



Guidelines for the use of silo art and art images

For merchandise and other use cases

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GrainCorp
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Overview

Since the creation of the silo art trail, GrainCorp has been contacted by a number of individuals and local businesses who wish to create items of merchandise containing images and reproductions of GrainCorp's silo art, intended commercial sale.

GrainCorp does not make money from silo art; our involvement in the creation of artworks on our sites is purely to improve the visual amenity of those regional communities, as well as assist the communities to attract visitors to support the local economy.

As part of a commitment to our partner communities, GrainCorp has developed the following guidelines to ensure the benefits of silo art continue to support the community.

The following guidelines apply to all GrainCorp silo art projects and complement existing agreements and the artists' moral rights. The guidelines are fully compliant with Australian Copyright Law.

These guidelines apply to *any* person or group including but not limited to, council, community group and artist.

Procedure

Before you begin

It is important to identify which silo art project you are wanting to work with. Please note that not all silo projects belong to GrainCorp. For the latest list of completed GrainCorp silo artworks, please visit www.graincorpsiloart.com.au or email socialmedia@graincorp.com.au.

To ensure the benefits of silo art are fed back into the community, GrainCorp will only licence the reproduction or communication of the Artworks painted on its silos strictly on the provision of the following:

- i. Supplied written proof of consultations with the Council and/or any Silo Art Committee or Community group (that commissioned the artworks). Phone calls are not sufficient proof.
- ii. Evidence of explicit approval from the relevant groups associated with each project. Please note these differ for each project and may or may not include the local council.
- iii. Detailed information around the proposed image, use, purpose and intended sale of the product. This must be provided *before* the production of the product. Approval will not be provided retrospectively.
- iv. Proof that 50 per cent of the profit from each wholesale and / or retail sale will be donated back to the relevant community. This varies project by project. You must provide written evidence of this arrangement. Profit refers to the amount left over after you have covered your costs.

Example: If you have produced coffee mugs that cost \$5 each to produce and sell them in the community for \$10 each. Fifty percent of the profit (\$5) i.e. \$2.50, must be donated back to the community.

If you have produced the same mug and sell it to a local business for \$10, you must still donate \$2.50 back to the community. The local business then sells the mug for \$20. The local business must donate \$5 back to the community.

The community group and / or council that fundraised, worked on or donated time and money to develop the project will determine where the funds are to be donated.

We are happy to work with you at the consultation stage, if you believe the 50% profit share is not appropriate for your product.

- V. GrainCorp, in conjunction with the councils and the community groups, will provide a listing of various organisations that operate in those communities for percentage of profit funds to be donated.

Acknowledgements

- › To protect the moral rights of the artist, they must be acknowledged at all times. Irrespective of the merchandise or end product, the original artist must be clearly consulted with, identified and credited.
- › On a case by case basis, the merchandise may also be required to acknowledge GrainCorp and other project partners, as deemed appropriate by GrainCorp.

Examples of memorabilia covered by these guidelines:

- › Any physical product created that depicts the artwork and is intended to be sold either by an individual or a business
- › Artwork of the artwork e.g. painting or cartoon of the silo artwork

Checklist

Make sure you have secured the following before proceeding with the production and sale of your product:

- ✓ Community group / council approval
- ✓ Artist approval (council or community group can assist with this)
- ✓ Detailed plans of merchandise / project
- ✓ Artist attribution
- ✓ GrainCorp approval and attribution (where appropriate)
- ✓ Detail of profit-sharing arrangement (at least 50 per cent to be donated back to community)

Frequently Asked Questions

What if I have already produced memorabilia?

You must declare this to socialmedia@graincorp.com.au. We will work with you to find a solution moving forward. Please note that we are unable to approve products or merchandise that do not meet the minimum copyright law requirement.

Why do I have to share my profits?

Silo art is an expensive investment that takes hundreds of hours of fundraising, project management and organisation by council and community groups. Many people and businesses donate their resources for the benefit of the community.

It is deemed inappropriate for individuals or businesses who have not been involved or contributed to the projects to profit from it above these community groups or councils.

What if I want to support a charity or cause outside those allocated by the community?

It is important the benefits of silo art remain the community – however, the local community retains the right to approve requests to donate the funds to a state or national body, or other organisation outside of the region.

What do you mean by approval?

We need to see written consent that clearly outlines what you are asking and what you intend to do with the merchandise and profits.

This includes, but is not limited to, wholesale and retail sales.

For example, the policy applies to both circumstances where you create a piece of merchandise and where you intend to sell it to local businesses in the community for them to on-sell, or you sell it to customers directly, as per below:



Where do I go for more information?

Please visit www.graincorpsiloart.com.au or email socialmedia@graincorp.com.au

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