



Photo courtesy Arrow Energy.

Energy sector Case study

“ We recognise the social necessity of a robust media industry that can apply critical thought and articulate reasoned opinions. We are pleased to be playing a small part in sustaining this industry through copyright fees.”

— Leisa Elder



The social value of copyright compliance

Arrow Energy is a Queensland coal seam gas company which develops and sells natural gas and generates gas-fired electricity. A Queensland success story, it is now owned by Shell and PetroChina (50/50) but remains as the operator of its assets, all of which are in Queensland.

Challenge

Like any business, Arrow Energy needs to know what's happening outside its four walls. “Ongoing media coverage monitoring is essential to keep abreast of industry trends and relevant breaking news stories,” confirms Leisa Elder, Vice President External Relations and Tenure Management at Arrow Energy.

“News coverage is also an excellent vehicle to track the value of our social investment program in the regional communities where the company operates. Seeing the outcomes presented on local radio, television and in print, gives us comfort that this is making a difference to people's lives,” adds Leisa.

Solution

Arrow Energy places great stock in complying with the laws. The Copyright Agency Licence enables them to use the information they require for day-to-day business, and to assist longer-term planning. “The licence opens the door – legally and morally – to a wealth of information,” says Leisa.

Real-time tracking of breaking news stories is also required from time to time. The Copyright Agency Licence allows staff to make and circulate clippings from websites and hard copy publications to keep key decision makers informed of developments.

Result

The Copyright Agency Licence helps Arrow Energy ensure they meet legal requirements when reusing and archiving copyright content for business purposes.



Aside from the legal aspect, the Licence ensures content creators are being recognised and compensated fairly for their work. “The licence allows Arrow to pay a fair price for the information it uses,” says Leisa.