Australian Government

Department of Infrastructure, Transport,
Regional Development, Communications, Sport and the Arts

Indigenous Art Centre Framework

October 2026

Contact details

If you have any questions regarding the Indigenous Art Centre Framework please email ivais@arts.gov.au

Indigenous Art Centre Framework

The *Indigenous Art Centre Framework* provides a co-operative framework for **art centres**, **industry service organisations**, and the **Australian Government** to work together to build and maintain a professional, strong and ethical Indigenous visual arts industry, including encouraging strong participation and employment for Aboriginal and Torres Strait Islander people. The Framework outlines strategies and actions for visual arts production and marketing across six key result areas:

1. Artists and industry
2. Culture and community
3. Marketing and promotion
4. Business management
5. Employment, professional development and training
6. Resources and infrastructure.

Art centres primarily support the production and marketing of Indigenous art and the intergenerational transmission of stories of law and culture, as well as providing vocational training, economic development, leadership and employment opportunities for Aboriginal and Torres Strait Islander peoples.

Although beyond the scope of this Framework, it is recognised that Indigenous **art centres** are often at the heart of community life and can be central to the social and economic well-being of regional and remote communities. Many **art centres** and artists subsidise other support services for their communities such as nutrition, numeracy and literacy, training and employment, leadership, youth services and after school and school holiday programs, as well as facilitating access to government services.

Industry service organisations offer a range of services tailored to meet the needs of their constituent art centres, or to address broader industry priorities. Services include professional development and training for artists, board members and staff, advocacy, business management and marketing assistance for art centres and support for arts workers. As well as this, the **service organisations** provide advice to governments, and are a valuable link between governments and the industry.

State and territory governments also work to strengthen the industry by supporting a range of initiatives in their own jurisdictions. Where possible, the **Australian Government** will work co-operatively with state and territory governments to progress the Indigenous Art Centre Framework.

Please note: This Framework should be read in conjunction with the Indigenous Visual Arts Industry Support (IVAIS) Program Grant Opportunity Guidelines. Applicants to the IVAIS program must demonstrate the degree to which their activity aligns with the Framework, noting that every art centre, art activity, art service organisation and community is unique, therefore each action may not necessarily apply to every activity. For more information see IVAIS program webpage.

1. Artists and industry

Strategy	Art centre actions	Industry service organisation actions	Australian Government actions
1.1 Support professional art practice	Support Aboriginal and Torres Strait Islander artists, including by providing studio access, art materials, equipment, advice and technical training. Broker professional development opportunities for artists through exhibitions, art fairs, conferences, residencies, workshops and mentoring.	Provide professional development opportunities for artists. Advise governments on emerging industry priorities or issues.	Support studio access and professional development opportunities for Aboriginal and Torres Strait Islander artists. Create collaborative opportunities and work in partnership with state and territory governments to support the professional development of artists. Consult with the industry service organisations to identify industry priorities or issues.
1.2 Promote ethical sales	Support artists with the commercial aspects of their art practice, including terms of sale, tax implications and resale royalty. Broker commercial arrangements with galleries, licensors and art dealers.	Encourage ethical transactions between artists, art centres and the art market. Promote the Indigenous Art Code. Provide member art centres and artists with information about the commercial aspects of art practice.	Support initiatives that encourage ethical and fair transactions between artists, art centres and the art market, including the Indigenous Art Code.
1.3 Increase awareness of moral, cultural and intellectual property rights	Consult with and enlist the support of artists in relation to the protection of moral, cultural and intellectual property rights. Inform artists of their moral, cultural and intellectual property rights. Attribute artworks correctly. Protect artists from misappropriation and misuse of stories and imagery.	Support member art centres and artists in relation to the protection of moral, cultural and intellectual property rights. Advocate on issues regarding the protection of artists' rights and protect against misuse of stories and imagery.	Consult with artists in relation to the protection of moral, cultural and intellectual property rights. Support initiatives that increase awareness and protection of these rights.

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1.4 Improve curatorial practice and conservation of artworks	Support art centre staff to access training in curatorial, conservation and art handling skills, the art market and Indigenous art.	Provide development opportunities for art centre staff in curatorship, conservation and art handling skills, the art market and Indigenous art. Pursue mentoring and exchange opportunities for art centre managers.	Support initiatives that provide professional development opportunities for art centre staff.
1.5 Improve authenticity and provenance documentation	Ensure professional labelling, handling, cataloguing and documentation of artworks. Maintain a catalogue of artists and artworks. Support and promote the Indigenous Art Code.	Promote professional labelling, handling, cataloguing and documentation of artworks. Support and promote the Indigenous Art Code.	Support initiatives that ensure professional cataloguing and documentation of artworks. Promote the Indigenous Art Code.

2. Culture and community

Strategy	Art centre actions	Industry service organisation actions	Australian Government actions
2.1 Encourage participation in visual arts activities	Encourage artists' participation in visual arts production. Provide access to the mainstream economy through art sales. Provide employment and training opportunities in communities.	Support access to and participation in visual arts activities. Provide opportunities for artists to exhibit and sell their art. Advise governments on industry priorities or issues. Advocate on industry issues affecting member art centres.	Support initiatives that enable participation in visual arts activities and provide employment.

Strategy	Art centre actions	Industry service organisation actions	Australian Government actions
2.2 Promote, sustain and share culture	Enable artists to promote, sustain and communicate their culture and stories through art practice. Support and develop emerging artists.	Support visual arts activities that promote, sustain and communicate culture.	Support visual arts activities that promote, sustain and communicate culture. Support new and emerging forms of visual expression.
2.3 Develop and educate audiences	Interpret artworks for audiences in a culturally sensitive manner. Provide audiences with opportunities to experience and be informed about Indigenous art and culture.	Promote the value of Indigenous art and culture to audiences. Present public events to showcase the industry to audiences.	Support initiatives that educate audiences about the value and importance of Indigenous art and culture.
2.4 Encourage and develop community leadership and role models	Provide training and professional development opportunities for art centre board members to develop and demonstrate leadership in their communities. Support artists and arts workers to be community leaders and role models.	Support the development of artists, arts workers and board members as community leaders and role models.	Support initiatives that help develop community leaders and role models.
2.5 Promote economic development in communities	Support artists to generate income through sales and resale royalties. Support employment and training to build art centre and community capacity.	Support member art centres to develop economic opportunities for artists, such as sales and marketing opportunities. Promote and provide information about the resale royalty scheme.	Support initiatives that build capacity and enable artists to generate income. Work cooperatively with Australian government agencies and state and territory governments to support community economic development.

3. Marketing and promotion

Strategy	Art centre actions	Industry service organisation actions	Australian Government actions
3.1 Raise the profile of the Indigenous visual arts industry, art centres and artists in Australia and internationally.	Ensure art produced in the art centre is accessible for exhibition and sale. Implement marketing strategies to raise the profile of the art centre and its artists.	Promote member art centres and support marketing and promotion initiatives. Support initiatives that increase awareness of artists, art centres and Indigenous art and culture.	Support initiatives that promote art centres and the Indigenous visual arts industry in Australia and overseas.
3.2 Form partnerships, alliances and networks	Form partnerships with commercial dealers and galleries. Network with other art centres to share skills and knowledge. Access support services from industry service organisations.	Form strategic networks to promote, network and advocate on behalf of member art centres. Work consultatively with other industry service organisations to streamline delivery of services.	Work co-operatively with state and territory governments and the sector to strengthen the industry.
3.3 Improve economic outcomes	Increase commercial demand for Indigenous visual art through marketing. Facilitate online sales (where possible) to increase art centre income and capacity. Develop and maintain art centre's online presence.	Maintain a website and provide links to member art centres. Support initiatives that will improve art centres' business and marketing outcomes, including industry events and assistance with online presence.	Support initiatives that will help improve art centres' business and marketing capacity and outcomes.
3.4 Resale royalty scheme for visual artists	Encourage artists to be registered for the resale royalty scheme or to be listed with the collecting agency. Support artists to generate income for themselves and their beneficiaries through the resale royalty scheme.	Promote and inform member art centres and artists about the resale royalty scheme.	Support and promote the resale royalty scheme.
3.5 Indigenous Art Code	Support and promote the Indigenous Art Code to ensure fair and ethical trade with artists.	Support and promote the Indigenous Art Code to ensure fair and ethical trade with artists.	Support and promote the Indigenous Art Code to ensure fair and ethical trade with artists.

4. Business management

Strategy	Art centre actions	Industry service organisation actions	Australian Government actions
4.1 Improve business planning	Develop business plans that are realistic and strategic.	Assist member art centres to develop business plans by providing business planning workshops and templates.	Support initiatives that help improve standards of business planning.
4.2 Improve and stabilise governance	Develop policies and procedures to ensure good and stable governance. Provide information to art centre board members about governance and accountability requirements.	Provide art centre board member training in governance and financial management.	Support initiatives that help improve standards of governance. Encourage Indigenous art centres to register under the *Corporations (Aboriginal and Torres Strait Islander) Act 2006* and to utilise support services offered by the Office of the Registrar of Indigenous Corporations (ORIC).
4.3 Improve bookkeeping and administration	Provide training to staff in bookkeeping information technology, record keeping, sales and artwork management.	Provide training to improve standards of record keeping and administration and support effective business management.	Support initiatives that help improve standards of record keeping and administration.
4.4 Industry support services	Take up membership of relevant industry service organisations. Access services and networking opportunities provided by industry service organisations.	Work with member art centres to identify service needs. Develop and deliver services to meet identified needs. Develop strategies to improve members' access to services. Work with other industry service organisations to address common service needs.	Support a network of industry service organisations to deliver services to strengthen the industry.
4.5 Share services	Investigate opportunities to decrease costs by sharing contracting for goods and services.	Create information and communication hubs for member art centres. Support use of common sales database.	Support joint initiatives across the Australian and state and territory governments that have broader sector benefits, including the collection and sharing of industry data.

5. Employment, professional development and training

Strategy	Art centre actions	Industry service organisation actions	Australian Government actions
5.1 Manage human resources	Engage appropriately qualified art centre staff. Develop succession plans. Access support from industry service organisations.	Assist art centre boards with staff recruitment. Assist member art centres to develop succession plans and investigate solutions to cover staff leave. Provide professional support to art centre staff as necessary. Strengthen Indigenous governance through training and HR support.	Support initiatives that ensure the engagement of appropriately qualified art centre staff. Support initiatives that ensure that art centre board members understand their duty of care to employees.
5.2 Support Indigenous employment	Recruit and train Aboriginal and Torres Strait Islander employees. Broker and support mentoring, training and professional development opportunities and exchange options for Aboriginal and Torres Strait Islander arts workers.	Assist with recruitment and training of Aboriginal and Torres Strait Islander employees in member art centres. Provide training in arts management, bookkeeping, records management, art storage, conservation and intellectual property and professional ethics.	Support the employment of Aboriginal and Torres Strait Islander arts workers in art centres. Support initiatives that provide training and professional development for Aboriginal and Torres Strait Islander arts workers, including remote area delivery.
5.3 Maintain conditions of employment	Maintain a safe and healthy workplace. Comply with National Employment Standards.	Provide training in workplace health and safety.	Help find solutions and, where possible, support initiatives that address occupational health and safety issues.
5.4 Support training and professional development for Aboriginal and Torres Strait Islander board members.	Provide access to training in governance and business management. Support professional development opportunities such as participation in conferences and travel.	Provide training in governance and business management.	Support initiatives that provide training and professional development for board members.

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5.5 Support training and professional development for art centre staff.	Support mentoring and professional development opportunities for art centre staff.	Facilitate workshops or seminars on arts management, bookkeeping, records management, art storage, conservation and intellectual property.	Support initiatives that provide training and professional development for art centre staff.

6. Resources and infrastructure

Strategy	Art centre actions	Industry service organisation actions	Australian Government actions
6.1 Long-term strategic planning	Develop and update business plans. Investigate opportunities to diversify income streams.	Work cooperatively with governments and other organisations to identify support strategies for member art centres.	Work cooperatively with state and territory governments to support the industry.
6.2 Performance based funding	Report against program performance indicators. Work towards obtaining multiyear funding.	Work towards obtaining multiyear funding. Assist member art centres to improve reporting. Support member art centres to gain multiyear funding.	Provide funding linked to strategic business plans and performance reporting. Provide multiyear funding to organisations with a history of high-quality performance and financial and administrative stability. Use reports from art centres and service organisations to aggregate industry data and information to ensure that the benefits of the program can be measured and evaluated.

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6.3 Improve grant management	Maintain high-quality data collection. Provide accurate reporting to funding bodies.	Support member art centres to understand reporting, data collection and acquittal requirements. Assist member art centres to improve financial, administrative governance and business skills.	Ensure grant information is clear and accessible. Work with service organisations and the Office of the Registrar of Indigenous Corporations (ORIC) or state regulatory authorities to assist art centres to improve governance capacity.
6.4 Develop long-term plans to maintain art centre infrastructure	Develop long-term plans to maintain and upgrade facilities. Develop long-term strategies to maintain and upgrade vehicles and equipment.	Develop plans to assist member art centres address their infrastructure needs. Deliver infrastructure support.	Provide support for infrastructure upgrades.
6.5 Maintain IT resources to improve business outcomes	Provide on-the-job training for staff in the use of art centre management software. Support resources to facilitate on-line meetings and training.	Assist in the maintenance of IT resources through the provision of IT technical support and training.	Support initiatives linked to the improvement of IT resources.