

*Is 5% to 10% of your role
getting out of hand:
the rise of copyright issues in
education and online*

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World Knowledge economy

- New economy needs knowledge workers and innovators (Kenway et al 2003)
- Britain earns more money from exports of rock music than it does from steel (Leadbeater 2000)
- More than 70% of Australians now make something at the workplace that can't be dropped on your foot Spender 2006

Spender

- Australia is not really a country that sells and exports intellectual property
- most of us don't actually have much understanding, educationally or politically, of how to go about it
- [There is] No school or university subject about the new wealth that comes from intellectual property

Spender

- In 1997, America produced US\$414 billion worth of books, films, music, TV programs and other copyright products. Copyright was America's number one export, outselling clothes, chemicals, cars, computers and planes combined.
- *Fortune Magazine* calculated that basketball player, Michael Jordan's, personal economic value gained from copyrighting and merchandising, which is what athletes are selling when they are playing sport, exceeded the Kingdom of Jordan's gross national product.





Campus Library

- Copyright signage
- CAL licence
- Screenrights licence
- Educate staff



Copyright Kitchen

- Browse
- Search
- Use resources
- Contact me
- Create cookbooks

<http://copyrightkitchen.flexiblelearning.net.au>

Copyright Issues Matrix

	National/Legal/the system		Manager/RTO	Teacher / Classroom	Students
VTE as a user of IP	<ul style="list-style-type: none"> •What is copyright •Educational exceptions •What is 'not-for-profit' 	<ul style="list-style-type: none"> •Statutory licences •CAL, Screenrights, APRA •Private RTO's 	<ul style="list-style-type: none"> •Managing copyright costs •Educating staff •Value for money use •Copyright Act Part V (public RTO's) •Compliance 	<ul style="list-style-type: none"> •Need to know to do job •Casual/contract/ full time staff •Compliance •Beginner to expert 	<ul style="list-style-type: none"> •What can you do as a student •Limits •Obligations
VTE as a creator of IP	<ul style="list-style-type: none"> •Who is education 'free for education' •VTE in schools •VTE in Universities 	<ul style="list-style-type: none"> •What objects worth commercialisation •What objects worth sharing 	<ul style="list-style-type: none"> •Ownership •Sharing •Selling •Commercialisation •Commercial opportunities •Learning object repository 	<ul style="list-style-type: none"> •Ownership •Copyright pedigree – chain of title for learning objects 	<ul style="list-style-type: none"> •How to protect own work •Who owns it/ RTO/ learner •Class projects •Entering competitions
VTE as a teacher of IP		<ul style="list-style-type: none"> •The new knowledge economy needs 	<ul style="list-style-type: none"> •Protection of RTO from any learner illegal activity •Opportunity to create courses in IP 	<ul style="list-style-type: none"> •Rights as a student •Rights in the workplace 	<ul style="list-style-type: none"> •Training Package competency •Industry myths •Industry truths

Training packages

- Music
- Film, TV, radio and multimedia
- Information & communications industry (software development)
- Community recreation industry
- Entertainment
- Fitness industry
- Museum & library/information services
- Outdoor recreation industry
- Sports industry
- Tourism
- Printing and graphic arts

The Library

- Educating staff to work in a knowledge economy
- Staff need to know how they can operate
- Learners need to know how they can operate as students
- Learners need to know how they can operate as professionals in their industry



“IP is the asset of any ‘new economy’ and protecting and managing your IP is often the difference between your enterprises success or failure.”



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