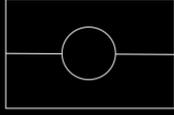


The Aboriginal Flag - Copyright or Custodianship?



FLAG EQUALITY

Across the country the Aboriginal Flag can be seen flying alongside the Australian and Torres Strait Islander flags, at schools, council offices and parliament house. You may not realise, but these flags are not equal.

The Aboriginal Flag is the only proclaimed National Flag that is privately owned, copyrighted and licensed.

YOU MUST ASK PERMISSION AND PAY TO USE THE ABORIGINAL FLAG

The Flag represented the struggle, now it's a struggle to use it!

All flags should be about pride not profit.



FLAG MONOPOLY

3 non-Indigenous companies hold the worldwide exclusive license that control the use of the Aboriginal Flag.

- 1 WAM Clothing - Clothing and digital
- 2 Gifts Mate - Souvenirs
- 3 Flag World - Flags

HOW DID THIS HAPPEN?

In 1971, Harold Thomas of the Luritja people, designed the flag as part of the land rights movement.

In 1995, it was proclaimed as a flag of Australia under the Flags Act 1953.

In 1997, the Federal Court officially recognised Mr. Thomas as the creator of the flag. This protects the flag under the Copyright Act 1968 and can only be reproduced in accordance with this law or with Harold's permission.

FREE THE FLAG A STRUGGLE WORTH FIGHTING FOR

WHY DO WE CARE?



A flag is never just a piece of material. It is a powerful symbol that evokes the deepest emotions - it represents a past, the current reality, and many future hopes and dreams.

SIMPLE SHAPES AND COLOURS SEWN TOGETHER TO BECOME A SACRED ITEM AND PART OF OUR IDENTITY

THE ABORIGINAL FLAG
=
DEFYING ASSIMILATION
CREATING SAFETY, CONNECTION AND BELONGING.



CEASE AND DESIST

Aboriginal people, orgs and sporting codes have been receiving Cease and Desist notices from flag license holders demanding they pay to use the Aboriginal Flag.

Aboriginal people created the flag's value when they adopted it and shouldn't have to pay to celebrate it. As a result we are seeing less Aboriginal Flags in the world.



FREE THE FLAG

The Free The Flag movement aims are...

- To free the flag from its current licensing agreements.
- For the Aboriginal flag to be treated like every other proclaimed national flag in the world.
- To celebrate the Aboriginal flag without asking for permission or paying to do so.
- For the consumer to have freedom of choice from whom they purchase their flag products.
- To not have pay more (royalty and a license fees) for Aboriginal flag products.

6 ways you can help support
the movement to #FREETHEFLAG