How to avoid Copyright Issues: Using images for promoting events

There are hundreds of arts and cultural events that happen across the New England North West every year, contributing to the rich cultural landscape of our region. We all know that using great images on your event promotional material including posters and Facebook, is a great way to attract people to your event. It can be very tempting to do a quick google search and grab an eye catching image from Google, but by doing this, you could be infringing someone's copyright, and if you don't have permission, you can get a fine. If other organisations or community groups share your promotional material on, they also can get a fine.

The basics:
- You cannot use a photo or image because it was online.
- Images online remain the property of the person who created them unless they give you permission to use them or they have chosen to make them 'creative commons' or 'public domain'.
- If you use copyrighted images without permission, you are violating copyright law and the owner of the image can take legal action against you, even if you remove the image.

So here are a few tips to that you can follow to make sure this does not happen:
- Use photos that you have taken. You do not need fancy photography equipment to do this. Most smart phones have the ability to take great quality images. There are a couple of great blogs online covering some simple smartphone photography techniques. We have made one available on our website here www.artsnw.com.au/resources
- If your committee or organisation run regular or multiple events, take the time to set up an image bank of photographs that you can use for future promotion. Tip: nominate someone as the photographer on the day to take a selection of photographs and grab a couple of interesting shots such as close ups.
- Draw your own illustrations or paint your own picture to promote your event or use an online program such as Canva.com to create graphics. It is free to sign up and use, some images and graphics are free, but some you can use for a small fee.
- If do not have an original photo, use google to look for 'copyright free images' such as Creative Commons or Shutterstock. It will most likely be outlined on the image page how to acknowledge the image, for example if you click on images in Wikipedia.com, it will outline what you can do with the image and how they will like you to reference the image.
- Even when you do have permission to use an image always attribute the ownership of an image when you use it online or in any other materials. In the case of artworks, this includes the name of the artist who created the work and the photographer who took the image of the work, below is an example.

Image credit: Exhibition install at Glen Innes Gallery by Glen Innes artist Stephanie McIntosh undertaken in 2016. Photo by Caroline Downer (used with permission).

If you are sending event details to Arts North West, including uploading your event to our online Arts and Culture Calendar, please only send us images you have permission to use.

LINKS
Arts Law https://www.artslaw.com.au/information-sheet/copyright/
Australian Copyright Council information sheets:
https://www.copyright.org.au/ACC/Find_an_Answer/Browse_by_A-Z/ACC/Public_Content/Information_Sheets_A-Z.aspx?hkey=2ae237d3-8c57-4084-81cd-fc4c81619a65

This fact sheet was adapted from Arts OutWest *"Using images for promoting events: Do you have copyright permission?"* https://artsoutwest.org.au/copyright-of-images/