



South African
Book
Development
Council

ORGANISATION BACKGROUND



MISSION

- To establish a viable, sustainable book sector
- To promote the power of reading and writing in all South African languages
- To ensure that the book sector is included in national policies and priorities

The SABDC is the representative body of the South African Book Sector. Its members include all key stakeholders in the book value chain in South Africa. The vision of the organisation is to provide strategic leadership in the South African Book Sector.

MEMBERS

Academic & Non-Fiction Authors' Association of South Africa (ANFASA)
African Publishers' Association (APA)
Alliance for Language and Media Practitioners (LAMP)
Library and Information Association of South Africa (LIASA)
National Library of South Africa (NLSA)
Paper Manufacturers' Association South Africa (PAMSA)
Publishers' Association of South Africa (PASA)
South African Booksellers' Association (SABA)
South African Library for the Blind (BLINDLIB)
South African Writers' Association (SAWA)

Members have opposing views and interests in terms of copyright.

- We have not seen the Impact assessment that informed the Bill
- We therefore thought it necessary to present the current structure and development plans to create and maintain a diverse, inclusive book publishing sector
- Historic and current structure:
 - Historically the book industry primarily geared towards white people in SA
 - Ownership, management and authorship still reflect this to a large degree – as all other industries in SA
 - SABDC and it's members have been working towards a more inclusive industry – to be reflected in ownership, management and authorship.

Current Plans

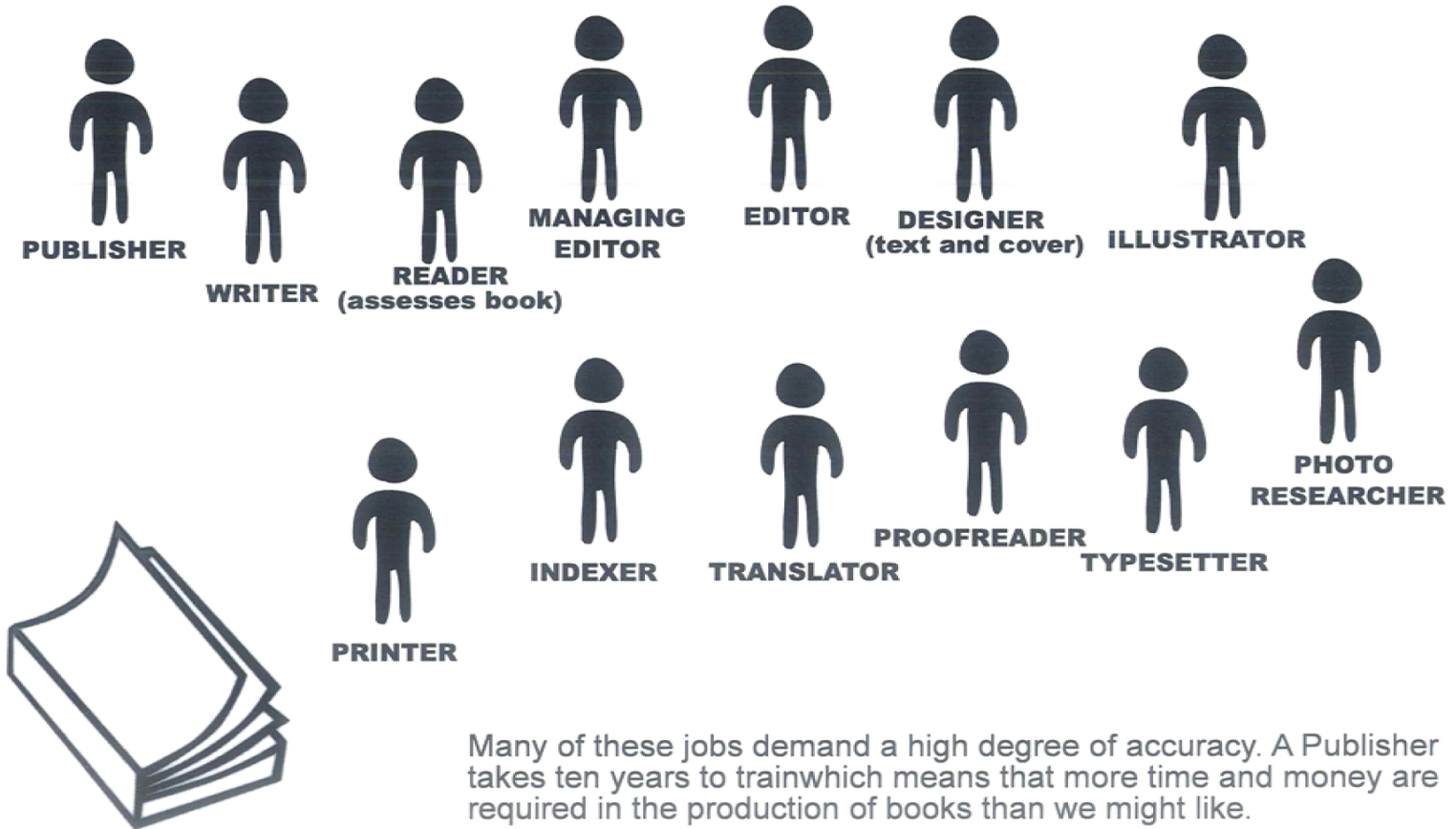
We have seen the submissions from all our members and need to highlight that the views and opinions submitted and interrogated by the PC cannot be based on foreign ownership and imports only

There is a more diverse industry that is being established that will be adversely affected if decisions are based on imports and foreign ownership.

Aim

- Creation and sustainability of a strong, locally owned, black owned industry that can meet the diverse needs of a complex society.
- Underpinned by an Enterprise Development Programme that supports BBEE:
 - Increase in black authors earning royalties
 - Increase in black editors
 - Increase in black owned publishing houses
 - Increase in black owned booksellers
 - Greater indigenous language publishing
 - Greater access for the visually impaired
 - Well stocked public library system in convenient spaces
 - Develop a local industry for academic publishing – biggest import market – follow incentives as in India

PROFESSIONALS INVOLVED IN PRODUCING ONE BOOK



Chain

Pulp and
Paper
Manufactures

Printers and Binders

Wider Part of the Book Sector

Producers to
Accessible Media:
SALB
Blind SA

Allied Organizations:
NGOs and statutory
bodies promoting
books, reading and
literacy

Publishers:

- Invest Capital
- Contract Authors
- Arrange Production:
 1. Editing
 2. Proofreading
 3. Design
 4. Translation
 5. Indexing
 6. Artwork
- Arrange Printing, Paper & Binding
- Arrange warehousing, order-taking, distribution
- Arrange marketing and selling

Distributors

- Data Aggregator/Information Supplier:
- Bibliographic data aggregators
 - Sales statistics

Booksellers (physical, internet)

Consumers:
Readers, Libraries, Schools
Tertiary Institutions, Government
Organizations, Businesses

Authors

Editors

Designers

Proof Readers

Translators

Indexers

Artists
Illustrators
Photographers

Indigenous Language Publishing

- Writing **only** way to grow the indigenous languages
- Scenario – first indigenous language book on text editing in the country – written entirely in Sesotho
- 3 years for author Dr Maletse to complete
- Two attempts before that – authors could not stay committed to the writing process
- Writing process is long - requires discipline and commitment with little financial reward
- In the end – 5 black authors – lead author, co-author, editor, proofreader and indexer – highly professional skill – critical shortage
- If 1000 copies sold – R300/book = R300,000
- Authors earns between R40,000 and R45,000 – R13,333 and R15,000 per year of writing
- South Africa does not fund or subsidize ILP – rests solely on writer and publisher – Automotive Industry Plan – No Book Industry Plan

Impact of Bill

- Ensure that local creation is stimulated, protected and developed so that there is steady and sustained knowledge production in SOUTH AFRICA
- Will the Act distinguish between the Sesotho book discussed and an imported academic text?
- Consider all the submissions in light of local production too, not just imports
- Balance between creators and users
- Much needed interactions between the creators (authors), producers (publishers) and users (libraries) have not taken place
- Without this balance SA might become completely reliant on foreign books