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Vaughan, Sharyn

From: Black, Jane
Sent: Thursday, 8 March 2018 2:14 PM
To: Vaughan, Sharyn
Subject: Draft media release [SEC=UNCLASSIFIED]
Attachments: DORIS - D18-32204 Enf - Admin Other - Media release Birubi DRAFT.tr5

Security Classification: UNCLASSIFIED

Hi,

I have developed some key messages and quotes.

Jane



MEDIA RELEASE

XX Month 2017

ACCC takes action against Birubi for alleged for alleged false, misleading or deceptive conduct

The ACCC has instituted proceedings in the Federal Court against Birubi Art Pty Ltd (Birubi), a wholesaler of Aboriginal artefacts and souvenirs, alleging it breached the Australian Consumer Law (ACL) by misrepresenting the country of origin of its products and the involvement of Aboriginal Australians in the manufacturing of the products.

The ACCC alleges that, **between date and date**, Birubi made representations on its products that **impliedly represented** the products were made in Australia and that an Aboriginal person was involved in the manufacturing of the product, when the products were made in Indonesia. The products include Aboriginal cultural objects such as boomerangs, bullroarers, didgeridoos, and message stones.

“A boomerang that is made in Indonesia should not be passed off as made in Australia by an Aboriginal Australian. This not only harms consumers, but it demeans Aboriginal culture and denies economic opportunity to Aboriginal Australians whose cultural objects are being misused.” ACCC **Commissioner Delia Rickard** said.

“We allege over **12,000** of these products were sold to shops in key tourist spots around Australia. With the Commonwealth Games in Australia this year it’s important to ensure products purporting to be Aboriginal artefacts or using Aboriginal art are authentic.”

The ACCC is seeking declarations, pecuniary penalties, injunctions, disclosure and compliance program orders, and costs.

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