

CIAF

**CAIRNS
INDIGENOUS
ART FAIR**

**ANNUAL
REPORT
2023**

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



Luther Cora, Flora and Fauna Giara White Cockatoo (My Daughtert) 1/3, 2022

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Leading the growth of
First Nations arts and
culture in Queensland.

PURPOSE

We provide platforms for deep community engagement, cultural sharing, social and economic opportunity and expansive growth for Queensland's First Nations arts and culture.

VISION

A strong, connected and vibrant First Nations arts and culture sector and industry in Queensland creating opportunities culturally, creatively, socially and economically across generations from our local and regional to our national and global communities.

VALUES

AUTHENTICITY

Create an ethical marketplace that will educate audiences through First Nations knowledge and control and personal engagement with the artists.

CONNECTION TO CULTURE AND COUNTRY

Critical for First Nations artists and communities for cultural maintenance and innovation and the development of diverse artistic practices for artistic and cultural expression.

LEGACY

Provide artists with opportunity to build their careers by showcasing new work and building connections and opportunities in the national and international arts sectors.

ETHICAL

Maintain an ethical business model that supports artists and their communities through selling works and other commercial outcomes and enabling financial return to artists and the viability and sustainability of CIAF.

VIBRANCY

Connecting a world-class marketplace and opportunities for cultural exchange, and collaboration that inspires locally, regionally, nationally and globally.

EQUITY

Promoting creative leadership by First Nations Peoples through employment, professional development, and community capacity building.

MESSAGE FROM CAIRNS INDIGENOUS ART FAIR ARTISTIC DIRECTOR

After being handed the reigns as Artistic Director in 2022 following some 8 years of visionary creative leadership by Janina Harding, CIAF continued to build upon its position as a nationally unique Aboriginal and Torres Strait Islander arts event during 2023. Our focus remains clear: driving economic opportunity and development, education and cultural collaboration and exchange for Queensland's Indigenous artists and communities. Under my artistic leadership, CIAF's values of authenticity, connection to culture and Country and equity will continue to be intentionally considered in our programming. True to form, CIAF 2023 captured the diversity of Queensland's Aboriginal and Torres Strait Islander arts and culture through the wide participation of Indigenous Art Centres, independent artists and as represented by participating gallerists and arts organisations.

CIAF is owned by many; the Indigenous Art Centres, the independent artists, the galleries and arts organisations representing Indigenous Artists, cultural practitioners, performers, creative storytellers and writers, traditional dancers and musicians. It is the commitment of Indigenous creative communities to participate in CIAF which allows visitors to experience and be immersed in the distinct and diverse cultures from across the State. To you all, I express my heartfelt thanks.

As part of CIAF's return to the Cairns Convention Centre in 2023, we began the process of Indigenising key aspects of the venue to create culturally safe and welcoming spaces, including a new Art Fair exhibition plan with additional circulation pathways, increased sight lines.

Standouts of CIAF 2023 were the Premier's Award winner Janet Koongotema, who as an Elder produced the most beautiful acrylic on canvas painting which speaks deeply to her relationship with Country, and the opening night performance of Marliya (choir). The inaugural Urban BLAKtivation was added to the Program with an activation of Shields Street within the heart of the Cairns CBD. The Deaf Indigenous Dance Group of Cairns delighted crowds and went on to perform nationally following their appearances at CIAF.

I congratulate and thank the awesome CIAF team, acknowledging that we recognise the privilege and responsibility in our hands to deliver the Fair.

The referendum result in October reverberated throughout the Aboriginal and Torres Strait Islander community across Australia. There is still much to process, which cannot be rushed. CIAF will continue to give voice to the Queensland Indigenous creative community. We look forward to delivering CIAF 2024 at the Cairns Convention Centre from July 25 to 28 and working with the Queensland Aboriginal and Torres Strait Islander creative community and our many partners and stakeholders to deliver an event that makes us all proud to be Australian in celebrating the 65,000-year-old richness of our nations' history.



Francoise Lane
CIAF ARTISTIC DIRECTOR

MESSAGE FROM CAIRNS INDIGENOUS ART FAIR CHAIRPERSON

It is with great pleasure and pride that I present to you the 2023 Annual Report of the Cairns Indigenous Art Fair (CIAF). As the newly appointed Chairperson of the CIAF Board, I am honored to lead an organisation that continues to be a beacon of Queensland's Indigenous art and culture across the nation and, increasingly, internationally. I would like to take this opportunity to express my heartfelt gratitude to the multitude of artists, performers, creative practitioners, stakeholders, supporters, sponsors, and staff who made the 2023 event such a success, with increased sales across all ticketed events, strong art sales figures and flow-on economic benefits to artists and their communities.

Thank you to the dedicated and hard-working members of the CIAF team who contributed their energy and expertise to make the 2023 event such a resounding success. Their commitment to excellence and passion for promoting Indigenous art and culture are truly commendable. I also extend my sincere thanks to our valued government funding partners and corporate sponsors for their continued support and investment in CIAF. Your generous contributions play a vital role in enabling us to fulfill our purpose and reach new heights of success each year.

I would also like to acknowledge the outstanding service of retired CIAF board chairperson Tom Mosby and retired board members Marilyn Miller, Bob Manning OAM, and Gil Mailman. Their dedication, leadership, and invaluable contributions have helped shape CIAF into the esteemed organisation it is today. We are deeply grateful for their tireless efforts and unwavering commitment to advancing the cause of Indigenous art and culture. As we bid farewell to our retiring board members, I am delighted to welcome new additions to the CIAF Board, Tarragh Cunningham and Shavi Kanagaratnam. Their diverse backgrounds, expertise, and passion for supporting Indigenous communities will undoubtedly enrich our board and contribute to the continued success of CIAF.

I take the time to acknowledge CIAF's Creative Producer Renee Harris who was unable to work with the team. We extend our love and prayers to Renee on her road to recovery. I also acknowledge and thank Darrell Harris for his leadership of CIAF during the disruption of the COVID-19 pandemic and positioning the organisation for future growth. In closing, I would like to express my utmost appreciation to all our supporters, sponsors, volunteers, artists, and attendees who contribute to making CIAF a truly extraordinary celebration of Indigenous art and culture. With your continued support, I am confident that CIAF will continue to thrive and inspire for many years to come.

Bianca Beetson
CIAF CHAIRPERSON



PROGRAM & EVENTS

2023 THEME

The Cairns Indigenous Art Fair released a rich and thought-provoking theme to guide and shape creative responses to reflect Queensland's two distinct Indigenous cultures and the topic of 'sovereignty' for the 2023 event.

Delivering on the theme from both traditional and contemporary perspectives, CIAF's 2023 theme *Weaving our Future: Claiming our Sovereignty* was styled by the organisation's Artistic Director, Francoise Lane, in her first CIAF in the role.

Ms Lane said the messaging behind it raised the broader, national consciousness of Queensland's First Peoples and the issues, conversations and experiences that shape their narratives.

"CIAF's 2023 theme both inspired and harnessed the sentiments of Queensland's Aboriginal and Torres Strait Islander artists in a manner both apt and timely, while leveraging an established event platform which encourages meaningful cultural and artistic exchange," Ms Lane said.

"Weaving our future: claiming our sovereignty overarched every program item. The voices of First Nations people are as diverse as the Nations across Australia, and distinct as the Clans across Queensland.

Expressing sovereignty can be a provocative political art piece, or the soft but culturally assured practice of sourcing natural dyes from Country to create fine art pieces on paper or dyes on cloth. Weaving our future may be expressed in the past informing the present, to weave a self-determined future."



CIAF 2023 Art Market

ART FAIR AND ART MARKET

The 2023 Art Fair and Art Market was another hugely successful event, generating significant attendance and sales figures with an improved layout at the Cairns Convention Centre.

The Art Fair featured 11 art centres, two commercial galleries, 5 independent galleries and 10 independent artists, while the Art Market hosted 60 stalls.

Record sales were achieved in 2023 with over \$1 million dollars in income generated for artists including art sales, artist fees and commissions.

Notable acquisitions from the event included artist Susan Rey's hand-painted piano by the Queensland Performing Arts Centre, Andy Duffin Bicornual basket by the National Gallery of Victoria, the Sydney Powerhouse Museum's acquisition of Townsville artist Gail Mabo's mixed media wall installations and the purchase of Toby Cedar's Nar (canoe) by Cairns Airport, which will be on display at the International Terminal.

Sales from the CIAF Independent Artists' program showcased over 10 new artists, with a doubling of sales since 2022 for a total of more than \$100,000.



FASHION PERFORMANCE

The CIAF 2023 Fashion Performance celebrated its 10-year anniversary performance, showcasing the theme of Woven with a presentation of Queensland's most talented Indigenous fashion designers, artists, and creatives.

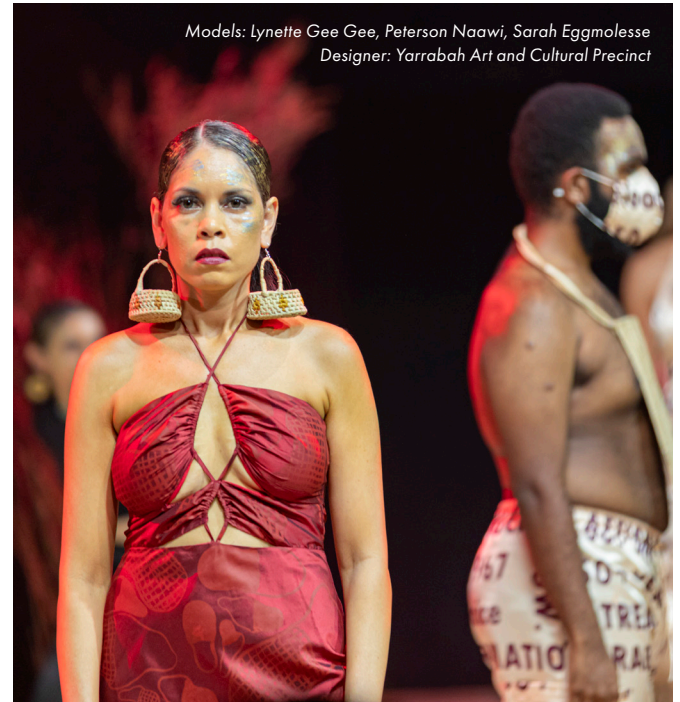
The events once again captivated audiences and achieved near sell out status, with two of the three performances selling all tickets a week ahead of the event.

Curated by Lynelle Flinders and featuring choreography by brother sister duo Mykelle and Jaydn Bingarape, 15 designer collections brought a fresh invigoration of contemporary dance performance to the show.

According to Ms Flinders, the 2023 CIAF Fashion Performance provided a wonderful opportunity to join hands with the best and brightest Indigenous designers and artists to tell an engaging and meaningful story and be part of history in the making.

"It was important that we represented Queensland's distinct Aboriginal and Torres Strait Islander cultures while including a number of experienced performers that lead the way and mentored first timers for another truly exciting and special anniversary performance," Ms Flinders said. The all Indigenous model lineup included both existing and new women and young men who shared their talent to bring the designer garments to life. In a special collaboration, label Taking Shape showcased new designs by Elverina Johnson.

In total, 18 Aboriginal and Torres Strait Islander models showcased up to 100 designs featured across 15 fashion and wearable art collections.



SIGNATURE EXHIBITION: COCONUT LEAF

The intergenerational art and cultural traditions of coconut leaf weaving from the Torres Strait were the focus of CIAF's signature exhibition, Mura Kaymelan Bei Aurem (Coconut Leaf Weaving Project).

Displayed at Cairns Convention Centre from 13 to 16 July 2023, Mura Kaymelan Bei Aurem comprised seven large, 3-D sculptural installations showcasing the skill of six master weavers from Zenadth Kes (Torres Strait).

Each artist displayed their own hand-woven installation along with one collaborative sculpture. All artworks in the exhibition were created from coconut palm leaf using traditional coconut leaf weaving practices.

This important exhibition shone the spotlight on a dying cultural art form. It was also the first time Torres Strait Islander master weavers have come together to create an exhibition and the large-scale impact showcased Torres Strait Islanders' time-honoured and important intergenerational cultural tradition.

The Mura Kaymelan Bei Aurem exhibition showcased six traditional Zenadth Kes weavers - Aunty Mowe Billy, Yessie Mosby, Niki Mackie, Hans Ahwang, Aunty Emma Gebadi and George Kris, who harnessed their incredible depth of knowledge and skill to produce six individual works as well as collaborative group work.

The project was supported by the Queensland Government through Arts Queensland.



Aunty Emma Gebadi

MUSIC IN THE PARK ‘LIVE IT UP!’

Music In the Park ‘Live It Up!’ presented an array of musical talent at Munro Martin Parklands as part of the broader CIAF program.

The concert event featured a deadly, Indigenous artist line up with a national headline act and regional stars, all in the beautiful tropical surrounds of the city’s premier outdoor music venue.

Hot on the heels of their sell-out Sydney Opera House performance with the Sydney Symphony Orchestra, Marliya Choir (Spinifex Gum) were the much-anticipated headliners at Music in the Park – Live it Up!

Added to this was Hopevale singer Uncle Harold Bowen, Cairns’ much loved, homegrown duo, Naomi Wenitong and Simone Stacey of Shakaya, who staged their vocal reunion with their 2002 hit, Stop Callin’ Me while Normey Jay, singer of 40 Tribes of Bwgcolman, was a crowd pleaser with his soulful sound.

CIAF Music in the Park – Live It Up! attracted over 1000 patrons, both locals and visitors from outside the Cairns region.

This family-friendly event was supported by the Department of Infrastructure, Transport, Regional Development and Communications’ Office of the Arts Live Music Australia program and Cairns Regional Council.



SYMPOSIUM

A new look Symposium took shape in 2023 with the voices of leading local and national Indigenous creatives participating from art to architecture.

Held on Friday 14 July and Saturday 15 July at Bulmba-ja Arts Centre, the CIAF 2023 Symposium responded to the event's theme "Weaving our Future: Claiming our Sovereignty".

This theme placed the voices of First Nations peoples in the creative arts front and centre. Those voices are as diverse as the First Nations across Australia, and the Clans across Queensland. Expressing sovereignty can be a provocative political art piece, or the soft but culturally assured practice of sourcing black palm fibres for traditional weaving from Country. Weaving our future may be expressed in the past informing the present, to weave a self-determined future.

Conversations at the CIAF 2023 Symposium touched on the expression of sovereignty in built environment practice, the diversity of Indigenous creative expression, what our young creatives see for the future and Indigenous creative allies.

The Symposium welcomed international panellists including Sami (Arctic Circle Indigenous Peoples) creatives Mari Gauriloff, Secretariat of the Skolt Sami Cultural Foundation and Aimo Aiko, renowned Skolt

Sami musician and Festival Director of Ska'bmagovat (Indigenous People's Film Festival, Inari Finland), and Atayal (Taiwan Indigenous People) artist Anchi Lin (Ciwas Tahos).



ART AWARDS

The CIAF Art Awards presented its 7th annual CIAF Art Awards in 2023, rewarding Queensland's First Nations artists with boosted prize cache of \$60,000. The Queensland Government Premier's Award for Excellence peaked with a prize of \$25,000 with the Emerging Art award becoming acquisitive also for the first time. In lieu of award certificates, woven baskets and items were presented to the winners at the opening night event by the team of artists from the Coconut Leaf Project.

The 2023 judging panel included esteemed artist, Tony Albert, Board member and Torres Strait Islander arts professional, Leitha Assan, and the 2024 Australian Pavilion Venice Biennale recipient, Archie Moore, selected winners that speak to the high caliber and diverse artistic practices by First Nation's artists challenging boundaries and pushing their limits. The following categories and winners are outlined below:

Premier's Award For Excellence / WINNER - Janet Koongotema Through her unique style and striking use of colour, Janet Koongotema asserts herself as a senior leader. Her intrinsic knowledge of Country lays claiming to sovereignty, strength and resilience of her people. Stunning work.

Art Centre Award / WINNER – Pormpuraaw Pormpuraaw space was dynamic, optimistic and inspirational. The community had a clear vision and theme with a cohesive resonance which resonated to all 3 judges. Their presentation was creative, original and it was great to see so many emerging artists reinvigorating the art centre.

Innovation Award / WINNER - Darren Blackman Darren Blackman works push the boundaries of weaving together new and traditional methodologies. His strong claim to sovereignty through the use of text and fashion was fresh and complimented the theme in an imaginative way. Through breaking convention he has cleverly and effectively challenged convention.

3D Design, Sculpture, Installation / WINNER - Toby Cedar Toby Cedars wall installation creatively engaged the judges interests. It was great to see how he played with the objects in a way that really told a story and took you on a journey. The innovative way of putting traditional fishing spears offset against the wonderful contemporary fish design gave great depth to the work.

Emerging Art Award / WINNER - Mylene Holroyd Mylene Holroyd's prints are fantastic. Her community is presented full of joy in claiming their sovereignty. The workers depicted are all proud and they are working for their community in a positive way. On the dingy everyone is happy for a family outing, they know and love their country. Mylene executed this through a monoprint and the judges commend her on the amazing execution of this technique.

The artistic response to this year's theme, along with the quality, execution and cultural significance shown by Queensland's First Nations artists provide the set criteria for the judging panel's adjudication process.



CIAF Art Awards,
Janet Koongotema from Aurukun

URBAN BLAKTIVATION

In a first for CIAF, Urban BLAKtivation was staged two weeks prior to the opening of the main event, a multi-arts prelude staged in Shields St, set in the heart of the Cairns CBD.

Urban BLAKtivation showcased regional Aboriginal and Torres Strait Islander arts and culture through digital and projected art installations, sculptural installations, storytelling and dance performances an audience of over 600 people including locals, tourists and business owners enjoyed Urban BLAKtivation in a postponed October event (after the July date was rained out).

This event served as a revitalisation activity for Shields Street, a public space rich with Indigenous art sculptures, and marked CIAF's first venture into a street festival format. Across the four hour event, featured artists and performers included the Deaf Indigenous Dance Group, Miriki Per-forming Arts, Gerib Sik dancers, Noel Zaro and Trinity Clarke, along with visual artists featured in the projection art/light displays (with digital support from Bonemap Media) Josiah Oomenyo, Kylie Arkwookerum, Valmai Pollard, Jones Holroyd, and Simon Norman.



Gobo project, BLAKtivation



AFL Girls House sculptural installations BLAKtivation

SATELLITE EXHIBITIONS

CIAF 2023 once again supported a range of satellite exhibitions at partner venues including Northsite Contemporary Arts, Tank 4 at Tanks Art Centre, Cairns Courthouse Gallery and Cairns Art Gallery.

Northsite Contemporary Arts hosted the Moa Arts Malu Bardthar Dapar | Sea Land Sky exhibition. Through their print, new media and sculptural practices the artists of Moa investigate and reinterpret Melanesian mark marking, explore political and sociological storytelling related to Torres Strait culture, history and identity, building upon a rich audio-visual archive of traditional mythology. These senior and emerging artists come together at Moa Arts Centre (Ngalmun Lagau Minaral) to share moral and spiritual perspectives and materialise observations of environment and daily life through art and culture.

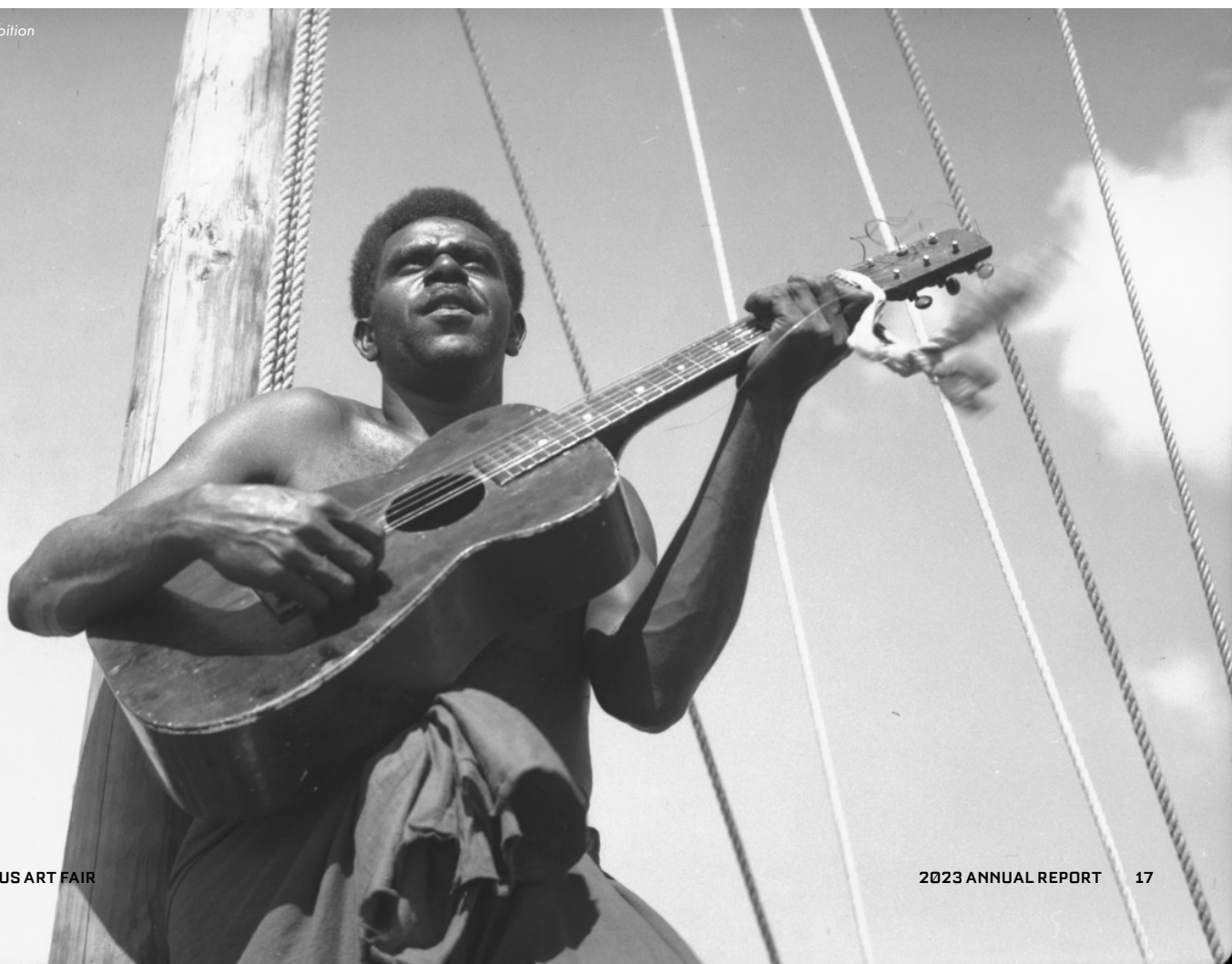
Lugger Bort, curated by Nerelle Nicol, was staged at Tank 4. Lugger Bort was dedicated to the working life of the Aboriginal, Torres Strait and South Sea Islanders who worked the pearling, beche-de-mer and trochus industries, living on luggers in Far North Queensland. The exhibition provided insights into the magnitude of the industry's operations and the perilous conditions under which these intrepid seafarers faced the watery abyss. This timeless zone fed fears and apprehension into the minds of naïve teenagers, as recalled by some of the few remaining Elders with first-hand knowledge of working in this industry.

Lugger Bort verified the valuable economic contributions these seafarers made to Far North Queensland and provided glimpses of the roles they played in helping to shape the character of the region, revealing achievement hereto unrecognised.

The Past, Present, Future exhibition at the Cairns Courthouse Gallery celebrated the vibrant South-East Queensland creative arts community that came out of the Contemporary Australian Indigenous Art (CAIA) program at the Queensland College of Art (QCA), Griffith University. The exhibition focused on the Indigenous community of artists, lecturers, and mentors that has developed around the CAIA program and is integral to CAIA's success. The exhibition aimed to highlight this extraordinary community and the excellence developed in their practices, leadership, and cultural understandings.

Cairns Art Gallery was home to a range of exhibitions, including Judy Watson's bagging colonialism, Archie Moore's Pillars of Democracy, Simone Arnol's seeRED, and Joel Sam's EXODUS

Image from Lugger Bort exhibition





COLLECTORS AND CURATORS PROGRAM

CIAF's Collectors and Curators Program hosted 26 participants in 2023, ranging from international First Nations guests to curators and directors from leading institutions, alongside new collectors attending the event for the first time.

This year's attendees participated in a fully immersed cultural tour and on-country experience with Kuku Yalanji Cultural Habitat Tours at Cooya Beach in the Daintree. This cultural grounding provided an in-real-life understanding of the art and cultural narratives that are depicted by artists in the Art Fair.

The program provided an opportunity to visit new galleries and initiatives in Cairns such as Yakal Gallery, a new First Nations owned and operated art space by local multidisciplinary artist duo, Bernard Singleton and Simone Arnol.

The schedule included a studio visit to the NorthSite art studio space in Edge Hill which allowed guests to learn about two local Indigenous programs in the printing and digital media space.

Visits to Cairns' art galleries which are part of CIAF's programmed satellite shows at Northsite Contemporary Art, Courthouse Gallery, Cairns Art Gallery and the Tanks Art Centre were a core element of the program.

A vital part of the schedule provides Collectors and Curators the first preview of the Art Fair, where works are acquired for major institutions and private collections.



ORGANISATIONAL OVERVIEW

OUR PEOPLE

Patrons



The CIAF Patron First Nations is traditional owner Professor Henrietta Fourmile-Marrie, Gimuy Walubara Yidinji Traditional Owner.



The CIAF Patron is the Governor of Queensland, Her Excellency the Honourable Jeanette Young AC PSM.

Board



Dr Bianca Beetson (Chair)



Tarragah Cunningham



Shavi Kanagaratnam



Vicki Saylor



Leitha Assan

Staff

Wanda Weatherall - Office Manager

India Collins - Exhibitions Manager

Teho Ropeyarn - Curatorial Associate

Jaivan Bowen - Events Manager

Gavin King - Marketing and Partnerships Coordinator

Catherine Curnow - Exhibitions Assistant

Megsi O'Toole - Projects Manage

Ebony Doyle - Partnerships Assistant (to September 2023)

Board members to December 2023

Bob Manning OAM

Tom Mosby

Gil Mailman

Andrew Clark

Note: Due to the compulsory retirement of some director, new board members will be appointed in early 2024

Contractors

Violet Stannard - Event Producer

Pip Miller - Publicity

MARKETING REPORT

In 2023, CIAF strategically honed its marketing approach, tailoring efforts towards distinct segments: locals, intra and interstate visitors, and vital stakeholders such as corporate sponsors, philanthropists, private and public institutions collectors, and curators.

CIAF placed a significant emphasis on digital advertising (social media and search engine), maximizing reach and engagement.

CIAF also refreshed the approach to our brand, with a revitalized and brighter aesthetic infused into marketing materials. The increased use and new layout of CIAF EDMs/e-newsletters was also a key component of CIAF's overall marketing mix in 2023.

Notably, CIAF innovated by seamlessly integrating marketing with ticketing systems, enhancing efficiency and user experience. The outcomes reflect a holistic evolution, ensuring CIAF's cultural celebration resonates widely while fostering connections with diverse audiences and crucial supporters.

The refreshed approach to marketing yielded significant increases in ticket sales to all ticketed events, most notably higher attendance at Opening Night, the Symposium and two sold-out Fashion shows.



Ghost net object making with
Pormpuraaw Artists

MARKETING REPORT

In 2023, CIAF strategically honed its marketing approach, tailoring efforts towards distinct segments and demographic groups.

CIAF also refreshed the approach to our brand in 2023, with a revitalised and brighter aesthetic infused into marketing materials.

From the program launch in April, residents of Cairns and the Cape York and Torres Strait Island region were reached via a mix of print, radio, social media and television editorial coverage, paid advertising campaigns with local outlets including News Corp, Star FM 102.7 and Bumma Bippa 98.7FM, Newsport in Port Douglas, Cape York Weekly, Tropic Now and Cairns Local News and CIAF's own social and digital platforms.

During the week of the event, tourists in market were also targeted via digital campaigns, printed programs in local cafes and retail shops and CIAF activations within 5 key hotels in the Cairns CBD.

Intra and interstate visitors, and vital stakeholders such as corporate sponsors, philanthropists, private and public institutions collectors, and curators, were reached via a national paid campaign in print and online with the Guardian Australia, plus paid campaigns in art sector platforms and publications such as Arts Hub, Art Collector, and Artist Profile.

Highlights of editorial coverage across Queensland and nationally included NITV, ABC TV and Radio, News Corp publications, National Indigenous Times, Koori Mail, Australian Arts Review, Art Almanac and Broadsheet.

CIAF placed a significant emphasis on digital advertising (social media and search engine) in 2023, maximizing reach and engagement to local, intrastate and national audiences. Regular organic posts on CIAF's social and digital platforms and e-newsletters to the CIAF database were also key elements of the marketing mix.

Notably, CIAF innovated by seamlessly integrating marketing with ticketing systems, enhancing efficiency and user experience. The outcomes reflect a holistic evolution of CIAF's marketing strategy, ensuring CIAF's cultural celebration resonates widely while fostering connections with diverse audiences and crucial supporters locally, regionally, statewide and nationally.

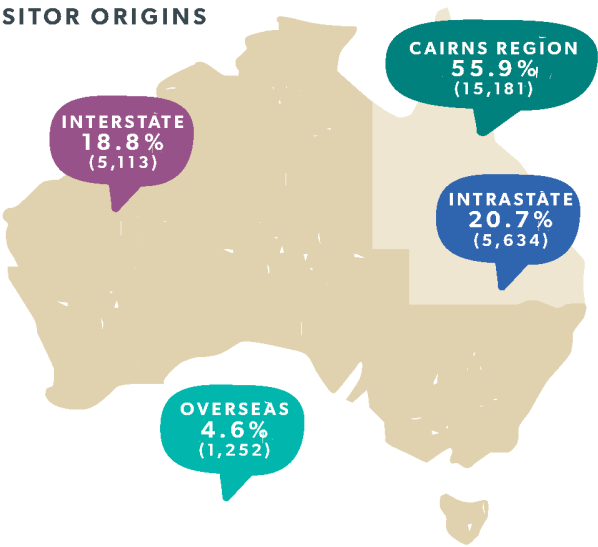
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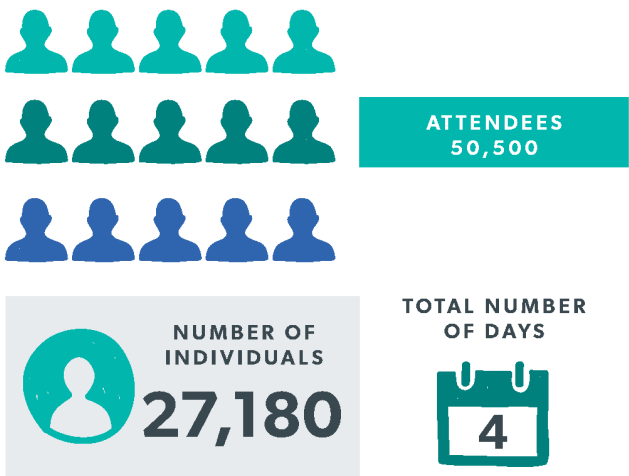
CIAF 2023 Art Fair

ATTENDANCE AND AUDIENCE

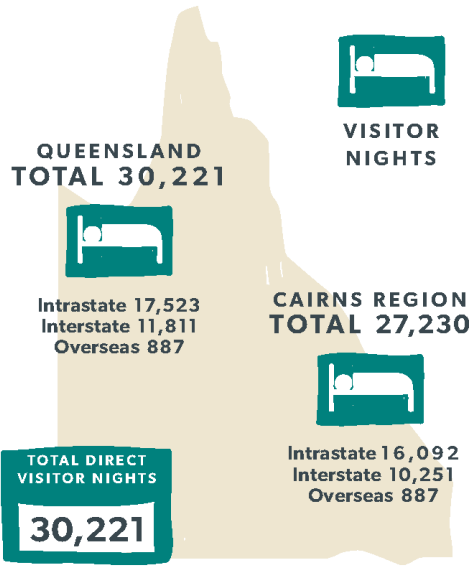
VISITOR ORIGINS



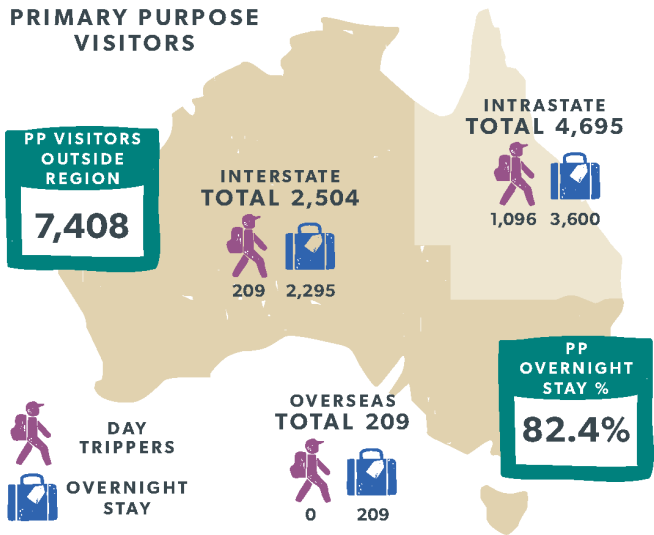
ATTENDANCES



DIRECT VISITOR NIGHTS



PRIMARY PURPOSE VISITORS



OVERNIGHT VISITOR EXPENDITURE (OVE)

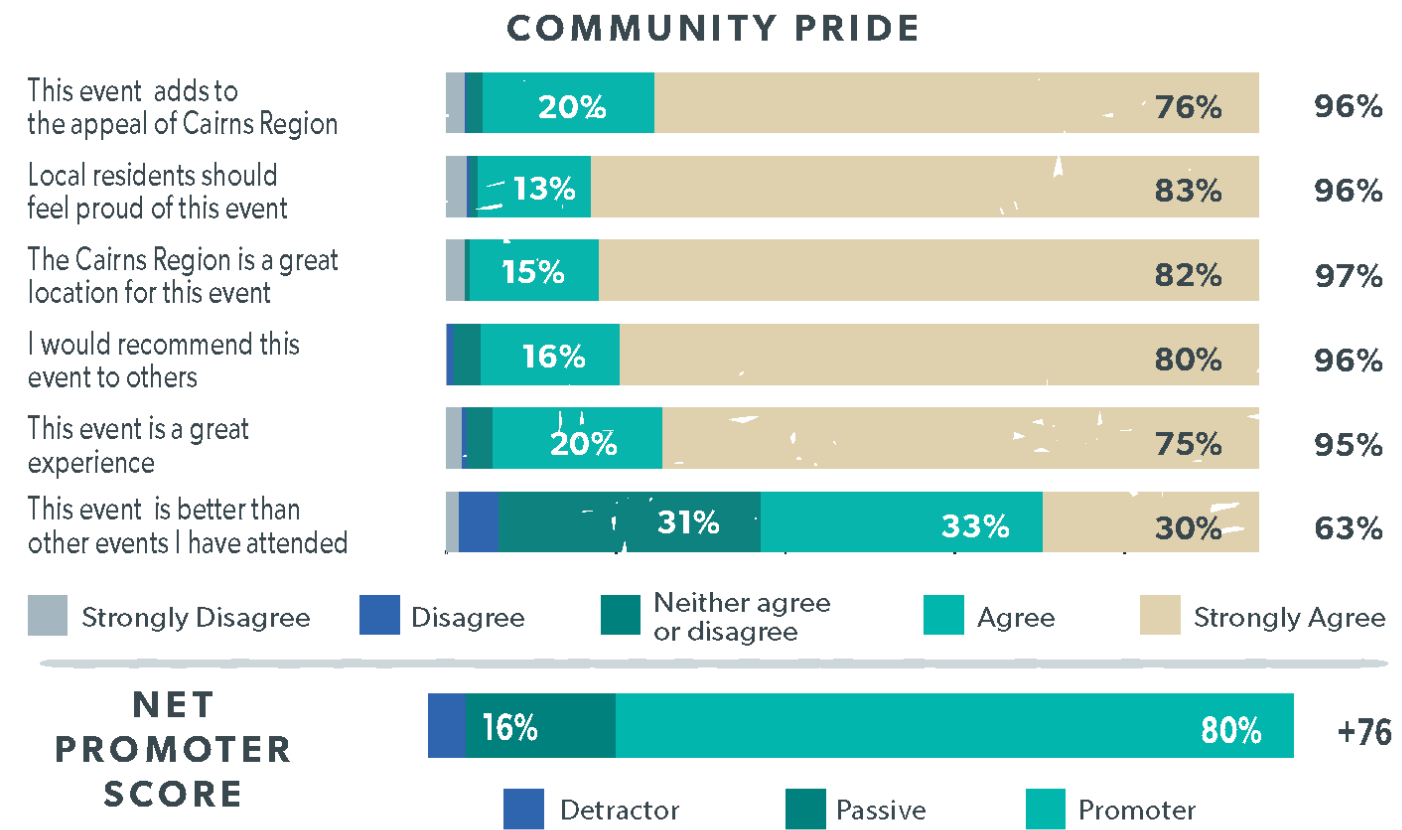
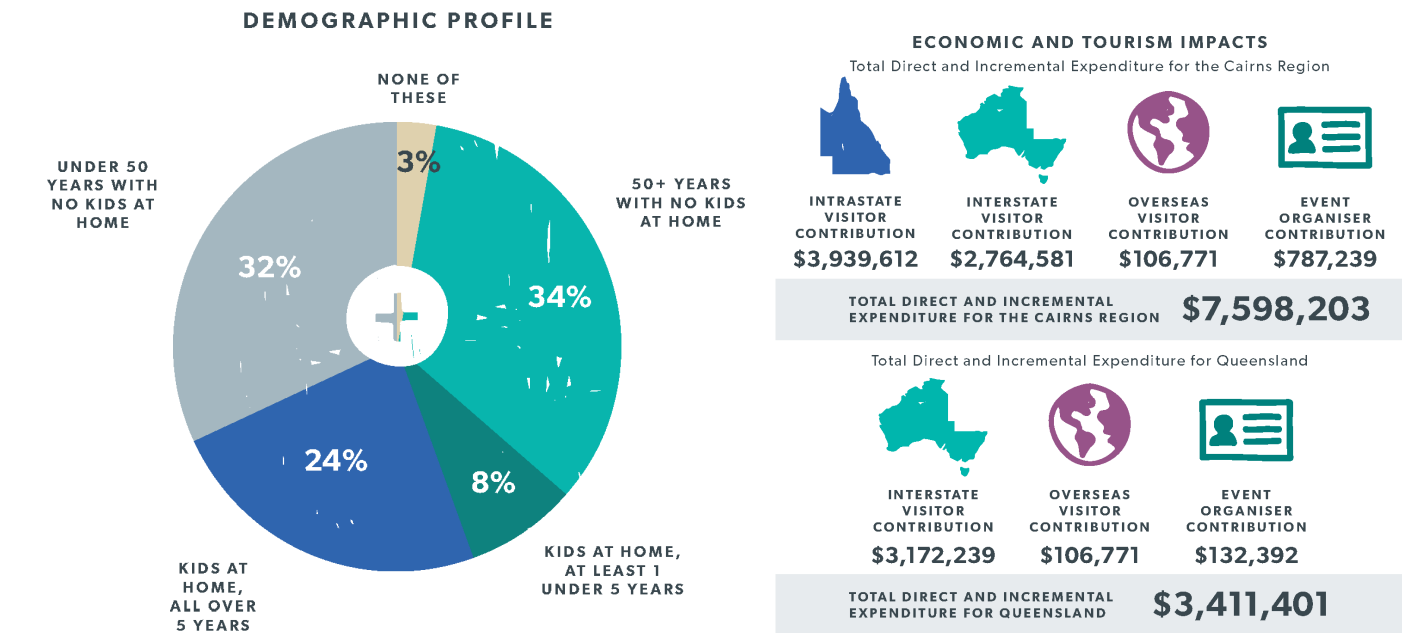
INTRASTATE	3,600 VISITORS	\$238.34 AVERAGE DAILY SPEND	4.9 AVERAGE NIGHTS STAY	\$4,176,303 OVE
INTERSTATE	2,295 VISITORS	\$262.43 AVERAGE DAILY SPEND	5.1 AVERAGE NIGHTS STAY	\$3,099,637 OVE
OVERSEAS	209 VISITORS	\$120.39 AVERAGE DAILY SPEND	4.3 AVERAGE NIGHTS STAY	\$106,771 OVE



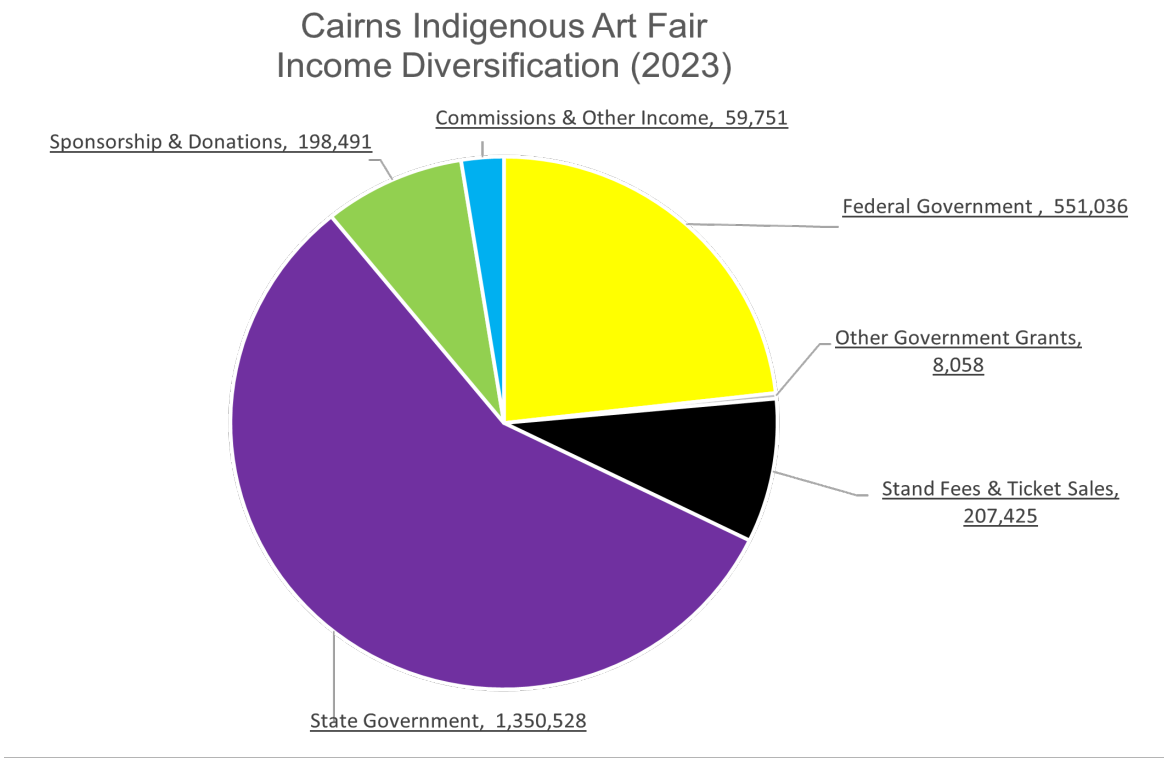
VISITOR DAY TRIP EXPENDITURE



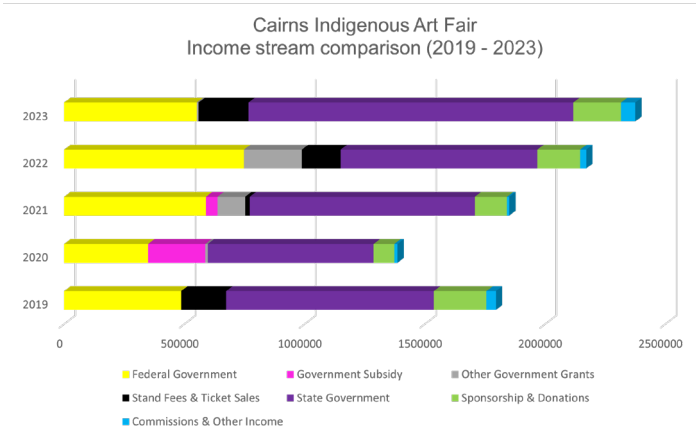
ATTENDANCE AND AUDIENCE



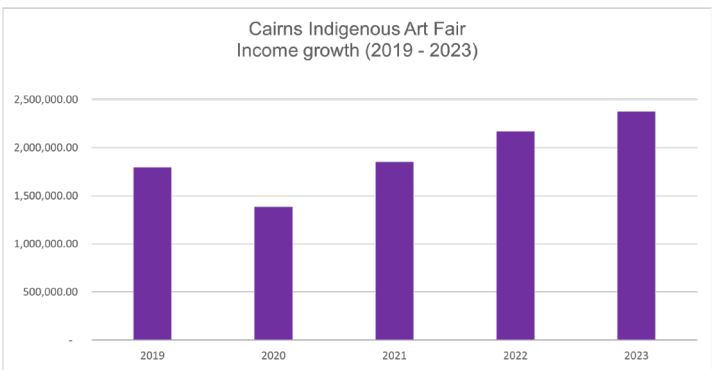
Cairns Indigneous Art Fair
Income Diversification (2023)



Cairns Indigneous Art Fair
Income growth (2019-2023)



Cairns Indigneous Art Fair
Income stream comparison (2019-2023)



FUNDING PARTNERS

Queensland Government

- Arts Queensland (BIAIF) 2020 - 2026
- Arts Queensland (Grow) 2023 – 2026
- Tourism Events Queensland 2022 – 2025

Commonwealth Government

- Creative Australia 2020 – 2028
- Department of Infrastructure, Transport, Regional Development and Communications' Office of the
- Arts (IVAIS) 2022 – 2025 – Indigenous Visual Arts Industry Support
- TSRA Culture, Art and Heritage Programme 2023 – 2024

Local Government

- Cairns Regional Council – significant in-kind support

Program & Project Partners

- Arts Queensland (QASP) - 2023
- Arts Queensland (FNCF) - 2023
- Arts Queensland (Touring Fund -) 2024-2025
- Arts Queensland (FNACD) – First Nations Art, Craft and Design: Transforming Marketplace program 2022 – 2023
- Department of Infrastructure, Transport, Regional Development and Communications' Office of the Arts (ILA) 2023 – 2024 – Indigenous Languages Australia
- Department of Infrastructure, Transport, Regional Development and Communications' Office of the Arts (LMA) 2023 – Live Music Australia
- Creative Australia – Flourish – FNTD&FIF 2023 – 2024
- Creative Australia – International Travel fund – 2023

Partners – Non-Government Sector

Tropical Tourism North Queensland – providing marketing support to extend CIAF audience reach

Corporate Sponsors

CIAF continued to attract strong support from a range of sponsors, including new partnerships with companies with large corporate footprints across Queensland and Australia. In all, nearly 30 corporate sponsors contributed to CIAF in 2023 with a combination of financial and in-kind support.

The support of sponsors contributed to the general operations of CIAF, the Independent Artist Program and the annual Art Awards.

A key sponsorship initiative in 2023 involved the support of national law firm Minter Ellison, which co-hosted a networking function in its Brisbane office. Attended by 5 CIAF staff members, this event provided an opportunity to meet with potential new supporters and partners in the state's capital and continued to spread the word about CIAF to new audiences and stakeholders.

At CIAF 2023, sponsors and key supporters were hosted at a special VIP opening night function in recognition of their support.

Philanthropic

Ongoing discussions with philanthropic organisations began yielding results in 2023, with confirmation in November that the Tim Fairfax Family Foundation will partner with CIAF in a significant three-year funding package to support the growth of CIAF's Fashion Performance.

LOOKING AHEAD TO 2024

With CIAF celebrating its 15th anniversary in 2024, we look forward to continuing our work to support Aboriginal and Torres Strait Islander led programs, projects and creative initiatives in the promotion of BLAK excellence.

In 2024, we are excited to launch new pathways of development for the Queensland creative community through CIAF BLOOM - A Fashion and Textile Development Program and CATAPULT Independent Artist Program.

Urban BLAKtivation will enter its second iteration in 2024 with plans to increase regional participation and sponsorship.

We look forward to delivering CIAF 2024 at the Cairns Convention Centre and working with the Queensland Aboriginal and Torres Strait Islander creative community to bring an event that makes us all proud to be Australian in celebrating the 65,000-year-old richness of our nation's history.

With a nod to the past and an eye on the future, CIAF's artistic director Francoise Lane said this year's landmark event is shaping to be the event's biggest, most culturally immersive to date.

"In 2024, CIAF's anniversary season marks an extraordinary journey of evolution and growth."

"This milestone is a testament to Queensland Indigenous art's vibrant cultural expression and progress into a world-class artistic movement."

"Over four action-packed days, from Thursday, 25 July, to Sunday, 28 July 2024, CIAF will inject a vibrant and inclusive First Nations vibe into the tropical city of Cairns with its 15th-anniversary program, comprising more than 20 free and ticketed events that will be presented from the event's Cairns Convention Centre headquarters and satellite venues, attracting a colourful convergence of more than 30,000 individual visitors, community, artists, collectors and industry practitioners across the four-day event."



Deaf Indigenous Dance Group at CIAF 2023

BECOME A FRIEND OF CIAF

Be part of the groundbreaking work of the Cairns Indigenous Art Fair supporting Indigenous artists of Queensland.

Supporting Culture

By becoming a Friend of CIAF, you'll be directly supporting the showcase and economic development opportunities for Queensland Indigenous artists.

Special Offers

Enjoy early bird ticketing opportunities and ticketing discounts, as well as authentic CIAF merchandise (as commissioned by participating artists).



CIAF

Artist: Rhonda Woolla
Artwork: Pach pekAN (InBloom)



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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.