

# VISION AND GOALS OF PICC TRANSFORMATION COMMITTEE

To be achieved by 2010 A.D.

## A Diverse book sector

- 1.1 Create an environment where South African writers can express their creativity
- 1.2 All South Africans can *read - what they want*
- 1.3 All *publishers* can freely research and publish what is needed
- 1.4 There are sustainable *distribution* systems throughout the country
- 1.5 *Government* becomes confident that issues of national imperatives are adequately met by a diverse industry.

## Long-term goals

- 1.1 Develop and sustain a culture of reading.
- 1.2 Sustained economically viable and competitive book industry
- 1.3 Diversified and accessible distribution system
- 1.4 Protected intellectual property environment
- 1.5 Conducive legislated environment
- 1.6 Diversified and equitable participation
- 1.7 Developing the trade sector as an economically viable and integral part of book publishing
- 1.8 Capacity building throughout the industry

## Short and medium term goals

- 1.1 National Book Policy
- 1.2 Private Public Partnership (PPP) including key stakeholders

## The process followed to date includes:

1. 1<sup>st</sup> meeting of the Transformation Committee to identify the vision, goals and objectives of the committee and a plan to draft the Framework in July 2004.
2. Drafting a framework for the national book policy for discussion by the committee at the 2<sup>nd</sup> meeting held in October 2004.
3. Incorporation of the comments of committee members into the draft document during November and December 2004.
4. Draft document circulated for comment to sectors in the book value chain, being writing, paper, printing, publishing, bookselling, libraries, reading initiatives and academics in December 2004.
5. Comments were received from these sectors during February and March 2005.
6. Meeting of the Transformation Committee during March 2005 to discuss comments and way forward.

Instead of doing another situation analysis of the book sector as previously done through the Book Development Council of South Africa (BDCSA) and the Cultural Industries Growth Strategy (CIGS), a base document outlining draft priorities and recommended intervention strategies were used to stimulate discussion around what the key areas for policy would be for each sector.

Varying levels of understanding across the sectors, contradictions within and between sectors identified the need for information sharing workshops. These workshops will take place during the latter half of 2005.