



SOUTH AFRICAN  
BOOK DEVELOPMENT  
COUNCIL

## SOUTH AFRICAN BOOK DEVELOPMENT COUNCIL (SABDC)

### Indigenous Language Publishing Programme

### Application Form 2010

#### **CLOSING DATE FOR APPLICATIONS IS 13 JULY 2010**

Submit the applications to the South African Book Development Council (SABDC) by post or courier **only** to:

<b>Postal Address</b>	<b>Physical Address</b>
PO Box 583	Room 202, 2 <sup>nd</sup> Floor
SANLAMHOF	Tijger Park III
7532	BELLVILLE
	Cape Town

Direct all queries and requests to the SABDC at:  
Telephone: 021-914-8626      Email: [admin@sabookcouncil.co.za](mailto:admin@sabookcouncil.co.za)

The form is also available in PDF at [www.sabookcouncil.co.za](http://www.sabookcouncil.co.za)

Late, incomplete, faxed and emailed applications will not be considered.

## APPLICANT IDENTIFICATION

**Applicant ID number**

### 1. Applicant (publishing company) name and postal address

Legal name of applicant

Previous name (if applicable)

Postal address (line 1)

Postal address (line 2)

City

Province

Postal Code

Website

#### Physical address (if different from the address above)

We might need to send you documents by courier service that cannot deliver to a post office box. If the address you entered above is not suitable for delivery by courier, enter a physical location below.

Physical address (line 1)

Physical address (line 2)

City

Province

Postal Code

# APPLICANT IDENTIFICATION

## 2. Contact identification

### Official contact

The "official contact" is the owner or Managing Director of your publishing firm or the designated signing officer according to the articles of incorporation. **The application form must be signed by this person.**

First name(s)	<input type="text"/>		
Surname	<input type="text"/>		
Identity no.	<input type="text"/>		
Company Name	<input type="text"/>		
Co Registration number	<input type="text"/>		
Title	<input type="text"/>		
Telephone	<input type="text"/> - <input type="text"/>	Cell	<input type="text"/>
	<small>Code</small>		
Fax	<input type="text"/> - <input type="text"/>		
	<small>Code</small>		
Email	<input type="text"/>		

### Application contact

The "application contact" is the person responsible for completing this application form and is the person in your firm most familiar with its contents. We will contact this person first if we require further information. (The official contact and the application contact could be the same person.)

First name(s)	<input type="text"/>		
Surname	<input type="text"/>		
Title	<input type="text"/>		
Telephone	<input type="text"/> - <input type="text"/>	cell	<input type="text"/>
	<small>Code</small>		
Fax	<input type="text"/> - <input type="text"/>		
	<small>Code</small>		
Email	<input type="text"/>		

# APPLICANT INFORMATION

## 3. Organisation type and status

Type of organisation

1: Private sector 2: Private sector, publicly traded (including if the parent company is publicly traded) 3: University press 4: Non-profit organisation

Establishment date  dd-mmm-yyyy

Enter the date that the applicant or its earliest predecessor began business.

Business status

1: Corporation 2: Sole proprietorship 3: Partnership 4: Cooperative

Incorporation date dd-mmm-yyyy

Leave blank if not incorporated

PDI Publisher

Enter an X if applicable

Official local language

Enter an X if applicable

## 4. How did you get to know about the ILPP

PASA

APA

Centre for the Book

SABA

Newspaper/Magazine/Journal/ other print media (which one)

Radio

Other

## 5. Board of Directors

If applicable, please provide the name, city and country, citizenship and position held of all members of the Board of Directors of your company or non-profit organisation.

	Name	City and country	Citizenship	Position held
1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
4	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
5	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
6	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

### Affiliated companies (See definition)

Are you a member of an affiliated group?

Yes  No

If no, proceed to section 6.

If yes, provide the following information:

Names of the individuals within the organisation who hold the title "publisher" and "editor"

Publisher

Editor

List of all affiliated companies and imprints. For more than five affiliated companies, provide additional information on a separate sheet.

Name		Also applying to Indigenous Publishing Project this year Enter an X for each applicable box	
1	<input type="text"/>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
2	<input type="text"/>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
3	<input type="text"/>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
4	<input type="text"/>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
5	<input type="text"/>	<input type="checkbox"/> Yes	<input type="checkbox"/> No

### 6. ISBN prefixes

Identify all ISBN prefixes assigned to your firm by the National Library.

<input type="text"/>
<input type="text"/>

<input type="text"/>
<input type="text"/>

<input type="text"/>
<input type="text"/>

## 7. Association memberships

- Publishers Association of South Africa (PASA)  African Publishers Association (APA)
- Other

## APPLICANT INFORMATION

### 8. Number of employees at date of publication

Please complete all fields and mark "0" if this is the intended value of the field.

- Full-time employees
- Part-time employees
- Interns (included in the numbers above)

### 9. In-house operations

Enter an X for each activity performed by employees of the applicant during the reference year. The Writing/Creating activity is related to the authors on staff field in section 10.

- Writing/Creating  Layout and design  Marketing  Distribution
- Editing  Printing  Direct sales (examples: retail, mail order, or website)

### 10. Authors

#### Relationship of authors to applicant

Enter an X for each applicable box.

- Authors not associated with company
- Authors on staff

#### Method of payment to authors

Enter an X for each applicable box.

- Paid by royalties
- Paid by wages, including fixed amounts

Number of first-time authors published during the last 3 years

A "first-time" author means an author who has never been published before by any book publisher.

The definition also includes an illustrator of a trade children's book.

**11. Sales channels**

Enter the **estimated** percentage of your total sales of own titles for each of the following channels, during the reference year.

Chain bookstores	<input type="text"/>	% (Exclusives, CNA, etc.)
Independent bookstores	<input type="text"/>	%
All other retail stores	<input type="text"/>	%
Public institutions	<input type="text"/>	% (examples: schools, colleges, universities, libraries)
Retail websites	<input type="text"/>	%
Own website	<input type="text"/>	%
Other direct sales	<input type="text"/>	%
All other	<input type="text"/>	%
Total %	<input type="text"/>	%

**PUBLISHING INFORMATION**

**12. Title production**

In this section, Year 3 is your reference year, which is your financial year upon which this application is based and which is used to complete the financial sections of this application form.

For Year 1 and Year 2, indicate the number of new titles published in each of those years. For your reference year, indicate the number of new titles, new editions, and reprints. Also for your reference year, indicate the number of self-published new titles. Finally, indicate the number of titles in print as of at the end of your reference year.

All of the titles in this section are "own titles," not titles distributed on behalf of other publishers.

Years: 20..... - 20.....  
 (e.g. 2006 – 2008 i.e. Year 1 – 2006; Year 2 – 2007;  
 Year 3 – 2008)

New Titles

	Year 1	Year 2
Educational	<input type="text"/>	<input type="text"/>
Academic	<input type="text"/>	<input type="text"/>
Trade	<input type="text"/>	<input type="text"/>

Year 3 (Reference year)		
New titles	<input type="text"/> to <input type="text"/>	
	New editions	Reprints
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Total titles in print

<input type="text"/>
<input type="text"/>
<input type="text"/>

**Indigenous Language Titles**

List the indigenous language books published by your company over the last three (3) years by completing the table below.

	Year 1	Year 2	Year 3
Title			
ISBN			
Language			
Genre			
Author			

Complete on separate page if necessary.

# NET REVENUES

This section and those following refer to the applicant's reference year.

Sales must be reported net of trade discounts and net of credits for actual returns and allowances for returns. Amounts in each sales category must reflect actual sales, not estimates.

## 13. Net sales of own titles

	Educational	Academic	Trade	Total
<b>South-African-authored books</b>				
Authoried by a South African				
Official-language translations				
Other translations by a South African				
<b>Foreign-authored books</b>				
Adapted by a South African				
Translated by a South African				
<b>Other own titles</b>				
Rights or permissions of books				
Non-print (physical)				
Non-print (electronic)				
<b>Total</b>				
<b>Export sales of own titles</b>				
Rights or permissions of books				
Non-print (physical)				
Non-print (electronic)				

**14. Government assistance for book publishing**

In this application, all government financial assistance – including national, provincial, and municipal or National Arts Council assistance – should be reported as revenue.

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**15. Other net revenues**

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**16. Total net revenues**

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## BUSINESS PLAN

In a separate document, please provide a current business plan for your publishing firm. Use the headings listed below and provide all the requested information.

Unlike the rest of the application package, the period of time covered by the business plan is not the reference year. Rather, the business plan is a forward-looking document and should contain information that is current as of on the application date.

### DESCRIPTION OF THE APPLICANT

**History of the applicant**

**Publishing specialisation**

**Developments over the past year (i.e. new investments, commercial successes, difficulties, etc.)**

### DESCRIPTION OF THE PROJECT REQUIRING FUNDING

**Brief project description**

**#Book/s to be published (include title, language, genre etc.)**

**Beneficiaries**

**Project activities**

**\*Estimated project costs**

**Estimated income**

**Distribution and marketing strategy**

**Timeframe (The project should not exceed 6 months)**

# Copies of manuscripts to be included

\* It is unlikely that the SABDC will fund the entire budget of the project. Please provide full details of the company's contributions. A maximum of 50% of the project will be funded.

### FORECASTED USE OF REQUESTED FINANCIAL ASSISTANCE

Indicate the forecasted use and expected results of the requested SABDC financial assistance.

### CHECKLIST

Item	√
Registration Documents	
Tax clearance certificate	
Identity document of official contact	
Audited financial statements	
Manuscripts	
Examples of your company's previous works . Include brochures, etc.	