

Licensing at work

From sporting codes sharing news to a celebration of outback artists, copyright licences deliver fair payments to creators.

Visual Arts

Three of Viscopy's members' artworks feature on a fleet of 60 cars that were driven through regional and city centres around Australia in celebration of Telstra's chief sponsorship of the 34th National Aboriginal and Torres Strait Islander Art Awards (NATSIAA) in 2017.

Betty Pumani's 2016 NATSIAA winning work *Antara* (pictured on the car at left), Simon Hogan's painting *Lingka* (centre), and Beryl Jimmy's artwork *Nyangatja Watarru* (right) each feature on 20 cars.

The reproduction and translation of artwork onto the cars was negotiated in close consultation with the visual arts licensing team, the artists and their respective art centres. Each of the artists was involved in key steps of the process, from the concepts through to final designs. The artists were overwhelmingly positive about the treatment of their work and the quality of its reproduction and, importantly, the artist and the title of their work are clearly attributed on the front doors of each of the cars.

The work of Simon Hogan and Beryl Jimmy were also licensed for use on Telstra sim card packages.



Commercial

Newspaper articles and other time-sensitive information are all critical for the AFL's leadership team.

But General Counsel Andrew Dillon (pictured below) notes that while the organisation has always recognised the importance of protecting IP, there were some gaps in everyday practices.

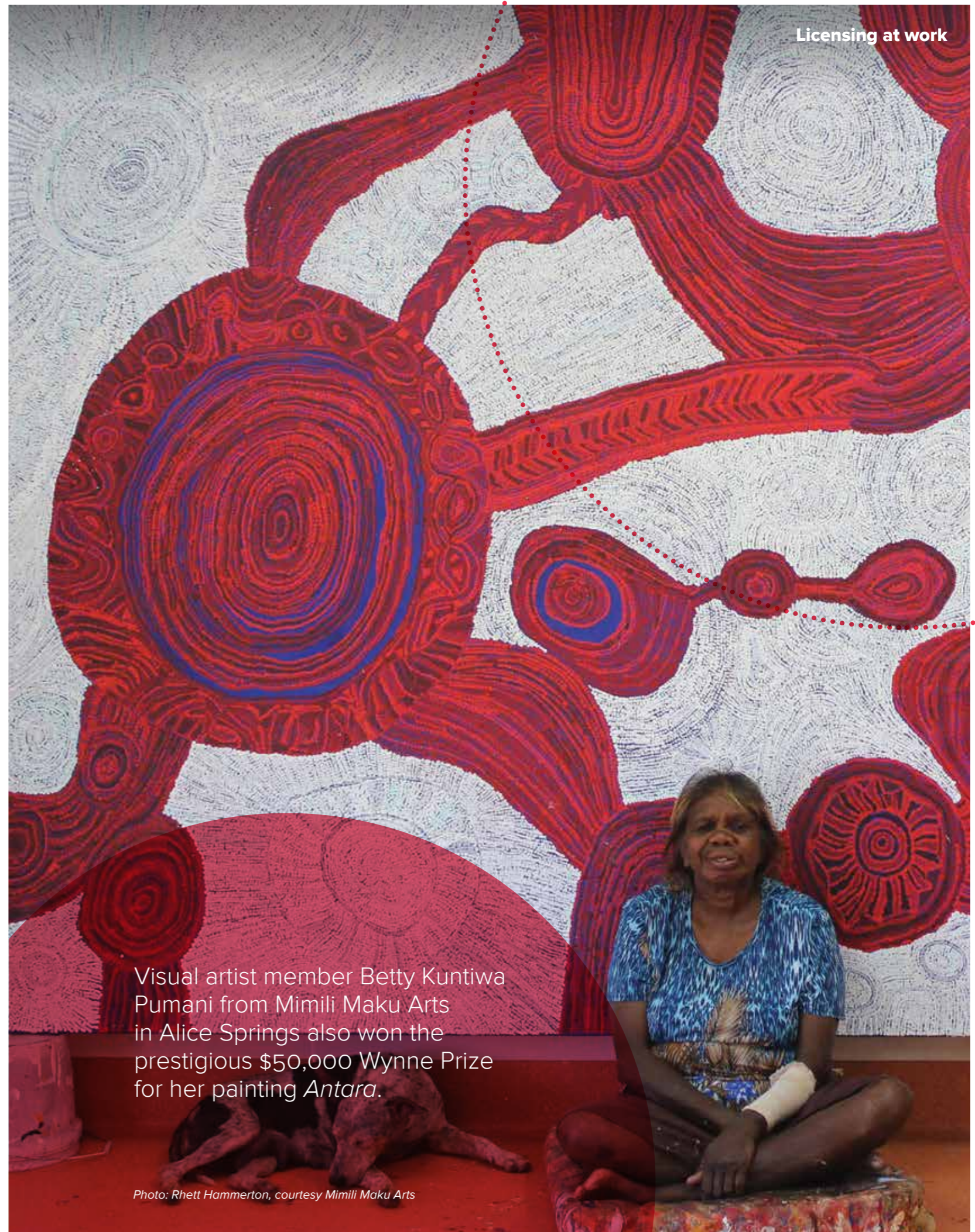


"We conducted a review of our work processes and noted that there was a potential that we weren't complying with copyright laws," says Andrew. After reviewing their practices, the AFL got in touch with the Copyright Agency.

"We worked through a process with them, and we were able to get a very cost-effective solution that enables us now to share information amongst all of our employees all around Australia, and it's a risk that we now don't have to worry about because it's managed in a cost-effective way."

The AFL has also encouraged their 18 clubs to secure copyright licences too.

"Copyright compliance is important for the AFL as a community-based organisation and as a not-for-profit organisation. We've got a standing in the community and it's important for us to comply with the laws," Andrew says.



Visual artist member Betty Kuntiwa Pumani from Mimili Maku Arts in Alice Springs also won the prestigious \$50,000 Wynne Prize for her painting *Antara*.

Photo: Rhett Hammerton, courtesy Mimili Maku Arts