



Ports supporting our communities

# Supporting cultural heritage and regional economies

Award-winning partnership showcases creative talents and drives economic outcomes for North Queensland

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The relationship forged between CIAF and Ports North has given people living in regional Far North Queensland the opportunity to access a world-class art and cultural event and embrace the rich and vibrant art and culture from Indigenous Queensland artists.

Vanessa Gillen,  
General Manager  
Cairns Indigenous  
Art Fair



CIAF Sponsors Party.  
Photograph Louegreen Photography



CIAF Opening Night Party.  
Photograph Blueclick Photography



CIAF Fashion Performance Jana Jaral (Respect).  
Photograph Louegreen Photography

**Australia’s ports are a vital part of our communities – from coastal towns to the most isolated regions of Australia.**

**Ports are committed to supporting our communities.**

**Each year, Australia’s ports spend more than \$2.2 million supporting communities by hosting educational tours, improving local facilities, protecting the environment, sponsoring events and taking part in industry partnerships.**

The Cairns Indigenous Art Fair is a landmark event and both a platform for cultural exchange and an economic opportunity for Queensland Indigenous artists.

Now in its seventh year, this three-day event provides an opportunity for Aboriginal and Torres Strait Islander artists to tell their stories through visual art, performance, theatre, fashion, screen and workshops.

Celebrating the region’s heritage, environment and culture, Cairns Indigenous Art Fair is Australia’s premier event for Aboriginal and Torres Strait Islander artwork and a major contributor to the local and regional economy.





## Solution

In 2010, Ports North established a formal partnership with the Cairns Indigenous Art Fair.

The following year, Ports North became the major venue sponsor and the event was relocated to the newly-redeveloped Cairns Cruise Liner Terminal.

Moving the fair to this prestigious waterfront venue helped to cement the event's place in local culture and on the Queensland events calendar.

This partnership is a major investment in the region's economic, social and cultural life and a demonstration of Ports North's commitment to playing an important part in supporting the region's community activities.

CIAF Art Fair.  
Photograph  
Lovegreen  
Photography



## Outcome

This partnership demonstrates the vital role ports play in our communities.

It is an example of Australia's ports supporting and having a positive impact on communities and regional economies.

In 2012, this partnership received national recognition, taking home the Australian Business Arts Foundation *City of Melbourne SME Award* for Queensland.

Since its inception in 2010, Cairns Indigenous Art Fair has generated strong creative and economic outcomes, both locally and nationally, and these include:

- participation of more than 140,000 people
- representation of an estimated 2,000 Aboriginal and Torres Strait Islander artists
- more than \$5.5 million in Queensland Indigenous art sold
- approximately \$15 million injected in to the Queensland economy.

In 2011, the first year the fair was held at the Cairns Cruise Liner Terminal, attendance increased by 24%.

In 2016, the event drew record crowds with more than 185,000 visitors and estimated public artwork sales in excess of \$630,000.

This partnership is also an opportunity to showcase tropical North Queensland's prime waterfront precinct and award winning Cairns Cruise Liner Terminal.



For more information visit:

[www.portsnorth.com.au/comm-stake/commstake.php](http://www.portsnorth.com.au/comm-stake/commstake.php)



CIAF Fashion Performance  
Jana Jaral (Respect).  
Photograph Lovegreen  
Photography