

Removing risks so your focus can stay on the main game

A Sporting Industry Copyright Case Study

COMPANY PROFILE

The Australian Football League is one of Australia's premier sporting organisations. It runs the elite Australian rules football competition and is responsible for the sport's development at a grassroots level, with state and community bodies found all over the country.



Photo courtesy of AFL

CHALLENGE

Newspaper articles and other time-sensitive information are all critical for the AFL's leadership team. But General Counsel Andrew Dillon notes that while the organisation has always recognised the importance of protecting IP, there were some gaps in every day 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.



SOLUTION

After reviewing their practises, 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.



RESULT

"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.

"It's also important for the AFL that there is a return to the creators of copyright material so that we can encourage the creation of more material that we can use within our organisation to hopefully share and then grow our organisation."



“The copyright licence allows us to manage risk in a cost-effective way and enables us to put our resources where we need to, which is growing the game.”

Andrew Dillon

*General Counsel
AFL*