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 Manufactures’ 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)
National Development Plan

Vision

- We love reading.
- All our citizens read, write, converse, and value ideas and thought.

Then it is silent as to how it’ll implement and achieve this.

- In SA the book is a low order priority, if one at all
- No government programmes to assist the growth of the local industry
- Indigenous language publishing is an unfunded mandate in government
- Digital Technologies Summit in 2015 with leaders of industry, libraries, government – DTI did not pitch for their session
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 structure:

- Historically the book industry primarily geared towards white people in SA, many foreign-owned companies
- Ownership, management and authorship still reflect this to a large extent – as all other industries in SA
- SABDC and its members have been working towards a more inclusive industry – to be reflected in ownership, management and authorship.
Current Plans

We submit that the passing of legislation cannot be based on foreign ownership and imports only.

There is a more diverse industry that is being established, here and in the rest of Africa.

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 BBBEE:
  - 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
Bill needs clear definitions

- The bill refers to user, performer, owner, producer, author – Unable to apply

- How does a user earn a royalty from something they did not create

- Need to be clear on user, end user, distributor and service provider

- Technology – greater clarity required – the creator still largely remains the same – same content – different format
Many of these jobs demand a high degree of accuracy. A Publisher takes ten years to train which means that more time and money are required in the production of books than we might like.
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

Wider Part of the Book Sector

Producers to Accessible Media:
- SALB
- Blind SA

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

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

Distributors

Booksellers (physical, internet)

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

Authors
Editors
Designers
Proof Readers
Translators
Indexers
Artists
Illustrators
Photographers
Current Structure

- Very unequal in SA
- Big companies, very few successful authors – majority unable to live from writing
- Emerging industry, very few black, established businesses
- Flourishing black, young authors exploding onto market – Koleka Putuma, Loyiso Mkize – African superhero Kwezi
- Unequal distribution of libraries – library transformation charter – absolutely important in creating access – only thing – as musicians have needle time – authors do not have public lending right
- Access in rural areas remain poor
- 58% of households do not have a single leisure reading book
Copyright Act

- Cannot change this – treats all creators/books as equal
- Bill needs to be very clear on what it wants to and can do
- South Africa, like the rest of Africa, very unequal writing population
- Significant, consistent development of creators required to sustain development and forward movement in the country
- Where are we moving to? ...
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 2016
- 3 years for author Dr Malete 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 in the country
- 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?
- How are we going to nurture and protect the emerging South African market?
- Consider all the submissions in light of local production too, not just imports, foreign ownership.
- 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.