

Ask Questions

No matter where and how you buy artwork, whether in person or online, we encourage you to research and inform yourself about the artists and their communities and ask the dealer questions. Three good questions to start with are:

1. **Who is the artist?**
2. **Where is the artist from?**
3. **How does the artist get paid?**

Use your instincts

If the dealer is not open with you about how they source artwork or their relationship with the artist, and they are unwilling to answer these questions, it may be a signal to walk away.

For more information and to search for IartC members, visit our website:

indigenousartcode.org



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A fair go for Aboriginal & Torres Strait Islander artists.

A buyer's guide



Art buyers play an important role in ensuring artists get a *fair go*.

There are thousands of Aboriginal and Torres Strait Islander artists from across the country. Many are members of Aboriginal and Torres Strait Islander-owned art centres, and many work independently of an art centre's support.

Indigenous Art Code does not suggest that purchasing from any single source is superior to another. As a buyer of art, we encourage you to learn about the business model of any dealer you plan to purchase from and how this informs their relationship with the artists.

Artists should be empowered in their decision-making regarding commercial arrangements and be able to negotiate the market on their terms.

**Fair*: without cheating or trying to achieve unjust advantage.

Buying directly from an Artist

This is an excellent opportunity to learn more about the artist and their art. A few things to consider:

- Be genuine in showing your interest and respectful when asking the artist questions.
- Don't haggle. The artist has determined the price of an artwork to reflect the cultural knowledge, skill and time involved in its creation and may represent a market value already established for their work.
- Expressions of Aboriginal and Torres Strait Islander art are diverse, reflecting the artist's cultural identity, experiences and perspective of the world as a First Nations person.

Buying from a Dealer

Dealers are art centres, galleries, retailers, and businesses, including those licensing artwork- anyone engaging in commercial trade with artists. Look for Dealer Members of Indigenous Art Code as they have agreed to follow the guidelines and standards of the Code. Ethical dealers will be happy to answer any questions you have about:

- The artist, their artwork, history and community.
- Their relationship with the artist, including how long the dealer has worked with them and/or their art centre.
- How the dealer sources the art, how they pay the artist, and how much of the sale price goes back to the artist.