

For Retailers and Galleries

Craftmark accreditation is awarded to retail outlets and galleries who meet the selection criteria and satisfy a review of information contained in the application and endorsement by supplied referees. This review is undertaken by the Craftmark manager upon receipt of the application.

4. Unsuccessful application

Applicants are provided with comprehensive feedback in regard to their unsuccessful applications by the Industry Review Panel and/or brand manager.

Panel members and the brand manager may participate in discussion with the unsuccessful applicant in regard to the panel's recommendations as a form of industry mentorship.

Resubmission of an application may occur following a 12 month period or at a shorter interval as recommended by the Industry Review Panel.

5. Right of Appeal

The Industry Review Panel exists as an independent industry-elected body formed for the specific purpose of awarding Craftmark accreditation. It functions within the Craftmark guidelines and without policy constraint from any organisational body.

Although the decision of the Industry Review Panel is considered to be final in accordance with their elected role, should an applicant feel the decision not to award accreditation is unjustified, or that their application has not been given adequate consideration, a Right of Appeal may be lodged with the Affiliate Representative on the Board of Craft Australia.

The Affiliate Representative is elected to the Board on an annual basis by individual professional practitioners who are Affiliates (individual members) of Craft Australia. The role of the Affiliate Representative is to represent the interests of individual practitioners. The role is undertaken by a professional craft practitioner and is completely independent of the Craftmark assessment process.

An appeal by an unsuccessful applicant can be lodged with the Affiliate Representative via the Craftmark Manager. The Affiliate Representative will undertake a review of all relevant material including the application form and slide images of the work, all correspondence pertaining to the assessment process and recorded notes by members of the Industry Review Panel. The Affiliate Representative may also enter into discussion with the applicant and Panel members as required for clarity and breadth of information.

The decision of the Affiliate Representative is then documented and forwarded to the applicant by the Craftmark Manager. The Affiliate Representative may enter into further discussion with the applicant about the decision at appeal level at their discretion and as appropriate.

6. Breach of Conditions of Use

If practitioners or retailers are reported to be in breach of the conditions of use, initial clarification of the situation is sought to ascertain the specific nature of the breach. Subsequent discussion will then be held to enable a satisfactory outcome for all parties and compliance with the guidelines of Craftmark Australia.

7. Authorised Use

A professional craft practitioner may display the Craftmark on their work and use the Craftmark logo on stationery and promotional materials if s/he is **Craftmark Australia accredited** and has paid his/her annual accreditation fee.

A shop or gallery that has qualified for Craftmark Australia accreditation and paid the annual accreditation fee is authorised to display the '**Craftmark Australia Accredited Retailer**' sign. Retailer accreditation is gained on the basis of stocking and selling a high proportion of work by Craftmark Accredited practitioners (or those eligible for accreditation) and active promotion of quality Australian craft products and artisans. Signage for accredited retailers is supplied directly by the Craftmark brand manager.

A shop or gallery selling only a small amount of work by accredited practitioners which does not currently qualify for Craftmark accreditation is entitled to display the '**Craftmark Available Here**' sign. This signage is supplied to retailers by the craft practitioners who place work with them.

8. Exclusions

The following items are **excluded** from displaying the Craftmark Australia label:

- products not made by an Australian citizen or resident;
- entirely factory made products;
- seconds;
- items copied from another person's designs without authorisation.

The Craftmark should generally **NOT** be employed by craftspeople in the following circumstances:

- when products are on sale at a street or community market (ie not a dedicated art/craft event); Note: recognised art, craft and trade fairs are appropriate for use and display of the Craftmark - check with the brand manager if you are unsure of the status of an event.
- if the items produced differ greatly from the work for which the practitioner is known at the time of accreditation (eg if the person ceases to be a glass artist and begins to make furniture).

Note: accreditation can be extended to cover new work following submission of new slides and information without additional cost.

9. Re-accreditation and Fees

Your Craftmark accreditation lasts for 3 years from the date of notification of accreditation provided that the quality of your work remains consistent or unless you make a radical change in your production direction and do not seek accreditation for the new work. Annual fees are payable as advised in payment advice from Craft Australia. The fee incurs GST and is based on the cost of administration and ongoing promotion.

You are not entitled to use your Craftmark promotional materials if you do not pay your annual fees. In other words, if you do not pay your annual fees you can not expect to gain advantage from the promotional and advertising campaign developed for Craftmark Australia accredited participation.

10. Misuse & Breaches

It is in the interest of all accredited practitioners and retailers that conditions are adhered to and that the Craftmark becomes known for its reliability and consistency.

Misuse of the mark may include:

- its use by a non-accredited craft practitioner
- its use on seconds
- continued use by someone who has not paid annual accreditation fees
- its use on imported or factory made items.
- use at inappropriate markets

If you become aware of any breaches of the Craftmark Conditions of Use please inform the Craftmark Manager at Craft Australia on (02) 9211 1445.