



Indigenous Art Code Ltd - 2019 Artist, Consumer and Dealer Survey

In August 2019 the Indigenous Art Code conducted a survey of 340 individuals at the Darwin Aboriginal Art Fair (DAAF). The survey looked to gain insight into what people attending DAAF thought about the level of information artists and consumers should be given about buying, selling and licensing Aboriginal and Torres Strait Islander artwork.

The IartC will conduct further surveys at other industry events as well as online to obtain a larger sample.






Initial observations:

- Most survey participants identified as consumers / art buyers
- The next largest group of survey participants did not select any category saying that they were just visitors to the art fair or interested persons.
- Survey participants took their time to consider the questions and were engaged in discussion about what they consider to be fair treatment of artists.
- Survey participants identifying as art dealers scrutinised the survey more than any other survey participants.
- The survey responses where there was the greatest discrepancy related to the statements:
 - *When I buy an artwork, I expect the person selling me the artwork to be able to tell me how much money the artist receives in payment for the artwork and*
 - *An art dealer has the right to mark up a painting at their discretion, without advising the artist. For example: a painting the artist is paid \$500 for, the dealer can mark up by 500% and sell for \$2,500*
- There are numerous supply chains for the work of Aboriginal and Torres Strait Islander artists to reach the market/consumer. The supply chain with the most unknown's or lack of transparency for the consumer and the artist is the Artist – Dealer Upfront Model. The work is purchased upfront from the artist then sold wholesale to other dealers or consigned to other dealers. Under this model the artist generally has no control or input into pricing structure after they have received the upfront payment for the artwork. A number of artists working independently, particularly in regional towns, work as the creators of artwork in this particular supply chain.

How respondents identified

Artist	26	8%
Consumer / Art Buyer	154	45%
Art Dealer	16	5%
Arts Worker	30	9%
Other	56	16%
Unidentified	58	17%
Total	340	100%

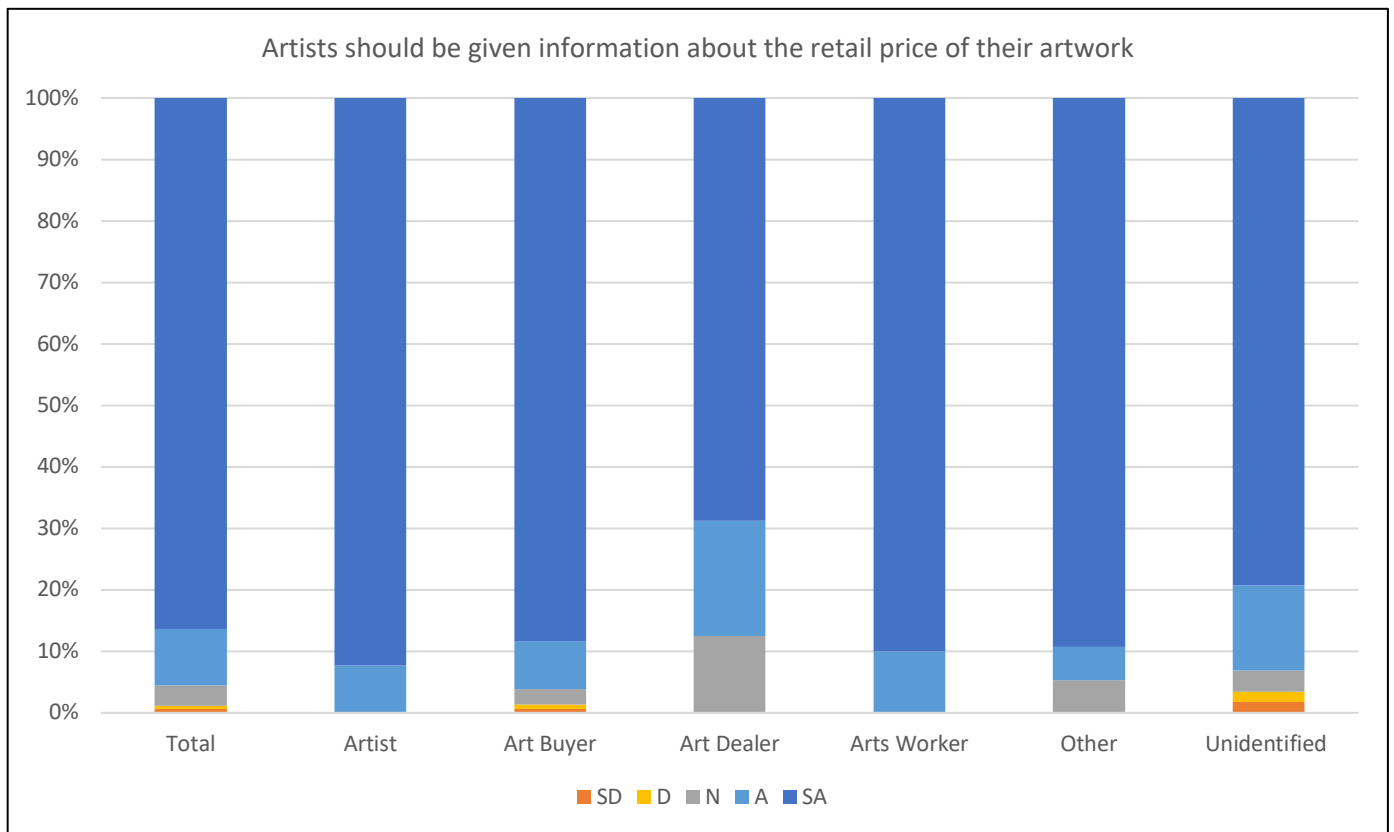
Respondents were asked to indicate their agreement with a series of statements by selecting:

Strongly disagree	SD	
Disagree	D	
Neutral	N	
Agree	A	
Strongly Agree	SA	

1.

Statement: Artists should be given information about the retail price of their artwork.

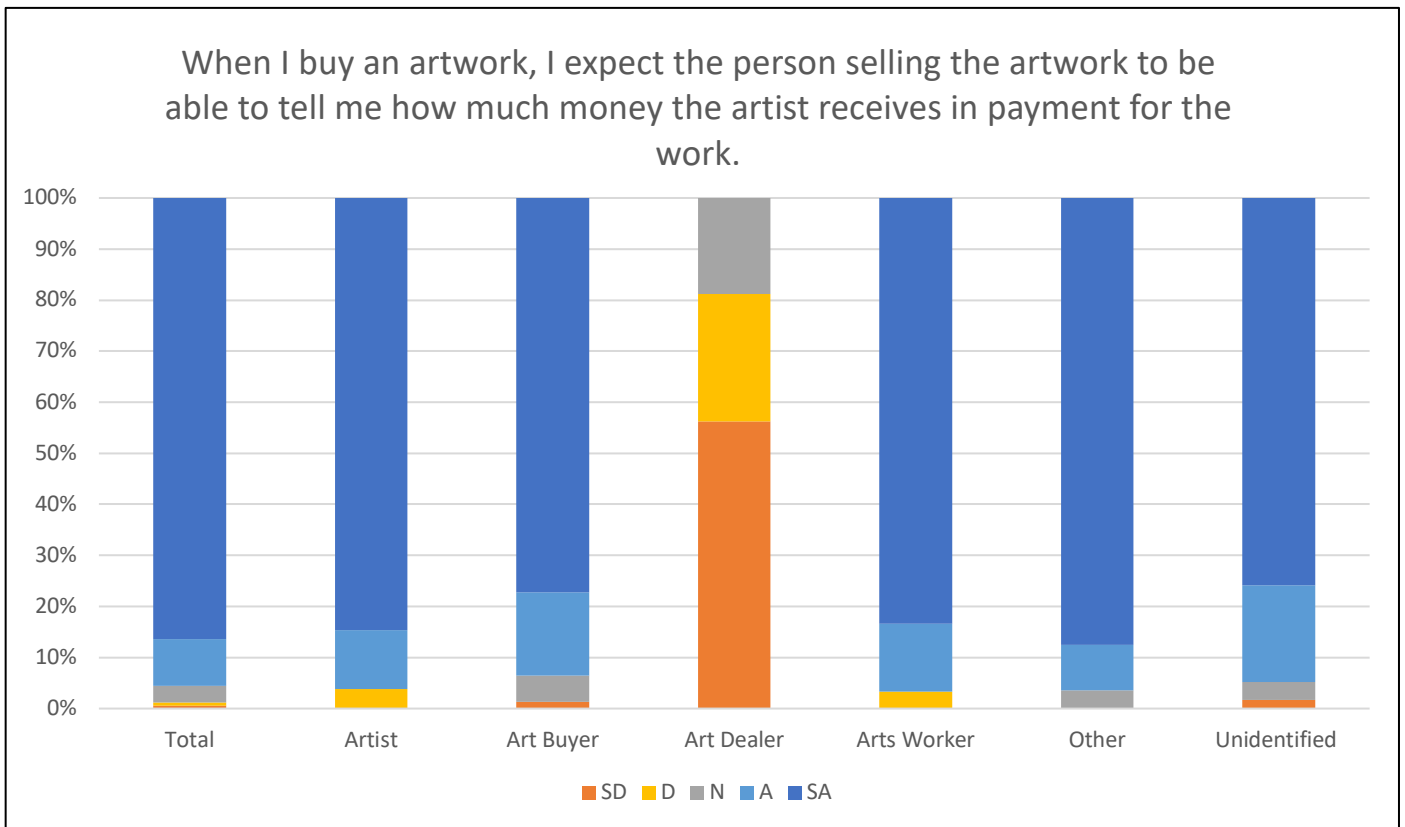
	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
Artist	0	0	0	2	24
Art Buyer	1	1	4	12	136
Art Dealer	0	0	2	3	11
Arts Worker	0	0	0	3	27
Other	0	0	3	3	50
Unidentified	1	1	2	8	46
Total	2	2	11	31	294



2.

Statement: When I buy an artwork, I expect the person selling the artwork to be able to tell me how much money the artist receives in payment for the work.

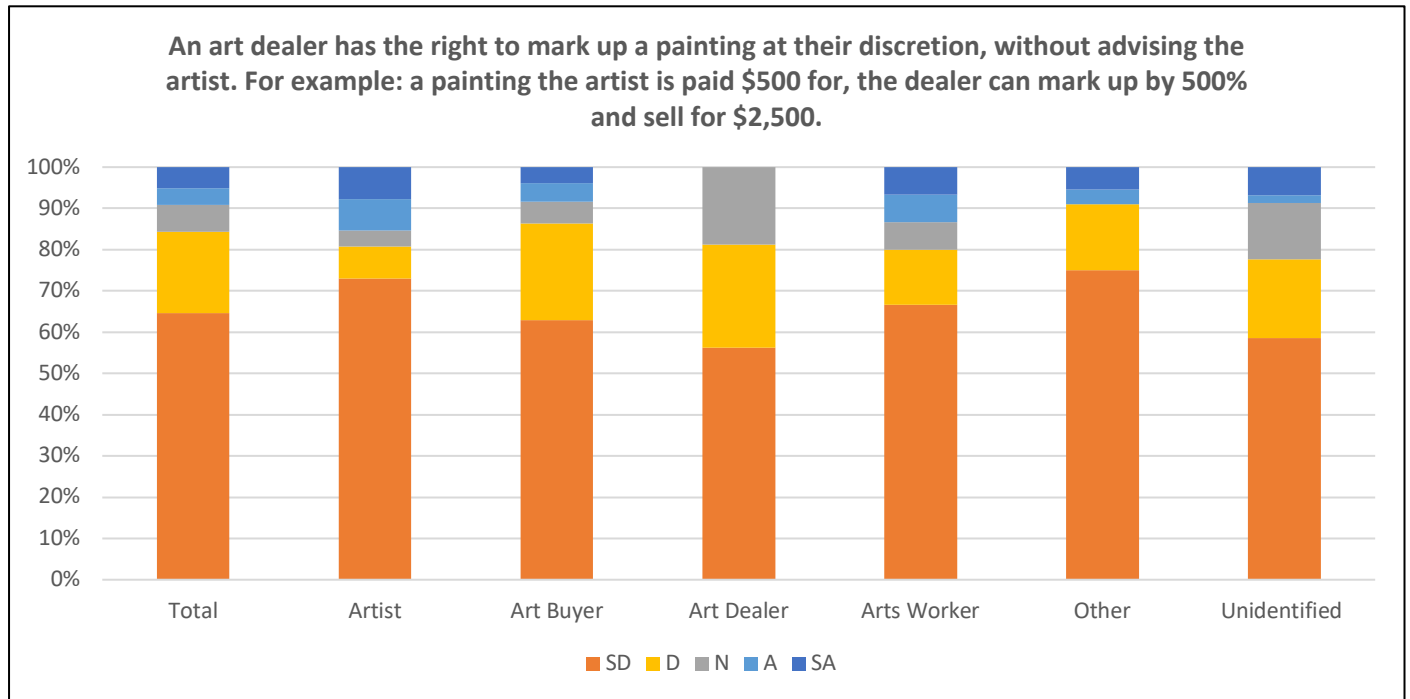
	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
Artist	0	1	0	2	22
Art Buyer	2	0	8	25	119
Art Dealer	9	4	3	0	0
Arts Worker	0	1	0	4	25
Other	0	0	2	5	49
Unidentified	1	0	2	11	44
Total	12	6	15	47	259



3.

Statement: An art dealer has the right to mark up a painting at their discretion, without advising the artist. For example: a painting the artist is paid \$500 for, the dealer can mark up by 500% and sell for \$2,500.

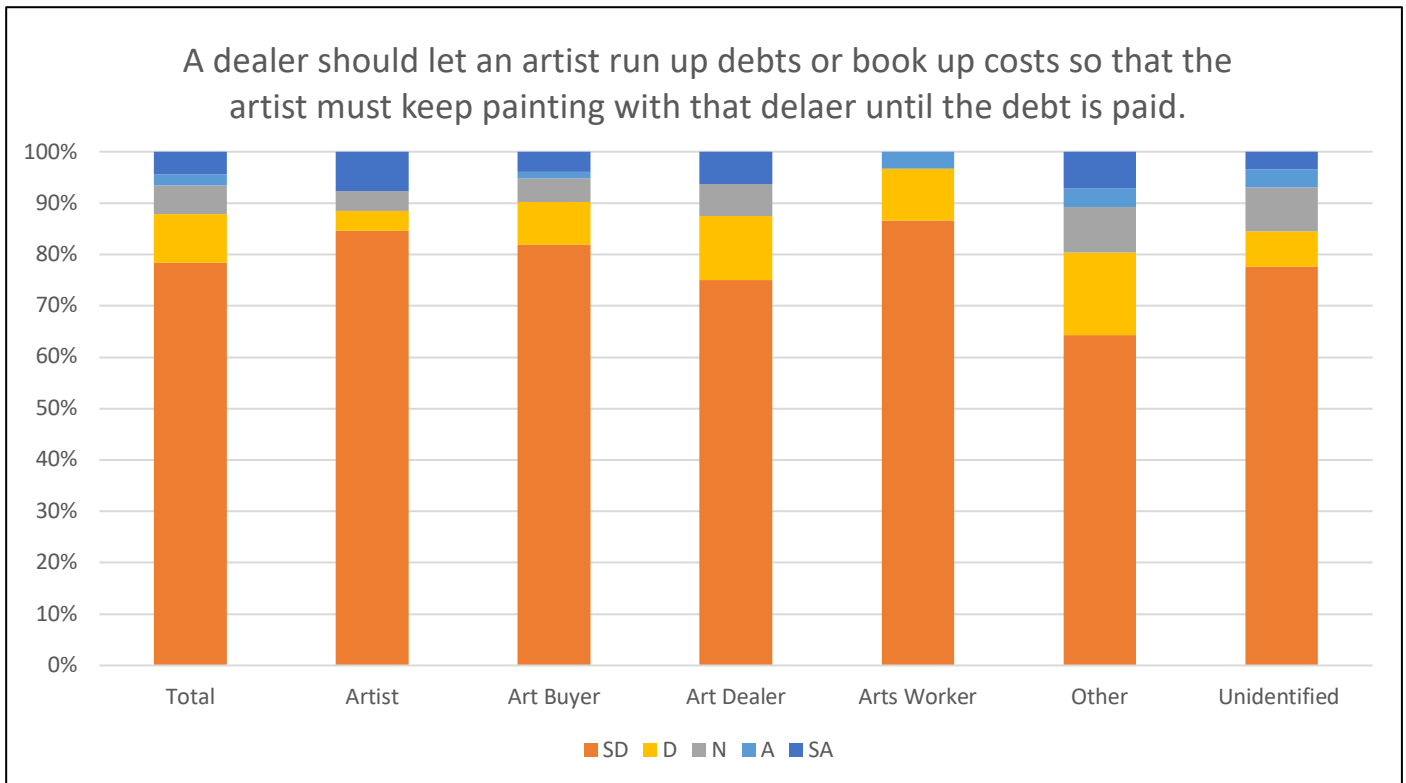
	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
Artist	19	2	1	2	2
Art Buyer	97	36	8	7	6
Art Dealer	9	4	3	0	0
Arts Worker	20	4	2	2	2
Other	42	9	0	2	3
Unidentified	34	11	8	1	4
Total	221	66	22	14	17



4.

Statement: A dealer should let an artist run up debts or book up costs so that the artist must keep painting with that dealer until the debt is paid.

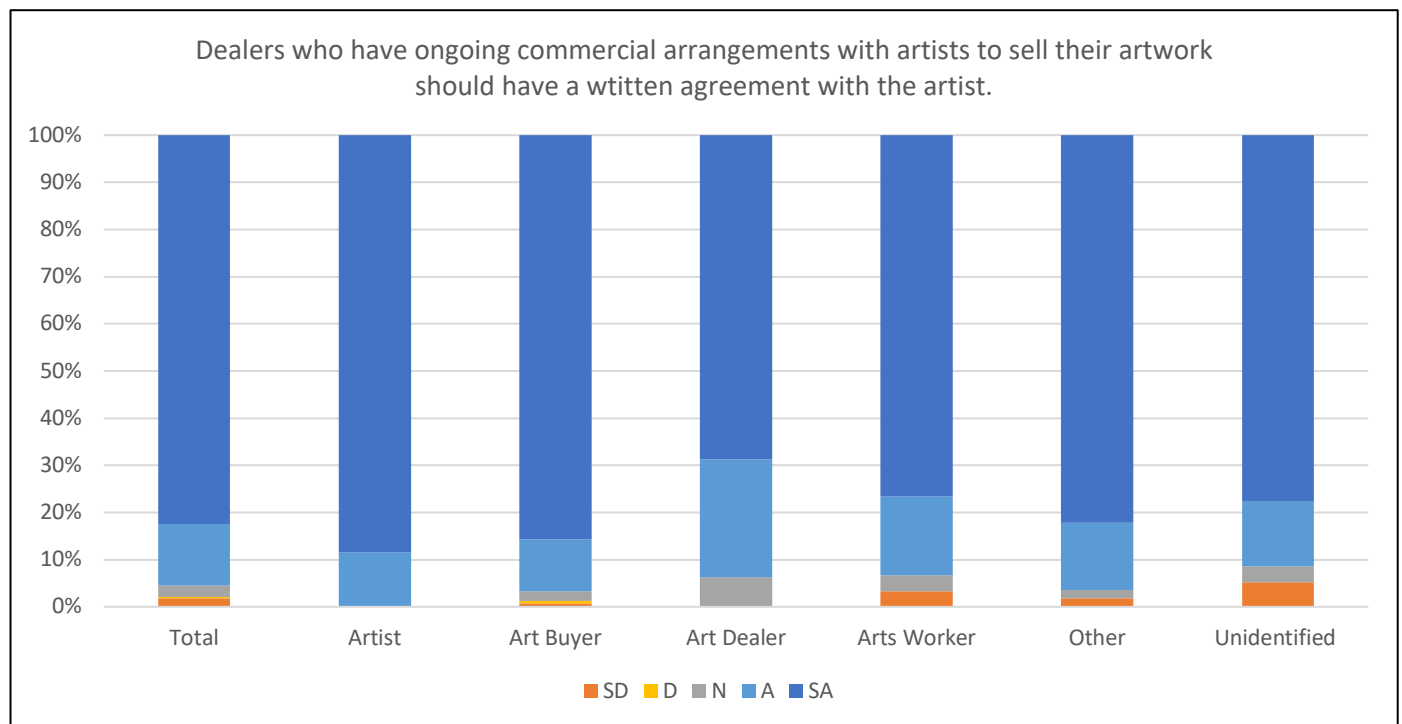
	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
Artist	22	1	1	0	2
Art Buyer	126	13	7	2	6
Art Dealer	12	2	1	0	1
Arts Worker	26	3	0	1	0
Other	36	9	5	2	4
Unidentified	45	4	5	2	2
Total	267	32	19	7	15



5.

Statement: Dealers who have ongoing commercial arrangements with artists to sell their artwork should have a written agreement with the artist including the following information: - how much commission the dealer will take – how much money the artist will be paid – when the artist will be paid – list all deductions the dealer will take from the sale of the artist’s work.

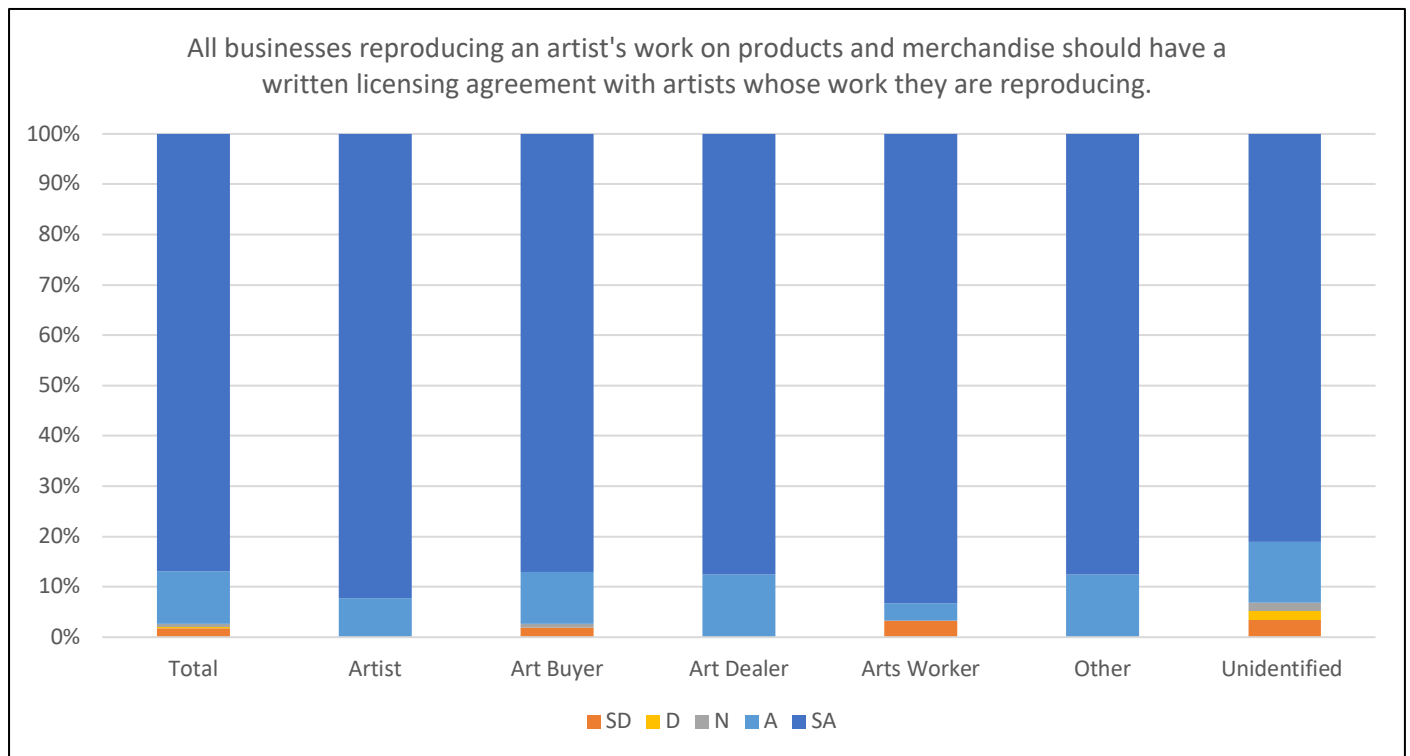
	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
Artist	0	0	0	3	23
Art Buyer	1	1	3	17	132
Art Dealer	0	0	1	4	11
Arts Worker	1	0	1	4	23
Other	1	0	1	8	46
Unidentified	3	0	2	8	45
Total	6	1	8	44	280



6.

Statement: All businesses reproducing an artist's work on products and merchandise should have a written licensing agreement with artists whose work they are reproducing.

	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
Artist	0	0	0	2	24
Art Buyer	3	0	1	16	134
Art Dealer	0	0	0	2	14
Arts Worker	1	0	0	1	28
Other	0	0	0	7	49
Unidentified	2	1	1	7	47
Total	6	1	2	35	296



7.

Statement: Artists should be given the opportunity to access independent legal advice on all agreements they enter with a dealer or business for their artwork to be reproduced on products and merchandise.

	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
Artist	0	0	0	1	25
Art Buyer	3	1	0	19	131
Art Dealer	0	0	0	2	14
Arts Worker	1	0	0	1	28
Other	0	0	0	9	47
Unidentified	1	0	2	5	50
Total	5	1	2	37	295

