

24-27 July 2014

## **MEDIA INFORMATION**

### **CAIRNS WATERFRONT HUB FUNDAMENTAL TO CIAF SUCCESS**



**Friday, 11 July, 2014.** The award-winning partnership between Cairns Indigenous Art Fair (CIAF) and Ports North will continue this year when the three day event begins on Thursday 24 July with its Opening Party signalling the start of the fifth annual three day art fair and event program at Cairns Cruise Liner Terminal.

CIAF and Ports North's relationship received state wide recognition in 2012 when it took home honours at the Queensland division of the Australian Business Arts Foundation (AbaF) *City of Melbourne SME Award*.

According to CIAF's CEO, Alison Copley, CIAF shared the Queensland award with Ports North in recognition of their partnership that enabled the world-class event to move to Cairns Cruise Liner Terminal. "In effect, it has been a boon to CIAF to base its art fair and activities in such a magnificent waterfront hub that has been, in effect, more accessible to Cairns locals and tourists.

“As an Indigenous cultural experience, CIAF is a major contributor to the local and regional economy, contributing more than \$5.6 million over the last three years,” she said.

In 2012 more than 16, 500 people attended CIAF events over three days with 83 per cent of participants indicating they learned more about indigenous culture as a result of their attendance. This year Ms Copley said they are vying to grow that audience even more.

CIAF's corporate partnership with Ports North underpins the event's place in local culture and on the state's major event calendar.

Ports North Chairman, Brett Moller commended the relationship which he says represents great synergies between Cairns heritage, environment and culture.

“We've had a strong relationship with CIAF from its beginning, and our sponsorship agreement which sees CIAF being held at the Cairns Cruise Liner Terminal is a worthwhile investment by the corporation. As well as exhibiting Australia's premier Indigenous artwork, it also showcases Cityport, our Cairns Foreshore Development and the Cairns Cruise Liner Terminal to a national and international audience,” he said.

#### **About CIAF 2014**

The fifth annual Cairns Indigenous Art Fair (CIAF) is set to deliver another landmark event celebrating Queensland's rich and diverse Aboriginal and Torres Strait Islander art and culture when it is held at the Cairns Cruise Liner Terminal 24-27 July 2014.

To date, CIAF has recorded attendance figures exceeding 65,000 visitors, there has been participation by more than 600 Queensland Aboriginal and Torres Strait Islander artists and performers, over \$2.4 million has been generated in direct sales of art works and more than \$5.6 million in tourism expenditure.

Cairns Indigenous Art Fair (CIAF) is supported by Arts Queensland, part of the Department of Science, Information Technology, Innovation and the Arts through *Backing Indigenous Arts*, a Queensland Government program that aims to build a stronger, more sustainable and ethical Aboriginal and Torres Strait Islander arts industry in the State.

For further information visit: [www.ciaf.com.au](http://www.ciaf.com.au)

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