

CAIRNS INDIGENOUS ART FAIR

AUSTRALIA'S PREMIER INDIGENOUS ART FAIR



2022 Report



The Cairns
Indigenous Art Fair
acknowledges the
Traditional Owners
and Custodians of
the lands, waters
and seas on which
we work and live,
paying respect to
Elders, past and
present.

2022 REPORT

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Cairns Indigenous Art Fair (CIAF) 2022

Masters of Country: An artistic celebration of Queensland First Peoples' knowledge and resourcefulness of indigenous plants and trees

Queensland has the most diverse Indigenous species of any State or Territory, with 14,000 known species. It is not a coincidence that Queensland First Peoples' have an innate connection with Indigenous plants and trees and distinct knowledge regarding their use.

"Our people are botanists, doctors, nurses, chefs, nutritionists, gardeners, architects, builders, pharmacists, arborists, physicists, and horticulturists," CIAF Artistic Director Janina Harding said.

Queensland First Peoples' also have oral stories, and lived experiences derived from the many trees on Country.

"We have birthing trees for childbirth, scarred trees for watercraft and utensils, tree markers for significant or sacred sites, knot trees for directional signposts on Country, and carving to tell our cultural stories. Trees are our history books and a testament of our resourcefulness,"
Ms Harding said.

2022 saw CIAF return to a full-fledged physical program, featuring an array of staple and highly-anticipated events: CIAF Fashion Performance, Music in the Tank, Aboriginal Comedy Allstars, Opening Night Party, Symposium, exhibitions, and much more. We took up residence in our new home, the refurbished Cairns Convention Centre, where we made our mark on the city of Cairns felt. Held from 6-10 July, #CIAF2022 was a record-breaking year with over **\$1 Million** in **art sales** and over **60,000 attendees** across our Cairns-wide selection of events.

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.



HISTORY OF CIAF

HISTORY

In 2009 CIAF was established by the Queensland Government as a strategic initiative of the Backing Indigenous Arts program. In large part, this was in response to the growth in production and interest in Indigenous art from Queensland, in particular that stemming from Cape York Peninsula and the Torres Strait Islands. To this day, CIAF's role as a conduit for sales and for promoting the arts and cultural content of Indigenous creatives remains core to the organisation. After the fair was established, it swiftly earned its place as a highlight on the cultural events calendar nationally. But, in 2013—in order for CIAF to reach its fullest 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 fair delivered by CIAF Ltd.

Admirably, CIAF has generated strong creative and economic outcomes, both locally and nationally, since its inception. Over the past ten years, near to 300,000 people have participated in or attended CIAF. An estimated 1,600 Queensland Aboriginal and Torres Strait Islander artists have been represented, with close to \$7 million in Queensland Indigenous art having been sold, and also, approximately \$22 million has been injected in the Queensland economy.

CIAF continues to excel at delivering innovative programming. As such, CIAF continues to write its history, as its reach and industry grows.

Strategic Plan 2020-2024 overview

Understanding CIAF's position as Queensland's premier Indigenous art event and its ever-advancing position within the broader arts industry, CIAF drafted a 2020-2024 Strategic Plan. In alignment with the organisation's Mission Statement, vision and core values, four action areas were identified through which to continue to operate: Delivering CIAF's mission, Widening CIAF's Impact, Supporting Excellence in Arts, Securing CIAF's Future.

This document also highlighted certain challenges that the art fair experiences, but also explored opportunities through which to evolve. Them being:

-  Build on strong community ties across the Pacific Region to grow the event internationally. Further expanding the program to highlight CIAF's multi-arts approach,
-  Align with other international and national Indigenous art fairs and festivals to strengthen brand and outcomes for artists,
-  Continue to build relationships with Art Centres,
-  Actively cultivate buyers that consistently return to CIAF while building a more robust network of artist across the State,
-  Delivery of an authentic cultural experience in a world-renowned tourist destination,
-  Move to a larger venue that not only offers more space for artists, but provides those artists with a more positive experience.

A copy of this report is available upon request or via the [CIAF.com.au](https://ciaf.com.au) website.



Bouchat, Jack Wilkie-Jans, 2022. Michael Marzik Photography

COMMUNITY ENGAGEMENT

CIAF entered 2022 with vigour in living up to our commitment to support community events and initiatives, outside of CIAF's programming. As such, CIAF generously supported a wide number of Indigenous-run and organised events across the region by way of offering event coordination support, equipment, marketing, digital and videographic documentation. Key events were Umi Arts' Big Talk One Fire, EcoFiesta and Savannah In the Round 2021 (to name a few).

CIAF also continuously and generously supported the promotions of many local and state-wide events and call-outs, relevant to Indigenous peoples and/or the creative arts, offering in-kind cross-communications publicity. Notably, we formed a partnership with Blak Dance to promote the touring of their production, *SILENCE*.

2022 also saw our corporate partnerships grow, forging both new revenue for CIAF but also ethical cultural exchange for our supporters and participating artists. Notably, the culmination of a grand installation of ghost-net sculptures, in-situ at and as commissioned by, the Cairns Airport. Thus demonstrating CIAF's unique and crucial role in fostering continued opportunities for participating artists.

CIAF EVOLUTION PROJECT TRAINEESHIP

CIAF's commitment to artistic excellence continues to expand, focusing on the careers of those in the arts industry who work behind the scenes.

Supported by the Queensland Government's Department of Employment, Small Business & Training (forming part of the Skilling Queenslanders for Work initiative), The Evolution Project is essentially a traineeship program. The project will enhance the skills of aspiring and emerging Aboriginal & Torres Strait Islander arts workers across 2021 and 2022.

Our first intake of four trainees have been housed within the ranks of CIAF staff and continue to demonstrate their professionalism and eagerness to learn. Meanwhile, we welcomed a new host of trainees for 2022. Trainees learned skills from four key departments of CIAF, with their time at CIAF culminating in a Certificate I in Business and a Certificate III in Business.



CIAF Trainees

MESSAGES

MESSAGE FROM CAIRNS INDIGENOUS ART FAIR CHAIRPERSON



Tom Mosby

**CIAF BOARD
CHAIRPERSON**

2022 saw CIAF return in triumphant style! We engaged over 60,000 audience members across our diverse and dynamic array of events right across tropical Cairns. On behalf of our artists, these patrons contributed to a historic benchmark for art sales, reaching over \$1 million; we are all so grateful for your support and thirst for ethical cultural exchange and fine art (given the financial constraints all must be feeling in this economic climate). CIAF showcased the works—across a wide range of mediums and artforms—of over 400 artists and 200 performers. All in all, on behalf of the Board of Directors, I wish to congratulate the staff, contractors, sponsors and funding partners, seasonal workers, volunteers, and all of our wonderful and highly talented First Nations artists, designers and performers on what was a remarkable year.

Of course, this was the first year CIAF could present a full, physical programme of events post-pandemic. While the safety of all involved was paramount and, naturally, still a concern across Australia, it's been heartening to see the vigour at which all re-embraced a physical iteration of CIAF. This beckons a bigger and brighter future!

Although, such a future will not include Janina Harding, for the first time in eight years. 2022 saw the final presentation of a Harding program at CIAF and we are sad to see her go, though, we wish Janina all the very best in her future endeavours and thank her for her exemplary work and dedication to diversifying our culturally-relevant program over her tenure. And now, CIAF looks to welcome Francoise Lane as the fourth Artistic Director—we look forward to working with her and are excited about her vision for CIAF going forth.

On behalf of CIAF, I would also like to welcome Leitha Assan and Vicki Saylor to our Board of Directors, who have recently joined the CIAF family.

See you all in 2023.

MESSAGES

MESSAGE FROM CAIRNS INDIGENOUS ART FAIR ARTISTIC DIRECTOR



Janina Harding
ARTISTIC DIRECTOR

This year was my last at the helm of CIAF; for eight years I've steered the artistic and creative direction of this great event and couldn't be prouder of how CIAF has grown. I'm also forever humbled by the support which I received, over my time, from the amazing team and board of CIAF. Furthermore, the way I was welcomed onto Gimuy and by the unique and rich First Nations art sector across the Tropical North and, indeed, the rest of Queensland, will always remain with me as the perfect homecoming for this Melbourne-raised Meriam (Erub/Mer) woman!

Together, with all the eagerness and participation from the many brilliant artists, designers and performers CIAF showcases, we were able to 'bring CIAF home' into its second decade. Yes, there was a rocky start to this new era of CIAF, but post-pandemic we were finally able to come back in full glory. We ignited the Cairns Convention Centre (our new home hub) and other world-class facilities across Cairns and hit record attendance and art sales figures—thanks to you all.

Yes, I'm sad to say goodbye to CIAF, but I've much to be grateful for and to look forward to, as I move back to Melbourne. I wish all the very best to CIAF's new Artistic Director, Francoise Lane, who I know will do a fabulous job and I cannot wait to see her vision come to life in 2023.



Program

CIAF returned fully to physical programming (with many elements recorded for virtual presentation via www.ciaf.com.au). It was, of course, Janina Harding's final year presenting the CIAF Program and was a roaring success!

The programming was as diverse and unique as ever, in terms of talent showcased. This ranged from art exhibitions, music concert (headlined by **Milesa** and **Frank Yamma**), comedy performances by the **Aboriginal Comedy Allstars**, symposium and conversations, artistic and cultural insights, as well as the hugely successful and highly-anticipated return to the Art Fair and Art Market.

Big Sculpture Showcase

Big Sculpture Showcase and commissioning project debuted at CIAF 2022 and fostered the creation of exquisite large-scale sculptures by key Queensland Indigenous artists. Big Sculpture Showcase culturally activated the Cairns Convention Centre's newly-refurbished surroundings and enlivens Queensland's Indigenous creative industries.

The project, steered by CIAF's Artistic Director, Janina Harding, Curatorial Associate, Teho Ropeyarn, and Exhibitions Manager, India Collins (with Queensland Indigenous artist, Tony Albert), fosters the transition into 'big' sculpture by 16 Queensland Indigenous artists—for many, their first foray into sculptural practice. Big Sculpture Showcase is supported by the Queensland Government through Arts Queensland as part of the Arts and Cultural Recovery Package – Spaces and Places.

Alma Norman + Marlene Norman|Brian Robinson|Dr. David Jones|Delissa Walker|Francoise Lane|Girringun Art Centre: Daniel Beeron, Jean Thaiday, Nancy Beeron, Nephi Denham, Phillip Denham, and Theresa Beeron|Hans Ahwang|Ian Waldron|Keith Wikmunee + Vernon Marbendinar
Mavis Benjamin + Alma Norman + Marlene Norman|Michael Norman|Peter Morrison|Rhonda Woolla|Shirley Macnamara|Simone Arnol|Toby Cedar



Aura collection by Simone Arnol + Bernard Singleton
The Photo Corner, 2022



30 Year Anniversary collection by Robert Pau
The Photo Corner, 2022

CIAF Fashion Story exhibition

Cairns Indigenous Art Fair's (CIAF) innovative spirit and regard as the pioneer of Australia's Indigenous fashion industry was celebrated in an exhibition held at the Court House Gallery during this year's event.

Co-curated by CIAF's Artistic Director, Janina Harding, and artist Francoise Lane, of Indij Design, CIAF Fashion Story showcased some of CIAF's best fashion moments while taking a historic look at the region's textile and design movement.

According to Ms Lane, in essence, CIAF Fashion Story showcased Queensland First Peoples' fashion design, wearable art and performance as seen on the runway and on Country in the lead up and through the pandemic.

Regional Indigenous Fashion and Textile Showcase (RIFTS) was the catalyst for the creation of fashion and wearable art from Tropical North Queensland. We celebrate the success of models and creatives from this period.

Between 2013-2017 Grace Lillian Lee was engaged as CIAF's inaugural Fashion curator. Since then, Grace has committed to furthering the career and showcasing opportunities for Indigenous fashion designers across Queensland and Australia, through the establishment of the First Nations Fashion Design (FNFD) platform.

The exhibition shone a spotlight on curatorial duo, Simone Arnol and Bernard Singleton, who steered CIAF's Fashion Performances from 2018-2021, encompassing provocative concepts including Connection to Country, Climate Change and Land Rights themes.

'Be mesmerised by the stunning detail of the collections, wearable art and photography of the naturally sourced body adornment and digital presentations filmed on Country during the pandemic.'



Photo by Paul Furse, FrontRow Foto, 2022



ART FAIR

CIAF's 2022 art fair theme was *Masters of Country*, works therein were remarkably diverse—all signifying the important role art has in maintaining a strong connection to Country and practice of culture, as well as the key message that art carries to do with the importance of conservation.

The Art Fair featured over 450 works from close to 300 artists (see full list of exhibitors below):

- Yarrabah Art Centre & Cultural Precinct
- Wik & Kugu Art Centre
- Giringun Aboriginal Art Centre
- Hopevale Arts & Cultural Centre
- Badu Art Centre
- Lockhart River Art
- Bana Yirriji Art Centre
- Moa Arts
- Pormpuraaw Art & Culture Centre
- Yalanji Arts - Mossman Gorge
- N. Smith Gallery, Gadigal Country/Sydney
- Toby Cedar Art
- Françoise Lane Art
- Gathering: A Collaborative community art project begun on Gungganji Country
- Wei'num Arts & Crafts
- Gab Titui Cultural Centre
- Canopy Arts & Editions Tremblay NFP
- Umbrella Studio Contemporary Arts
- NorthSite Contemporary Arts
- Cathy Snow by Ancient Journeys
- Independent Artists: Luther Cora, Paul Bong, Darren Blackman, Jack Wilkie-Jans, Mia Boe
- Onespcae Gallery
- Simone Arnol/Bernard Singleton
- Dylan Sarra



Photo by Paul Furse, FrontRow Foto

CIAF 2022

Music in the Tank Within the botanical, atmospheric surrounds of the re-purposed World War II oil tanks, Music in the Tank was cause for great musical celebration with headliners featuring two of Australia's most important Indigenous songwriters and award-winning performers: Award-winning singer-songwriter from the Aboriginal community of Woorabinda, Miiesha, recipient of New Talent of the Year at the 2020 National Indigenous Music Awards and 2020 ARIA Award for Best Soul/R&B release; and, Pitjantjatjara man, the great Frank Yamma. Hosted by CIAF 2022 ambassadors Naomi Wenitong and Aaron Fa'aoso, they were joined on stage by other acts: Djun Djun Jarra (Yarrabah), AJ (Cairns), and Joey Tapau (Mer Island).



CIAF Fashion Performance – *We Are Masters of Country* was curated by Lynelle Flinders and choreographed by Hans Ahwang. Since time immemorial Aboriginal and Torres Strait Islander peoples have used plants and trees for nutrition, medicine for healing and technology such as traps, nets, and weapons. This specialised knowledge has helped us to thrive as the oldest living cultures in the world. In our worldview, science and technology are used to manage the environment for the benefit of all people. A great variety of tools, weapons and utensils were used to gather plants for food, fibres, and medicine as well as to hunt animals for food and clothing. Through textiles and fashion, we continue to use this cultural knowledge to tell our stories to our future generations. *We Are Masters of Country* featured the works of 16 different collections and 17 emerging Indigenous models.

Opening Night In 2022 CIAF was able to once again treat our visitors to an incredible Opening Night Party at our new home, the Cairns Convention Centre. As per tradition, guests received a first look at this year's Masters of Country-themed Art Fair exhibition and Art Market. Our 1451 guests were treated to a first-class entertainment program (featuring Barry Cedric and Jem Cassar-Daly) along with our sixth CIAF Art Awards presentation.

CIAF Presents Aboriginal Comedy Allstars Starring Australia's premier comedians Sean Choolburra, Kevin Kropinyeri, Andy Saunders, and Steph Tisdell, the Aboriginal Comedy Allstars brought the roof off the Tanks Art Centre! From the oldest culture on earth comes the freshest and funniest stand-up comedy around that is both cheeky and thought-provoking. After sell-out seasons and 5-star reviews all throughout Australia and the UK, the Allstars delivered huge belly laughs from the heart of the wide brown land.

Cure by Zane Saunders was held at the Cairns Performing Arts Centre, where multiple audiences experienced a captivating, ritualised solo performance by artist and performer, Zane Saunders; that challenge the ideals of corporative industrial agriculture and organised religion, versus First Nations cultures and spiritual practices.

***Dabiyil Bajada (Water Footprints)* by Sonja Carmichael and Elisa Jane Carmichael** is their most ambitious installation to date. Translating to 'water footprint', it features a series of six epic-scaled cyanotypes which will be draped from the ceiling, submerging audiences into a deep ocean chasm of ancient Minjerribah stories, plants, and animals. Dabiyil Bajara – Goompi (one of the six cyanotypes) features dugongs, a highly sacred, endangered animal, floating across the deep waters of the bay, while Dabiyil Bajara – Yarrabin is about the saltwater crashing in and out, and the perennial changes in tides and times. Central to Sonja's and Elisa Jane's practice is the regeneration of traditional Quandamooka weaving, passing on cultural knowledge and combining contemporary techniques to provide a modern take on this enduring tradition.



Yalsak (Island Comb), Lara Fuji, Badu Art Centre, 2022
Photo by Michael Marzik

CIAF ART AWARDS

CIAF maintains a hearty emphasis on creative excellence by delivering our annual CIAF Art Awards. Judges for the 2022 awards were: QAGOMA Indigenous Curator, Katina Davidson; Sydney Biennale Artistic Director, José Roca; and Ethnobotanist, Gerry Turpin.

The categories for the CIAF Art Awards were: the Premier's Award for Excellence (supported by the Queensland Government to the value of \$15,000), the Cairns Regional Council's Art Centre Award (valued at \$10,000), Holding Redlich's Innovation Award (valued at \$10,000), Ports North's 3D Design, Sculpture and Installation Prize (valued at \$5000), Apunipima Cape York Health Council's Emerging Art Award (valued at \$5000), and Fibre Optics' People's Choice Award (valued at \$5000).

2022 CIAF ART AWARD WINNERS:

Premier's Award for Excellence

Katherine Ngallametta
for Land Centre, 2022.

Art Centre Award

Badu Art Centre

Innovation Award

Tania Major
Dragon Flies Everywhere: Coming Into The Dry Season, 2022

3D & Sculpture Award

Philomena Yeatman
Bicornual Basket 1, 2022

Emerging Art Award

Sonya Creek
(of Bana Yirriji Art Centre) for Milli & Yunga, 2022

People's Choice Award

Lara Fujii
for Kazil Imaik (child is born), 2022

With thanks to:





Gelam, Toby Cedar, 2022
Photo by Michael Marzik

COLLECTORS & CURATORS

In its 13th year, the CIAF Collectors + Curators group consisted of 50 participants. CIAF Collectors + Curators were able to preview and purchase works before the public. They were also treated to a jam-packed program of events and special preview opportunities to see exhibitions and meet with artists. Notably, they experienced the very best and most authentic, locally-owned and managed river and boat tour by Mandingalbay Ancient Indigenous Tours. They were ferried to Yarrabah where they visited the newly completed Art Precinct and met with Traditional Owners and artists, learning traditional food preparations and insights into revered arts practice.

CIAF wishes to thank our Collectors + Curators Program participants for their patronage and for their invaluable support of artists in their acquisitions for this year.

2021 and 2022 saw Teho Ropeyarn (artist, curator and CIAF's Curatorial Associate), take over the coordination of the CIAF Collectors + Curators program with support from artist, Tony Albert.



Photo courtesy of Colyn Huber, Lovegreen Photography, 2022



Outgoing Artistic Director, Janina Harding, gifted a Ku sculpture by Wik & Kugu artists as a farewell gift.

Photo by Paul Furse,
FrontRow Foto, 2022

CIAF has always respected the fact that Indigenous peoples present their cultures through visual, dance and musical elements (often together), and that attendees to CIAF find the interaction with (and history & context) of the artists they meet rewarding. As such, CIAF was thrilled to once again deliver meaningful insights into art and culture by a wide range of creative individuals and lore-holders.

CIAF Conversations

Leading the CIAF Conversations this year were arts and Indigenous affairs stalwarts, Rhoda Roberts AO and Lydia Miller. They sat down with a wide number of key professionals in the Indigenous art sector and delved deep into the political, social and economic issues facing it and our artists. Chief among them was Lydia Miller's farewell session with outgoing Artistic Director, Janina Harding. Other conversationalists included: Teho Ropeyarn (curator and artist), David Hudson and Isaac Dandric (star/writer and director, respectively, of *From Campfire to Stage Light* production, which tells the David Hudson story), and Paul Bong (artist and author).

CIAF Symposium

Taking cue from *Masters of Country* theme, keynote speaker, Mbabaram man and renowned ethnobotanist, Gerry Turpin, explored and explained the key links Indigenous peoples have with country and its versatile and celebrated plant properties. Collectors, curators, academics, students, and art lovers had the opportunity to hear from a diverse panel of artists, designers, arts workers, curators, and entrepreneurs as they shared their stories, culture, and practice.

Audiences were enthralled by stories and teachings by the likes of community and cultural leaders, such as Cr Wayne Butcher, Mayor of Lockhart River Council, and artist, designer and lore-woman, Elverina Johnson.

Media

Special in 2022, CIAF engaged 'famous faces with a following' to help capture and record interviews, artistic/practice insights and cultural knowledge across video and podcast formats.

Black Magic Woman (Mundanara Bayles)

Mundanara Bayles, in a partnership between Bumma Bippera Media 98.7FM (and the National Indigenous Radio Service), compiled a series of podcast/vodcasts, interviewing in-depth with key CIAF stakeholders. Her audience is far-reaching and took the CIAF stories to the whole nation.

PopsArt (Bec Mac)

Bec Mac has great presence and is a familiar face at art events across Australia. She came to Cairns for CIAF and conducted an Instagram 'take-over' of the CIAF account (@CairnsIndigenousArtFair). She interviewed models, designers, artists, stall holders, attendees, CIAF staff and many more personalities; realising a 528% increase in views across the 4 days of the Art Fair and accruing 13,703 views on her interviews alone.

Available to view via: www.ciaf.com.au



Zane Saunders performs *Cure* at Cairns Performing Art Centre.
Blueclick Photography, 2022

Once again, CIAF chose to embrace the opportunities that a digital delivery of our Art Fair and content enables, focusing heavily on traditional print media (through both paid advertising and extending Memorandums of Understanding with *Art Almanac*, *Art Guide* and *Peppermint* magazines), digital marketing and leveraging key media networks, such as Bumma Bipperra Media and mainstream television and radio news stations, for Free of Charge editorial coverage.

2022 saw CIAF produce its own magazine, in partnership with the Indigenous Art Centre Alliance (IACA), highlighting key artists, works, movements and philosophies, as well as opinion pieces, pertaining to the unique and dynamic art of Queensland.

Key marketing and communications objectives in 2022 were to attract visitation intra- and inter-state, in an attempt to re-assert our position in the Australian cultural calendar and as a 'destination event' for the tropics. CIAF worked closely with **Tourism Tropical North Queensland** and local marketing agency, **Adllins Media**, to target and attract visitors to Cairns through a comprehensive digital advertising campaign. Working closely with **Tourism Australia**, their support allowed CIAF's visible branding and advertorial presence to be felt in the key demographic areas of Sydney and Melbourne CBDs.



Strait on Cloth - Wug Collection by Rosie Ware
The Photo Corner, 2022

FACTS & FIGURES

ENGAGEMENT AND SALES FIGURES



300 artists + 7 collections

Art Fair + CIAF Fashion Story
featured artists/collections



55

Art Market Exhibitors



16

CIAF Fashion Performance
Collections



17

CIAF Fashion Performance
Models



Over **55,788** attendees
visited the Cairns
Convention Centre
(7-10 July)



ATTENDANCE



Opening Night:

1451

Music in the Tank:

463

CIAF Fashion Story:

300

Symposium:

174

Aboriginal Comedy Allstars:

549

Cure by Zane Saunders:

192

From Campfire to Stage Light:

1630

CIAF Fashion Performance:

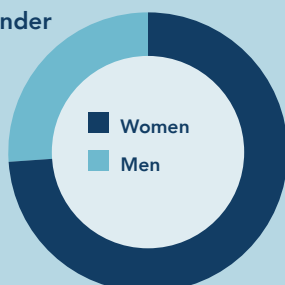
1083

TOTAL: 5,842

SOCIAL MEDIA REACHED
MORE THAN
30 COUNTRIES

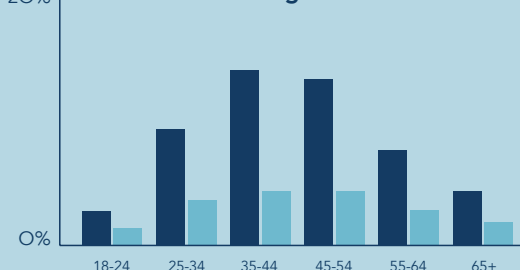
AUDIENCE

Gender



20%

Age



DIGITAL CONTENT ENGAGEMENTS

(January-July)

SALES

Art Sales:
\$1,015,029

Ticketed Events:
\$80,547

Merchandise
\$1035

TOTAL: \$1,096,611



87,371
Instagram

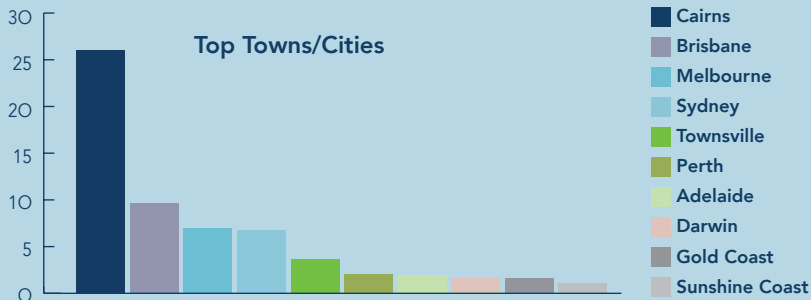
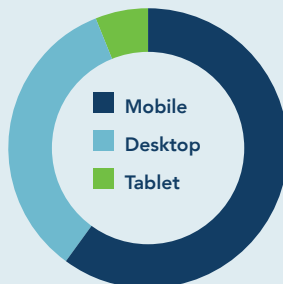


545,075
Facebook



26,000 (386.4% increase)
CIAF Websites
Page Views

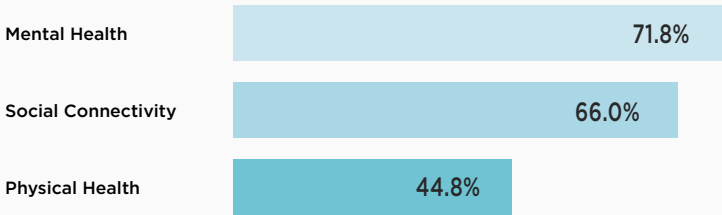
DEVICE VIEWS





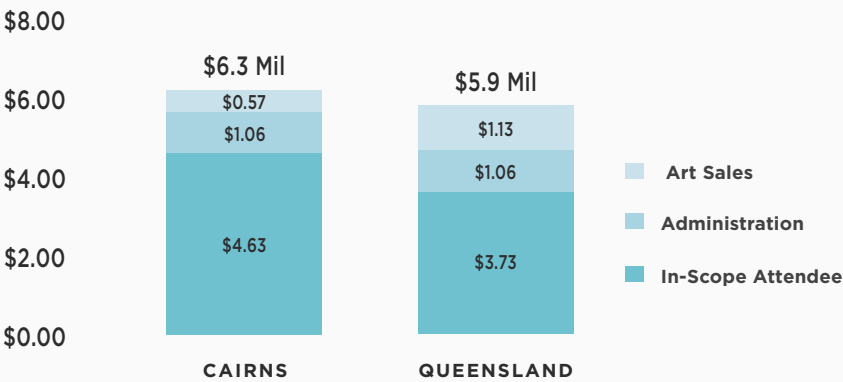
Key Findings

POSITIVE HEALTH BENEFITS



Those who engage with CIAF strongly identify with the Mental (72%) and Social (66%) health benefits through attending and participating in the event

IN-SCOPE DIRECT EXPENDITURE (\$ MIL)



Overall, CIAF generates total in-scope spending of \$6.3 mil annually for Cairns and \$5.9 mil for Queensland. This measure includes in-scope expenditure by attendees, volunteers, artists, performers, exhibitors, sponsors and CIAF.

IN-SCOPE ECONOMIC CONTRIBUTION

\$6.2 Mil

**TOTAL VALUE
ADDED ECONOMIC
CONTRIBUTION TO
CAIRNS**

59 FTE Jobs

\$7.0 Mil

**TOTAL VALUE
ADDED ECONOMIC
CONTRIBUTION TO
QUEENSLAND**

64 FTE Jobs

The total in-scope expenditure generated by CIAF is responsible for creating a value-added economic contribution of \$6.2 mil for Cairns and \$7.0 mil for Queensland. Overall, the expenditure generated by CIAF results in a total full time equivalent (FTE) employment impact of 59 jobs in Cairns and 64 jobs in Queensland.

BENEFIT ANALYSIS

\$8.3 Mil

**VALUE OF
BENEFITS
(CAIRNS)**

\$10.9 Mil

**VALUE OF
BENEFITS
(QUEENSLAND)**

The estimated broader annual in-scope benefits delivered by CIAF including both economic and social value amounts to \$8.3 mil for Cairns and \$10.9 mil for Queensland.



Colyn Huber
LOVEGREEN PHOTOGRAPHY

2023 – A S N A P S H O T

Leading into 2023, the CIAF team are excited to bring together the vision of our incoming Artistic Director, Francoise Lane. However, CIAF will not be turning our back on the successes of 2020, 2021 and 2022 and will continue to deliver online content available to those unable to travel to Cairns, Queensland. We appreciate that for many, going forth, travel may remain hindered and also, unaffordable. CIAF is focussed on maintaining the markets explored in 2020 and solidified in 2021/2022, regarding far-reaching art sales, and the new ways people engage with art & cultural events.

Naturally, CIAF's primary focus is to deliver a physical fair and series of satellite events as a means to attract visitors to Cairns and Tropical North Queensland. As always, visitation to CIAF will be crucial to helping revive the tourism industry and related sectors. In delivering our annual series of events, CIAF will emphasise the health of staff, exhibitors and attendees, in light of the lingering threat of COVID-19. As tourism and travel to the region is thriving again, CIAF continues to work with health authorities and within government regulations as to how to ensure the safety of our stakeholders.

CIAF will be bigger and better than in previous years. Literally, in the sense that CIAF will be re-activating the Cairns Convention Centre, street-scapes and public spaces, but also several venues across Cairns. CIAF will bring the Cairns CBD to life and showcase the newly refurbished, world-class venues that tropical Cairns now boasts.

CIAF continues its commitment to artistic excellence by maintaining existing relations with current artists and exhibitors alike, whilst also exploring opportunities for new exhibitors to be part of the fair, as well as granting artistic space for larger and more ambitious works of art.

Keep up to date on announcements and news – including programming announcements – via our website, Facebook and Instagram profiles and newsletter.



Photo by Paul Furse, FrontRow Foto

OUR PEOPLE

GOVERNANCE

CIAF Patron is the Governor of Queensland, Her Excellency the Honourable Dr. Jeannette Young AC PSM, and Patron First Nations is Prof. Henrietta Fournmile-Marrie AM, who is a prominent Gimuy Walubara Yidinji Traditional Owner.

The CIAF Board is comprised of highly respected cultural, business and political leaders, who bring significant experience and a broad skill base to the governance of the organisation.

PATRONS



Her Excellency the
Honourable
Dr. Jeannette Young
AC PSM

**GOVERNOR OF
QUEENSLAND,
PATRON**



Prof. Henrietta
Fournmile-Marrie AM

**PATRON FIRST
NATIONS**



Yuru Camp Grounds, Gertie Deeral, 2022. Michael Marzik Photography



OUR PEOPLE

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

Leitha Assan

Curator, Cultural & Community Leader

Vicki Saylor

Community Advocate, Public Speaker & Performer

STAFF

Janina Harding / Francoise Lane

Artistic Director

Darrell Harris

General Manager

Wanda Weatherall

Office Manager

India Collins

Exhibitions Manager

Jack Wilkie-Jans

Marketing & Communications Manager

Renee Harris

Productions Manager

Megan O'Toole

Project Manager

Jaivan Bowen

Events Manager

Teho Ropeyarn

Curatorial Associate

Gavin King

Partnerships Specialist

Assistants

Ebony Doyle, *Partnerships Assistant*

Catherine Curnow, *Exhibitions Assistant*

Luke Schriber, *Production Assistant*

Fashion Creatives

Lynelle Flinders (Curator)

Hans Ahwang (Choreographer)

The Photo Corner (Photographer)

Publicity

Pip Miller PR

Photography and videography Blueclick

Photography

FrontRow Photography

Ben McKay Photography

Michael Marzik

Lone Star Production

PhiSch Creative

Collectors and Curators Program managers

Teho Ropeyarn

Tony Albert

Trainees

Keenan Reading

Tei-ri Whaleboat

Allira Hollingsworth

Jessica Grainer

Design

Auxiliary Design

Impress Art



DONATE TO CIAF

CIAF is a public interface for Indigenous artists from around the state, providing an opportunity to extend their skills, promote their culture, and sell art work in an ethical environment. The event offers participants and visitors a celebratory and authentic experience of Indigenous cultural exchange, presenting an integral element of life in Queensland.

Yes, I'd like to give!

I would like to make my tax-deductible gift of

☐ \$100 ☐ \$200 ☐ \$500 ☐ \$1,000 ☐ \$5,000 ☐ Other amount \$.....

Name*:.....

**Exactly as you would like it to appear in the Cairns Indigenous Art Fair Annual Report acknowledgements.*

Street Address/Postal Address

City/State/Postcode

Phone

Email

☐ tick if you do not want to receive regular communications from us

☐ I would like to leave a bequest to the Cairns Indigenous Art Fair, please contact me

☐ Cheque (Please make cheques payable to *Cairns Indigenous Art Fair Limited*)

☐ Credit card ☐ Visa ☐ Mastercard ☐ Amex

Name on card

Card Number

Expiry date / CVV #

Signature

☐ Direct Debit

Cairns Indigenous Art Fair Limited BSB: 064-804 Account: 1381 2686

Please let us know if you are making a direct deposit so we can ensure that your gift is acknowledged.

Please quote CIAF and your name as the reference.



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



Queensland Government

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.



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 Program and the Indigenous Contemporary Music Program

MAJOR PARTNERS



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Veronica Sagredo, Blueclick Photography, 2022

CAIRNS INDIGENOUS ART FAIR

AUSTRALIA'S PREMIER INDIGENOUS ART FAIR

13 – 16 July 2023
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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