

A photograph of three business professionals in a meeting. A woman in the center is on a mobile phone call, looking at a tablet. A man to her right is also looking at the tablet. A man to her left is partially visible, looking towards the center. The image has a teal circular graphic on the left side.

WHY DO WE NEED A COPYRIGHT LICENCE TO REUSE CONTENT IN MY BUSINESS?

FAQs

How does copyright impact on my business?

Third party content directly benefits thousands of businesses in Australia, across all industries, who use it to inform their decision making and achieve their objectives.

As most literary and visual works are protected by copyright, your employees will usually need permission from the copyright owner to copy and share text, tables, graphs or images that were created by others.

This includes content from:

- Newspapers and magazines
- Industry reviews, journals and updates
- Books
- Research and competitive analysis reports
- Survey plans and maps

What does the law say?

It is not just important for you to have permission from the copyright owners and pay for the right to reuse content for the benefit of your business; it is a legal requirement too

Copyright is a form of Intellectual Property Law and gives copyright owners exclusive rights to deal with their works in certain ways.

In Australia, copyright law is set out in federal legislation (Copyright Act 1968) and in court decisions which have interpreted the Act. As copyright law is federal legislation, liability for infringement is strict; good intentions and misinformation are not valid defences if you are caught infringing copyright.

What content can I reuse under a licence?

At Copyright Agency we know copyright is a complex topic and common myths and misconceptions can leave considerable compliance gaps, putting your company at risk of being brought into a copyright dispute.

We've done the hard work for you so you do not have to seek permission from content creators individually. A licence allows your employees to copy and share content from millions of sources.

Our licences are tailored to your industry. The annual fee covers your entire organisation and is based on the number of employees and the specific rights you require.

What are the key benefits to your business?



Time efficiency

Enjoy an unencumbered flow of information and focus on your core activity



Ease of use

No need to negotiate licence fees with individual copyright owners



Peace of mind

Real compliance to protect your reputation and avoid potential litigation expenses



Collaboration

Share material internally, email articles to clients, and publish news content on your website or social media



Value

A tailored fee based on the number of employees and the specific rights your organisation needs

What does the Copyright Agency do with my licence fees?

The Copyright Agency is a not-for-profit organisation. Licensing revenue is redistributed to our members: creators such as journalists, authors and publishers. This allows them to continue to develop new high-quality content for organisations like yours to use in the future.

Terms, conditions, limits and exclusions apply.

This fact sheet is a guide only. Refer to the licence agreement for full terms and conditions.

For independent information on copyright please visit the Australian Copyright Council website www.copyright.org.au

Getting your licence is easy

To discuss your licensing options and obtain a customised quote, contact your industry representative below.

Commercial Licensing
02 9394 7600
licence.enquiries@copyright.com.au

Level 12, 66 Goulburn St
Sydney NSW 2000
www.copyright.com.au

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