Making the most of what we’ve got
why we need an Australian Creative Archive

Jessica Coates
Project Manager, Creative Commons Clinic
April 2009
The Problem

- the internet makes much more possible
- but only if we have material to work with
- very hard for Australians to find legal sources of local material for remixing
The Problem

- the internet makes much more possible
- but only if we have material to work with
- very hard for Australians to find legal sources of local material for reuse

The Solution

- our national collections have the potential to fill this gap
- sure there are costs for digitising etc – but cheaper than creating this material from scratch
the traditional access model

- on-site access provided on a fair dealing basis
- 'access' charges for off-site access and re-use the material
- everything decided case-by-case basis
the traditional access model

- on-site access provided on a fair dealing basis
- ‘access’ charges for off-site access and re-use the material
- everything decided case-by-case basis

inefficient, costly, inconsistent
it’s already happening
it’s already happening

it’s still illegal to use most of this material - without going through the same cumbersome clearance processes
This is particularly frustrating when the material is in the public domain.
when it’s in response to a specific inquiry
As is international archival practice, we charge usage fees on items that have been preserved by us. This, in a very small way, is designed to help offset the costs of obtaining, copying, preserving and storing the item.
or when it's funded and owned by tax payers
(and in the public domain and they want to charge you)

Hi,

[Name] has spoken to me about this and I can assist you from now onwards.

It would be of benefit if you were to actually listen to the piece in question. As we don't have a copy of this on-site, the best way to do this would be to contact the NAA and get them to send you the piece. From there you will be able to listen to it and decide whether you would like to use it or not. I have located the NAA webpage outlining the information on the piece and it does not refer to its length.

I would be happy to accept a payment of $650 for use of the audio on your website, for 5 years. Usually for audio, we charge a Licence Fee of $15 per second, 30 second minimum ($450 for 30 seconds) for website use so you will agree this is a generous discount. All we would need to do was write up a License Agreement for you to sign.

If you wish to proceed to a License, I require the following information:

- ABIN number
- Credit card details for payment

I look forward to assisting you and hearing from you soon.

Kind Regards,

P: 61 2 6333 61 2 6333
E: abclicensing@abc.net.au

ABC Ultimo Centre, Level 3 Building E 700 Harris Street Ultimo NSW 2007

You can now search the ABC's footage archive online at:

http://www.abccolourimages.abc.net.au

This proposal does not create a legally binding offer or agreement and is subject to the ABC's general Terms and Conditions and the terms of this offer explicated in this email.

CRICOS No. 00213J
why?

- orphaned works
- under-rating the public domain
- cost of copyright clearance
- politics with contributors
- cost of digitisation
- risk aversion
- protection of revenue streams
- asset tracking
- lack of expertise
Powerhouse Museum

- Flickr Commons – initially released 200 photographs, now over 1500
- ‘Play’ worksheets available under CC
- encouraged CC for ‘photo of the day’
- collection descriptions and data under CC

- identified ‘easy’ material – public domain, new acquisitions and material owned by PHM
- examined business models, to see when OA was appropriate
- teamed with an existing programs (educational workshops) and providers (Flickr)

PHM benefits

- 20x increased visitation of material
- valuable tagging and comments
- promotion
- innovation
- research
- community engagement
- discoveries
- partnerships
- reduced costs for Australian community (particularly schools)
- didn’t hurt sales

Promotional + other benefits ~ neutral effect on sales = net +ve $
don’t just believe me

1. Resources should be made available for reuse unless there is a justifiable reason why they should not.
2. The reuse of resources should be as unconstrained as possible. For example, resources should be made available for commercial reuse as well as non-commercial reuse wherever possible.
3. The range of permitted uses of resources should be as wide as possible, for example, including the right to modify the resource and produce derivative works from it.

[To] Foster creativity in the development, use and application of the Internet, through policies that . . . make public sector information and content, including scientific data, and works of cultural heritage more widely accessible in digital format.

- OECD Seoul Declaration

To the maximum extent practicable, information, research and content funded by Australian governments – including national collections – should be made freely available over the internet as part of the global public commons.

- Venturous Australia Report

There is the potential to release huge quantities of information for re-use by innovators in SMEs, the third sector and even big business. . . Public information does not belong to Government, it belongs to the public on whose behalf government is conducted.

- UK Power of Information Taskforce Report

As a guiding principle, information produced by public entities in all branches and at all levels should be presumed to be available to the public.

- UNESCO Policy Guidelines for the Development and Promotion of Governmental Public Domain Information
so what should we do?

Institution
- review licensing policies – bias towards OA
- identify ‘easy’ material
- explore new business models – eg premium prints
- look at possible partnerships with existing services – eg for cost reduction, increased profile

Sector
- develop policies in favour of OA – for all gov
- joint lobbying strategies – tying access into what’s hot (broadband, education, clean feed etc)
- would we have more success develop a joint archive?