



Ensuring Good Corporate Governance with copyright compliance

COMPANY PROFILE

Mitsubishi Motors Australia Limited (MMAL) is a leading global motor vehicle manufacturer, and a fully owned subsidiary of Mitsubishi Motors Corporation (Japan). MMAL employs more than 200 highly skilled Australian staff, with headquarters in Tonsley Park (Clovelly Park, South Australia) and branch offices in Brisbane, Sydney, Melbourne and Perth.

CHALLENGE



SOLUTION



RESULT

The ability to copy and communicate the latest information is vital to keeping ahead of the competition. MMAL Head of Corporate Communications, Shayna Welsh, identifies two challenges: "Firstly, we purchase and subscribe to a lot of content, but that doesn't mean we can share that with all staff."

"Second, while the Communications team has the professional expertise to understand copyright rules, general staff cannot be expected to. All staff members want to transact at internet speed without having to worry about the rules. This gives rise to the daily risk of copyright infringement in everyday office workflow, such as emails and reporting."

Magazine and newspaper articles and product reviews are vital for sharing with employees, dealers and customers. "We decided to buy an annual Copyright Agency licence so that we could deliver our progressive knowledge management strategy, as well as ensure effective governance," says Ms Welsh.

The licence is priced according to the number of full-time employees and dealerships nationally. "It fits our good corporate governance framework as we are respecting copyright and, at the same time, supporting and valuing high quality publishing."

MMAL operates in a world class regulatory environment and is proud that it exceeds the highest global standards. Head of Corporate Communications, Shayna Welsh, states that the licence is an asset the company could not function effectively without.

"We understand the investment that goes into producing quality products and we want to ensure we pay fairly for the high quality information that we rely on, on a day-to-day basis. We are proud of our commitment to copyright compliance."

“ We understand the investment that goes into producing quality products and we want to ensure we pay fairly for the high quality information that we rely on, on a day-to-day basis. We are proud of our commitment to copyright compliance. ”

Shayna Welsh, *Head of Corporate Communications, MMAL*