

## GROWING THE INDIGENOUS VISUAL ARTS INDUSTRY

### Additional submission feedback from Fremantle Arts Centre / Revealed: New & Emerging Western Australian Aboriginal Artists

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#### 1. Sustainable growth

#### 2. Capacity building

##### Pathways to Indigenous Employment and Governance

As the presenting organisation for WA's premier Aboriginal art market and Professional Development program, FAC utilises an all Aboriginal Advisory Group to steer the program and to provide key input. We are keen to support further employment opportunities for Indigenous people and believe ultimately that Revealed should become an Indigenous run program. There is currently no structured pathway or financial support available to set up a paid in-workplace training program to support individuals to become future leaders.

##### Tourism Sector Partnerships

Revealed art market and exhibition sales have grown between 30% - 50% each year in the past five years (2020 not included) and in 2019 netted \$730,000 in sales of WA Aboriginal art. Despite the huge potential for this event to be a destination for national and international tourists, there has been almost no interest in or marketing support from the WA Tourism Department and wider tourism sector. Beyond the richness of experience offered by Revealed and the 27 Aboriginal art centres that travel here to participate in this event, there is also the potential link in with cultural tourism being offered by many of these communities on Country.

#### 3. Access to market

##### SAM Database for Online stores

One of the barriers we have seen Aboriginal art centres face when trying to set up online stores on their websites is the SAM database. It does not integrate with any sites other than a custom-built Wordpress site, which is expensive to build, complicated at the backend, and costly to maintain as ongoing specialist support is needed. While SAM provides a good system for databasing artworks, it still needs a lot of development to become a more user-friendly and accessible system for selling artworks online. Those that do use it with their website often comment that it does integrate well.

#### 4. Legal protections

##### Independent Artists access to legal support

Through Revealed and our other programs we regularly work with independent Aboriginal artists. Many express the desire to expand their practice, grow their business and become more 'savvy', but don't know how. We point them towards the Indigenous Arts Code and Arts Law - two hugely important but small and geographically distant organisations. There needs to be more resources and more accessibility to resources for independent artists to understand legal protections and artwork licensing. Without the support of an art centre, they are vulnerable to exploitation and many are intimidated by the online and impersonal process of accessing the resources that do exist.