

PICC
DRAFT FRAMEWORK FOR THE NATIONAL BOOK POLICY TO BE SUBMITTED
TO THE
NATIONAL DEPARTMENT OF ARTS AND CULTURE

OCTOBER 2005

DRAFT 3

1 INTRODUCTION

The fall of the apartheid state brought about many challenges but also countless opportunities for the people of South Africa. Economically it meant participating within the global economy, bringing a need for increasing industrial competitiveness and trade liberalisation. Culturally, it meant the recognition of a plurality of cultures deserving equal opportunity. For the book publishing and related industries, it meant an opportunity to rebuild and recreate an African identity, an opportunity to record the immense social heritage of our nation.

The South African book publishing industry, through the restrictive laws of the apartheid state, did not manage to reach its full potential. As other developing countries, South Africa has a sophisticated educational book publishing sector, while the general reading sector remains underdeveloped, and other sectors in the book value chain still need enhancement.

Previous book development policy initiatives, conferences such as Book Publishing for the 1990s and the Cost of a Reading Culture (2004) held by the library sectors, the PICC strategic planning sessions with stakeholders as well as the current Position Paper identify diverse challenges. This draft policy framework tables the priorities to be agreed upon across sectors. Access remains a key consideration in formulating the draft. This draft policy framework outlines the process, states objectives and guiding principles, and tables policy priorities across sectors. It is intended to be discussed, interrogated and hopefully agreed upon. It further aspires to create an environment in which the previously marginalised communities will be able to participate actively as owners, producers, marketers, distributors and consumers of books.

1.1 The National Book Policy framework process

The National Book Policy is a framework that concretises the joint commitment of the Government and the private sector in developing the book publishing sector of the country, to fulfil both its cultural and its economic roles. The policy will serve as a guide to help meet the cultural, educational and social needs of the country simultaneously without prioritising one at the expense of the other, while ensuring that economic opportunities of wealth and job creation are stimulated and harnessed proactively.

Being one of the oldest means of communication and distribution, books not only make a spiritual, educational and cultural contribution to the life of a nation, but also involve the legitimate industrial and economic aspirations of the publishing trade. The association of these two factors – cultural impact and economic interests – results in a complex set of parameters that might seem incompatible. Developing the publishing and reading universe requires an understanding of the existing internal relations between the different elements comprising the book chain: literary invention and the respective functions of the publisher and the printer.¹

This policy framework seeks to incorporate the insights of the writing-, paper-, printing-, book-publishing and bookselling sectors, as well as the library and development initiative communities of South Africa.

The first draft of this policy framework was circulated to all sectors across the book value chain in December 2004, and it is estimated, through the association reports, that it reached at least 800 individuals. Comments from both individuals and associations were received and recorded. All comments were circulated to the PICC Transformation Committee members. The PICC chairperson, director and chairperson of the PICC Transformation Committee (PICC TC) also met with NCLIS, an advisory committee to the minister of Arts and Culture on library and information science. The PICC TC held meetings on 11 March and 19 May 2005 to discuss the comments in depth.

Based on the comments received, the committee agreed to formulate a draft position paper and a draft policy document. It became apparent that it was necessary to provide a strategic context for the policy framework, as not all sectors were familiar

¹ Unesco, Paris: <http://portal.unesco.org/culture>. 2003©

with the broad strategic issues as a coherent whole across the book value chain. It also demonstrated the importance of an organisation like the PICC in negotiating the differences across sectors while at the same time ensuring that a balance be achieved and maintained between cultural and economic objectives. We trust that each of the sectors appreciates the difficulty of this role..

Draft 2 was once again circulated for further comments from all key stakeholders.

This draft, being Draft 3, is now the final draft submitted to the Department of Arts and Culture (DAC), following the consultation processes outlined above, as well as two national workshops held respectively on 15 August 2005 in Cape Town and 29 September 2005 in Mpumalanga.

As South Africans, it is important that we take the historical context of our country into account. It has formed a significant part of the policy landscape since the first democratically elected Government took office in 1994. We hope that through the current policy initiative we will secure the necessary will of the highest political office in the country as well as all stakeholders for the advancement of the book publishing sector.

2 Objectives of the National Book Policy

The objectives of the National Book Policy, as recognised by the State are:

1. To obtain priority status for the book publishing sector
2. To encourage literary creation with South African content for both local and international readership, thereby increasing access to the printed word
3. To establish an appropriate legal framework for the protection of authors' rights through adequate copyright legislation and implementation
4. To encourage development of the different skills involved in the book value chain through skills development plans
5. To address the reading needs of people with print disabilities in a properly structured and sustainable manner
6. To provide fiscal, credit and administrative incentives to the book value chain
7. To stimulate diversity in ownership, employment and product across the entire book value chain

8. To create an environment that would stimulate exports of South African products
9. To secure an adequate, affordable and accessible supply of books for all segments of the population, including people with print disabilities
10. To facilitate nationwide distribution and unimpeded international circulation of books
11. To facilitate and coordinate reading promotion activities
12. To develop an infrastructure of human resources trained in the different skills involved in the book sector
13. To ensure the participation of previously marginalised individuals, with particular emphasis on black women, youths and the disabled, including people with print disabilities
14. To ensure that book publishing mirrors the rich cultural heritage and diversity of South Africa
15. To coordinate the activities in the book value chain to achieve holistic and sustainable growth and development for the entire sector

2.1 Guiding principles of the National Book Policy

1. Books remain the most effective means of transmitting knowledge and recording, preserving and disseminating the cultural heritage of the South African people.
2. The private sector is indispensable in the development of a vibrant book publishing sector in South Africa.
3. Learning and teaching support materials (LTSM) production must be supportive of the curricular objectives of basic education.
4. Indigenous authorship, production and publication in local languages are important in book development.
5. The book industry should be globally competitive in order to thrive.
6. Reading promotion is the cornerstone of book development and growth in South Africa.
7. Book publishing is a social commitment.
8. Book publishing is an economic activity contributing to the Gross Domestic Product (GDP) of the country and as such is of economic importance to the country.

9. By their very nature, books, reading and education form an integral part of any poverty alleviation strategy and should be incorporated into all spheres of society.
10. The principles of 'Proudly South African' should be fostered across all sectors of the book value chain.

It is incumbent on the State, with the support of the private sector and the participation of its citizens, to fulfil the objectives of the National Book Policy as referred to above.

The recommended policy priorities are tabled below.

2.2 Recommended policy priorities

2.2.1 Policies for writers

Priority	Intervention	Responsibility
<p>Copyright protection To secure adequate copyright protection for writers and publishers.</p>	<p>Revision of the Copyright Act. Implementation of the PICC Copyright Report. Recommendations to be agreed upon and implemented in partnership with writers' organisations and publishers.</p>	<p>DTI DoE DAC SAWA ANFASA PASA SABA PICC</p>
<p>Taxation To avoid double taxation of writers.</p>	<p>A review of the current taxation system on creative workers. Tax incentives on royalties, specifically linked to local content and local languages.</p>	<p>DAC DTI Treasury SAWA ANFASA</p>
<p>Reprographic/-productive Rights Organisation (RRO) To establish and legislate a regulatory framework for an RRO in South Africa, representative of literary owners.</p>	<p>DTI to legislate a regulatory framework for managing the complex tasks of disbursing royalties and permission fees collected. This framework should serve as a mechanism for ensuring the content creators, being predominantly writers in this case, receive their fair share of reimbursement for the use of their works.</p>	<p>PICC DTI PASA DALRO DAC SAWA ANFASA</p>
<p>Writers' associations To establish and strengthen writers' associations for all genres or create a single national writers' organisation so as to realise greater negotiating power for writers with regard to copyright, contracts, etc.</p>	<p>Strengthen writers' associations so as to protect their interests effectively Government should subsidise these associations based initially on a plan for sustainability, with an exit strategy in place.</p>	<p>DAC DoE SAWA ANFASA CPT Bookfair Centre for the Book Women-in-Writing Other development initiatives Private Sector/Donors PASA SABA</p>
<p>Local-language writing To increase writing in local languages. This should not only include translations from English or Afrikaans into the other local languages.</p>	<p>Incentives (fellowships and grants) and subsidies for writing in local languages. Capacity-building of existing writers' organisations offering support and training to writers. Incentives for translation into local languages.</p>	<p>DAC DoE SAWA ANFASA PANSALB Private sector/Donors PASA SABA</p>



Priority	Intervention	Responsibility
		Development Initiatives
<p>Training/Fellowships for writers To establish and strengthen fellowships to writers as incentives to improve and increase South African writing, including academic writing.</p>	<p>Develop fellowships with local and international universities in collaboration with writers' associations and other appropriate institutions. Active participation of writers' associations and other associations along the book value chain at local, continental and international book fairs.</p>	<p>DAC PASA Universities DoE SAWA ANFASA Technikons CPT Book fair</p>
<p>Diversity To achieve diversity at all levels of creation, including writers, illustrators, graphic designers, translators, photographers, etc.</p>	<p>Skills development and empowerment programmes. Incentives for previously disadvantaged creators. Database on the demographic profiles of writers and other related data and information. Included as part of the book publishing BEE Charter.</p>	<p>DAC DoE PASA SABA PICC Private Sector SETAs SAWA ANFASA Women- in-Writing</p>

2.2.2 Policies for book publishing

Priority	Intervention	Responsibility
<p>Ownership To achieve sufficient diversity in ownership.</p>	<p>BEE Charter to be implemented for the book sector. The charter process should ensure that transformation is achieved at sector level and across the whole book value chain. Incentive-driven intervention from the Government to assist in the implementation of the BEE Charter. Baseline information from the central database to be used to monitor the success of interventions. Baseline research into ownership to include foreign, local and black ownership, including executive and non-executive directors. Incentives for SMME development in partnership with DTI and the NEF, specifically for the book industry. Emphasis on the empowerment of black women and the disabled.</p>	<p>DTI DAC DoE Unions PASA PICC Treasury National Empowerment Fund (NEF) SA Library for the Blind</p>
<p>Employment To achieve diversity in all levels of employment, including appointment of commissioning editors and other personnel from designated groups who can ensure the much-needed diversification of content.</p>	<p>BEE Charter to be implemented as above. Empowerment of black women and the disabled.</p>	<p>PASA MAPPP Seta DAC DoE DTI DoL Unions PICC</p>
<p>Training and development To achieve comprehensive capacity-building as ongoing development and to support BEE.</p>	<p>Development and implementation of a skills development plan. Capacity-building and skills transfer for SMMEs through Enterprise Development as per the Codes of Good Practice in the BEE Charter.</p>	<p>PASA MAPPP Seta DAC DoE DTI DoL Unions PICC</p>
<p>Products² To achieve greater output of indigenous books beyond the school market.</p>	<p>Incentives for book development on South African literature, heritage, cultures and local languages to be instituted so as to share financial risk with publishers. Incentives for black authorship across education, academic and general publishing. Incentives for local trade publishing.</p>	<p>DAC DoE PASA DTI PICC SAWA ANFASA</p>

² Special priority to products that foster greater awareness of South Africa's rich cultural diversity. In particular, local products that promotes greater participation from PDIs, including local languages



Priority	Intervention	Responsibility
<p>Exports To achieve the full export potential of South African heritage and culture. The cultural industries have been identified as a key export growth area.</p>	<p>Incentives for exports and the sale of territorial rights. Negotiation for rights to translate into foreign languages.</p>	<p>DAC DTI Treasury PASA SABA PIFSA PAMSA PICC</p>
<p>Finance To achieve adequate and alternative industry financing schemes to assist SMME development and indigenous publishing.</p>	<p>Specific loan schemes for the book industry.</p>	<p>DTI DAC Finance sector Treasury PICC PASA SABA PIFSA PAMSA</p>
<p>Research To identify and ensure ongoing research as a basis for strategic intervention.</p>	<p>Research into the cost of books to identify unnecessary cost drivers or factors. This would include supply chain efficiency with the objective of identifying the opportunities available to reduce operating costs and increase service levels through improved supply chain management. Annual Industry Profile Study across the value chain to be expanded through ongoing identification of key indicators which should include the history of the book, with the aim of establishing a monitoring framework across the book value chain.</p>	<p>DAC DTI DoE PAMSA PIFSA PASA SABA Libraries PICC National Heritage Council (NHC) National Library of South Africa</p>
<p>LTSM book selection policies To ensure procurement of good quality, diverse LTSM materials and establishment of a thriving book publishing sector.</p>	<p>Development of a book selection policy through consultations with all key stakeholders in line with the BEE Charter and the National Book Policy. Training of department staff to facilitate expert technical knowledge in book selection and evaluation. Support for SMME development in LTSM publishing within the broader framework of BEE.</p>	<p>PICC PASA SABA Libraries DoE DAC LTSM Forum</p>



Priority	Intervention	Responsibility
<p>LTSM coordination To maximise coordination in procurement systems so as to reduce capacity constraints along the book value chain.</p>	<p>A negotiated agreement with the DoE on a time frame for submissions across the value chain. Ongoing partnerships between industry and the Government through forums such as the LTSM Advisory Forum. Supply chain efficiency based on the Cost of Books Study.</p>	<p>DoE DAC PICC PASA SABA PAMSA PIFSA Distributors</p>
<p>Distribution network To establish an effective and accessible network of distributors to service publishers and booksellers.</p>	<p>Include distributors in the book value chain. Capacity-building, skills transfer and SMME development through Enterprise Development as part of the Codes of Good Practice in the BEE Charter.</p>	<p>Distributors PASA SABA W&R Seta MAPPP Seta DoE DAC DTI Retail chains NEF PICC</p>

2.2.3. Policies for bookselling

Priority	Intervention	Responsibility
<p>Diversity in ownership To achieve sufficient diversity in ownership.</p>	<p>BEE Charter to be developed for the book sector. The charter process should ensure that transformation is achieved at sector level and across the whole book value chain. Incentive-driven intervention from the Government to assist in the implementation of the BEE Charter. Baseline study into ownership to include foreign, local and black ownership, including executive and non-executive directors. Incentives for SMME development in partnership with DTI and the NEF specifically for the book industry. Attention to empowerment of black women and the disabled.</p>	<p>SABA DAC DoE DTI Unions Other appropriate stakeholders PICC</p>
<p>Employment To achieve sufficient diversity at all levels of employment across education, trade and academic bookselling, including practitioners that have knowledge and understanding of the marginalised communities.</p>	<p>BEE Charter to be implemented as above. Comprehensive capacity building and empowerment plan for the sector through the Skills Development Plan. Empowerment of black women and the disabled. Capacity-building and skills transfer for SMMEs through Enterprise Development as per the Codes of Good Practice in the BEE Charter.</p>	<p>SABA WRSETA DAC DoE DTI DoL Unions PICC</p>
<p>Training and development To achieve comprehensive capacity-building as ongoing development and to support BEE.</p>	<p>Development and implementation of a skills development plan. Capacity building and skills transfer for SMMEs through Enterprise Development as per the Codes of Good Practice in the BEE Charter.</p>	<p>SABA W&R Seta DAC DoE DTI DoL Unions PICC</p>
<p>Bookselling network To establish an effective and accessible network of stockholding bookshops throughout the country.</p>	<p>Identify, establish and support alternative bookselling models to complement existing bookshops. Incentives for the establishment of bookshops in rural and underserved areas. Booksellers to establish partnerships with governments, Community Arts Centres and self-publishers as a means of extending markets. SMME development.</p>	<p>DAC DTI DoE SABA PASA PICC NEF Women in Writing Author Associations</p>



Priority	Intervention	Responsibility
<p>Professionalising bookselling To achieve greater professionalism in the trade, with specific reference to the educational sector.</p>	<p>Code of conduct for booksellers to be developed in consultation with LTSM Forum and other stakeholders. Provision of training and mentorship to secure long-term, permanent stockholding infrastructure in this sector.</p>	<p>SABA DAC DoE DTI LTSM Forum WRSETA</p>
<p>LTSM coordination To achieve maximum coordination in procurement systems in order to reduce capacity constraints along the book value chain.</p>	<p>A negotiated agreement with the Department of Education on a timeframe for submissions across the value chain. Representation on forums such as the LTSM Advisory Forum to the Minister of Education.</p>	<p>LTSM Forum See stakeholders under the publishing sector.</p>
<p>LTSM procurement policy To ensure that the tender system achieves the recruitment and retention of previously disadvantaged booksellers to service their communities and contribute towards the creation of permanent stockholding bookshops throughout the country.</p>	<p>An agreement between the Department of Education, the State Tender Board and SABA to this effect.</p>	<p>DoE DAC Tender Board DTI SABA PICC</p>
<p>Exportation of books To encourage and increase the exportation of South African products within Africa and globally.</p>	<p>Incentives for the exportation of books as per the publishing sector above.</p>	<p>DTI Treasury SABA PASA DAC PICC</p>
<p>Finance To achieve adequate and alternative industry financing.</p>	<p>Specific loan schemes for the book industry</p>	<p>DTI DAC SABA Finance sector Treasury PICC</p>
<p>Research To collect data on an annual basis for strategic interventions.</p>	<p>Establishing a data collection mechanism for the bookselling sector. Research into supply chain interventions and electronic data interchange as part of the cost of books study to identify opportunities available to reduce operating costs and increase service levels through improved supply chain management. Participation in the Annual Industry Profile Study. Identification of indicators for the size and shape of the sector.</p>	<p>SABA DAC PICC DoE</p>

2.2.4 Policies for book printing

Priority	Intervention	Responsibility
<p>Diversity in ownership To achieve diversity in ownership of investment to decrease concentration of book printing facilities.</p>	<p>Stimulate SMME's in printing through incentives, financing schemes and investment in capital equipment. Inclusive BEE for dedicated book printers in a broader Book Industry Charter.</p>	<p>DTI DAC Treasury PIFSA PASA SABA PICC</p>
<p>Raw materials To establish the cost and optimum quality of raw materials required and their contribution to the cost of books.</p>	<p>Conduct the necessary research into the cost of books and develop the strategies and incentives based on the outcome of the research. Investigations into the reduction of import taxes on raw materials required for book publishing. Establish the quality of inputs required for book production.</p>	<p>DoE DAC DTI PAMSA PIFSA PICC PASA SABA</p>
<p>Technology/Equipment To achieve greater investment in capital equipment and technology to improve productivity and quality and to reduce the cost of books.</p>	<p>Incentives to emerging printers and existing printers to subsidise capital equipment. Specific attention to printing equipment for the print disabled. Develop and implement technological development framework for the sector. Integrate Print on Demand (POD) and digital content management within technological development framework.</p>	<p>DAC DTI PIFSA PICC DST MAPPP Seta SA Library for the Blind</p>
<p>Employment To achieve greater diversity at all levels of employment in book printing specifically.</p>	<p>Development of BEE Charter and the implementation of the Codes of Good Practice.</p>	<p>MAPPP SETA/Man SETA DAC PIFSA PICC Cross media Training centre</p>
<p>Training and development To achieve comprehensive capacity-building as ongoing development and support to BEE.</p>	<p>Development and implementation of a skills plan for book printers and binders. Establishment of regular facilities for the training of printing technicians at all levels in consultation with the MAPPP Seta.</p>	<p>PIFSA Cross Media Training Centre MAPPP Seta DAC PICC</p>

<p>Building capacity in the local paper and print industries To ensure that the paper and print industries become globally competitive.</p>	<p>Implementation of the Cost of Books Study to identify and change factors that contribute unnecessarily to input costs. Identify supply chain efficiency mechanisms through this study across the book value chain.</p>	<p>DoE DAC DTI PAMSA PIFSA PICC</p>
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2.2.5. Policies for libraries

Priority	Intervention	Responsibility
<p>Access To achieve greater distribution and resource equity within the public library sector.</p>	<p>Equitable distribution of libraries. Alternative library models, e.g. buses, mobile systems and a combination of services located in one building.</p> <p>A new sustainable funding strategy has to be developed and implemented in the public library sector to ensure streamlined and equitable distribution and resourcing. A similar strategy such as the DoE's recapitalisation should be implemented.</p>	<p>DAC Treasury National Library LIASA NCLIS DoE Blindlib</p>
<p>School libraries To establish a network of operational school libraries in Section 20 and Section 21 schools.</p>	<p>School libraries to be a distinct part of the Education budget. This can also be incorporated into the New DoE funding strategy. To be incorporated into the Terms of Reference for the LTSM Advisory Forum to the minister of education.</p>	<p>DoE DAC Treasury LTSM Forum LIASA NCLIS Blindlib</p>
<p>Responsibility of libraries To achieve effective uniformity in the shared responsibility of libraries across the provincial and local authorities.</p>	<p>Uniform competency. Constitutional amendment. Clear and concise budgets for libraries.</p>	<p>NCLIS DAC DoE NCLIS LIASA Provincial departments Local authorities</p>



<p>Book spend To have clearly defined procurement and book spend policies for public libraries including ring-fencing book budgets to ensure a healthy relationship between personnel, infrastructure and book spending</p>	<p>Procurement policies to be developed across national, provincial and local levels. Clear budgets for book spend to be developed as part of a broader funding strategy.</p>	<p>DAC Provinces Local authorities NCLIS LIASA National Library Blindlib</p>
<p>Training To achieve sufficient diversity at all levels of employment, and ongoing skills development.</p>	<p>Continuous training for LIS staff. Employment Equity Plan to be implemented throughout library system. Support and implementation of programmes such as LIASA leadership training.</p>	<p>DAC LIASA NCLIS Blindlib Universities Universities of Technology.</p>

Priority	Intervention	Responsibility
<p>Needs of the visually impaired To decrease the time it takes for the blind to get books published for special needs.</p>	<p>PASA, Blindlib and DAC to agree on an alternative process. Revisions in copyright law to accommodate this process.</p>	<p>DAC DTI Treasury Blindlib PASA</p>
<p>Legal deposit To ensure that all book titles are deposited as per the Legal Deposit Act of 1997 for preservation and an accurate account of South Africa's written heritage.</p>	<p>Establish and maintain partnerships across stakeholders in the book value chain. To establish and foster closer links between authors, their associations and organisations and the library sector. To create for a database on self-published titles and advocate the use of ISBNs in this sector.</p>	<p>ANFASA SAWA PASA SABA PIFSA DoE DAC PICC NLSA NCLIS Women-in-writing</p>

2.2.6. Policies for reading promotion

Priority	Intervention	Responsibility
<p>Reading habits To understand on an ongoing basis reading activity, preferences and barriers.</p>	<p>Periodic national scientific surveys to inform and guide authors, publishers, bookshops, libraries, the Government and civil society.</p>	<p>DAC DoE PICC – in process PAMSA PIFSA PASA SABA LIASA MDDA Print media Broadcasting Development initiatives</p>
<p>Reading campaigns To develop and implement a national, coherent campaign that promotes reading in all segments of the population.</p>	<p>Periodic reading campaigns that target segments of audiences as identified through the national survey on reading habits.</p>	<p>DAC DoE PICC (3rd phase of a national reading campaign) PAMSA PIFSA PASA SABA LIASA MDDA Broadcasting development initiatives</p>
<p>Facilitating coordination of reading promotion activities To achieve coordinated development interventions based on a national strategic plan.</p>	<p>Support for the Reading Association of South Africa. Creation of a database or registry of book development initiatives in the country so as to map activities. Capacity-building and training of existing initiatives.</p>	<p>PICC (existing database) DoE DAC Reading Association of South Africa Development initiatives</p>
<p>Funding and capacity To increase funding and increasingly support reading promotion within the book publishing sector.</p>	<p>Dedicated budget across Government departments for reading promotion. Interdepartmental cooperation. Monitoring and evaluation systems.</p>	<p>DAC Treasury DoE PICC MDDA Private sector development initiatives/organisations</p>
<p>Training and development To achieve comprehensive capacity-building as an ongoing activity and to support employment diversity.</p>	<p>Development and implementation of skills development plans.</p>	<p>Development initiatives DAC Reading associations DoE MAPPP Seta</p>

3 IMPLEMENTATION OF THE NATIONAL BOOK POLICY

The implementation of the National Book Policy should rest with a dedicated organisation. The National Department of Arts and Culture can fulfil this role or it could mandate an appropriate agency for this purpose.

It is imperative that the implementing agency has sufficient resources and support to implement such a broad-ranging policy and to put the necessary monitoring mechanisms in place to track the impact of implementing such a policy.

It is further recommended that the PICC Transformation Committee continue its current role to ensure continuity from one phase (formulation) to the next (implementation). A list of the committee members is attached as Annexure 1.

3.1 Definitions of key terms

- a. **Book:** A printed or electronic non-periodical publication published in the country and made available to the public (definition adapted from the United Nations Educational Scientific and Cultural Organisation (UNESCO)),
- b. **Book development:** A condition for not only increasing output but for also producing outputs different from those previously produced; a condition for improving the technical and institutional arrangements by which output is produced and distributed.
- c. **Book industry:** Book publishing and all the related activities in the domestic manufacturing industries which have direct bearing on long-term viability of the industry. For the purpose of the policy it includes paper manufacturing, printing, publishing and bookselling.
- d. **Book publishing plan:** The integrated approach for fostering book development, consisting of the totality of the procedures and systems for attaining the balanced growth of the various components of book development and production, including preparation and distribution of books.
- e. **Book publishing sector:** An inclusive term used for activities along the book value chain including State, private and civil society.
- f. **Book publishing:** A process of choosing and making books dealing with everything known to the human spirit, philosophy, religious beliefs, intellectual ideas, the physical world, all the arts and the sciences.
- g. **Book title:** A particular book of which a number of copies are printed.
- h. **Incentives:** Financial or other means of support to individual organisations or groups of organisations in the book value chain.
- i. **National Book Policy:** A statement of the intention and philosophy of the State as a basis for the formulation and implementation of measures for the development, production, and distribution of books.
- j. **National development:** Used in the most general sense to refer to the country's progress as well as to the processes or measures that contribute to such progress.
- k. **Textbook/LTSM:** A book which is an exposition of generally accepted principles in one (1) subject, intended primarily as a basis for instruction in a classroom or pupil-book-teacher situation.

ANNEXURE 2

PICC TRANSFORMATION COMMITTEE

The following members serve on the committee:

Brian Wafawarowa is Chairperson of the PICC Transformation Committee. He holds an honours degree from the University of Zimbabwe and a master's from Wits University. He started publishing more than 10 years ago at Wits Press. He then joined Juta where he became Publishing Director. Mr Wafawarowa left Juta and founded New Africa Education in 2000. A year later he spearheaded the merger between New Africa Education, David Philip and Spearhead to create New Africa Books and is now Managing Director of New Africa Books. He was chairperson of the Publishers' Association of South Africa (PASA) from 2000 to 2003. He currently serves on the Board of the African Publishers' Network (APNET), based in Abidjan. APNET is a pan-African professional board that represents 46 African countries with the aim of developing indigenous publishing in Africa. He chaired the Development and Training portfolios of APNET and PASA for many years, where he was responsible for developing and implementing publishing training in South Africa and on the African continent. He also serves on the copyright committee of the International Publishers' Association (IPA) based in Geneva. His talents are widely recognised and sought throughout Africa and the world.

Nhlanhla Ngubane is currently Publishing Director at Heinemann Publishers, South Africa. Mr Ngubane also serves on the General Council (GENCO) of the Publishers' Association of South Africa (PASA). He plays a leading role in the BEE Industry Charter for the Publishers' Association. His academic qualifications include a BA, a BEd and an MEd. He was a Hubert Humphrey Fellow in 1994 and part of the Strategic Choices Program of the World Bank in 2000. His career includes teaching, lecturing and fulfilling various advisory roles both locally and internationally. He has also been involved in a number of projects that assist in education and social issues, including being a National Executive member of SADTU from 1990 to 1995.

Dudley Schroeder is Executive Director of PASA. Mr Schoeman is an experienced educational books publisher and has been General Manager of Via Afrika and its associated companies. He played a leading role in the amalgamation of several companies culminating in the establishment of Nasou Via Afrika of which he became Head. In the organised teaching profession he has made his mark, holding senior positions, amongst others principal of Queen's College in the Eastern Cape. As a recognised skilled negotiator with proven organisational and leadership qualities he has also played a leading role in the transformation

and successful merging of organisations of different cultures. He is also Treasurer and Executive Committee member of the PICC.

Guru Redhi is the newly elected President of the South African Booksellers' Association (SABA). He also owns MG Rehdi & Co., which has been in operation since 1937, providing publishing, bookselling and other services. Mr Redhi is a prominent and respected member of the Indian community and serves on a number of commercial and social boards. He is an executive committee member of the PICC and has been involved in a number of book development initiatives.

Erich Kühn is Director of Commercial and Technical Services at PIFSA (Printing Industries' Federation of South Africa) and also Chairperson of the PICC. Mr Kühn has gained invaluable experience in both technical and managerial skills in the printing industry. He represents PIFSA members' interests on various bodies and committees and serves on the MAPPP SETA. His qualifications include various technical and management certificates and diplomas viz. ND: Printing Management, Lithography, Printing Processes, Accounting, Economics, Law and Estimating for Printers, and he is an Associate of the Printing Institute. He has served as a board member on a number of book development organisations since 1994.

Johan Roos is a former university lecturer and human rights lawyer who is currently Director of the South African Library for the Blind. Adv. Roos has published in areas as diverse as land restitution and copyright. He is a member of the Standing Committee of the Libraries for the Blind section of the International Federation of Library Associations and he serves on three international working groups, all aimed at the integration of library services for people with print disabilities into one global digital library.

Nhlanhla Maake is Campus Director, North-West University. Prof. Maake has held a number of senior management positions in the academic arena. A Professor in Drama and English at the University of Pretoria, as well as of African Languages at Wits, he has also been a stage and film actor. Prof. Maake has published several books, chapters in books, academic and popular articles, reviews and TV documentaries. His long list of academic qualifications include a BA with majors in Education, English and Sesotho, a BA Hons in Comparative Literature, a BA Hons in African Languages, an MLitt in English for teaching English Language and Literature, an MLitt in Victorian Studies, and a DLitt et Phil in Theory of Literature.

Andries Walter Oliphant is a writer, critic and cultural policy advisor. Head of Theory of Literature at the University of South Africa, he chairs the Arts and Culture Trust, the Network for Arts and Culture South Africa, and the South African Writers' Association. He is an executive member of the International Comparative Literature Association.

Rachel More is Director of Medunsa Library, University of Limpopo, where she has worked for the past twenty-two years. She holds an honours degree in Library and Information Sciences as well as an MBA from the University of Pretoria, where she was awarded the Best MBA Achiever Award in her final year. During the course of her career, she received several awards which enabled her to travel abroad to expand her knowledge of international librarianship. In 2002 she was selected to participate in the South African Library Leadership Programme which afforded her an opportunity to study library management and leadership in the USA. She also received the Academic Librarian of the Year Award in 2002 for her contributions in the profession. Her interests are management, leadership and the advancement of women. She presently serves as a member of LIASA Representative Council and as Deputy Chairperson of the LIASA Gauteng North Branch.

Tembeka Mbobo is currently National Coordinator and co-founder of Women-in-Writing. She is also a poet, a short-story writer and a seasoned journalist who has worked in the South African mainstream and alternative media, as well as in advertising. Ms Mbobo was the winner of the Shoprite/Checkers Woman of the Year Award 2003 for Arts and Culture, as well as a finalist in the Media and Communication category. She is a graduate of Rhodes and Wits Universities, where she obtained a BA in Journalism and Media Studies and a BA Honours in African Political Studies. She is also a member of the PICC Image of Reading Committee.

Siphiwo Mahala is the newly appointed Deputy Director of Books and Publishing at the National Department of Arts and Culture – a portfolio recently created in the Department. Mr Mahala graduated with an honours degree from Fort Hare University and then completed an MA degree in African Literature at Wits University. He is currently busy with a Creative Writing Certificate from Lancaster University in London. Prior to joining the Department, he worked at the AU-NEPAD Programme of SaferAfrica, as an assistant editor of the newsletter *PaxAfrica*. He has also worked as a Schools Festivals Officer for the Arts Education Department of the Grahamstown Foundation. As a writer he has made a number of contributions to short-story anthologies, including 'Nobody ever said AIDS: Stories and Poems from Southern Africa' and 'A is for Ancestors: Stories from the Caine Prize'.

Elitha van der Sandt is currently Director of the PICC. Ms van der Sandt's qualifications include a BCom degree and a postgraduate Adult Education Diploma, and she is currently completing her MPhil in Social Research at the Centre for Research on Science and Technology at the University of Stellenbosch. She specialised in financial management and after leaving the private sector she entered the development field. Her area of interest is social transformation and she has worked on several national priorities including health, education and land restitution for the past nine years.