

Desart to research and pilot the digital labelling of Aboriginal and Torres Strait Islander products.

The Australian Government has provided \$150,000 to Desart to test the feasibility of using digital labels on Aboriginal and Torres Strait Islander products in order to assist consumers to make informed choices, increase economic and cultural opportunities for Aboriginal and Torres Strait Islander artists and designers, and assist producers to market and track their products.

Most art centres already use detailed analogue labelling on their merchandise and similar products. Desart will work with up to three art centres to test the feasibility of running an augmented digital labelling system for these products.

Although the project is in the early planning phase, one of the labelling options being considered is QR Code (Quick Response Code) technology.



A QR Code is a two-dimensional barcode. Its advantages over standard barcodes are fast readability, high storage capacity and 360 degree scanning. Newer i-phone cameras are automatically equipped to read QR Codes, and there are also free downloadable reader apps. To see the basics of how it works, point your reader app or i-phone camera at the QR code on the left.

For consumers, a QR Code is a portal to information. Scanning a product label could direct them to information about the product, designer, and provenance, or to the art centre's website, social media page, YouTube link, Google Maps link etc.

For producers, a QR Code enables product tracking and data collection, as well as a range of marketing opportunities, including connecting directly with consumers.

Digital labelling is not a certification trade mark (CTM). Features of a CTM are that it must be registered, have a central administrator, use a common logo and have rules. In contrast, the aim is for the digital labelling to be unique to each art centre, operating in much the same way as you currently manage your artist information, cataloguing and art sales through the SAM – Stories Art Money - Database.



Culture First.

Supporting Aboriginal
Art Centres of
Central Australia



Australian Government

Department of Communications and the Arts