



Australian  
Competition &  
Consumer  
Commission

## Your consumer rights

# Indigenous art and craft

Thinking of buying Indigenous art?

If you are looking at purchasing Indigenous art and craft, make sure you are getting the real deal.

Whether it be a souvenir or a collector's piece, know what to look for and ask the right questions to get what you pay for.

There are a few simple steps you can take to help protect yourself and ensure that you are buying genuine Indigenous art.

### **Protect yourself—what to look for and what to ask**

- Ask the seller:
  - the name of the artist and their language group or homelands
  - the title of the work, and when and where it was created
  - the details of any story it tells or other cultural information.
- Read the label carefully. 'Aboriginal style' or 'Indigenous style' does not necessarily mean the item has been produced by an Indigenous person.
- A photo of an Indigenous person holding a painting, or even sitting beside a work in progress, does not guarantee that the artwork was created by that person.
- Ask whether the artwork was created by one artist or collaboratively. If there are more than one artists, who are they?
- Does the seller have a good reputation either in the art industry generally or in the Indigenous art industry?
- Consider whether the price seems fair and reasonable for the size and quality of the artwork and the reputation of the artist.

- Is the seller a member of a reputable industry association or a signatory to any industry code of practice?
- Be extra careful that you know what you are buying if you are shopping online or from a catalogue.

Although not a guarantee, certificates of authenticity do provide a written record of what you have been told you are buying, which may assist at a later stage in establishing whether you have been misled.

### **The Australian Consumer Law**

The Australian Consumer Law (contained in a schedule to the *Competition and Consumer Act 2010*) prohibits conduct that may be misleading or deceptive, or making false or misleading representations.

If you think you may have been misled, contact the ACCC or your local office of fair trading.

### **ACCC contacts**

ACCC Infocentre: 1300 302 502

ACCC Indigenous Infoline: 1300 303 143

For information in languages other than English, call 131 450 and ask for 1300 302 502.

For people with hearing or speech difficulties, contact the TTY service: 1300 303 609.

**[www.accc.gov.au](http://www.accc.gov.au)**

### **Important notice**

This publication has been updated to refer to the *Competition and Consumer Act 2010* which replaces the *Trade Practices Act 1974* on 1 January 2011. For more information on the Australian Consumer Law changes see [www.consumerlaw.gov.au](http://www.consumerlaw.gov.au)

The information in this brochure is for general guidance only. It does not constitute legal advice and cannot be relied on as a statement of the law relating to the *Competition and Consumer Act 2010*.

Australian Competition and Consumer Commission  
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