

Licensing at work

Businesses are demonstrating their respect for creators more than ever by taking annual copyright licences.

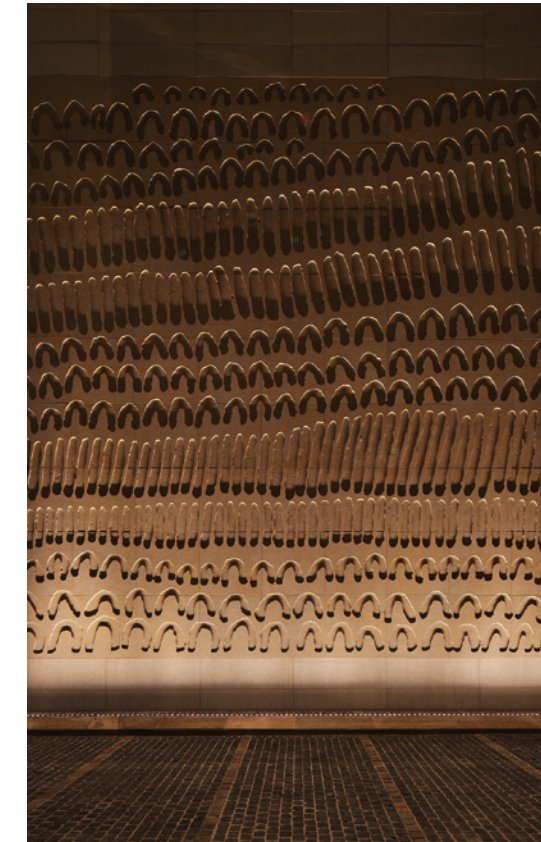
Our copyright licences work in a number of ways. The educational, government and business 'blanket' licences mean those sectors have the freedom to copy and share an enormous range of our members' text and imagery in return for a fair payment.

150 new businesses bought copyright licences in 2018 including Multiplex, City of Sydney Council, MLC Investments, SMSF Association and the NRL.

Strathfield Council in Sydney issued a public apology for copyright infringement and purchased a licence, demonstrating benchmark compliance to other councils.

Copyright Agency also provides one-off licences. Our RightsPortal allows customers to secure the rights to an enormous number of newspaper and journal articles, while our visual artist members' works are often licensed to spectacular effect on cars, buses, NBN boxes, hotel exteriors, fashion and even, this year, on a Qantas Boeing 787-9 Dreamliner. Emily Kame Kngwarreye's *Yam Dreaming* was adapted for the plane's fuselage by Balarinji.

rightsportal.com.au



Uma Wang textile print (left) and The Westin Perth, hotel exterior featuring Lena Nyadbi's artwork

© Lena Nyadbi/
Copyright Agency

Photos courtesy of Uma Wang and The Westin Perth



Artwork *Yam Dreaming*, 1991
© Emily Kame Kngwarreye/
Copyright Agency, 2018

Fuselage Design © Balarinji

Photo courtesy of Qantas

Koda Capital a proud licensee

Wealth manager to high-net-worth individuals, families and charitable institutions, Koda Capital knows from experience how important it is to protect intellectual property. "Much of the financial and investment advice we provide to our clients hinges on exclusive availability," says Founding Partner and Chief Operating Officer Andrew Rutherford. "So the idea of copyright compliance resonates strongly with us."

Articles from print and online newspapers, magazines and journals provide Koda's advisers and analysts with key insights and fresh ideas. "Having a copyright licence is a catch-all level of protection for us, but over and above that, we take comfort in knowing that we are paying creators for their valuable content, which we can then share."

Lena Nyadbi's work licensed

Lena Nyadbi is a senior Western Australian Indigenous artist who works from the Warmun Art Centre, 200km south of Kununurra in the east Kimberley region. Although she didn't start painting until 1998 when she was over 60 years old, Lena's work has been collected widely and won many awards. In 2018, her work was licensed by Copyright Agency for use at Perth's Westin Hotel and for the fashion brand Uma Wang.

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