



29 June 2018

The Director, Copyright Law Section  
Department of Communications and the Arts  
GPO Box 2154  
Canberra ACT 2601

By email: [copyright.consultation@communications.gov.au](mailto:copyright.consultation@communications.gov.au)

### **Copyright Modernisation Consultation**

Redbubble is pleased to be consulted on the copyright modernisation proposals in the Productivity Commission's 2016 IP report. We confine our submission to Question 1 in the Department's March 2018 report - relating to fair use vs fair dealing exceptions.

Redbubble shares the views expressed by the Productivity Commission that the current fair dealing regime is too rigid to effectively respond to challenges faced in a digital environment.

Redbubble strongly supports the introduction of a full open-ended fair use-style exception in Australia - to make our laws fit for the modern age and be able to adapt over time to new technologies. An open-end fair use exception is the only model that provides this level of adaptability. Redbubble considers the United States style 'fair use factors' should be the followed in Australia - for a robust and flexible fair use exception.

Redbubble's considers that flexible-exception based reform is pro-innovation and would promote creativity within Redbubble's community of over 600,000 independent artists. Such reform would demonstrate the Australian Government's stated commitment to the innovation and creative sectors.

Yours sincerely,

A handwritten signature in black ink that reads 'Paul Gordon' in a cursive script.

Paul Gordon  
Internal Counsel and Company Secretary  
Redbubble Limited

Level 3, 271 Collins Street, Melbourne VIC 3000  
PO Box 274, Flinders Lane VIC 8009  
Redbubble Limited  
ABN 11 119 200 592