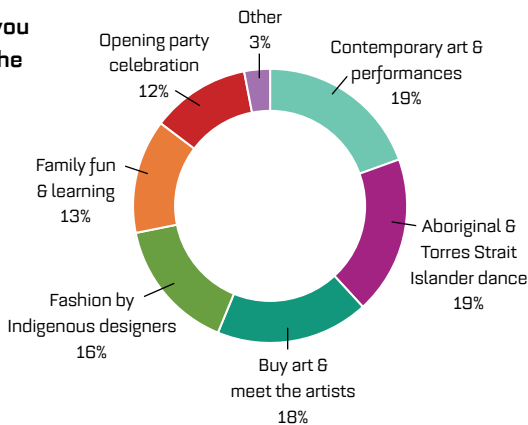
### 2,412 clicked on the questionnaire

- 1433 submitted responses with consumer insights
- 1247 entered the competition
- 941 opted in for future marketing with highly qualified data
- 74 clicked through to the CIAF website to find out more

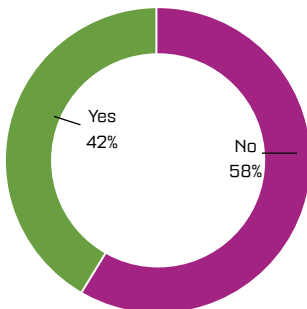
The most appealing aspect was the art and performances, closely followed by dance and meeting the artists.

Almost half (42%) of respondents were aware of CIAF already. Finally a massive 79% want to be kept informed of CIAF events.

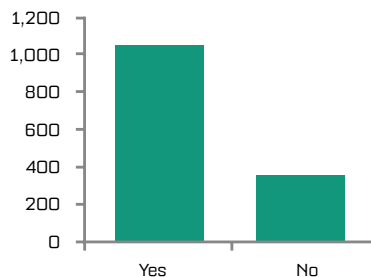
### What appeals to you about attending the CIAF 2016?



### Were you aware of CIAF prior to today?



### Would you like to be kept informed of the CIAF 2016 program as it develops?









Once again, two PR companies were contracted to achieve maximum brand recognition and media coverage: AVVISO based in Sydney, and Pip Miller PR (PMPR principal, Pip Miller) based in Cairns.

The focus of the publicity effort was primarily to drive both ticket sales and audience attendance at all the key programmed events, including free and ticketed offerings. However the role of the PR was to also position appropriately the status of the Fair, its broad purpose and the core messaging for the 2016 showing such as *Cultural Bliss*. Further, it had a wider role in supporting and driving cultural tourism in the region and cultural endeavour and recognition through the participating artists and their work.

This decision worked to place the CIAF brand strongly in both the national and regional platform. While AVVISO concentrated on intrastate and national audiences, PMPR focused on regional reach.

Although Cairns regional media delivered the most number of media stories (165), national and Queensland coverage combined (160), reached an enormous market.

As part of the **Visiting Journalists program** that AVVISO organised, the CIAF team hosted Andrew Taylor, Deputy Arts Editor, Sydney Morning Herald, The Age and The Guardian in Cairns prior to the event. As part of this visit he was given the opportunity to participate in the Mandalbingay Cultural Tour, visit Yarrabah Aboriginal community and spend some time in the Pormpuraaw community with the artists and dancers attending CIAF. This resulted in three pieces of coverage in the Sydney Morning Herald, The Age and the Australian Financial Review.

Avviso invited James Valentine and his team from the **The MIX**, the ABC television national arts program and the only free to air arts program still broadcast in Australia. It is also re-broadcast on ABC iView online. The program aired over eight minutes of footage on their weekend show 24/07/16.

Locally Pip Miller PR focussed on the large number of local media with a particular focus on actively highlighting each key event of the Art Fair through personal stories and features with artists and performers.

Media targets included The Cairns Post, Cairns Sun, Oasis, Cairns Life, Pak Mag, Northern Beaches News, Mareeba Express, Tablelands Newspapers, The Port Douglas and Mossman Gazette, Newsport, Innisfail Advocate, Tully Times, Torres News, Weipa Bulletin, Regional and Remote Newspapers, Tropic Now, Good Morning Cairns, Win, Seven and Sky News, AAP, BBM, BlackStar Radio, Hot and Sea FM, Star and 4CA Radio, 4KZ, 4AM, ABC Radio Far North, 4MWS journalist Christine Howes (Koori Mail).

# HOW WE MEASURED UP

In order to gauge the economic and community effects of the event, CIAF and TEQ commissioned IER to carry out an economic assessment which was held at participating CIAF venues, 14-17 July 2016, 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:

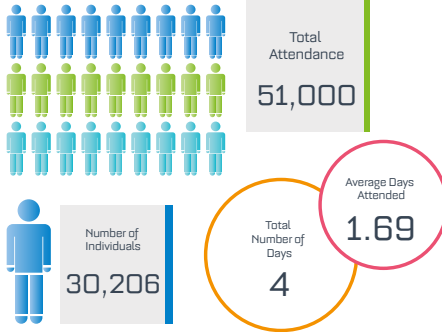
- CIAF generated direct and incremental expenditure of \$4,808,846 attributable to the Cairns economy and \$2,217,492 attributable to the Queensland economy.
- Approximately 56.4% of attendees were from the Cairns, with a further 17.8% from other parts of Queensland, 17.3% from interstate and the remaining 8% from overseas
- CIAF was responsible for generating 19,377 visitor nights in Cairns. Just over half of those nights were generated by intra-state visitors.
- Close to 72% of attendees were aged over 40 years, whilst 66% of the attendees at the event were female
- More than 80% of local attendees indicated that they were likely or very likely to attend future CIAF events held in Cairns
- When assessing 'community pride' CIAF rates high to very high on all indicators. The highest level of agreement was recorded for the statement 'Local residents should feel proud of the Cairns Indigenous Art Fair' (4.7/5)



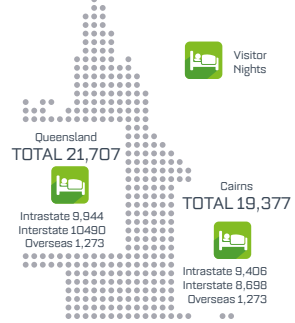
Wanda Gibson, *Guuyirr*, 2016, Bayjin grass. Photography Michael Marzik

# HOW WE MEASURED UP

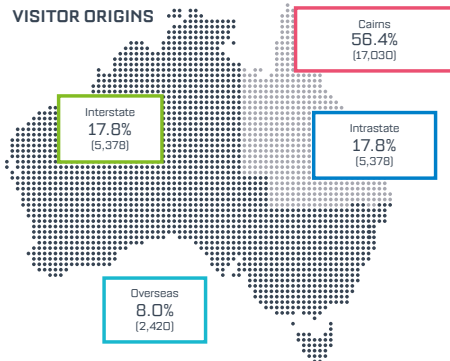
## ATTENDANCES



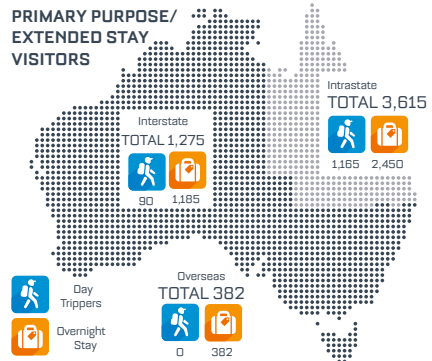
## DIRECT VISITOR NIGHTS



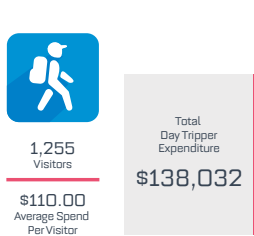
## VISITOR ORIGINS



## PRIMARY PURPOSE/ EXTENDED STAY VISITORS



## VISITOR DAY TRIP EXPENDITURE



### Intrastate



**\$214.54**  
Average Daily  
Spend

**4.1**  
Average  
Nights Stay

**\$2,133,487**  
OVE

### Interstate



**\$180.79**  
Average Daily  
Spend

**8.9**  
Average  
Nights Stay

**\$1,897,233**  
OVE

### Overseas



**\$301.00**  
Average Daily  
Spend

**3.3**  
Average  
Nights Stay

**\$379,441**  
OVE

**Total  
Overnight  
Visitor  
Expenditure**

**\$4,410,160**

## OVERNIGHT VISITOR EXPENDITURE (OVE)

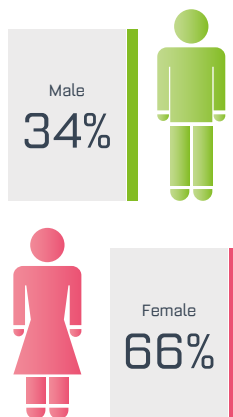
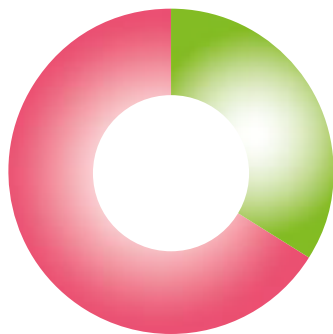
# HOW WE MEASURED UP

## ORGANISER DIRECT AND INCREMENTAL EXPENDITURE

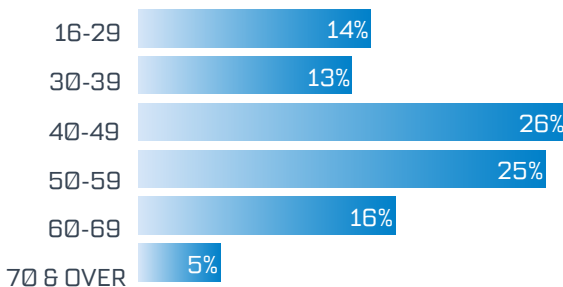
ORGANISER CONTRIBUTION [CAIRNS]	Gross Expenditure - Expenditure from outside Cairns	Estimated % of income obtained from outside Cairns	Total obtained from outside Cairns
	\$923,375	92.8%	\$856,519
ORGANISER CONTRIBUTION [QUEENSLAND]	Gross Expenditure - Expenditure from outside Queensland	Estimated % of income obtained from outside Queensland	Total obtained from outside Queensland
	\$1,186,275	19.6%	\$232,541

## DEMOGRAPHIC PROFILE

Gender



Age

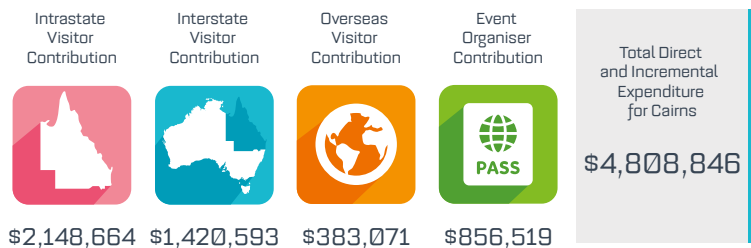




# HOW WE MEASURED UP

## ECONOMIC & TOURISM IMPACTS

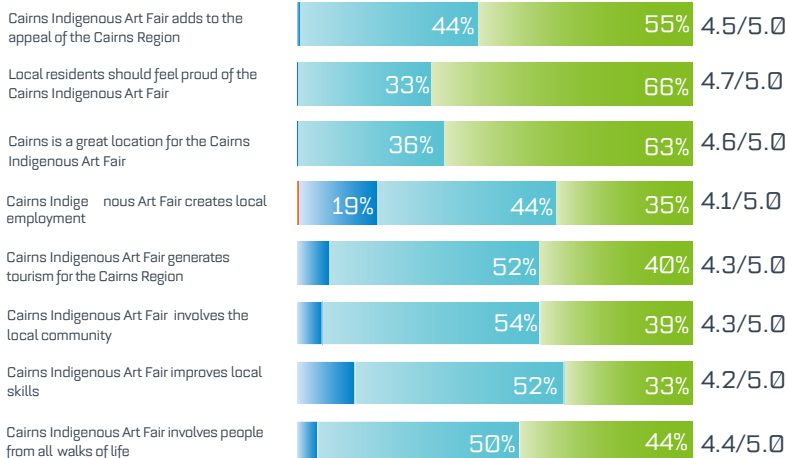
Total Direct and Incremental Expenditure for Cairns



Total Direct and Incremental Expenditure for Queensland



## COMMUNITY PRIDE

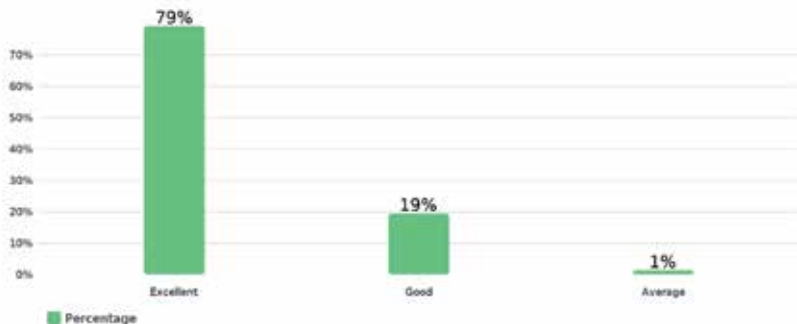


 Strongly Disagree
  Disagree
  Neither agree or disagree
  Agree
  Strongly Agree

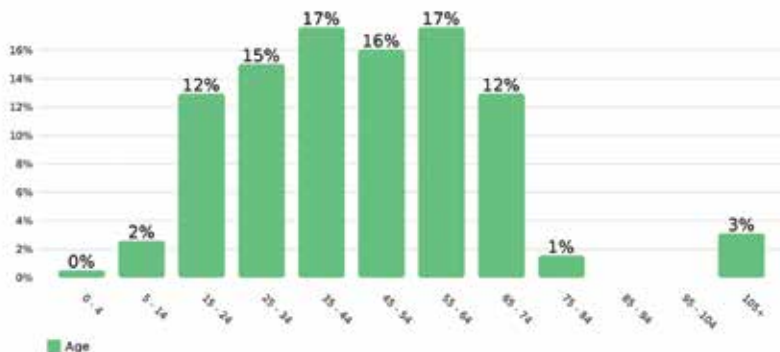
# CULTURE COUNTS

As part of Arts Queensland Arts Acumen initiative, CIAF were successful in piloting the Culture Counts measurement platform that captures artist, peer and public feedback on the quality and reach of arts and cultural events. These are the CIAF 2016 results:

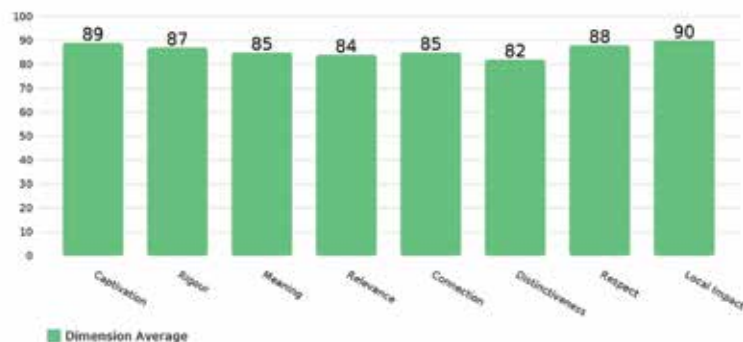
## EVALUATION INTELLIGENCE QUESTIONS - OVERALL EMPLOYMENT



## EVALUATION DEMOGRAPHICS - AGE BREAKDOWN

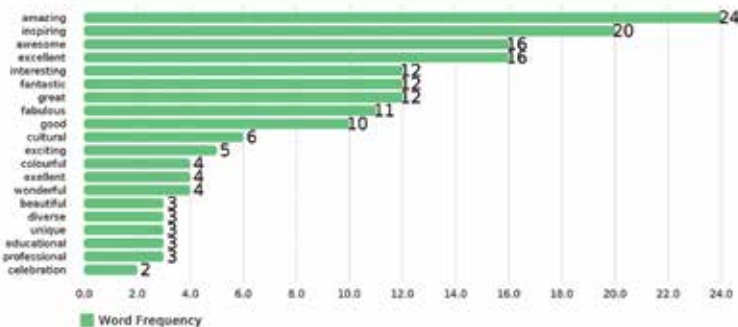


## EVALUATION SUMMARY - DIMENSION AVERAGES

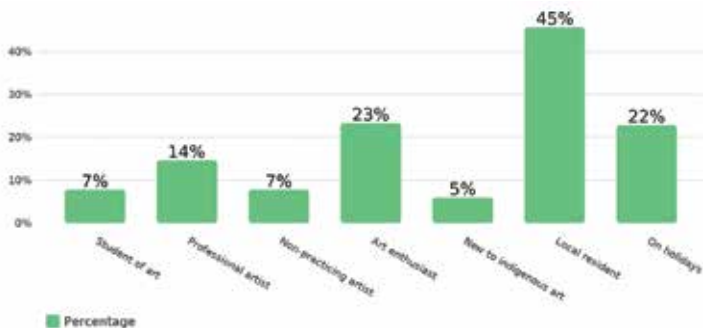


# CULTURE COUNTS

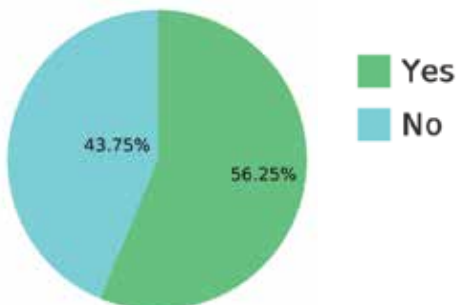
## EVALUATION CUSTOM QUESTIONS - IN ONE WORD, HOW WOULD YOU DESCRIBE CIAF?



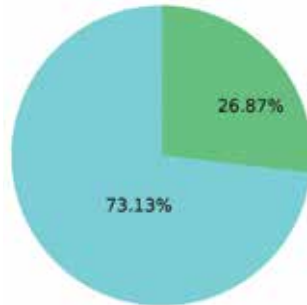
## WHAT BEST DESCRIBES YOU?



## HAVE YOU ATTENDED CIAF BEFORE?



## DO YOU IDENTIFY AS ABORIGINAL OR TORRESS STRAIT ISLANDER?



# CIAT INDIGENOUS ART FAIR

AUSTRALIA'S PREMIER INDIGENOUS ART FAIR

[ciaf.com.au](http://ciaf.com.au)

15 - 17 July 2016

Cairns Cruise Liner Terminal

## SPONSORS & PARTNERS

### FOUNDATION PARTNERS



**Queensland  
Government**

This project is supported by the Queensland Government through Arts Queensland through Tackling Indigenous Arts, a Queensland Government program that aims to build a stronger, more sustainable and ethical Aboriginal and Torres Strait Islander arts industry in the State.



### PRINCIPAL PARTNERS



**Cairns Regional  
COUNCIL**



**Ports North**

### MAJOR PARTNERS

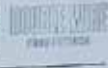


**Total Project Group Architects**

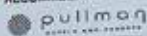


### MEDIA SPONSORS

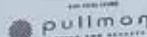
**Cairns Post**



### ACCOMMODATION PARTNERS

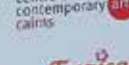


**ACCORHOTELS.COM**  
Hotels & Resorts



**CAIRNS  
HARBOUR LIGHTS**

### PROGRAM PARTNERS



ACCOR Hotels, proud sponsors of CIAF. Photograph Blueclick Photography



# SPONSORS & PARTNERS

## FOUNDATION PARTNERS



Queensland  
Government



Australian Government



Australian Government



QUEENSLAND  
GOVERNMENT



Australian Government

THE VISUAL ARTS AND CRAFT STRATEGY

Indigenous Visual Arts Industry Support

CIAF Ltd is now in its third 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.

This project is supported by the Queensland Government through Arts Queensland's Backing Indigenous Arts initiative, which aims to build a stronger, more sustainable and ethical Aboriginal and Torres Strait Islander arts industry in the State.



Dhoeym Dhamuay Dancers. Photograph Blueclick Photography

## PRINCIPAL PARTNERS



CIAF Ltd is now in its third year as a not-for-profit company. It retains continuing support from the Queensland Government and the Australian Government through:

- **Arts Queensland** funding of \$600,000 per year for four years 2016-2019
- **The Australia Council for the Arts** funding of \$250,000 per year for four years 2017-2020
- **The Ministry for the Arts** funding through Australian Indigenous Visual Arts Industry Support confirmed from 2016 -2019
- **Tourism and Events Queensland (TEQ)**, confirmed three year funding 2016 – 2018 through QDEP for marketing CIAF nationally as a key destination event in Qld.

**Cairns Regional Council** continues sponsorship of CIAF through funding and in-kind support across a number of areas including administration, finance, staffing, venues, office space and event support through the Tanks Arts Centre.

**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 waterfront position for CIAF has become the geographic signature for the event's prestigious brand.

# SPONSORS & PARTNERS

## MAJOR PARTNERS



**Hutchinson Builders** continues to support CIAF annually by faithfully transforming the interior of the Cairns Cruise Liner Terminal to a commercial art exhibition space. Since 2011, their 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 and provide for the flow of thousands of art enthusiasts.

**Skytrans** continues to provide airfares for CIAF's many performing and visual artists from remote communities across Cape York Peninsula and the Torres Strait Islands. 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.

Local full advice accountancy firm, **BDO**, continues its CIAF partnership, supplying auditing services to CIAF Ltd as well as sponsoring the Evening on the Green which this year also hosted the Sponsors Party.



Children's Lane activities. Photograph Blueclick Photography

# SPONSORS & PARTNERS

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

**NQ Exhibitions and Events NQ** have partnered with CIAF to ensure the waterfront site was transformed to accommodate visitors, staff and performers, through the supply of marquees and outdoor equipment.

The **Cairns Airport** provide 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 biggest entry/exit point in the north of the state.

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.

## MEDIA SPONSORS

**Cairns Post**



Vital to the success of the annual CIAF event, are the well-established advertising sponsorships between CIAF and **The Cairns Post**, and the subsequent editorial coverage that the newspaper provides.

The Cairns Post advertising sponsorship and spirited editorial coverage lent a vibrancy at local level that was evident at the boost of regional attendance.

CIAF this year chose to partner with Newscorp/Cairns Post in their Newsextend service which resulted in 2,023,000 readers/viewers saw the advertisements more than 2.6 times.

This year **WIN TV** took on the sponsorship of television advertising which consisted of two different TVCs strategically placed to complement each other. This involved a campaign 6 weeks leading up to the event.

Continued partnership with various local media partners:

**ABC Far North**, with its large and varied regional audience provides vigorous support to the CIAF brand, messages and voices. The long term partnership with ABC Far North, is a dynamic link in the public relations, media chain that binds CIAF to its diverse audiences.

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 combination of local target audience reach.

Partnership with local radio **Bumma Bipperra Media (BBM)**, and its energetic role and connections to the National Indigenous Radio Service (NIRS), provide CIAF with a national audience, so vast it is almost unquantifiable.

The videographer and film partner, **Double Wire Productions**, visually records the CIAF event over three days, producing footage capturing the event for future visual display.

# SPONSORS & PARTNERS

## Art Almanac

In return for advertising in the CIAF catalogue, a link on the CIAF website, tickets to the Opening night party, CIAF received a full-page advertisement in the June and July editions of Art Almanac magazine and print and online listings and editorial support.

## Eyeline

CIAF continues to enjoy the support and presence of EYELINE Magazine at CIAF with full-page advertisement in the June and July editions of Eyeline magazine and print and online listings and editorial support. In return Eyeline received a full page ad in CIAF's catalogue, recognition on CIAF's website and a free stand at the Art Fair.

## ACCOMMODATION PARTNERS



The **Accor Group** continued its well-established and valuable partnership in 2016. Four 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 and the Cairns Harbour Lights.

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 once again sponsored CIAF Conversations as well as partnering for the second year with Kick Arts to present 'Artist in residence' in each hotel.



On the Green at CIAF 2016. Photograph Lovegreen Photography



# SPONSORS & PARTNERS

## PROGRAM PARTNERS



**Cairns Central/Lendlease** - New to CIAF, Lendlease became a promotional partner, providing free space in Cairns Central to promote CIAF, as well as handing out brochures, displaying banners and featuring a CIAF ad on the new huge digital screen.

CIAF and Cairns Central also partnered in providing an opportunity for young Indigenous students to enter the Face of Cairns Central modelling contest. Excitingly one of CIAF's models, Jarron Andy, who appeared in Jana Jaral, won the Autumn/Winter Face of Cairns Central, which will undoubtedly open up a lot of new opportunities for him,.

**CQUUniversity** - CIAF were thrilled to be supported by CQU, who have a new campus in Cairns. CQU's sponsorship of the new CIAF Event app was a fitting and exciting option aligned with the University's educational philosophy.

**Tropical Catering** - Once again Tropical Catering outdid themselves with exemplary catering and service during the whole of CIAF. Delivering delicious food on Opening Night has been constantly praised by CIAF attendees and we appreciate their professionalism and attention to detail.

**Tyrrell's Wines** - This year CIAF were lucky enough to receive support from Tyrrell's Wines as their wine sponsor. The delicious wines complimented the menu well.

**Go Transit** - 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.

**IAS** - IAS Fine Art Logistics is Australia's only national fine art logistics company, which offers a full array of services. This year IAS partnered with CIAF on-site to ensure the speedy packaging and delivery of sales.

**Create Art** - By supporting CIAF and Tanks Arts Centre in their *Freedom of Expression* exhibition, Create Art showed how they remain one of Qld's key suppliers of art materials to the Indigenous Art Centres.

**Good Price Pharmacy Warehouse** - CIAF were lucky to be supported in the final days before the event by the Good Price Pharmacy Warehouse who sponsored the fabulous fireworks.

# CIAF BOARD OF DIRECTORS



**Tom Mosby**  
**CIAF BOARD**  
**CHAIRPERSON**

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.



**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. 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. He has received numerous awards marking his business and community work. Bob is also a Vietnam veteran.



**Gillian Mailman**  
**CEO, ICT CONNECT**

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. In 2003 Gill started her own fibre optics company – Fibre Optics North Queensland (NQ). In 2013, Gill established the Joint Venture ICT Connect, a merger between Fibre Optics NQ and MJB Solutions of which Gill is the Managing Director and CEO. Gill's philosophy is that greater prosperity can be achieved by Indigenous businesses working together rather than in direct competition with each other.

# CIAF BOARD OF DIRECTORS



**Alex De Waal**

**CHIEF EXECUTIVE  
OFFICER, TTNQ**



**Leo Akee**



**Judy Watson**

**ARTIST**



**Andrew Clark**

**DEPUTY DIRECTOR,  
NATIONAL GALLERY OF  
VICTORIA**

Alex de Waal has a strong background in tourism and business. 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'. 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.

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). 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.

Judy Watson's Aboriginal matrilineal family are from Waanyi country in north-west Queensland. Judy's work is held in major Australian and international collections including: MCA / Tate collection; National Gallery of Australia; all Australian State Art Galleries; Taipei Fine Arts Museum; St Louis Art Museum USA; The British Museum, London; Museum of Archaeology and Anthropology, University of Cambridge, UK; Library of Congress, Washington, USA; Kluge-Ruhe Aboriginal Art Collection, University of Virginia, USA; as well as important public and private collections. Judy Watson is an Adjunct Professor, Queensland College of Art, Griffith University.

Andrew Clark is the former Deputy Director, Programming and Corporate Services, of the Queensland Art Gallery | Gallery of Modern Art. During this time he oversaw the development of GOMA, management of public programs and Children's Art Centre, and contributed to the Asia Pacific Triennial of Contemporary Art series of exhibitions, Story Place: Indigenous Art of Cape York and the Rainforest, and Land, Sea and Sky: Contemporary Art of the Torres Strait Islands. Andrew is currently Deputy Director of the National Gallery of Victoria. His role includes oversight of the Gallery's governance, fundraising and programming, including responsibility for managing the NGV's \$75 million budget.



The latest MIArt Design range featured at CIAF's Fashion Performance Jana Jaral. Photograph Lovegreen Photography



# CIAF TEAM

## **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

## **COLLECTORS AND CURATORS**

### **PROGRAM MANAGER**

Hetti Perkins

## **MARKETING AND COMMUNICATIONS**

### **MANAGER**

Sonja Anderson

## **OPERATIONS/PRODUCTION MANAGER**

Sam Gibb

## **ARTISTIC ASSOCIATE**

Marilyn Miller

## **CURATORIAL ASSISTANT**

Danelle Nicol

## **ADMINISTRATION OFFICER**

Wanda Weatherall

## **OPERATIONS ASSISTANT**

Scott Large

## **CURATOR, CIAF FASHION PERFORMANCE**

### **JANA JARAL (RESPECT)**

Grace Lillian Lee

## **VOLUNTEER COORDINATOR**

Lizzie Reeves

## **CHOREOGRAPHER**

Fiona Wirrer-George

## **NATIONAL PUBLICITY**

AVVISO Public Relations

## **CAIRNS PUBLICITY**

Pip Miller PR

## **BOARD MEMBERS**

Tom Mosby (Chairperson)

Cr Bob Manning

Gillian Mailman

Alex de Waal

Leo Akee

Judy Watson

Andrew Clark

## **PHOTOGRAPHERS**

Lovegreen Photography

Blueclick Photography

Michael Marzik

## **DESIGN**

Impress Art Graphic Designs



Photograph Blueclick Photography



Cape York Academy (Brass Band) performed at CIAF 2016. Photograph Blueclick Photography

# TOWARDS THE FUTURE

After seven years, CIAF continues to develop and mature with a bright vision for the future. With funding secured for four years from the Queensland Government from 2016 -2019, three year QDEP funding from TEQ and success in the Australia Council for the Arts Four year funding round, from 2017 -2020 and five year funding from IVAIS until 2020, CIAF will also be able to continue to focus on developing it's own revenue streams and 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 seven years and enabling CIAF's future relevance and viability.

This year, the CIAF board and team have continued to work closely with consultancy Fieldworx, refining and adding to their 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 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 and building on the program annually is paramount for artistic opportunity and evolving cultural expression, the mix that is so captivating to visitors.



Photograph Lovegreen Photography





CIAF Fashion Performance Jana JaraL. Photograph Blueclick Photography



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# Queensland Government

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THE VISUAL ARTS AND CRAFT STRATEGY



## PRINCIPAL PARTNERS



## MAJOR PARTNERS



## MEDIA SPONSORS

**Cairns Post**



## ACCOMMODATION PARTNERS



CAIRNS INTERNATIONAL



CAIRNS OASIS RESORT

## PROGRAM PARTNERS







Photograph by Blueclick Photography & Lovegreen Photography





Photograph Lovegreen Photography

# **CIaf** CAIRNS INDIGENOUS ART FAIR

AUSTRALIA'S PREMIER INDIGENOUS ART FAIR

[ciaf.com.au](http://ciaf.com.au)

**14 - 16 July 2017**

**Cairns Cruise Liner Terminal**

**OPENING NIGHT THURSDAY 13TH JULY**

**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.

**CONTACT US**

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