



Irish Visual Artists Rights Organisation Ltd

Annual Report 2015

In 2015 important advances have been made in the three core services offered to IVARO members, visual creators and their beneficiaries – Copyright Licensing, Resale Right and RETURN.

Copyright Licensing

2015 saw strong growth in our copyright licensing service which connects the creators, owners and users of artworks by providing simple and cost effective ways for people to reproduce and store images.

In 2015 there was a 90% increase in licensing revenue. This income comes from royalties collected through individual licences issued by IVARO for the reproduction and communication to the public of our members works. We have a dedicated Licensing Officer who manages all requests to use our members works. Our customer base has grown to include book publishers, galleries, museums, universities and media companies.

In the last year we worked closely with a number of national cultural institutions such as the National Gallery of Ireland and the Arts Council who are digitizing their collections and making them available to a worldwide audience online. While the income for copyright licensing is quite modest, it is an important service for members who feel secure that their work is being professionally licensed and their copyright respected.

Artists Resale Right

The Resale Right entitles artists (and their beneficiaries) to receive a royalty each time their work is resold on the art market, with certain conditions. IVARO works to collect royalties not just from sales in Ireland but also internationally through our network of sister societies around the world. In 2015 nearly €60,000 was collected nationally and paid to 70 artists, a slight decrease on previous years. The relatively small number of artists who have benefited can be attributed to the high threshold of €3,000. Irish artists do not share in the proceeds when their works sell for less than this amount. The threshold is only €1000 in the UK and is set substantially lower in most other EU countries.

During the year IVARO continued to campaign for improvements to the Artists Resale Right regulations. The current regulations do not provide an effective mechanism for the collection of royalties. The high threshold also prevents younger and less well established artists from benefiting from the right. Our research shows that lowering the threshold from €3,000 to €1,000 would increase the number of artists who could benefit from the resale right by 70%. It has never been more important for us to ensure that government are pressurised into putting primary legislation forward that lowers the threshold, clearly defines the role of a compulsory collecting society such as IVARO and the obligation for proper and timely reporting and payments.

RETURN

Our RETURN service distributes photocopying royalties to visual creators whose artworks have been reproduced in books and periodicals published in Ireland. Artists and rights holders can claim royalties from IVARO if their work has featured in a book, periodical or magazine. The royalties come from a collective licensing scheme for photocopying which is operated by the Irish Copyright Licensing Agency (ICLA). IVARO negotiates a share of this revenue on behalf of visual creators whose works are reproduced in Irish publications. The revenue is collected and distributed to artists and rights holders once a year through our RETURN service. RETURN established itself as our most popular service in 2015 with payments made to 324 visual creators and rights holders. The average payment made was €91, the highest individual payment was €522 and the minimum payment was set at €12.

Key Events and Campaigns

During the year in review IVARO participated in a number of conferences, working groups and events including:

- General Assembly of CIAGP (International Council of Creators of Graphic, Plastic and Photographic Arts), Buenos Aires.
- Annual General Assembly of EVA (European Visual Artists), Brussels.
- VAI Get Together, Irish Museum of Modern Art.
- VAI event in partnership with Fingal County Council on October 14th 'Licensing Your Work for artists, Illustrators and design makers'

In 2015 IVARO made submissions to government regarding the European Directive 2014/26/EU on the collective management of copyright and related rights. This Directive is due to enter into force in 2016. It contains far-reaching rules governing the activity of collecting societies. IVARO is keenly aware of the need for transparency and accountability in the operation of a collecting body. IVARO provides information on our services, administration charges and distribution schedule in our Distribution Policy.

Administration Charges

For the year 2015 IVARO retained the following administrative charges:

Primary and collective rights: 25% of total collections

Resale Rights: 15% of total collections

Serving members and defending your rights

One of IVARO's great strengths is our membership. Membership of IVARO is free and open to all visual creators. The estates and copyright heirs of artists may also become members of IVARO during the copyright term of the artists' work. In 2015 membership of the organization grew to 1,550 visual creators and artists' beneficiaries. IVARO also exercises and protects the rights of over 40,000 visual artists worldwide. Through agreements with visual creators' societies overseas our members' works are managed abroad on the same basis as they are in Ireland. IVARO's services operate both in Ireland and

in 25 other countries. IVARO does not take any commission on royalties collected for our members by our affiliates.

IVARO has worked hard over the year to defend the rights of all of the creators and rights holders it represents in Ireland in situations where their works have been used without consent. Our interventions have dealt with unauthorised use of artworks and photographs, reproductions of public art works without credit and assisting members in copyright disputes.

Directors

IVARO is governed by a voluntary board of directors which consists of artist members and co-opted members with particular professional expertise. The directors who served during the year in review are:

Robert Ballagh	IVARO Chair
Samantha Holman	IVARO Secretary and Executive Director ICLA
Noel Kelly	CEO Visual Artists Ireland
Abigail O'Brien	Visual Artist
Pearse Ryan	Solicitor
Sean Molloy	Visual Artist
Declan Mulligan	Visual Artist

About IVARO

IVARO was established in 2005 as a copyright collecting society for visual artists and creators. We are a membership based organisation representing over 1,550 artists and creators. We collect and distribute royalties to artists through our Copyright Licensing, Artists Resale Right and RETURN services.

We operate on a not-for-profit basis which means that we charge artists a fee to cover the costs of providing our services. Our administration fee is 15% for the Artists Resale Right and 25% for copyright licensing. IVARO does not take any commission on royalties collected from overseas.

Company Information

IVARO is a member of The International Confederation of Authors and Composers Societies (CISAC). With 229 members – authors’ societies from 121 countries – CISAC is an international NGO representing about 3 million creators and publishers of artistic works in all genres including music, drama, literature, audio-visual and the visual arts. IVARO is also a member of European Visual Artists (EVA) which represents visual artists collecting societies exclusively.

List of societies representing IVARO members around the world

ADAGP (France)	AGADU (Uruguay)
AKKA/LAA (Latvia)	ARS (United States)
BONO (Norway)	BUS (Sweden)
Copydan (Denmark)	DACS (United Kingdom)
DALRO (South Africa)	EAU (Estonia)
MYNDSTEF (Iceland)	OOA/S (Czech Republic)
Pictoright (The Netherlands)	Prolitteris (Switzerland)
SABAM (Belgium)	SAVA (Argentina)
SPA (Portugal)	VEGAP (Spain)
VISCOPY (Australia)	VG Bildkunst (Germany)
SODRAC (Canada)	HUNGART (Hungary)

Registered office:

Windmill View House
Oliver Bond Street
Dublin8

Auditors:

Byrne Moreau & Connell
Harmony Row
Dublin 2

Company Secretary:

Samantha Holman

Company Number:

403922

Code of Conduct:

As a member of CISAC, IVARO is bound by the Professional Rules, relating to its conduct, governance, transparency, financial disclosure, administration, licensing and collections as well as the Binding Resolutions covering documentation and distribution.

IVARO is registered with the Irish Patents Office in the Register of Copyright Licensing Bodies.

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