Auctioneers and Valuers Association of Australia

Communication Resources

AVAA Media Guide For Journalists

The Auctioneers and Valuers Association of Australia (AVAA) provides journalists with authoritative, trusted commentary on valuation and auction matters, delivering independent insights grounded in professional standards, compliance expertise, and decades of industry experience.

Our members are auctioneers and valuers across fine art and antiques, memorabilia and collectables, rare coins and stamps, aviation and marine, plant, and equipment, motor vehicles and other assets

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AVAA
Auctioneers and Valuers
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SUPPORTING
PROFESSIONAL
AUCTIONEERS & VALUERS
NATIONWIDE
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Introduction

AVAA Media Guide For Journalists

The Auctioneers and Valuers Association of Australia (AVAA) has represented Australia's professional valuers and auctioneers since 1952. Our members work where markets, law, taxation, insurance, heritage and commerce intersect, offering practical expertise that helps explain the value, significance and implications of events shaping investment decisions, industries and public policy.

Journalists regularly report on issues involving asset values, auctions, taxation, insolvency, insurance, fraud, cultural heritage, consumer protection and commercial transactions. AVAA offers journalists provides timely access to certified valuation and auction professionals who can explain technical issues clearly, place developments into context and offer informed, independent perspectives that support accurate public reporting.

AVAA members practise across an exceptionally broad range of specialist fields, including fine art and antiques, rare books and coins, memorabilia and collectables, plant and machinery, motor vehicles, marine and aircraft, commercial assets, deceased estates, insolvency, business assets and general goods. Their expertise reflects Australia's diverse economy.

> **AVAA Certified Valuer (CVAu) and Certified Auctioneer (CAAu)**
>
> The respected AVAA Certified Valuer (CVAu) and AVAA Certified Auctioneer (CAAu) credentials recognise professionals who have demonstrated experience, competency and commitment to ethical practice. These respected designations provide journalists with confidence that the experts they engage possess recognised professional standing and remain accountable to ongoing professional obligations.

> **AVAA Professional Standards**
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> The *AVAA Professional Standards* establish nationally consistent expectations for valuation methodology, auction conduct, ethics, continuing professional development, report preparation and professional practice. They provide an important framework supporting consistency, transparency and accountability, while giving journalists confidence that commentary reflects recognised standards rather than individual opinion alone.

Beyond supporting members, AVAA actively engages at a parliamentary and departmental level on matters affecting asset valuation and auction. Current advocacy includes taxation reform, valuation frameworks, consumer protection, auction regulation and professional standards, providing journalists with informed industry perspectives as public policy issues evolve.

Public confidence depends upon accurate valuations, transparent auctions and professionals who act with integrity. AVAA promotes these principles through certification, education, professional standards and ethical accountability, helping strengthen confidence among consumers, businesses, government agencies, and courts that relies upon professional valuation and auction expertise.

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Handy Reference

AVAA Fast Facts For Journalists

The Auctioneers and Valuers Association of Australia (AVAA) is the peak national body representing valuers and auctioneers since 1952, proudly serving as a member-driven, incorporated not-for-profit organisation.

With the great backing of members, AVAA champions professionalism, ethics, and integrity across valuations and auctions, ensuring public trust while providing education, accreditation, and authoritative policy advocacy that strengthens industry recognition and safeguards community confidence nationwide.

Who We Are —

- Peak national body for valuers and auctioneers, established in 1952.
- Incorporated not-for-profit, member-driven, and nationally recognised
- Our members are valuers and auctioneers in asset classes including fine art and antiques, memorabilia and collectables, plant and vehicles.

Support For Journalists —

- Authoritative commentary on valuations and auctions.
- Experts in standards, compliance, governance, and digital transformation.
- Independent and balanced insights grounded in professional practice.

Key Areas Of Expert Commentary —

- Valuation practice in taxation, insurance, family law, and reporting.
- Auction trends, market dynamics, and cultural significance.
- Online auctions, digital platforms, and cyber security risks.
- Policy advocacy, consumer protection, and compliance reforms.

Our Membership —

- Individuals holding the **AVAA Certified Practising Valuer (CVAu)** credential.
- Individuals holding the **AVAA Certified Practising Auctioneer (CAAu)** credential.
- Corporate members offering valuation and auction services.

Member Services Provided —

- Coordinated advocacy the reform national and state / territory policy.
- Biennial national conference and professional events.
- Online training and continuing professional development programs.
- Policy advocacy with regulators and government.
- Access to sector leaders and expert media commentary.

Key Contacts For Commentary —

- Tim Slattery FCAAu, National President.
- Caroline Tickner CVAu, National Vice President.

By contacting AVAA, journalists gain access to the authoritative voice of the valuation and auction sectors. Our insights combine lived industry expertise with compliance, governance, and digital transformation knowledge that directly informs accurate, balanced reporting.

AVAA is committed to supporting media by providing context, clarity, and credible perspectives. Journalists are encouraged to speak with AVAA for trusted commentary on trends, regulation, standards, and the sector's national impact.

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Introducing The

Association For Valuers & Auctioneers

The Auctioneers and Valuers Association of Australia (AVAA) is an incorporated not-for-profit organisation that proudly represents certified valuers and auctioneers. As a member-driven body, the AVAA exists to support our members, promote the sector, champion high professional standards, advocate for regulatory reform, and set the professions standards for ethics and integrity.

We are the peak national voice of the sector, providing education, professional development, and a strong governance framework to ensure public confidence in the work of valuers and auctioneers. Importantly, AVAA also advocates on behalf of members, engaging with parliamentarians and government officials, and key stakeholders to ensure industry perspectives are considered in policy settings. This policy advocacy ensures the profession's voice is heard on issues such as consumer protection, taxation, and the evolution of online platforms.

As the authoritative body representing valuers and auctioneers, AVAA is the trusted source for independent and balanced commentary. Journalists can rely on its expertise to provide insights that are credible, practical, and reflective of national standards for certified valuers and auctioneers.

Journalists seeking to cover stories relating to auctions, valuations, compliance, consumer protection, or sector trends are strongly encouraged to speak with AVAA. Doing so ensures their reporting is informed by professionals who set the standards and provide perspectives grounded in practice and policy.

Both **AVAA Practising Valuers** (CVAu) and **AVAA Certified Auctioneers** (CAAu) represent the highest standards of professional recognition, demonstrating proven expertise, compliance, insurance, and commitment to ongoing professional development. Alongside them, AVAA Associate Members who are often recent graduates or early-career practitioners gain training, mentoring, and development opportunities, preparing them to progress to full certification while strengthening the sector's future credibility and sustainability.

AVAA Corporate Membership is designed for businesses that operate within the sector, the firms employing auctioneers and valuers. By becoming AVAA Corporate Members, these businesses demonstrate their commitment to professionalism, governance, and best practice, while benefiting from the collective strength of a respected national association. Membership also provides opportunities to build credibility by aligning with the AVAA brand, and to access valuable political advocacy, resources, and networking. Members can engage directly in events such as the AVAA National Conference, contribute to national discussions on policy reform, and play an active role in shaping the future direction of the profession.

By engaging with AVAA's leadership, journalists gain access to authoritative voices who represent both the heritage and future of the auctioneering and valuation professions. AVAA's perspectives provide trusted, independent insights that reflect real industry practice, uphold public confidence, and illuminate the broader policy, compliance, and consumer issues shaping these essential professions.

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ACTION COMICS
STAR WARS
THE NATURAL HISTORY
BIRDS
ONE POUND
Penfolds
Grange
Penfolds
BIN 707
MACALLAN
25
Penfolds
Grange
MACALLAN
25
PARADIS
STEINWAY & SONS
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The Sector's Interest

Assets Handled By The Membership

Across the nation, AVAA Certified Valuers (CVAu) provide independent professional opinions of market value while AVAA Certified Auctioneers (CAAu) conduct transparent and professionally managed sales. Together they support individuals, businesses, governments and institutions making informed asset decisions.

The expertise of professionals with the respected CVAu and CAAu credentials is relied upon for taxation, family law, probate, insurance, finance, insolvency, litigation, commercial transactions and investment decisions. Whether determining value or conducting professional auctions with integrity.

Fine Art & Decorative Arts —
Paintings, sculptures, prints, decorative arts, Indigenous artworks, ceramics, glass, silver and significant cultural objects.

Antiques —
Antique furniture, clocks, ceramics, porcelain, glassware, silver, lighting, decorative objects and historical furnishings from every period.

Collectables & Memorabilia —
Sporting memorabilia, trading cards, toys, militaria, movie memorabilia, vintage advertising, comics and popular culture collectables.

Luxury Goods, Jewellery & Clothing —
Fine jewellery, gemstones, watches, designer handbags, luxury fashion, couture clothing and premium personal accessories.

Coins, Banknotes, Stamps & Rare Books —
Coins, banknotes, stamps, rare books, manuscripts, maps, historical documents and specialised numismatic or philatelic collections.

Wine & Spirits —
Investment wines, rare whiskies, premium spirits, cellar collections, limited releases and other collectible alcoholic beverages.

Musical Instruments —
Violins, guitars, pianos, brass, woodwind, percussion and historically significant musical instruments and related collections.

Plant, Machinery & Commercial Equipment —
Industrial machinery, agricultural equipment, mining plant, workshop equipment and commercial operational assets across diverse industries.

Passenger and Light Commercial Vehicles —
Passenger cars, utilities, vans, motorcycles, classic vehicles, trucks, buses and commercial fleet vehicles of every type.

Marine & Aircraft —
Boats, yachts, commercial vessels, personal watercraft, light aircraft, helicopters and aviation or marine related equipment.

Journalists seeking authoritative commentary on valuations, auctions and asset markets can rely on AVAA and professionals holding the respected CVAu and CAAu credentials for informed, independent and experienced insights grounded in professional practice, ethics and real expertise.

The respected CVAu and CAAu credentials demonstrate recognised competency, professional accountability and commitment to nationally recognised standards. By engaging certified professionals, journalists can report with greater confidence, drawing upon trusted expertise that strengthens credibility in the valuation and auctions profession.

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The Source Of

Authoritative & Informed Commentary

The Auctioneers and Valuers Association of Australia (AVAA) offers journalists direct access to informed, credible, and authoritative commentary on valiation and auction matters. Representing decades of collective experience, we ensure that coverage of these professions is grounded in fact, professional standards, and the realities of daily practice. As the peak national body, AVAA is the trusted voice for interpreting industry trends, regulatory change, and professional conduct.

Auctions and valuations influence many areas of public interest. Taxation, insurance disputes, family law settlements, and financial reporting often rely on valuers. Asset sale, insolvency proceedings, art markets, vehicle disposals, and equipment sales are shaped by auctioneers. These activities underpin decisions that affect businesses, government, and individuals. Yet their technical nature means they are not always well understood.

Without credible insight, reporting risks oversimplification or inaccuracy. AVAA bridges this gap by providing journalists with access to certified valuers and auctioneers who can explain complex matters in plain, accessible language.

> **AVAA Expert Opinion Areas**
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> - **Auction Markets** – Property, vehicles, art, antiques, and machinery.
> - **Digital Transformation** – Online auction platforms, bidding technologies, and cyber security challenges.
> - **Professional Standards** – Accreditation processes, ethics, and education.
> - **Regulatory Compliance** – Consumer protection frameworks, governance, and trust account audits.
> - **Valuation Practice** – Roles in taxation, family law, and insurance.
> - **Economic Conditions** – Asset recovery, insolvency, and market shifts.
> - **Policy Advocacy** – Political and departmental engagement on reforms.
> - **Career Pathways** – Training, mentoring, and entry into the professions.

The valuation and auction sectors is primarily made up of small businesses, giving them unique perspectives on government policy. Their views on taxation, workplace relations, and regulatory red tape reflect daily operational challenges and highlight reforms needed to support economic growth.

AVAA offers credible expert opinions because its commentary comes from certified valuers and auctioneers bound by professional benchmarks, subject to ongoing training, and recognised for meeting the highest standards of integrity and competence.

By engaging with AVAA, journalists gain commentary that is authoritative, impartial, and representative of industry practice. We support the media in providing audiences with coverage that is both accurate and insightful, reinforcing public understanding of professions that are critical to Australia's economy and community.

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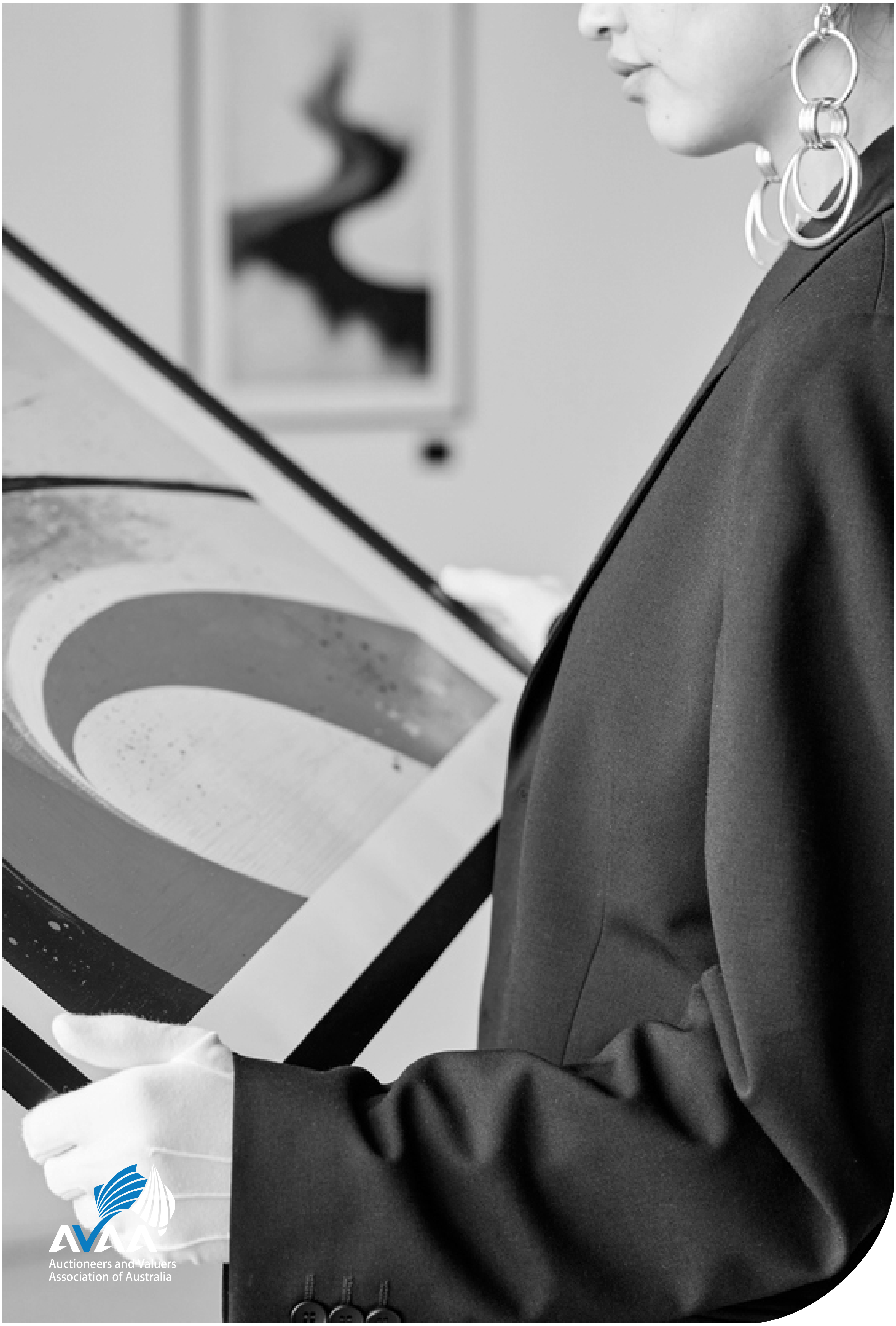
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Understanding
Australia's Valuation Sector

The valuation sector in Australia is a cornerstone of economic confidence and integrity, providing essential assessments that influence decision-making across business, government, and the community. Independent valuations are critical in contexts such as taxation, financial reporting, insurance, estate planning, family law, and asset management. They ensure that value is established objectively and transparently, reducing disputes and protecting stakeholders.

Valuers play a significant role in ensuring compliance with laws and regulations. Reports are often scrutinised in courts, reviewed by regulators, or relied upon by auditors and businesses. This means accuracy, impartiality, and transparency are paramount. A single valuation can affect taxation outcomes, financial reporting obligations, or the division of assets in a family law matter, underlining the responsibility carried by professional valuers.

The Auctioneers and Valuers Association of Australia (AVAA) sets the national benchmarks for valuation standards. **AVAA Certified Valuers** (CVAu) must demonstrate proven professional expertise, prepare reports that comply with the *AVAA Professional Standards*, maintain professional indemnity insurance, and complete continuing professional development. These requirements ensure that **Certified Valuer** (CVAu) members are current with evolving practice standards, regulatory expectations, and international guidelines.

AVAA offers credible expert opinions because our members are accredited professionals whose work meets strict standards of governance, accuracy, and ethics, giving journalists and stakeholders confidence in the reliability of commentary.

This credibility is reinforced by AVAA's long history of advocacy, engagement with government, and collaboration with regulators. Journalists can rely on AVAA for commentary that blends technical expertise with broader policy insight, making it the most authoritative source of valuation perspectives in Australia.

For the business community, valuations support sound decision-making by providing defensible assessments that shape investment strategies, asset management, and financial reporting. For government, valuations underpin fair taxation, policy implementation, and regulatory enforcement, ensuring compliance frameworks operate effectively and public trust is maintained.

Our **Certified Valuer** (CVAu) members proudly use their post-nominals and digital credentials as visible indicators of professional recognition and credibility. These markers allow businesses, regulators, and the public to easily identify trusted practitioners who provide impartial, transparent, and defensible valuations. Their expertise reassures stakeholders that reports are conducted to the highest standard and can withstand external scrutiny.

By establishing benchmarks and promoting ethical practice, AVAA and our AVAA **Certified Valuer** (CVAu) members strengthen trust in the sector. They play a crucial role in ensuring valuations remain reliable, transparent, and credible tools for business, government, and community decision-making across Australia's diverse markets.

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Understanding
Australia's Auction Sector

The auction sector in Australia is a dynamic and integral part of the nation's commercial landscape, driving transparency, competition, and efficiency in the exchange of assets. Auctions are utilised across diverse markets including automotive, transport, machinery, fine art, antiques, jewellery, property, and general goods, making them a versatile and trusted method of trade.

Auctioneers and auction houses provide a reliable mechanism for establishing fair market value, creating opportunities for both buyers and sellers in fast-paced, transparent, and competitive settings. By enabling goods and assets to be exchanged in real time, the sector contributes significantly to business activity, asset recovery, and consumer access. Importantly, auctions also foster public confidence, as participants are assured that value is determined by genuine demand and open competition, not by hidden negotiation.

Within this sector, AVAA sets nationally recognised benchmarks for professional conduct and industry standards. **AVAA Certified Auctioneers (CAAu)** represent the highest level of professional practice in auctioneering. To obtain this credential, members must meet stringent requirements, including demonstrating proven professional experience, upholding the *AVAA Code of Ethics*, maintaining appropriate professional indemnity insurance, and committing to ongoing learning and professional development. This ensures **AVAA Certified Auctioneers (CAAu)** members are not only skilled in auctioneering techniques but also knowledgeable in compliance, governance, and best practice standards that safeguard clients and consumers alike.

AVAA offers credible expert opinions because our members combine proven industry experience with nationally recognised accreditation, ensuring commentary is reliable, impartial, and reflective of the highest professional and ethical standards.

Individuals with the respected **AVAA Certified Auctioneers (CAAu)** credential proudly use their CAAu post-nominals and digital credentials to signal professional recognition and credibility. This distinction allows businesses, government agencies, and the public to easily identify trusted practitioners who operate with integrity, impartiality, and accountability. The expertise of **AVAA Certified Auctioneers (CAAu)** ensures auctions are conducted lawfully, ethically, and to the benefit of all parties.

By raising standards, strengthening trust, and reinforcing ethical practice, AVAA and our **AVAA Certified Auctioneers (CAAu)** members enhance the reputation of the sector as a whole. They play a vital role in ensuring auctions remain a professional, effective, and credible mechanism for buying and selling assets across Australia's diverse markets.

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The Importance Of The
Valuation & Auction Professional Standards

Professional standards matter because they provide a clear framework for consistent, ethical and accountable professional practice. For journalists, that means greater confidence that the information, opinions and valuations they rely upon are supported by recognised methodology, professional judgement and transparent processes rather than individual opinion or inconsistent practice.

The *AVAA Professional Standards* underpin the respected AVAA Certified Valuer (CVAu) and AVAA Certified Auctioneer (CAAu) credentials. When journalists seek expert comment from holders of these designations, they are engaging professionals who have committed to nationally recognised standards, continuing professional development, ethical obligations and professional accountability..

AVAA Professional Standards —

AVAA Professional Standard 1 – Code of ethics for professionals
AVAA Professional Standard 2 – Continuing professional development
AVAA Professional Standard 3 – Professional indemnity insurance
AVAA Professional Standard 4 – Auction client funds handling
AVAA Professional Standard 5 – Auction conduct
AVAA Professional Standard 6 – Minimum valuation report requirements
AVAA Professional Standard 7 – Expert witness and tribunal practice
AVAA Professional Standard 8 – Artificial intelligence in valuation reports
AVAA Professional Standard 9 – Conflicts of interest and independence
AVAA Professional Standard 10 – Complaints handling and professional conduct
AVAA Professional Standard 11 – Record keeping and information management
AVAA Professional Standard 12 – Advertising, representations and use of credentials
AVAA Professional Standard 13 – Cyber security and technology risk
AVAA Professional Standard 14 – Engagement and terms of appointment
AVAA Professional Standard 15 – Valuation instructions and reliance
AVAA Professional Standard 16 – Remote, desktop and technology-assisted valuation
AVAA Professional Standard 17 – Valuation Definitions & Methodology
AVAA Professional Standard 18 – Anti-money laundering and high-risk transactions
AVAA Professional Standard 19 – Use of consultants and subcontractors in valuations
AVAA Professional Standard 20 – Regulatory complaints and notifications
AVAA Professional Standard 30 – Company code of practice

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Journalists seeking authoritative commentary on valuations, auctions and asset markets can rely on AVAA and professionals holding the respected CVAu and CAAu credentials for informed, independent and experienced insights grounded in professional practice, ethics and real expertise.

The respected CVAu and CAAu credentials work within the *AVAA Professional Standards*, and therefore demonstrate recognised competency, professional accountability and commitment to nationally recognised standards. By engaging certified professionals, journalists can report with greater confidence, drawing upon trusted expertise that strengthens credibility in the valuation and auction professions.


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Introducing The

AVAA Leaders Available For Comment

The leadership of the Auctioneers and Valuers Association of Australia (AVAA) reflects the depth and diversity of the auction and valuation professions. Combining decades of experience with governance responsibilities and industry engagement, AVAA leaders provide journalists with trusted perspectives on standards, compliance, ethics, and market dynamics.

For journalists, engaging with AVAA leadership provides access to articulate and authoritative voices. Their insights help ensure reporting is accurate, relevant, and reflective of the professions' importance to Australia's economy and community. By drawing on AVAA leaders, the media can present stories with depth, clarity, and credibility.

> **Tim Slattery CAAu, National President —**
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> Tim Slattery is the AVAA National President. As Managing Director and co-owner of Slattery Grays, he brings extensive expertise in auctioneering, asset remarketing, and valuation. With more than two decades of experience, Tim has overseen the growth of Australia's only nationally owned auction company, conducting over forty auctions a month across diverse sectors including automotive, transport, industrial, marine, and aviation.
>
> His leadership reflects a strong commitment to advancing professional standards, supporting members, and positioning AVAA as the authentic voice of the profession. Changes underway at AVAA reflect his focus on digital transformation, governance, and operational excellence. He's been a key driver of the new strategy that aims to raise recognition, trust, and credibility across the auction and valuation industries.

> **Caroline Tickner CVAu, National Vice President —**
>
> Caroline Tickner serves as the AVAA National Vice President. Through Caroline Tickner Valuation Services, she provides valuations, auctioneering, and sourcing with specialist knowledge across all aspects of jewellery, particularly antique pieces. She is widely recognised for her professionalism and expertise, delivering trusted valuations for market, insurance, probate, and family law purposes.
>
> With nearly two decades of industry experience, Caroline is highly regarded for her deep understanding of jewellery and the broader valuation sector. Her work reflects a strong commitment to professional standards, accuracy, and integrity. As AVAA National Vice President, she plays a pivotal role in raising the profile of valuers and strengthening recognition of the profession.

AVAA's leadership represents the diversity of the sector and the breadth of expertise required to oversee it. Their combined perspectives cover auctions, valuations, compliance, governance, and ethics, providing media with commentary that is both comprehensive and balanced. They can explain how market conditions influence outcomes, why regulatory frameworks matter, and how professional standards protect business clients and consumers.

Journalists can contact Tim and Caroline by reaching out to the AVAA National Office via email at media@avaa.com.au or by telephone on 1300 928 165.

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75th Anniversary
1952 - 2027

The Auctioneers and Valuers Association of Australia (AVAA) is the leading national body representing professional auctioneers and valuers across a diverse range of specialties, including fine art and antiques, rare coins and books, motor vehicles, aviation and marine, household items and office machinery, plant and equipment, to memorabilia and collectables.

Our Vision

As the peak body for auctioneers and valuers in Australia, AVAA upholds the highest professional and ethical standards through education, advocacy, and leadership.

Our Mission

To support and represent Australia's auctioneers and valuers through rigorous standards, ethical leadership, quality education, and credible advocacy, ensuring trust, professionalism, and future-readiness in a changing world.

www.avaa.com.au

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