



**Publishers  
Association of  
New Zealand**  
*Te Rau o Tākupu*

## **Manifesto 2023**

**A thriving, sustainable and inclusive publishing industry for local and global readers**

### **Publishers Association of New Zealand Te Rau o Tākupu**

The Publishers Association of New Zealand Te Rau o Tākupu (PANZ) is an incorporated society representing around 80 trade, educational, scholarly and digital publishers, and suppliers and consultants to the industry. We help members thrive with their current business and prepare them for the future, through training and professional development, advocacy export, funding, and collaboration with other sector organisations.

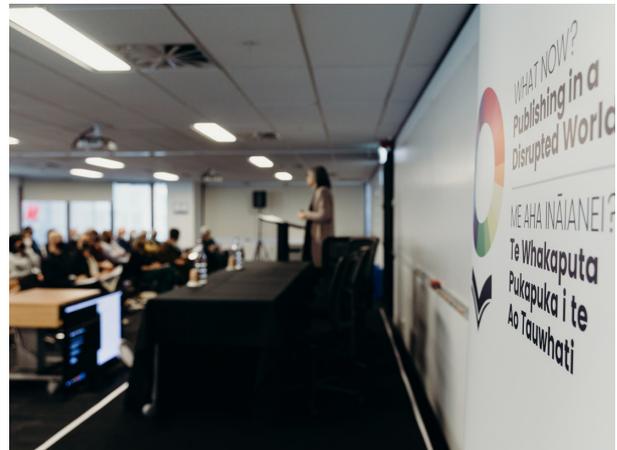
### **Book publishing in New Zealand**

Locally published books contribute to both New Zealand society and economic activity. Book reading is an internationally recognised indicator of social wellbeing, and it is vital that our tamariki are reflected in the books they read. The current publishing environment is challenging, supply chains are strained, inflation is impacting already slim margins and printing and paper costs are increasing globally. PANZ is well positioned to help publishers face these challenges.

The book industry generated \$304.3 million from sales of 21.1 million books in 2021 and employed over 500 people. Consumers continue to overwhelmingly prefer print books, which account for 89% of book sales. Educational and trade publishers are investing significantly in multi-formats — including ebooks and audio books, licensed platforms, online marketing and ecommerce — an investment not however easily recouped.

PANZ is grateful to both Education New Zealand and Creative New Zealand for supporting our ongoing international programmes, both digitally and in person.

PANZ is implementing plans to make publishing more sustainable and inclusive. We join the government to work closely with PANZ and our partners — Booksellers New Zealand, New Zealand Society of Authors, the Coalition for Books, Copyright Licensing New Zealand, Read NZ Te Pou Muramura and WeCreate — to support the sector's contribution to New Zealand's cultural and economic wellbeing.



### **WE SEEK GOVERNMENT SUPPORT TO HELP DELIVER OUR PRIORITIES:**

PANZ has 5 strategic priorities:

- Educating people
- Honouring Te Tiriti o Waitangi
- Helping members thrive
- Strengthening diversity
- Shaping a sustainable future

There is more detail on these priorities at [publishers.org.nz/panz-strategy-2022-2026](https://publishers.org.nz/panz-strategy-2022-2026).

Specifically we seek government support to help us achieve our priorities through the following actions:



### 1. Support publishers to navigate the current economic climate

Publishers were severely impacted by the COVID-19 Pandemic; ongoing supply chain issues and high inflation continue to create significant issues. We value support for audio book development received through the MCH Regeneration Fund and request that government continues to support and strengthen the sector as the global anti local economic environment changes.

### 2. Strengthen copyright law

The New Zealand publishing industry must be underpinned by copyright legislation that is fit for purpose in the digital age.

PANZ contributed substantial time and energy to the Review of the Copyright Act and supports the recent copyright changes resulting from the UK and EU Free Trade Agreements. PANZ, along with our partners, Copyright Licensing NZ and NZ Society of Authors continues to advocate for copyright as an essential right for creatives. This includes our engagement with the ongoing Wai 262 inquiry.

### 3. Improve Ministry of Education liaison with publishers

Educational publishers provide New Zealand Curriculum-aligned materials to schools, to support the needs of all students and teachers. Recent changes at the Ministry of Education have made communications difficult at times. We continue to seek a stable, transparent system to provide guidance about the latest Ministry thinking and any changes to the Curriculum. We would like to contribute to best practice publishing guidelines for the Ministry in order to support contracting of creative works. This will give clarity and certainty for the work of educational publishers.

### 4. Accelerate development of export markets

PANZ has recently launched two new rights focused websites - [newzealandbooks.com](http://newzealandbooks.com) and

[nzeducationalpublishers.org](http://nzeducationalpublishers.org) to support our export goals. However, publishing thrives on relationships and face to face meetings at book fairs and participation in trade fairs and conferences are vital for maintaining and growing international relationships. We ask that government engages purposefully to support an in-market presence for the multimillion-dollar book sector, and assist us in the evolution of hybrid virtual-physical models for international marketing events. We also request that publishing is recognized as a vibrant and energetic industry and is included in programmes for inward bound trade missions.

### 5. Recognise and support creative sector growth

PANZ, along with organisations from the music, screen, interactive, design and other creative industries, is a member of WeCreate. The primary kaupapa of this sector-level organisation is to unite the diverse voices of the creative ecosystem in Aotearoa; to champion and advocate for the value and impact of the creative industries - in order to create jobs, economic growth, and wellbeing. PANZ supports the goals for the creative sector that are outlined in the WeCreate Action Plan.

### 6. Support environmental sustainability in the publishing industry

PANZ recently commissioned a report from the Sustainable Business Network (SBN) seeking guidance on how we can best work towards a more sustainable publishing industry. Several proposals were made by SBN and we would like to engage with relevant government departments to ensure that the industry can successfully implement the key recommendations.

For further information and enquiries, contact:

**Catriona Ferguson, Association Director** [catriona@publishers.org.nz](mailto:catriona@publishers.org.nz)  
09 280 3212  
[www.publishers.org.nz](http://www.publishers.org.nz)