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Patrons: Pat Corrigan AM
Professor David Throsby



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Update report on progress of the Indigenous Australian Art Commercial Code of Conduct (IAACCC)

A code of conduct is a set of standards that members of a particular profession or industry agree to follow in their work in order to set a standard of acceptable industry practice and fair dealing.

The Indigenous Australian Art Commercial Code Of Conduct (IAACCC) is an Australian visual art/craft industry owned Code that is being developed in line with Australian Competition and Consumer Commission guidelines. The Code will be a Voluntary Code. It is being developed as a joint initiative of the National Association for the Visual Arts (NAVA), Desert and the Association of Northern, Kimberley and Arnhem Aboriginal Artists Inc. (ANKAAA).

The objectives of the IAACCC are to:

- regulate fair trade in Indigenous artwork between artists, Art Centres, and dealers to ensure clarity and transparency of transactions
- ensure a fair return to the artist on each transaction
- provide consumers with a means to check authenticity
- ensure an audit trail which establishes the provenance of an artwork; allowing an artwork to be traced from an artist to the end purchaser.

The Code applies to subscribers who are members of the Indigenous art industry and may be operating as dealers (whether agents or merchants), artists, and manufacturers.

The project was commenced in 2006 through the engagement of a consultant who undertook extensive industry consultation. During the next stage of the Code's development NAVA will employ an Indigenous Art Code Manager to work with the Code Administration Committee on the finalisation of the Code and best practice guidelines that assist the industry to apply the Code rules, on the roll out of the Code and on industry compliance issues.

Future Actions

The Code is being developed in close consultation with the ACCC. The ACCC's primary concern remains with the establishment of Code Administration Criteria including establishing:

- a Code Administration Committee (a draft composition has been created by NAVA)
- effective complaints handling and review of complaints handling decisions
- compliance and sanctions for non-compliance
- processes for consumer and industry awareness and application
- monitoring and accountability
- processes for data collection and review of the code including performance indicators.

These matters will require an agreed process of further consultation and industry agreement. Given this, NAVA expects the Code to be ready for industry adoption by mid 2008.

For more information contact NAVA 02 9368 1900

The national Indigenous visual arts industry regulation project is supported by the Australia Council, the Australian Government's arts funding and advisory body, through its Aboriginal and Torres Strait Islander Arts Board.