

COPYRIGHT ACCESS

The
copyright
solution
for your
council



COPYRIGHT AGENCY LIMITED

COPYRIGHTACCESS
IS AN EFFICIENT AND
SIMPLE COPYRIGHT
MANAGEMENT LICENCE
WHICH PROVIDES YOUR
COUNCIL WITH EASY
ACCESS TO INFORMATION.



COPYRIGHT AND YOUR COUNCIL

We all expect others to respect our intellectual property, but what about the intellectual property your company uses every day?

Easy access to current information is critical in staying ahead in today's world. Published reports, research, plans, newspaper, magazine and journal articles are all essential tools in understanding your market and competition.

Many councils could be taking risks on a daily basis by ignoring the fact that a great deal of this informative material is protected by copyright law.

Copyright in published material should be adhered to in the same way you expect your staff, Chief Information Officer or IT manager to comply with software licences.

If you email articles to colleagues, photocopy a newspaper article or place a research paper on your company's intranet without the express permission of the copyright owner then you may be infringing copyright.

Intellectual property management continues to be a growing sector of our knowledge-based economy and your compliance is a tangible demonstration of both corporate leadership and prudent risk management.

This brochure is designed to provide you with information on copyright and what you can do under a **CopyrightAccess** Licence so that you can continue to enjoy the benefits of using quality materials knowing that you comply with copyright laws.

*A **COPYRIGHT ACCESS**
LICENCE PROVIDES YOU
WITH THE ABILITY TO USE,
WITHIN CERTAIN LIMITS,
MILLIONS OF MATERIALS
CREATED AND PUBLISHED
INCLUDING REPORTS,
BROCHURES, RESEARCH
AND ARTICLES.*



WHAT CAN **COPYRIGHTACCESS** DO FOR ME?

In an increasingly IP conscious world, the **CopyrightAccess** Licence is the ideal way to provide your organisation with easy, compliant access to third party material.

As a member-based, Australian copyright management company, Copyright Agency Limited manages the copying rights of the world's most respected book, journal and magazine publishers along with hundreds of thousands of Australian and international authors, photographers, journalists and visual artists.

Our **CopyrightAccess** Licence provides you with the ability to use, within certain limits, millions of materials created and published including reports, brochures, research and articles.

The **CopyrightAccess** Licence is designed to complement any subscription services that you may already have. It helps you to fill in the gaps in copyright compliance around your use of materials provided under subscriptions and other materials your company uses.

Have the freedom to copy and share, within limits, copyright material, for example by:

- Scanning items
- Saving to disc or to your computer's hard drive
- Displaying on your company intranet
- Emailing internally
- Photocopying and faxing material

Copyright Agency Limited's Licensing Consultants are available to provide copyright management advice and assistance to you and your staff throughout the term of the licence.

*MOST PUBLISHED AND
CREATIVE MATERIAL
PRODUCED TODAY
IS PROTECTED BY
COPYRIGHT LAW.*



*THERE IS A COMMON
MISCONCEPTION THAT
MATERIAL FOUND
ON THE INTERNET IS
COPYRIGHT FREE.*



WHAT IS COPYRIGHT?

Copyright provides both a protection and an incentive for producers of quality materials by ensuring they receive acknowledgement and payment for their endeavours.

In Australia, copyright and the rights granted to copyright owners are set out in the *Copyright Act 1968* (the Copyright Act). The Copyright Act grants copyright owners a number of exclusive rights in regards to the copying and communication of their works.

Copyright Agency Limited is an Australian copyright management company that administers licences to provide easy access to, payment for and compliant use of copyright owners' works.

WHAT DOES COPYRIGHT PROTECT?

Most published and creative material produced today is protected by copyright law. But material doesn't have to be hanging in a gallery or held within a library to receive copyright protection.

As long as material is original, then it is automatically protected from the moment it is created and fixed in a tangible form.

There is no need to register a work and it doesn't need to carry a copyright symbol.

Some examples of material protected by copyright and used in everyday business environments include:

- Published works such as direct mail, brochures, annual reports, research papers, training manuals, newsletters, magazine, journal and newspaper articles, plans, market intelligence
- Images such as graphs, illustrations, photographs and promotional backdrops

Material doesn't have to be in a hardcopy format to receive protection. Content and images provided electronically, including CD-ROMs and e-books, are also usually copyright protected.

There is also the common misconception that material found on the internet is copyright free. In fact many websites will carry a copyright notice stating just the opposite. And even if a website does not carry a copyright notice, it does not mean its content is freely available for your council to copy and distribute.

*USE COUNCIL'S 3RD PARTY
MATERIAL WITHOUT
THE PERMISSION OF
THE COPYRIGHT OWNER
THEN YOU MAY BE
INFRINGING COPYRIGHT.*



ARE YOU BREACHING COPYRIGHT?

If you or your staff scan, email or post to an intranet or internet content produced externally from your organisation without a licence to do so, then it's more than likely you are infringing someone's copyright.

You could be breaching copyright when you reproduce or distribute external content by:

- Forwarding or reproducing an article found on an external website
- Hosting third-party market research reports or papers on your company's intranet
- Scanning a page or image from a newsletter, magazine or newspaper and making it available to staff
- Photocopying competitive promotional material and reports to distribute company wide
- Faxing magazine clippings to external clients

WITH A
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LICENCE YOU CAN
ENJOY THE BENEFITS
OF USING QUALITY
MATERIALS KNOWING
THAT YOU COMPLY WITH
COPYRIGHT LAWS.



HOW CAN I COMPLY?

One way to comply is to individually search out the copyright owners of every single document you use, obtain permission for each use and negotiate a price. This may amount to many separate agreements, hours of unproductive administrative time and possibly fruitless searches trying to find copyright owners.

Seeking formal agreements that allow your use of a document can be made even more complicated and onerous when there is more than one copyright owner involved, for example an author and an illustrator.

Or you could simply sign up to Copyright Agency Limited's **CopyrightAccess** Licence. Subject to reasonable conditions, the **CopyrightAccess** Licence will allow you to transfer the risk of copyright infringement for the use of published materials.

THE NEXT STEP

There are four good reasons to take the next step and sign up to a **CopyrightAccess** Licence

Convenience – save time and money by simplifying copyright management including clearances and record keeping

Improved risk management – increase your council's legal protection against copyright infringement

Copyright management support – benefit from ongoing practical advice with your copyright management queries

Corporate governance – show your respect for the intellectual property of others while reinforcing the value of your own to your staff, customers and competitors

For more information on how our licensing solutions can meet your copyright management needs contact our Commercial Licensing Team on **+61 2 9394 7600** or email copyrightaccess@copyright.com.au



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