

Screenrights Agreement

Best Practice Guidelines

These Guidelines have been prepared by Universities Australia and have been adopted by Edith Cowan University in accordance with clause 3.4 of the 2019-2022 Remuneration Agreement between Screenrights, Universities Australia and the Universities.

Using copies of broadcasts

The statutory licence allows universities to copy and communicate, solely for the educational purposes of the university (or another university with a remuneration notice in place):

- a. broadcasts – (both radio and television); and
- b. the content of a broadcast that has been made available online by the broadcaster at the same time, or at substantially the same time, as the broadcast (e.g. content on SBS OnDemand, or ABC iView).

Copies of broadcasts made in reliance on the Statutory Licence must only be for used for educational purposes. They must not be made available to students, or by students, for any other purpose (e.g. entertainment). This limitation applies to copies made by Resource Centres (on behalf of the university) as well as to copies made by the university itself.

Marking requirements

Copies

Pursuant to clause 3.4(a) of the Remuneration Agreement, universities are required to mark all copies of broadcasts in analogue form, or on removable media (e.g. DVD, CD, USB), made in reliance on the Statutory Licence, with a notice containing the following information:

Program Name: _____

Broadcast Date: _____

Broadcast Channel: _____

This program has been copied under the Statutory Licence pursuant to s113P(2) of the Copyright Act 1968 for the educational purposes of the University.

This notice should be attached to the container in which the copy is kept (e.g. DVD/CD case, USB etc).

Communications

Pursuant to clause 3.4(b) of the Remuneration Agreement, universities are required to include a notice to the following effect on all communications of broadcasts made in reliance on the statutory licence:

This program has been communicated under the Statutory Licence pursuant to s113P(2) of the Copyright Act 1968 for the educational purposes of the University.

This notice should be visible to any staff member or student accessing the content. This might include:

- using a flash screen so that the notice appears when a person accesses the broadcast
- putting the notice in the reading list information that accompanies the link to the broadcast
- putting the notice in a footnote or footer next to the link to the broadcast
- putting the notice as a slide prior to the broadcast being shown in a lecture
- putting the notice in any email that contains a link to the broadcast

No matter what method the university adopts, the notice must be visible to staff or students accessing broadcast at some point during their 'access journey'.