

IMPACT REPORT

11 - 13 JULY 2025



CIAF acknowledges all Traditional Owners and Custodians of the lands, waters, and seas on which our team work and live, upon which our events are held and from where artworks we showcase originate, paying respect to their Elders, past and present.

Images: Projection Art by Cathy Snow (front cover) & Jones Holroyd (Pormpuraaw Arts Centre) (back cover). CIAF 2025 After Dark Program. Photographs: Blueclick Photography.

Tanika Parker wearing collection by Wudan (Amy) Neal. CIAF 2025 Fashion Performance: *Look & Listen*. Photograph: Romy Photography.

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CIAF CAIRNS INDIGENOUS ART FAIR

The Cairns Indigenous Art Fair (CIAF) is Australia's premier First Nations-led art fair and cultural celebration, held annually on Gimuy Walubara Yidinji Country in Gimuy/Cairns, Queensland.

Since 2009, CIAF has grown into a world-class platform showcasing the richness and diversity of Aboriginal and Torres Strait Islander art and culture, from rainforest to reef, desert to freshwater. More than an art fair, CIAF is a movement: a catalyst for truth-telling, cultural exchange, and contemporary expression across visual art, performance, music, fashion, and storytelling.

Distinctly Queensland yet globally significant, CIAF is renowned for its ethical art marketplace and immersive experiences that attract collectors, curators, and audiences from around the world. In 2024, CIAF contributed more than \$9 million to Queensland's economy while creating transformative opportunities for thousands of Indigenous artists.

Looking toward the Brisbane 2032 Olympics and beyond, CIAF is committed to strengthening Queensland's First Nations arts sector, expanding global connections, and shaping the future of Australia's cultural identity.

Image: Gab Titui, CIAF 2025 Artisans Showcase. Photograph: Studio Sol by Alicia Jade.



ARTISTIC VISION

CULTURE. COUNTRY. CONTEMPORARY. WORLD-CLASS.

More than an art fair – CIAF is a cultural movement, a gathering of truth, tradition, innovation and global vision.

CIAF transcends the conventional boundaries of art fairs by offering a sensory and spiritual experience – from visual arts and fashion to performance, music and deep cultural exchange.

CIAF's 2025-2028 vision is underpinned by our demonstrated commitment to the Queensland contemporary Indigenous arts movement, the celebration of First Nations arts and culture, the provision of an ethical marketplace and creating economic opportunities for First Nations peoples.

CIAF's artistic vision has eyes firmly fixed on the Cultural Olympiad and Olympics of 2032 and CIAF's integral role of being the source for Queensland's most outstanding First Nations creatives and organisations.

Teho Ropeyarn, CIAF Artistic Director



CIAF Artistic Director, Teho Ropeyarn speaking at CIAF 2025 Opening Night. Photograph: Blueclick Photography.



Image: Dhamuw Koedal Dancers, CIAF 2025 Closing Ceremony. Photograph: Blueclick Photography.

2025 IMPACT

Returning to its spiritual home at the Tanks Arts Centre, Cairns Indigenous Art Fair (CIAF) 2025 was hailed a record-breaking success, drawing **14,909 spectators** across four vibrant days of art, culture and connection.

Guided by the powerful theme *Pay Attention!*, the 16th edition began with a sell-out Opening Night and culminated in a packed Closing Ceremony, generating **\$4.46 million in direct and incremental expenditure** and a **\$6.19 million gross economic stimulus** for the Gimuy/Cairns region.

\$936K

INVESTMENT BACK TO
ARTISTS & PERFORMERS

\$71K

INVESTMENT BACK TO
INDIGENOUS BUSINESS

\$4.8M

DIRECT & INCREMENTAL
EXPENDITURE

\$6M

GROSS ECONOMIC
STIMULUS



Image: Alick Tipoti, CIAF 2025 Art Fair Showcase booth. Photograph: Blueclick Photography.

A CELEBRATION OF FIRST NATIONS CULTURE

"...I was once in the Sydney Biennale, and it was because of CIAF... It opens up big opportunities... the people that come through... it exposes you big time. Sometimes I think you na [don't] have to go overseas to get exposed, you mutha [must] come [to] CIAF."

Alick Tipoti / Zugub

Torres Strait Islander artist, linguist, and activist of the Kala Lagaw Ya people, from Badu Island, in the Zenadh Kes.



\$414K

ART FAIR SHOWCASE
TOTAL ESTIMATED
SALES

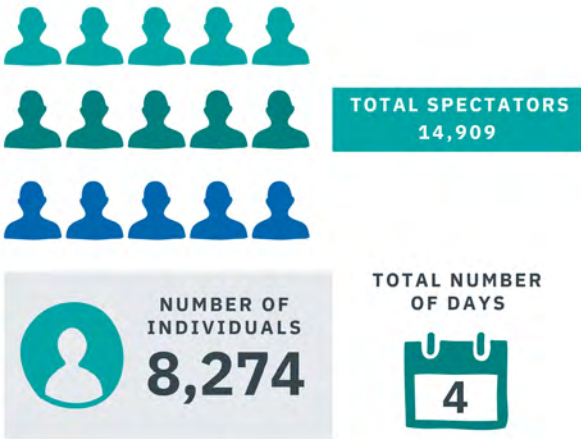
30+

ART FAIR EXHIBITORS

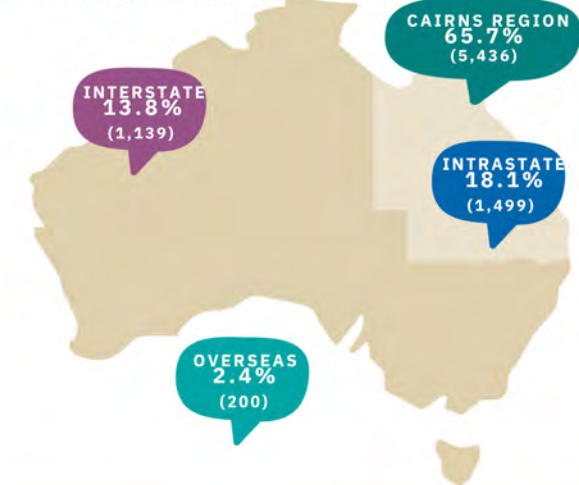
Melanie Hava Art. CIAF 2025 Art Fair Showcase booth. Photograph: Studio Sol by Alicia Jade.

2025 IMPACT

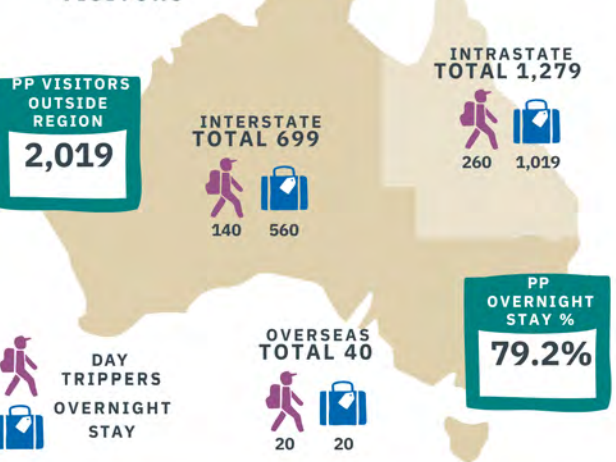
ATTENDANCES



VISITOR ORIGINS



PRIMARY PURPOSE VISITORS



DIRECT VISITOR NIGHTS

	CAIRNS REGION	OTHER QUEENSLAND	AVERAGE NIGHTS IN QUEENSLAND
INTRASTATE VISITORS	5,410	333	5.6
INTERSTATE VISITORS	4,154	380	8.1
OVERSEAS VISITORS	40	0	2.0
TOTAL	9,604	713	6.5
TOTAL DIRECT VISITOR NIGHTS IN QUEENSLAND			10,317

VISITOR DAY TRIP EXPENDITURE



OVERNIGHT VISITOR EXPENDITURE

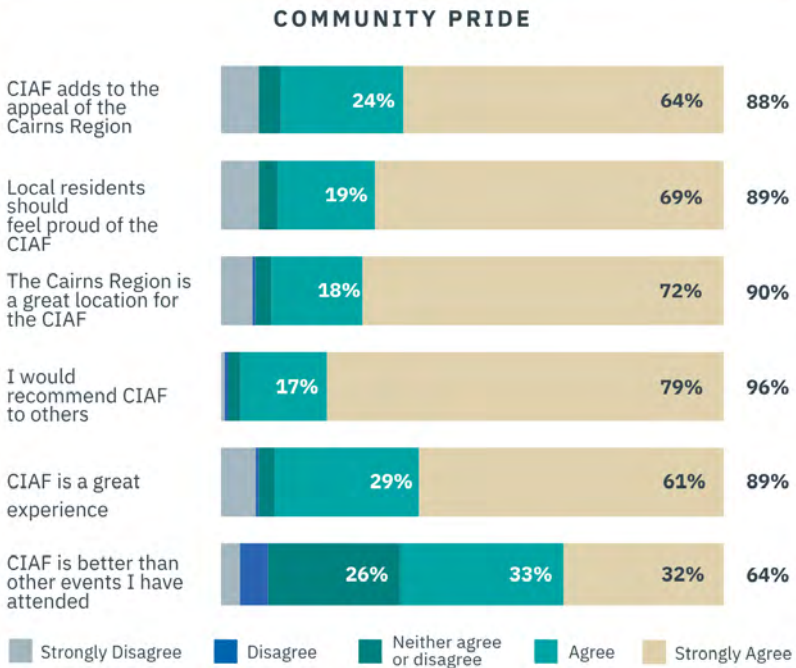
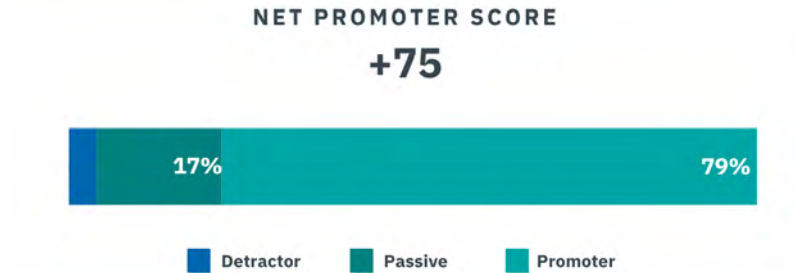
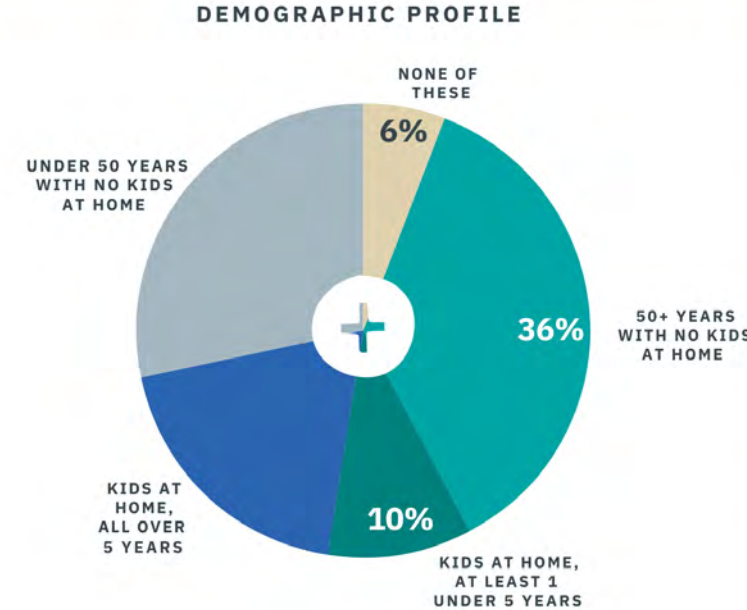




\$281K
ARTISANS SHOWCASE
TOTAL ESTIMATED
SALES

48
ARTISAN SHOWCASE
STALLHOLDERS

Sonia Pallett, CIAF 2025 Artisans Showcase. Photograph: Studio Sol by Alicia Jade.



AT A GLANCE

+ Across the 4 days Cairns Indigenous Art Fair attracted 8,274 individuals who attended or participated in one of the Cairns Indigenous Art Fair events.

+ Cairns Indigenous Art Fair generated direct and incremental expenditure of \$4,461,245 attributable to the Cairns Region economy and \$4,661,705 attributable to the Queensland economy.

+ Cairns Indigenous Art Fair was responsible for generating 9,604 visitor nights in Cairns Region. The majority of these nights were generated by intrastate visitors (5,410).

+ In total, \$2,859,008 was spent by overnight visitors who stayed more than 40km from their normal place of residence.

+ Overall, the event generated \$6,195,774 in Gross Expenditure Stimulus. This considers all attendee spending, including non-in-scope attendees and the event organiser.

CIAF ART AWARDS

The CIAF Art Awards offers the largest prize pool for First Nations artists in Queensland. These awards play a key role in supporting the professional development of Aboriginal and Torres Strait Islander artists, providing recognition for their innovation and excellence while helping to elevate their careers on national and international platforms.

In 2025, the CIAF Art Awards awarded **\$60,000 across six categories**.

Image (below) : Premier's Award for Excellence winner Bernard Singleton Junior (centre) with CIAF Art Award Judges: Sebastian Goldspink, Jack Wilkie-Jans, Rebecca Ray (L-R), amongst Singleton's 2.7m commanding wood carving, *Offering* (2025). Photograph: Blueclick Photography.



THE PREMIER'S AWARD FOR EXCELLENCE - \$25,000

prize awarded to the artist for most outstanding work
Awarded to Bernard Singleton (Yakal Creatives), *Offering* (2025)

ART CENTRE AWARD - \$10,000

awarded to most outstanding response to the CIAF annual theme for the Art Fair, by a Queensland Indigenous Art Centre.
Awarded to Hopevale Arts & Culture Centre

INNOVATION AWARD - \$10,000

awarded to the artist who presents an innovative experience through medium, narrative or practice.
Awarded to Alick Tipoti, *Mawaw Danaka* (2025)

3D DESIGN, SCULPTURE & INSTALLATION AWARD - \$5,000

awarded to the artist whose sculptural work engages & installation and provokes the viewer directly as they walk around it, look over it, through or into it.
Awarded to Kyra Mancktelow (represented by N. Smith Gallery)

EMERGING ART AWARD - \$5,000

awarded to an early-career artist with the strongest work.
Awarded to Roy Gray (Bunda Art), *Syriacarpia Gloulifera (Turpentine/Gulumbi)* (2025), created in collaboration with Jo Ann Beikoff 'Milba' and represented by NorthSite Contemporary Arts.

PEOPLE'S CHOICE - \$5,000

awarded to the artist whose work receives the most votes by the general public attending the CIAF Art Fair.
Awarded to Dylan Sarra, *Native Police Spears* (2025), represented by Mitchell Fine Art

\$60K

ART AWARD PRIZE POOL

6

AWARD CATEGORIES

Emerging Art Award (Sponsored by Energy Queensland) award-winning work by Roy Gray (Bunda Art) for *Syriacarpia Gloulifera* (Turpentine/Gulumbi), 2025, created in collaboration with Jo Ann Beikoff 'Milba' and represented by NorthSite Contemporary Arts, CIAF 2025 Art Fair Showcase booth. Photograph: Blueclick Photography.



20

ARTIST-LED TALKS

250

PARTICIPANTS



CIAF CAIRNS
INDIGENOUS
ART FAIR

"CIAF has platformed a First Nations art movement totally unique to anywhere in the world, let alone Australia.

Why it keeps coming and being successful is because there are more independent & emerging artists here; CIAF unearths and brings them to the fore.

Hands down, nothing like it."

Jack Wilkie-Jans
Waanyi, Teppathiggi and Tjungundji man; artist,
Aboriginal affairs advocate & curator of the 2025
CIAF Talks Program

Archie Moore speaking about his work *kith & kin* (awarded the Golden Lion for Best National Participation at La Biennale de Venezia 2024), CIAF 2025 Talks Program: *Mark Makers*. Photograph: Blueclick Photography.



Dylan Sarra, *Gulmari Shields (Burnt Series)* (series of 13), in situ at CIAF 2025. Photograph: Michael Marzick.

DYLAN SARRA - *Gulmari Shields*

When Taribelang/Gooreng Gooreng artist Dylan Sarra debuted *Gulmari Shields (Burnt Series)* at CIAF 2025, it was immediately recognised as a powerful act of truth-telling, embodying the 2025 theme *Pay Attention!* and the resilience and resistance of Queensland's First Peoples.

The installation of 13 hand-carved timber shields, painted with natural ochres sourced from Country, reflects the violent erasures of the late 1800s and the enduring strength of cultural survival. Burnt and marked with weapon strikes, the shields are "battle-worn and burnt, but not gone."

Represented by Mitchell Fine Art, Sarra was also named CIAF's 2025 People's Choice Award (\$5,000, sponsored by Torres Strait Regional Authority) winner, before his work was later acquired by the Australian War Memorial in Canberra, a landmark acknowledgement of both the artist and the significance of Queensland's First Nations stories in national collections.

For CIAF, Dylan's success represents the heart of our mission: catapulting artists and amplifying their stories which are reshaping the Australian narrative through truth, culture, and creative excellence.



"CIAF is QLD's signature First Nations art fair. It is largely about making connections & reconnections, as well as displaying art for potential buyers. This year's CIAF, returning to its roots, was the most successful for our mob, ever... not just because we had a healthy turnover, but because of friendships created, re-established & continuing."

Artisans Showcase Exhibitor
CIAF 2025 Annual Survey Feedback

Art Centre Award (sponsored by Cairns Regional Council) winning works by Wanda Gibson, Pearl Deemal, Doreen Hart, Esmae Bowen, Tanielle Nuggins, Melanie Gibson, & Gertie Deeral in the Hopevale Arts and Culture Centre booth at CIAF Art Fair Showcase (Tank 4). Photograph: Blueclick Photography.



"I had an absolute ball at CIAF. I went to the Opening Night, Archie Moore's talk, and the talks program on Saturday morning, as well as walking through the fair, meeting with artists, enjoying the performances and music, and having my heart filled watching all of the little ones engaging in Lia Pa'apa'a's beautiful activities. I saw the exhibitions at NorthSite, CAG, the Courthouse and Mulgrave Gallery, and it was all fantastic."

Karen Le Roy
Manager, International Arts Investment, Creative Australia

Nathaneal Edwards (JigirrJigirr) CIAF 2025 Art Fair Showcase booth. Photograph: Michael Marzick.

ON COUNTRY VIP



Image: Karen Shuan (represented by Yalanji Arts, Mossman Gorge), CIAF 2025 Art Fair Showcase. Photograph: Michael Marzick.

ON COUNTRY VIP COLLECTORS PROGRAM

The CIAF On Country (VIP Program) allows moments to reset, connect, and be immersed in the art and culture and Country in Tropical North Queensland.

This program has successfully elevated the careers of countless CIAF artists, designers, and performers, transcending their career status to highly sought-after contributors to Australia's cultural fabric.

Participants are privy to the utmost cultural output (including visitor and culinary experiences), insights and interactions with artists, and previews of exhibitions and works (such as the Art Fair and Artisans Showcase) – including buying advantages.

The program fosters a holistic understanding of art as a cultural expression by taking participants directly to the artists in their studios and/or on Country, where they also meet with community-based cultural practitioners and lore-holders to connect and understand the landscape that inspires the types of art presented at the Fair.

MARKETING

Authentic storytelling and high-impact, curated visual assets amplified the voices of Queensland's First Peoples locally, nationally and internationally.

30K

FOLLOWERS

341K

TOTAL REACH

35.7K

TOTAL INTERACTIONS

1.8M

PROFILE VIEWS

990+

PIECES OF CONTENT

Jan - August 2025 social media growth (Facebook, Instagram & LinkedIn)

Image: CIAF Artistic Director, Teho Ropeyarn (middle) with CIAF Ambassadors (L-R) Talicia Minniecon (Mob Made Media & Communications), Samara Barlow-Fukofuka, Manny Williams & Georgia McGrath at CIAF 2025. Photograph: Lewis James Media.



CIAF's digital presence soared in 2025, with more than 1.8 million views and 30,000 followers across platforms. The inaugural Ambassador Program, led by cultural content creator Talicia Minniecon, brought roving interviews, behind-the-scenes content, and community voices to a global audience.

CIAF's key marketing goals were to:

- Centre First Nations excellence, leadership and truth-telling
- Champion remote and regional cultural practice
- Strengthen national and international visibility
- Foster economic, cultural, and community outcomes

With bold, place-based branding and a digital-first strategy, the 2025 campaign highlighted the diversity of Queensland's First Peoples, their landscapes, and lived experiences, positioning CIAF as a leading platform for contemporary First Nations art and culture.

CIAF

CAIRNS
INDIGENOUS
ART FAIR

9 - 12 JULY 2026
TANKS ARTS CENTRE

Sneak peek of *Reclamation & Regeneration* (hero artwork and digital animation) by
Tarquin Singleton and Red Ochre Collective. CIAF 2026 commission.



LOOKING AHEAD...



CIAF 2025 Opening Night. Photograph: Blueclick Photography.

2026 & BEYOND

CIAF is where Queensland's First Peoples converge to share culture, shape contemporary practice, and lead the global arts conversation.

Looking ahead to 2026, CIAF will return to the Tanks Arts Centre from 9-12 July under Artistic Director Teho Ropeyarn's curatorial vision, *Reclamation & Regeneration*.

Following the success of the 2025 season, CIAF will continue to strengthen partnerships, expand digital storytelling, and grow opportunities for artists through initiatives such as the Brand Ambassador Program and *Friends of CIAF* membership model. These initiatives are designed to foster long-term cultural, social, and economic outcomes, ensuring CIAF remains both a platform for artists and a movement for community.

As we enter this next chapter, CIAF invites supporters, partners, and patrons to walk with us. Together, we can continue building a future where the stories, voices, and creative brilliance of Queensland's First Peoples resonate across the nation and the world.



Image: Gilly Abram wearing collection by Hope Vale Art Centre + OUT. Photograph: Romy Photography

Reclamation & Regeneration

CIAF 2026 presents *Reclamation & Regeneration* as the theme which honours the enduring strength, vitality and creativity of Queensland's First Nations peoples.

Reclamation is the active retrieval of what was taken, lost, archived or forgotten; whilst *Regeneration* is the renewal and transformation of that knowledge into vibrant, living cultures. Together, they form a cycle of cultural survival, resurgence and innovation.

Reclamation speaks to a return to Country, to memory, and to stories passed down through generations. It is an act of resistance and resurgence by reclaiming space through expressions of language, cultural identity and spiritual connection. It confronts the dispossession and disruption of peoples from Country and the environment, while addressing the threats posed to our cultural expressions, belief systems, and visual languages and iconography.

Regeneration builds upon the foundational work of *Reclamation*; it breathes new life into repossessed knowledges. It is a creative force that sustains cultural identity through intergenerational exchange, innovation and healing. *Regeneration* nurtures the land and spirit, and imagines futures rooted in healing and transformation.



Reclamation is the active retrieval of what was taken, lost, archived or forgotten; whilst Regeneration is the renewal and transformation of that knowledge into vibrant, living cultures. Together, they form a cycle of cultural survival, resurgence and innovation.

These themes are not static, they are living, breathing processes. They honour the past, empower the present and shape the future of First Nations art, cultures, families, and community. CIAF 2026 invites artists (as cultural practitioners), curators, critics, and audiences alike to engage deeply and honestly with *Reclamation & Regeneration* as demonstrations of First Nations' perspectives and as acts of healing and creative regeneration.

CALLS TO ACTION FOR ARTISTS

Your art can be bold or quiet, traditional or new. It can be a way to heal, to teach, to remember, or to dream. Through *Reclamation & Regeneration*, CIAF 2026 invites you to share your truth, your ideas and your vision within safe surrounds and with unfettered passion.

- Consider reviving language in your work by titling all artworks in language for CIAF 2026. Artists are encouraged to research your people's language through appropriate channels and also by speaking to your Elders and knowledge holders.
- Revisit Country to engage in ways that take on a new approach to making, creating and to be inspired from other elements of life and experiences that can inform your practice.
- Consider researching other ideas and elements based on the sub themes to obtain new information about your clan, people and culture that may have been lost to history, not allowed to practice, and is appropriate to use in your artwork to inspire new ways of making.
- Consider cultural education for the wider public by asserting spirituality and protocols relating to your people in your work.
- Explore other ways of presenting a story, practice or life experience by cultivating new artistic expressions and igniting future imaginations to innovate and transform art and culture.

Together, *Reclamation & Regeneration* invites exploration of the following areas of practice:

WELCOMES TO COUNTRY:

Reclaiming ceremony and asserting cultural protocols and rights.

SPIRITUALITY:

Reinvigorating authentic belief systems and ancestral connections.

RECLAIMING SPACE:

Asserting First Nations presence in public and creative domains and discourse.

REVIVING LANGUAGE:

Revitalising First Nations languages as vessels of identity and knowledge.

CULTURAL IDENTITY AND DESIGNS:

Reclaiming and evolving traditional aesthetics, symbols and expressions pertaining to your direct clan traditions.

CLIMATE JUSTICE:

Responding to environmental disruption and advocating for the protection and regeneration of Country.

THE FIVE GREAT ELEMENTS:

Highlighting the importance of our natural elements; Earth, Water, Fire, Air, and Sky/Space as Country, and to support healing.

HEALING AND WELLBEING:

Revisiting medicinal properties of traditional food and cultural ways of propagation.

Emerging Art Award (Sponsored by Energy Queensland) award-winning work by Roy Gray (Gundji Art) for *Syncearpa Biquiliara* (Turpentine/Gulumbil, 2025, created in collaboration with the late Rukoff Milbe and represented by NorthSide Contemporary Art). CIAF 2025 Art Fair Showcase Booth. Photograph: Blueclick Photography.



OUR VALUED SUPPORTERS

Arts Queensland

Arts Queensland provides strategic support for CIAF's operations and regional engagement through programs including the Queensland Arts Showcase Program (QASP), Touring Queensland Fund Grow and the First Nations Commissioning Fund. Arts Queensland also sponsors the Premier's Award for Excellence, valued at \$25,000.

Creative Australia

Creative Australia is a principal funder of CIAF's annual operations and provides support through the Flourish: First Nations Fashion and Textiles Fund.

Tourism and Events Queensland

TEQ supports CIAF through the Queensland Destination & Events (QDEP) & Elevate Indigenous Events Fund (EIEF) programs, helping drive visitation, strengthen marketing reach & showcase Queensland's unique cultural tourism offering.

Torres Strait Regional Authority

TSRA supports CIAF's engagement with Torres Strait Islander artists and communities and proudly sponsors the \$5,000 People's Choice Award.

Tim Fairfax Family Foundation

CIAF is supported by the Tim Fairfax Family Foundation and receives funding from Creative Australia through the Australian Cultural Fund.

Office for the Arts

CIAF receives support from the Australian Government through the Indigenous Visual Arts Industry Support (IVAIS) program & Indigenous Languages and Arts Program (ILAP).

Cairns Regional Council

Cairns Regional Council provides vital operational funding and sponsors the \$10,000 Art Centre Award, reinforcing CIAF's role as a cornerstone cultural event for the region.

QIC

QIC's partnership expanded CIAF's reach, providing over \$25,000 in in-kind advertising support and enabling staff participation at the Darwin Aboriginal Art Fair (DAAF).

Cairns Airport

As the gateway to Gimuy, Cairns Airport supports CIAF through sponsorship and in-kind advertising, welcoming visitors from across Australia and beyond.

Ports North

Ports North, a longstanding CIAF partner since the event's origins at the Cruise Liner Terminal, proudly sponsors the \$5,000 3D Design, Sculpture and Installation Award.

Terri Janke & Company

Terri Janke joined CIAF's *Mark Makers* Talks Program and sponsored the \$10,000 CIAF Innovation Award, celebrating leadership in cultural and creative enterprise.

TPG Architects

TPG Architects have been unwavering supporters of the event since 2009, contributing site design and planning.

Indigenous Art Centre Alliance

IACA works closely with CIAF to strengthen industry networks, and representation for Queensland's remote and regional Aboriginal and Torres Strait Islander art centres.

Indigenous Art Centre Alliance

IACA works closely with CIAF to strengthen networks, advocacy, and professional representation for Queensland's Aboriginal and Torres Strait Islander art centres.

POA

POA provided in-kind digital and billboard advertising, helping CIAF connect with drive audiences across Queensland.

Energy Queensland (Ergon Energy)

Energy Queensland (Ergon Energy) proudly sponsored the CIAF 2025 Art Awards, contributing \$5,000 to support excellence and innovation in Queensland's visual arts sector.

Preston Law

A valued partner, Preston Law provides expert legal support to CIAF, overseeing all contracts and agreements with integrity and precision.

IAS Fine Art Logistics

With IAS Fine Art Logistics' support, CIAF continues to present ambitious exhibitions with the highest standards of transport, handling, and installation across showcase venues.

Tanks Arts Centre

The Tanks Arts Centre, CIAF's birthplace, proudly returned as venue partner in 2025, providing a culturally immersive setting on Gimuy.

Accor Hotels

As CIAF's accommodation partner, Accor Hotels provided sponsored stays for artists, arts workers, and staff, ensuring a welcoming experience for visitors and participants alike.

VAULT

VAULT supported CIAF through editorial coverage and in-kind advertising, amplifying the national visibility of Queensland's First Nations artists and curators.



Samala Thakiale Cronin (MumRed) during her CIAF 2025 Masterclass: *From Fur to Feathers - Making Bags with MumRed*. Photograph: Lewis James Media.

CIAF Board Deputy Chair, Leitha Assan, speaking during the CIAF 2025 On Country VIP Program. Photograph: Romy Photography.

THANK YOU FOR YOUR ONGOING SUPPORT

"As we approach the end of 2025, I would like to take a moment to express my gratitude for your unwavering dedication and hard work at CIAF. We are proud of our 2025 partnership with you and all the fantastic achievements you've accomplished this year."

Justin Welfare
QIC First Nations Affairs Lead

FOUNDATION PARTNERS



MAJOR PARTNERS



PROGRAM PARTNERS



VENUE PARTNERS



CIAF ART AWARDS SPONSORS



SUPPORTING PARTNERS



MEDIA PARTNERS



ACCOMMODATION PARTNERS



CIAF 2025 Team and Tanks Arts Centre Team. Photograph: Lewis James Media.



CONTACT INFORMATION

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