

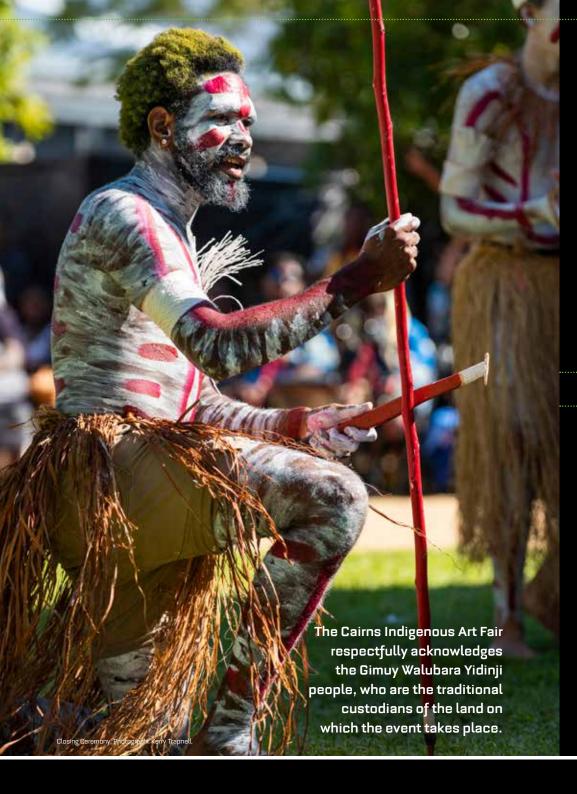
AUSTRALIA'S PREMIER INDIGENOUS ART FAIR

ciaf.com.au

13 – 15 July 2018 Cairns Cruise Liner Terminal



2018 REPORT





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ciaf.com.au

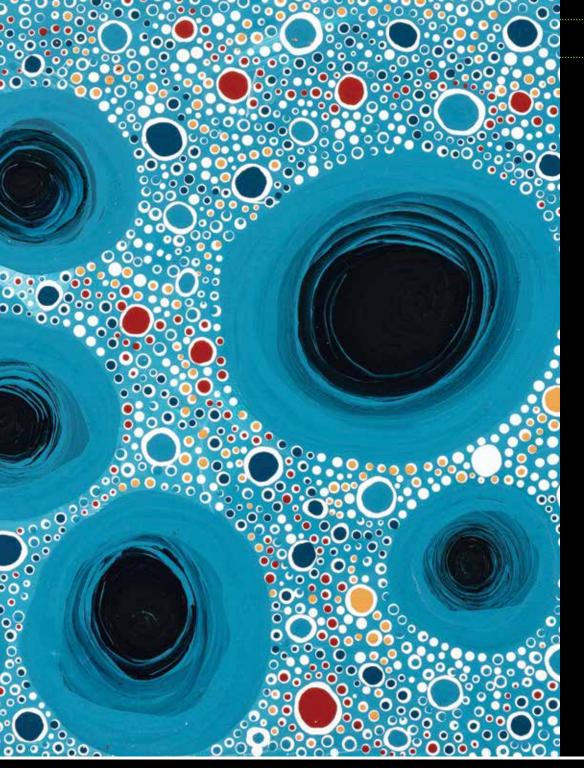
13 – 15 July 2018 Cairns Cruise Liner Terminal

2018 REPORT

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Cover: Closing Ceremony. Photograph: Kerry Trapnell



THIS IS CIAF

CIAF is committed to strengthening and celebrating culture, 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

Vision

To provide 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

GOALS

Leverage existing markets and develop new markets for Queensland Indigenous art.

Grow audiences through immersive Indigenous arts and cultural experiences.

Build CIAF's national and international profile.

Contribute to development pathways for Queensland Indigenous artists.

Ensure the relevancy and viability of CIAF.

Margaret Mara, Untitled, Acrylic on Canvas. Photograph Michael Marzik



CAIRNS INDIGENOUS ART FAIR



HISTORY OF CIAF

HISTORY

The Cairns Indigenous Art Fair (CIAF) was established by the Queensland Government as a strategic initiative of the Backing Indigenous Arts program in 2009. In order for CIAF to reach its full potential the event transitioned to independent status outside of the auspices of the Queensland Government. A task force was established and in 2013 CIAF became a corporate entity.

CIAF 2014 was the first Art Fair delivered by CIAF Ltd. CIAF has generated strong creative and economic outcomes, both locally and nationally, since its inception. Over the past nine years, more than 280,000 people have participated in or attended CIAF. An estimated 1,600 Queensland Aboriginal and Torres Strait Islander artists have been represented, more than \$6.8 million in Queensland Indigenous art has been sold, and approximately \$22 million has been injected in to the Queensland economy.

STRATEGIC PLAN OVERVIEW

Leverage existing markets and develop new markets for Queensland Indigenous art

Grow audiences through immersive Indigenous arts and cultural experiences

Build CIAF's national and international profile

Contribute to development pathways for Queensland Indigenous artists

Ensure the relevancy and viability of CIAF



Photograph: Blueclick Photography

2018 IN REVIEW



45.600 **VISÍTORS**

across all venues from Tuesday 10 - Sunday 15 July



on 2017 figure



CIAF has increased its own revenue from

\$25,000 in 2014 to **\$179,000** in 2018



38 Collectors & Curators

from major national institutions attended with additional 24 attendees from Art Gallery of New South Wales Foundation



at Cairns' cultural venues and galleries by 115%





World Premiere of Jute Theatre Company production 'BUKAL' held during CIAF. **1013 AUDIENCE OVER** 6 SHOWS at COCA



CIAF program showcased over 300 visual artists and 230 performers



12 art centres, 6 local art galleries, 2 commercial galleries

exhibited in the **Art Fair**



Awards (BEX).

Indigenous Business Excellence

AWARD WINNER

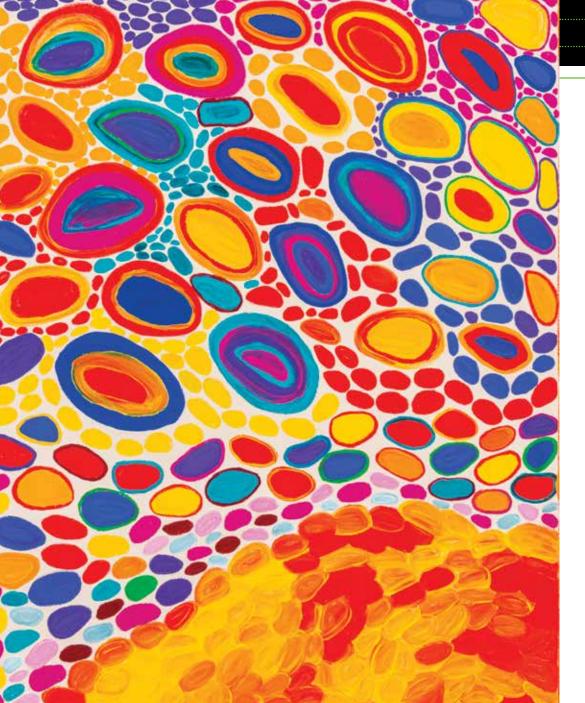
In 2018, CIAF celebrated its ninth year with an expanded program of mostly free events while realising its goal to create an inclusive and ethical marketplace for aspiring and established art collectors, curators and the general public.



Pitchas After Dark, Blueclick Photography

INNOVATIONS for 2018

- Each Art Centre stall supplied with an iPad for visitors to read about each Art Centre.
- Pitchas After Dark short film festival.
- Introduction of the Photography Award category in the annual CIAF Art Awards.
- Free shuttle bus service operating over CIAF between CCLT and satellite exhibitions for visitors.
- Tropic Now's unique pop-up street food event Meet Eat Repeat onsite all weekend at Cairns Cruise Liner Terminal.
- AUSLAN Sign Interpreter at CIAF Opening Night, CIAF Conversations and CIAF Closing Ceremony.



ART FAIR

Curated by CIAF Artistic Director Janina Harding and renowned curator and writer Hetti Perkins, the Art Fair showcased works from 12 art centres, 6 local art galleries, two commercial galleries exhibited in the Art Fair across Queensland. Each year, the Art Fair is given a theme which the art centres are asked to respond to. The 2018 theme, Connection to Country, asked for an artistic response to the notion of connection.

ART FAIR EXHIBITORS

Badhulgaw Kuthinaw Mudh Art Centre

– Badu Art Centre

Bana Yirriji Art and Cultural Centre

Erub Erwer Meta - Darnley Island Art Centre

Girringun Aboriginal Art Centre

HopeVale Arts and Culture Centre

Lockhart River Art Centre

Mornington Island Arts

Ngalmun Lagau Minaral Art Centre - Moa Arts

Pormpuraaw Art and Culture Centre Inc

Wei'num Arts and Crafts

Wik and Kugu Art Centre

Yarrabah Arts and Cultural Precinct

Black Square Arts

Canopy Art Centre

Kalan Clay House

Kickarts Contemporary Arts

Umbrella Studio Contemporary Arts

UMI Arts Gallery of Aboriginal & Torres Strait

Islander Arts

Martin Browne Contemporary

Onespace Gallery



Photograph: Kerry Trapnell



CIAF ART AWARDS

CIAF ART AWARDS

The CIAF Art Awards continues to support the professional development of Queensland Aboriginal and Torres Strait Islander artists exhibited within the curated Art Fair space.

The Art Awards provide an opportunity for artists to increase their profile in the pursuit of innovation and excellence. In 2018, CIAF expanded the prize pool to introduce the photography award.

All eligible works exhibited in the Art Fair were judged prior to the Art Fair opening to the public by esteemed judges, Bruce McLean, Curator of Indigenous Australian Art at the Queensland Gallery of Modern Art; Natalie King, Australian curator and writer; and Beau James, National Maritime Museum Indigenous Programs Manager.

2018 CIAF ART AWARD WINNERS:

Queensland Government Premier's Award for Excellence (\$15,000)

Erub Arts, Paddles, 2017

Cairns Regional Council Art Centre Award (\$10,000)

Girringun Aboriginal Arts Centre

Cairns Airport Innovation Award (\$10,000)

Michael Norman, Pelican, 2018, Pormpuraaw Arts & Cultural Centre Inc

Lendlease Emerging Artist Award (\$5,000)

Vernon Marbendinar, Rainbow Birds & Parrots, 2018, Wik & Kugu Arts and Crafts Centre

Ports North Photography Award (\$5,000)

Naomi Hobson, A Warrior without a Weapon series, 2018, The Kalan Clay House

Fibre Optics NQ Peoples' Choice Award (\$5,000)

Mavis Ngallametta, Swap on the way to Obun, 2018

With thanks to















12 CAIRNS INDIGENOUS ART FAIR



ART MARKET

ART MARKET

The Art Market was open across the full three days in a purpose-built, fully air-conditioned temporary pavilion next to the Cairns Cruise Liner Terminal. The Art Market presents an affordable and ethical marketplace for visitors to vast range of high quality products made by Indigenous artists including, artwork, ceramics, merchandise, gift ware, clothing, accessories, weavings and carvings.

The Art Market featured 32 exhibitors, representing artists and designers from around the region as well as local galleries, art centres and collectives.

ART MARKET EXHIBITORS

Arone Meeks Miss D Handmade Art of Melanie Hava

Badu Arts Centre

Bana Yirriji Arts Wujal Wujal **Native Creations** Cape York Art

Gab Titui Cultural Centre

Gimuy Gallery

Girringun Aboriginal Art Centre St Patrick's College Townsville

Griffith University Contemporary Australian

Indigenous Art

Hopevale Arts & Cultural Centre

IACA

Indij Design

Jedess Hudson

Kgari 3 Sisters

KOCA Keeping Our Culture Alive

Lockhart Arts Centre

Mirndiyan Gununa - MiArt - Mornington Island

MJ Rainforest Jewels

Moa Arts

Nerelle Nicol

Ngadijina' Delissa Walker

Pormpurraw Arts & Cultural Centre

Tarnanthi Thancoupie

Umi Arts

Wei'Num Arts

Wesfarmers NGA Indigenous Arts Leadership

& Fellowship Program

Wilin Centre for Indigenous Arts & Cultural

Development

Yalanji Arts

Yarrabah Arts and Cultural Precinct



Photograph: Lovegreen Photgraphy







BULMBA - BARRA - WHEN BARE FEET TOUCH THE EARTH

In 2018, CIAF appointed a new creative collective to co-curate the highly anticipated sixth annual Fashion Performance. Bulmba - barra showcased Indigenous designers from across the state and featured cutting-edge concepts in textiles and design inspired by the rich tapestry of Queensland Aboriginal and Torres Strait Islander culture, with a key focus on the four elements - earth, wind, fire and water. Bulmba - barra was jointly curated by dynamic foursome; craftsman and cultural practitioner, Bernard Singleton, artist and sustainable fashion designer Simone Arnol, and creative directors and choreographers Rita Pryce and Peggy Misi of Pryce Centre and Baiwa Kazil.

In response to popularity of previous year's performances, the fashion program was expanded to five performances over three days, including a preview for media and community members. Supported by Cairns Central and Peppermint Magazine, Bulmba - barra showcased 10 Indigenous designers, 34 Indigenous models and dance performers and attracted over 1,400 attendees.

CIAF Fashion Performance was presented in conjunction with Cairns Central and Peppermint Magazine.

DESIGNERS

Aboriginal and Torres Strait Islander

Cultural Arts

Bernard Singleton

Chantel Henley

Emma Gania

Hopevale Arts

Lynelle Flinders

Simone Arnol

MARAswim Australia

Native Swimwear Australia

Wild Barra



Photograph: Kerry Trapnell



KNOWLEDGE SHARING

OPENING NIGHT

CIAF officially opened on Thursday 12 at the Cairns Cruise Liner Terminal. Hosted by Steven Oliver, the evening's entertainment featured a blend of traditional performances, theatre, fireworks and live music. Guests were treated to performances by Seisa Kayin Thithuyil Dancers, Miriki Performing Arts, Yidinji and Northern Pomo Dancers (Northern California), experimental theatre performance Woer Wayepa - The Water is Rising and festival favourites, Electric Fields. Guests also enjoyed food from Tropic Now's MEET EAT REPEAT pop-up vendors.

The evening included first glimpse of the Art Fair and the presentation of the CIAF Art Awards. The CIAF Art Awards increased to a prize pool of \$50,000 with the introduction of the Photography Award.

Opening Night was presented in conjunction with Ports North and Cairns Post and Opening Night fireworks display was presented by Sea Swift.

CIAF CONVERSATIONS

Returning to the CIAF program for the second year, CIAF conversations is an interactive forum for leading Indigenous artists to share insight into their life and practice, enhancing understanding of their work through this rare opportunity for personal engagement with visitors. CIAF conversations were held on the main stage each day of CIAF.

Conversation 1 - Talking Art

This year Murrumu Walubara, moderated two conversations with leading Indigenous artists showcased in the North by East West and Pride In Authority exhibitions.

Conversation 2 - Talking Music

Singer-songwriters and APRA AMCOS Ambassadors Rochelle Pitt and Mau Power discussed what it takes to write music that inspires, connects and endures in a special conversation with senior NITV producer Rima Tamou.

Conversation 3 - Talking Film

To celebrate the 25th Anniversary of Screen Australia's Indigenous Department, Rima Tamou moderated a conversation with leading Indigenous filmmakers from across the nation.

CIAF Conversations was presented in conjunction with BDO.



Lockhart River Dancers. Photograph Lovegreen Photograph



KNOWLEDGE SHARING

ARTIST TALKS

Artists hosted daily talks at their stalls to share the stories and influences behind their artworks.

ART WORKSHOPS AND DEMONSTRATIONS

A number of workshops and demonstrations were held during CIAF which included traditional basket weaving and Torres Strait Island weaving.

GUNGUN WARRUWARRU (CHILDREN'S CORNER)

Hosted by R.E.A.C.H each year at CIAF, the Children's Corner is a free creative space on-site for children to learn and create alongside Indigenous artists. A variety of mediums are explored including clay, printing, painting and more.

Gungun Warruwarru (Children's Corner) was presented in conjunction with Life Without Barriers

STORY TIME SESSIONS

A showcase of Aboriginal and Torres Strait Islander stories, songs and dance from Tropical North Queensland presented by local Indigenous performers. CIAF in collaboration with Cairns City Library invited children and parents to a special Indigenous Storytime in the lead up to CIAF.

PITCHAS AFTER DARK

In partnership with Screen Australia, CIAF expanded the daily program to include Pitchas After Dark. The short film festival celebrated the 25th Anniversary of Screen Australia's Indigenous Department and featured eight short films by leading Indigenous filmmakers from across the nation. The evening included CIAF Conversations - Talking Film hosted by Rima Tamou, Senior Producer at NITV.

Sponsored by Apunipima and Kaotica Vintage.

VOLUNTEER PROGRAM

The CIAF Volunteer Program is now integral to the annual event and continues to grow. In 2018, 3D volunteers assisted across all different aspects of CIAF. Many of these volunteers are Indigenous students who also gain hands-on skills that can be added to their resumes.

CLOSING CEREMONY

Thrilling and reminiscent, the closing ceremony stole our hearts away in a collaborative goodbye performed by the CIAF 2018 cultural dance groups. Thousands of visitors watched the final dancing of the various dance groups until the music faded for another year.

The closing ceremony also included the presentation of the People's Choice Award with crowd favourite Mavis Ngallametta winning the award for her work Swamp on the way to *Obun*.

Claff

20 CAIRNS INDIGENOUS ART FAIR 2018 REPORT



SATELLITE EVENTS & EXHIBITIONS

The success of the CIAF 2018 Art Fair was topped by satellite events and exhibitions including JUTE Theatre Company's theatre production, Bukal, Miriki Performing Arts' collaboration with the Northern Pomo Dancers (Northern California) in Bayal Kaymanen (Dancing Smoke), Storytime Sessions at Cairns Library and solo stand-up show 'Torres Queer' by comedian Jay Wymarra.

Satellite exhibitions included Cairns Art Galley's exhibitions; North by East West, Mara Indigenous design, politics and food culture and Continental Drift and exhibitions at Umi Arts, KickArts Contemporary and TAFE Queensland.

PRIDE IN AUTHORITY

Satellite exhibition, Pride in Authority focused on three Western Cape York communities Bentinck Island/Mornington Island, Pormpuraaw and Aurukun. Exhibiting the complexities of First Peoples' cultures and their connection to Country through language, stories and art. CIAF collaborated with Mornington, Pormpuraaw, and Aurukun art centres to facilitate temporary art studios on homeland - each with the aim of reigniting the transference of cultural knowledge and language by Elder artists to young people. Interestingly, but not surprisingly, the Elder artists assumed agency, guiding their apprentices through cultural activities, art studio workshops and contextualised ancestral connection stories based on their Country.

CIAF supplied cameras along with the provision of lessons in basic photography skills to document the activities and inspire a new wave of emerging photographers. Moreover, the art camps served as the platform for an immersive and reflective process enabling a deeper connection to family, culture and Country and resulting in powerful new photographic and moving images.

CIAF acknowledge and sincerely express gratitude to all participating land and knowledge custodians, Elders/artists, for sharing their stories and making us feel welcome on their Country. We thank the young people for taking on the challenge to become aspiring emerging artists. Special thanks to the managers of Mornington Island Arts, Pormpuraaw Arts & Cultural Centre and Wik & Kugu Aurukun Art

The exhibition attracted 6,000 visitors to Tanks Art Centre. Pride in Authority was supported by the Ministry of the Arts, Indigenous Language & Arts Program and CIAF sponsor Skytrans.







Delelsa Adidi, Nazareth Adidi & F-Eleanor Shortjoe



COLLECTORS & CURATORS

Once again hosted by Hetti Perkins and Tony Albert, the invitation only Collectors & Curators Program is unique to CIAF and continues to grow each year. The program is specially designed to showcase the Indigenous wider-region through community visits, as well as to provide a platform for acquisitions and future commissions.

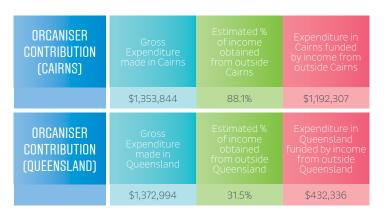
The Collectors & Curators Program was at full capacity with 62 guests including, 24 members of the Art Gallery of New South Wales' Foundation. The contingent included a number of private collectors, international guests, curators from national galleries and museums, sponsor representatives and returning supporters, with a majority being first-time visitors. In 2018, the collectors and curators were treated to exclusive events, including a cultural tour on the "Falla" Pearl Lugger and a private weaving workshop with artist, Delissa Walker. The Collectors & Curators Program was supported in conjunction with Coral Expeditions.





Photographs Lovegreen Photography

ORGANISER DIRECT AND INCREMENTAL EXPENDITURE



DEMOGRAPHIC PROFILE Gender Male 35% Female 65% Age 9% 16-29 16% 30-39 40 - 4927%

17%

26%

ECONOMIC & TOURISM IMPACTS

Total Direct and Incremental Expenditure for Cairns

Intrastate Visitor Contribution

Interstate Visitor Contribution

Overseas Visitor Contribution

Event Organiser Contribution

> # **PASS**

\$1,192,307

Total Direct and Incremental Expenditure for Cairns

\$4,127,626

Total Direct and Incremental Expenditure for Queensland

Interstate Visitor Contribution

\$2,365,511

\$1,207,727

Overseas Visitor Contribution

\$1,718,085

Event Organiser Contribution

\$9,507



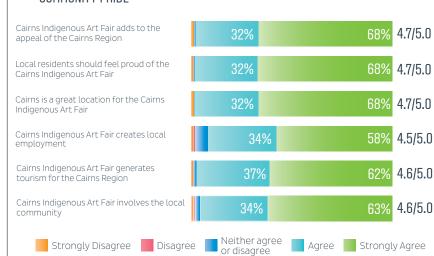
\$9,507

PASS

\$432,336

Total Direct and Incremental Expenditure for Öueensland \$2,807,353

COMMUNITY PRIDE

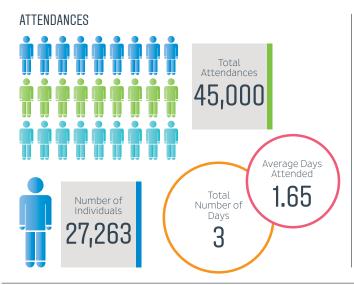


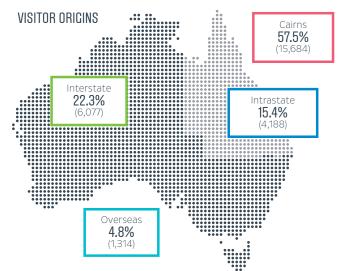
AT A GLANCE

5%

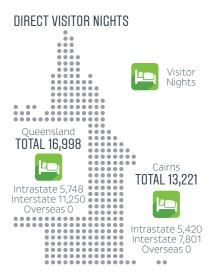
50-59

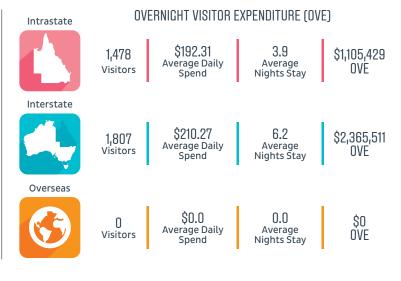
60-69 70 & OVER



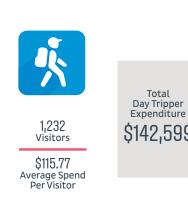














MARKETING & PR REPORT

DIGITAL SUMMARY

In 2018, CIAF increased online and social media presence. Digital advertising and social media were managed by local media agency Red Carrot. CIAF was promoted across Facebook, Twitter, Instagram and YouTube.

FACEBOOK

Facebook campaigns were developed targeting different specific demographics (travellers, families, nomads and art collectors). The Facebook campaigns generated 1,590,316 impressions and reached a total of 448,879 people. The reach expanded to women and men from 18 - 65 + years old living in all states and territories in Australia.

PUBLIC RELATIONS

This year PR for CIAF 2018 was handled solely by, Pip Miller PR who managed the local and national based publicity.

Pip Miller PR objectives included positioning CIAF as the ultimate event for Queensland Indigenous arts and culture and place it on a regional stage, presenting the event to local, state (regional) and national audiences.

A combined local and national coverage tally of 175 print, online and broadcast clips were collected with an Advertising Value Equivalent (AVE) \$3,023,812.



Photographs Blueclick Photography



OUR PEOPLE

GOVERNANCE

CIAF Patron is the Governor of Queensland, His Excellency the Honourable Paul de Jersey AC and Patron First Nations, Henrietta Fourmile-Marrie, Gimuy Walubara Yidinji Traditional Owner.

The CIAF Board are highly respected cultural, business and political leaders who bring significant experience and a broad skill base.

CIAF's core staff team comprises six permanent positions, three of which are filled by Indigenous people. This core team is supplemented by contractors and casual staff in the preparation and delivery of the annual CIAF event.

PATRONS



His Excellency the Honourable Paul de Jersey AC

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



Henrietta Fourmile-Marrie

PATRON FIRST **NATIONS CAIRNS INDIGENOUS ART**

BOARD

Tom Mosby - Chair

Chief Executive Officer, Koorie Heritage Trust

Cr Bob Manning - Deputy Chair

Mayor of Cairns

Andrew Clark - Treasurer

Deputy Director, National Gallery of Victoria

Gill Mailman

CEO, FibreOptics NQ & ICT Connect

Marilyn Miller

Artistic Associate, Dancer and Choreographer

Arone Meeks

Artist

Norris Carter

CEO, North Queensland Airports

STAFF

Janina Harding

Artistic Director

Vanessa Gillen

General Manager

Wanda Weatherall

Administration Officer

India Collins

Project Manager

Rachel Young

Marketing & Communications Manager

Renee Harris

Artistic Associate

Sam Gibb

Operations Manager

Scott Large

Production Manager

Megsi O'Toole

Event Manager

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LOOKING TO THE FUTURE

CIAF 10TH ANNIVERSARY

In 2019, CIAF will celebrate its 10th Anniversary as it continues to introduce innovative and exciting opportunities for Queensland Indigenous artists. CIAF has gone from strength to strength since the inaugural fair in 2009, attracting significant attention from both international and national collectors, curators, media and the general public.

CIAF's 10th Anniversary will showcase the diverse cultures and artistic wealth of Queensland Aboriginal and Torres Strait Islander Peoples through an impressive three day program of art, dance, music, talks and workshops. In 2019, CIAF will be held from Friday 12 to Sunday 14 July, with opening night on Thursday 11 July.







Photograph: Blueclick Photgraphy & Matt Mullett



SPONSORS & PARTNERS

CIAF would like to thank and acknowledge the many sponsors and supporters who assist in presenting this annual cultural celebration. CIAF would like to acknowledge each individual partner, and we look forward to working with you all into the future.

FOUNDATION PARTNERS



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.











THE VISUAL ARTS AND CRAFT STRATEGY Cairns Indigenous Art Fair Limited is assisted by the Australian Government through the Australia Council, It's arts funding and advisory body.

Supported through the Australian Government's Indigenous Visual Arts Industry Support Programme.

PRINCIPAL PARTNERS































MEDIA SPONSORS

Cairns Post **Peppermint**

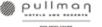








ACCOMMODATION PARTNERS











PROGRAM PARTNERS



























































Photograph by Blueclick Photography & Lovegreen Photography



CIAF Closing Ceremony 2018. Photograph Blueclick Photography



10 – 14 July 2019 ciaf.com.au

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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