



**Indigenous artists make a significant contribution to the richness of Melbourne's culture, identity and community. The City of Melbourne values and respects the art and culture of Indigenous people and recognises and supports their contribution as integral to Melbourne's cultural richness and diversity.**

As part of its commitment to Indigenous arts and culture, the City of Melbourne has produced a **Code of Practice for galleries and retailers of Indigenous art** (the Code). The Code provides galleries and shops in the central business district of Melbourne with guidelines on the ethical sale of Indigenous art.

The Code is the first of its kind in Australia and has been developed after extensive consultation with Indigenous groups and key Melbourne galleries and retailers.

## Buying Indigenous art in Melbourne

Indigenous art and craft is an expression of culture. Artists from different Aboriginal and Torres Strait Islander communities all around Australia produce work that may be recognisable as Indigenous. However the range of styles and subject matters are diverse.

This guide aims to help you make an informed decision in purchasing Indigenous art and art products.

You can show your support through buying arts, crafts and souvenirs from galleries and shops who subscribe to the Code. By doing so you are acknowledging Indigenous artists and their rights in receiving fair payment and ethical treatment.

Use this checklist to help ensure you are buying Indigenous art that is produced and sold in an ethical manner.

## Buyer's checklist

- 1** If the gallery or shop is located within the City of Melbourne, has it adopted the Code of Practice for galleries and retailers of Indigenous art?
  - Ask gallery or shop staff; or
  - Look for the 'Code's certificate of subscription'.
- 2** Buying artwork from a gallery – Is the artwork produced by an Indigenous person?
  - Look for biographical details of the artist.
  - Is the artist Indigenous?
  - Where do they come from?
  - Have they signed their name?
- 3** Buying crafts and souvenirs from a shop – Where was the art product made?

Was it made in Australia? Check the packaging or labelling to ensure the item is attributed and licensed to an Indigenous artist.
- 4** Is there an Indigenous organisation involved?

Some Indigenous organisations endorse and manage Indigenous artworks and arts products.
- 5** Does the artwork or art product have an arts centre or cooperative logo or label?

Some artwork can come from an Indigenous arts centre or a cooperative. Evidence of their logo or labelling demonstrates the work's authenticity.
- 6** "Certified" artworks.

Items described as "certified" should be checked. How is the work certified – are Indigenous people involved in the certification?
- 7** Does the artist have a belonging or association with the imagery?

You can ask if the artist has a belonging or association with any traditional imagery used in the work. Artists should not use imagery, stories and themes and styles from other regions without that community's permission.
- 8** Copyright ©

Are you aware that copyright remains with the artist even after you have bought the artwork or art product? This means you cannot alter or reproduce the imagery without permission from the artist.

**To find out details on galleries and shops who subscribe to the Code, please visit:**

[www.melbourne.vic.gov.au/indigenousarts](http://www.melbourne.vic.gov.au/indigenousarts) or call (03) 9658 9658.

**For more information on Indigenous arts in Victoria visit:**

Koorie Heritage Trust

[www.koorieheritagetrust.com](http://www.koorieheritagetrust.com)

Aboriginal Tourism Marketing Association (ATMA) [www.seeaboriginaltourism.com](http://www.seeaboriginaltourism.com)

Do you have a question for the City of Melbourne?

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Please provide written feedback to:  
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