

Taking the lead in compliance

COMPANY PROFILE

Koda Capital is an independent wealth manager to high-net-worth individuals, families and charitable institutions. The company was founded in 2014 in response to growing unease with the conflicts of interest in vertically integrated wealth management. Today Koda has 37 Partners and advises over \$5b in client assets.



A Banking & Finance Industry Copyright Case Study

CHALLENGE



Client-focused businesses like Koda Capital build trust by being transparent and well-informed. 'We share a lot of news publicly, internally and directly with clients,' explains Founding Partner and Chief Operating Officer Andrew Rutherford. 'For example, we might post a news article on our website, or send it to a client or team member.'

Articles from print and online newspapers, magazines and journals provide Koda's advisers and analysts with key insights and fresh ideas. But these cannot be leveraged for business if staff are caught up worrying about whether they can or cannot use certain types of content.

SOLUTION



Koda Capital knows from experience how important it is to protect intellectual property. 'Much of the financial and investment advice we provide to our clients hinges on exclusive availability,' says Mr Rutherford. 'So the idea of copyright compliance resonates strongly with us.'

Obtaining a Copyright Agency licence enables Koda Capital to be compliant with publishers' terms and conditions, as well as Australian copyright law. Given the frequency with which the team shares articles, both internally with staff and externally with clients, the decision was in the end a 'no-brainer'. Setting up our licence was fairly simple, from signing to implementation.

RESULT

A commercial copyright licence gives Koda's employees the confidence to download and share content as required, ultimately improving their workflow. But it's not just about the efficiency; there's also the peace of mind that comes with being a responsible business.

'We wanted to make sure that the creators and distributors of the content we use were rewarded fairly for their work,' Mr Rutherford says. 'Having the licence is a catch-all level of protection for us, but over and above that, we take comfort in knowing that we are paying creators for their valuable content, which we can then share.'



“Koda's ethos of independence is, at its core, designed to mesh ethical behaviour with commercial success and to reflect a fair exchange of value between our clients and ourselves. The copyright licence is founded in a similar belief: that those creating intellectual property need to be fairly compensated for it. Any other basis of business is unsustainable.”

Andrew Rutherford

Founding Partner and Chief Operating Officer
Koda Capital