

**SOUTH AFRICAN BOOK DEVELOPMENT COUNCIL
SABDC**

**Draft National Book Development Plan
2009**

1. INTRODUCTION

The Draft National Book Development Plan serves as a dedicated plan to grow and develop local book publishing in South Africa. It is the aim of the Book Development Plan to outline the interventions to be implemented to achieve the objectives of the Draft National Book Policy. This document should be read together with the Research Report into Book Development Internationally 2008.

The National Book Development Plan is guided by the expansion of local and international demand that will be stimulated through the increased investment into the book sector as strategically important in South Africa. The South African Book Development Council will facilitate the implementation of the plan and its targets through providing strategic support to industry and cultural organisations.

In keeping with the national agenda of the country and the policy imperatives of the Draft National Book Policy, the plan also aims to increase the economic and cultural diversity in the sector and to build a strong, sustainable and financially viable sector.

The objectives of the Draft National Book Policy are outlined below and are an important point of departure in developing the plan.

The Objectives of the National Book Policy

1. To obtain priority status for the book publishing sector
2. To encourage literary creation (writing) 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 address the reading needs of people with print disabilities in a properly structured manner
5. To provide fiscal, credit and administrative incentives to the book value chain
6. To stimulate the development of local authorship
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 ensure 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, the youth and the disabled, including people with print disabilities
14. To ensure that book publishing mirrors the rich cultural heritage and diversity of South Africa

The Draft National Book Policy 2005 furthermore identifies priorities across the value chain to give expression to these objectives. The next section of this plan outlines the policy priority as per the Draft National Book Policy, with corresponding interventions as per the Research Report on Book Development Internationally. Based on this, interventions are then proposed for South Africa. Recommendations from The Factors Influencing the Cost of Books in South Africa 2007 are also incorporated into the plan.

Where necessary, detailed plans are attached for the recommended interventions, such as the Transformation Framework and the Export Programme.

1. AUTHORS

Draft National Book Policy Priority	Intervention	Country	Strategies and Activities	Comments
Copyright Protection To ensure adequate copyright protection for writers and publishers	Revision of Copyright Act		Set up copyright work groups. Partner with ANFASA, PASA, APA and contribute to the changes.	
	Public Lending Rights	Australia	Partner with and contribute to ANFASA's lobby for PLR which is to start in 2009. Draft PLR document to DAC Library Branch Baseline survey of public libraries followed by an annual survey Develop criteria for PLR. Establish minimum number of copies per title and lending rates for authors and publishers respectively	
	Educational Lending Rights	Australia	As per PLR	
Taxation To ensure that the current system of taxation does not lead to double taxation of writers	Tax Incentives		Review of current taxation system on creative workers Tax incentives on royalties, to be integrated with the Transformation Framework and to be linked with local content and languages	
Reprographic/-productive Rights Organisation To establish and legislate a regulatory framework for an RRO in South Africa, representative of literary owners	Legislate a Regulatory Framework for an RRO		Integrate with the revision of the Copyright Act DTI to legislate a Regulatory Framework to manage the task of disbursing royalties and permission fees collected. Develop a mechanism within the RRO for enforcement to ensure that creators, primarily authors, receive their fair share of reimbursement for the use of their works. Incorporate PLR and ELR.	

Draft National Book Policy Priority	Intervention	Country	Strategies and Activities	Comments
Writers' Organisations To establish and strengthen writers associations in order to realise greater negotiating power for writers	Assistance Scheme to Voluntary Organisations	India	DAC to assist the establishment of writers and other associations	
	Formation of industry bodies	Philippines	Develop a subsidy scheme for a 2-3-year period for these associations. Establish schemes to assist these associations in organising seminars/training courses/workshops/annual conventions, etc., with the objective of promoting books and creating a paying membership base. Establish a Grant for Travelling Abroad Programme for associations. Develop criteria for participation in this scheme. Applicable to other industry/cultural associations as well	
Local Language Writing To increase writing in local languages. This should not only include translations from English or Afrikaans into local languages	Educational Textbook Subsidy Scheme	Australia	Develop and implement an Indigenous Publishing Project. See Annexure 1.	
	Residential Grants	Greece	Partner with author organisations for training and development workshops integrated into the policy intervention for Writers' Organisations	
	Book Purchase Scheme	India	Establish a Residential Grant Scheme (Fellowships) for authors	
	Schemes of Publications	India	Establish an independent centre for literary development.	
	Centre for Literary Arts & Publishing	Singapore	Establish a tertiary education textbook scheme, with discounts for locally produced books. Develop criteria and a monitoring mechanism for the grant schemes.	

Draft National Book Policy Priority	Intervention	Country	Strategies and Activities	Comments
Fellowships for Writers To establish and strengthen fellowships to writers as an incentive to improve and increase South African writing including academic writing	Residential Grants	Greece	Establish a Residential Grant Scheme (Fellowships) for authors as per policy intervention for Local Language Writing .	
	Grants for Travelling Abroad	Greece	Establish a Grants for Travelling Abroad Programme. Establish an independent centre for literary development as as per policy intervention for Local Language Writing .	
	National Centre for Children's Literature Training Programme for Reading Clubs and Creative Writing for Children	India	Establish a tertiary education textbook scheme, with discounts for locally produced books.	
	Training for professionals in the book sector	Kenya		
	Writers' Seminar-Workshops from the President's Social Fund	Philippines		
Diversity To achieve diversity at all levels of creation, including writers, illustrators, graphic designers, translators, photographers etc.	Book Sector Charter		Finalise Transformation Framework for South African Book Sector. See Annexure 2.	
	Residential Grants	Greece	Implement Transformation Framework. Link framework to grants, schemes and Indigenous Publishing Project.	
	Grants for Travelling Abroad	Greece	Link centre for literary development with MAPPP Seta programmes.	
	Schemes of Publications	India	Establish an independent centre for literary development as as per policy intervention for Local Language Writing .	
	Professional development	Canada		
	National Centre for Children's Literature	India		
	Writers Seminar-Workshops from the President's Social Fund	Philippines		

2. PUBLISHING

Draft National Book Policy Priority	Intervention	Country	Strategies and Activities	Comments
Ownership To achieve sufficient diversity in ownership	Investment Canada Act (Canada)	Canada	Finalise Transformation Framework for South African Book Sector. See Annexure 2. Implement Transformation Framework. Link framework to grants, schemes and Indigenous Develop and implement Publishing Project Implement alternative marketing practices for educational publishing to limit barriers to entry for smaller enterprises.	
	Book Importation Regulations (Canada)	Canada		
	Retail Price Law (Greece)	Greece		
	Import Policy (India)	India		
	Nigerian Enterprises Promotion Decree (Nigeria)	Nigeria		
	Community Initiatives for SMME's	Greece		
Employment and Skills Development To achieve diversity at all levels of employment	Business Planning	Canada	Finalise Transformation Framework for South African Book Sector. See Annexure 2. Implement Transformation Framework. Link framework to grants, schemes and Indigenous Develop and implement Publishing Project. Workshops with SMME's to identify key challenges Develop a grants programme with MAPPP Seta linked to SMME skills development as per the Transformation Framework. Develop a comprehensive skills development plan with MAPPP Seta as part of Transformation Framework. Exploit EDI technologies for SMME development. Provide training on new technologies.	
	Publishing Internships	Canada		
	Community Initiatives for SMME's	Greece		
	Professional Development	Canada		
	Design and implement Training Programmes for Continuous and Lifelong Learning	Greece		
	Training in Book Publishing	India		
	National Centre for Children's Literature	India		
	Training for Professionals in the Book Sector	India		
	Centre for Literary Arts & Publishing	Singapore		

Draft National Book Policy Priority	Intervention	Country	Strategies and Activities	Comments
¹Product To achieve greater output of indigenous books beyond the school market	Educational Textbook Subsidy Scheme	Australia	Develop and implement an Indigenous Publishing Project. See Annexure 1. Establish the IPP as an Aid to Publishers' Grant Programme. Establish a Book Purchase Scheme with booksellers and the library sector. Develop criteria and a monitoring mechanism for the grant schemes.	
	Aid to Publishers	Canada		
	Book Purchase Scheme	India		
Exports To realise the full export potential of South African heritage and culture	Grants to Overseas Book Publishers	Australia	SABDC to establish an Export Programme to promote South African Books Abroad. See Annexure 3.	
	Literature on International Market Development Programme	Australia		
	Export Marketing Assistance Programme	Australia		
	Association for the Export of Canadian Books	Canada		
	Promotion of Greek Books Abroad	Greece		
	The European Stand	Greece		
	Promotion of Indian Books Abroad	India		
	International Rights Exhibition	India		
	Book Exporters Association	Phillippines		
Finance To achieve adequate and alternative industry financing schemes to assist SMME's	Aid to Publishers	Canada	Workshop with SMME's to identify key challenges Establish and implement the Indigenous Publishing Project as an Aid to Publishers scheme.	

¹ Special priority to products that foster greater awareness of SA's rich cultural diversity; particularly, products that promote greater participation from PDI's, including local languages.

Draft National Book Policy Priority	Intervention	Country	Strategies and Activities	Comments
Research To identify and ensure ongoing research as a basis for strategic intervention	Australian Bureau of Statistics – Book publishers; Booksellers	Australia	Develop a Monitoring Framework to establish both cultural and economic trends in the book sector. Develop a central database to store the data collected across the different studies. Implement National Reading Survey. Broaden scope of Annual Industry Profile Study to include more indicators such as book production, genres, languages, target markets etc. for mainstream activities. Implement a research project to collect data from small and self-publishers who are not part of mainstream activities. Update and expand the database on reading promotion activities in the country. Finalise research on EDI and POD technologies and implement. Research electronic publishing and alternative licensing models.	
	Books Alive Campaign – Book reading and buying patterns	Australia		
	Industry Research Programme	Canada		
	Book Monitoring Unit	Greece		
	Greek Books in Translation database	Greece		
	Book Industry Research	Philippines		
LTSM Book Selection Policies To ensure good quality, diverse LTSM materials are procured while ensuring a thriving book publishing sector	Book Purchase Scheme	India	Develop a book selection policy to be submitted to the LTSM Forum. Include price as an evaluation criterion Training to relevant DoE officials on book selection and evaluation. Link book selection policies to Transformation Framework.	
	Schemes of Publications	India		
	Workshops on Quality Control	Nigeria		
LTSM Coordination To achieve maximum coordination in procurement systems in order to reduce capacity constraints along the book value chain	Supply-Chain Initiative	Canada	Develop an agreement on timeframes for submissions across the value chain to LTSM Forum. Implement EDI technology.	
	Schemes of Publications	India		

3. BOOKSELLING

Draft National Book Policy Priority	Intervention	Country	Strategies and Activities	Comments
Diversity in ownership To achieve sufficient diversity in ownership	Investment Canada Act (Canada)		Finalise Transformation Framework for South African Book Sector. See Annexure 2. Implement Transformation Framework. Link framework to grants, schemes and Indigenous. Implement Publishing Project Implement Book Purchase Schemes	
	Book Importation Regulations (Canada)	Canada		
	Retail Price Law (Greece)	Greece		
	Import Policy (India)	India		
	Nigerian Enterprises Promotion Decree (Nigeria)	Nigeria		
Employment and Skills Development To achieve sufficient diversity at all levels of employment across education, trade and academic bookselling.	Community Initiatives for SMME's	Greece	Finalise Transformation Framework for South African Book Sector. See Annexure 2 Implement Transformation Framework Link framework to grants, schemes and Indigenous Publishing Project Workshops with SMME's to identify key challenges Develop a grants programme with W&R Seta link to SMME skills development as per the Transformation Framework. Exploit EDI technologies for SMME development.	
	Community Initiatives for SMME's	Greece		
	Professional Development	Canada		
	Training for Professionals in the Book Sector	Kenya		
Distribution Network To establish efficient distribution systems (bookstores, outlets and other distribution facilities) throughout the country as distribution is highly concentrated in middle-class urban centres.	Business Planning, Collective Initiatives, Marketing and Promotion	Canada	Develop a business marketing and promotion funding mechanism for bookselling. Implement a Book Purchase Scheme. Implement EDI technology. Implementation IPP. Implement National Book Week and other reading promotion projects. Implement alternative Procurement Models such as the DIMP in Uganda. Promote the coordination of programmes within DoE, DTI and DAC.	
	Book Purchase Scheme	India		
	Establishment of Book Outlets	Philippines		
	Decentralisation of Instructional Material Project (DIMP)	Uganda		
Professionalising Bookselling To achieve greater professionalism in the trade, with specific reference to the educational sector	Business Planning	Canada	Develop a Code of Conduct for the Book Sector. Submit Code of Conduct to LTSM Forum and NCLIS.	
	Establishment of Book Outlets	Philippines		

Draft National Book Policy Priority	Intervention	Country	Strategies and Activities	Comments
LTSM Coordination and Tender System To achieve maximum coordination in procurement systems in order to reduce capacity constraints along the book value chain	Supply-Chain Initiative	Canada	Develop an agreement on timeframes for submissions across the value chain at LTSM Forum. Implement EDI technology.	
	Workshops on Quality Control	Nigeria		
	Schemes of Publications	India		
Exportation of Books To encourage and increase the exportation of South African products within Africa and globally	Grants to Overseas Book Publishers	Australia	SABDC to establish an Export Programme to promote South African Books Abroad. See Annexure 3.	
	Literature on International Market Development Programme	Australia		
	International Marketing Assistance Programme	Canada		
	Export Marketing Assistance Programme	Canada		
	Foreign Rights Marketing Assistance Programme	Canada		
	Export Marketing Assistance Programme	Canada		
	Foreign Rights Marketing Assistance Programme	Canada		
	Visiting International Publishers (VIP)	Australia		
	Association for the Export of Canadian Books	Canada		
	Promotion of Greek Books Abroad	Greece		
	The European Stand	Greece		
	Promotion of Indian Books Abroad	India		
	International Rights Exhibition	India		
	Book Exporters Association	Philippines		

Draft National Book Policy Priority	Intervention		Strategies and Activities	
Finance To achieve adequate and alternative industry financing	Supply-chain Efficiency	Canada	Develop a Book Purchasing Scheme Funding for increasing access to electronic communication, inventory management technology and bibliographic data Develop a business marketing and promotion funding mechanism for bookselling.	
Research To collect data on an annual basis for strategic interventions	Industry Research		Develop a Monitoring Framework to establish both cultural and economic trends in the book sector. Develop a central database to store all the data collected across the different studies. Implement National Reading Survey Broaden scope of Annual Industry Profile Study to include more indicators. Update and expand the database on reading-promotion activities in the country.	
	Australian Bureau of Statistics – Book Publishers; Booksellers	Australia		
	Books Alive Campaign – Book Reading and Buying Patterns	Australia		
	Industry Research Programme	Canada		
	Book Monitoring Unit	Greece		
	Greek Books in Translation Database	Greece		
	Book Industry Research	Philippines		
	Authors and Publishers Database	Singapore		

4. PRINTING

Draft National Book Policy Priority	Intervention	Country	Strategies and Activities	Comments
Diversity in Ownership To achieve diversity in ownership of investment to decrease concentration of book printing facilities.	Investment Canada Act (Canada)	Canada	Finalise Transformation Framework for South African Book Sector. See Annexure 2. Implement Transformation Framework. Link Framework to grants, schemes and Indigenous Publishing Project. Criteria for all book development programmes to include preferential procurement with small and independent printers to increase price-competitiveness in the printing sector.	
	Book Importation Regulations	Canada		
	Retail Price Law	Greece		
	Import Policy	India		
	Nigerian Enterprises Promotion Decree	Nigeria		
Raw Material To establish the cost of raw materials and its contribution to the cost of books. Priority needs to change as Cost of Book study was done	Importation of Tax- and Duty-free Raw Materials for Book Publishing	Australia	Remove import tax on printing plates.	
	Tax and Duty Exempt Importation of Spare Parts and Supplies on Capital Equipment	Philippines		
Technology/Equipment To achieve greater investment in capital equipment and technology to improve productivity, quality and the cost of books	Tax and Duty Exempt Importation of Spare Parts and Supplies on Capital Equipment	Australia	Remove import tax on printing plates. Supply-chain Efficiency Grant for Printers and Publishers to use new technology Design and implement a Printing Industry Competitive Scheme where raw material imports receive rebates of 4% or impose duties on the importation of books to enable the local industry to compete with well-developed international industries. Grants to smaller printers to standardise software used between printers and publishers. Develop print-on-demand capacity through making incentives available for this technology. Make incentives available for the purchase of new and more efficient equipment through specialised financial packages.	
	Printing Industries Competitive Scheme includes a Skills Development Programme	Australia		
	Program Supply-chain Efficiency	Canada		
	Importation of Tax- and Duty -free Raw Materials for Book Publishing	Philippines		
Employment and Skills Development To achieve greater diversity at all levels of employment in book printing specifically	Community Initiative for SMME's	Greece	Develop a comprehensive skills development plan with MAPPP Seta as part of Transformation Framework Develop a grants programme with MAPPP Seta link to SMME skills development as per the Transformation Framework. Develop book printing and binding skills. Business planning	
	Printing Industries Competitive Scheme includes a Skills Development Programme	Australia		
	Professional development	Canada		

5. LIBRARIES

Draft National Book Policy Priority	Intervention	Country	Strategies and Activities	Comments
Access To achieve greater distribution and resource equity within the public library sector	Book Purchase Scheme	India	NCLIS Competency. SABDC ex officio seat on NCLIS Implement Book Purchase Scheme.	
School Libraries To establish a network of operational school libraries in Section 20 and Section 21 schools	Grants to Primary School Libraries		Donations to school libraries during National Book Week Identify nodal areas for book donations.	
	Book Purchase Scheme		Training and development of school librarians for province of choice	
Responsibility of Libraries To achieve effective uniformity in the shared responsibility of libraries across the provincial and local authorities	Coordination & Support of Libraries	Greece	NCLIS Competency SABDC ex officio seat on NCLIS	
Book Spend To have clearly defined procurement and book spend policies for public libraries			Develop a book selection policy to be submitted to the NCLIS. Training to relevant DAC officials on book selection and evaluation Link book selection policies to Transformation Framework.	
Training To achieve sufficient diversity at all levels of employment	Library Administration	Philippines	NCLIS Competency SABDC ex officio seat on NCLIS	
Needs of the Visually Impaired To decrease the time it takes to get books published for the blind			Revision of copyright law to accommodate the needs of the visually impaired	
Legal Deposit To ensure that all book titles are deposited as per the Legal Deposit Act of 1997			Promotion of LDA to all stakeholders including writers' associations, self-publishers, etc.	

6. READING PROMOTION

Draft Book Policy Priority	Intervention	Country	Strategies/Activities	Comments
Reading Habits To conduct a systematic survey of reading activity, preferences and barriers	Books Alive Campaign – Book Reading and Buying Patterns	Australia	National Reading Survey every 3-5 years as per Research Programme	
	Social Weather Stations – National Reading Survey	Philippines		
Reading Campaigns To develop and implement a national, coherent campaign that promotes reading in all segments of the population	Books Alive Campaign	Australia	National Book Week Develop National Reading Campaign.	
	National Book Week Festival	Kenya, Uganda, Tanzania		
	Get Caught Reading	Greece		
	Baklatan Sa Bayan	Philippines		
	Get Caught Reading	Philippines		
	Book Development Month	Philippines		
Facilitating Coordination of Reading Promotion Activities To achieve coordination between development interventions based on a national strategic plan			Expand reading promotion database. Identify gaps in reading promotion. Create reading promotion packages.	

Draft Book Policy Priority	Intervention	Country	Strategies/Activities	Comments
Funding and Capacity To increase funding of and support to reading promotion within the Book Publishing Sector			Implement a reading promotion grant scheme.	
Training and Development To achieve comprehensive capacity-building as an ongoing activity and to support employment diversity			Establish an independent centre for literary development. Implement a Readership Enhancement and Advancement (READ) Programme for trainers. Implement Reading Tents and Book Reading Centres during National Book Week.	