

How does good copyright law enable New Zealand authors, books and storytelling to flourish?

The New Zealand book sector requires copyright legislation that is fit-for-purpose in the digital age. Authors and publishers work with copyright every day and understand the real-world impact of good copyright reform for New Zealand's future.

1. **Good copyright law empowers New Zealand creators.** A primary purpose of the legislation must be to enable authors to make choices about how their work is made available to readers. Many of our authors choose to work with publishers, who transform their words into books and find them an audience in New Zealand and around the world. Others might self-publish or put their work online. Either way, good copyright law empowers author choice.
2. **Good copyright law recognises that New Zealand creators need to be paid like everyone else.** When books find readers here and abroad, in bookstores and classrooms, New Zealand authors and publishers get paid. Those returns enable authors and illustrators, editors and designers, to work and live in Aotearoa. And those returns underwrite a flourishing \$330m books sector, employing over 5000 people and publishing over 2000 new New Zealand titles every year.
3. **Good copyright law enables New Zealanders to buy and sell creative content.** Legislation should help facilitate an efficient intellectual property marketplace, with clear incentives for creation and distribution of content, and easy

access and low transaction costs for those who want to buy that content over the counter or through licensing solutions. This marketplace (bookshops, libraries, Amazon, Kobo, Audible) is – by far – the major way that New Zealanders are able to enjoy our nation's stories.

4. **Good copyright law prioritises real-world New Zealand evidence.** New Zealand's authors, editors, illustrators, designers, publicists and booksellers, teachers and librarians have direct, hands-on experience of what works (and what does not) in a wide range of book formats and territories. New Zealand's flourishing book sector today is precious and hard-won. Good copyright law is based on listening to the people in the sector who deal with copyright everyday.
5. **Good copyright law ensures creators can effectively enforce their rights.** New Zealand authors and publishers have embraced digital publishing and helped foster one of the world's fastest growing ebook markets. Yet, as digital reading has become more common, so has piracy. New Zealand lacks effective copyright enforcement mechanisms and new tools are needed.

How does flawed copyright law endanger New Zealand writing, publishing and creativity?

Behind almost every great New Zealand read is a lot of skilled hands, plenty of investment, and no shortage of planning, ambition and risk. This is the carefully calibrated world the local books sector inhabits today. Copyright reform that does not recognise and value this creative ecosystem will endanger it.

- 1. Flawed copyright reform presumes quality content comes from thin air.** Quality writing costs money. Starting with research, writing and editing and moving on through the many links in the creative chain, revenue from copyright underpins a proven process for producing narratives that last. Flawed reform is blind to the economic incentives for creativity and views copyright as solely about 'access'. There is no evidence that access is a problem in New Zealand and this approach to reform will leave New Zealand writers without an income and New Zealand readers without the diversity of our local stories.
- 2. Flawed copyright reform ignores the creative ecosystem.** New Zealand's writers depend for their success on a healthy local books sector – the editors and designers who make beautiful books, the sales reps and booksellers who find readers for them, the agents and publishers who sell international rights and film deals. Flawed copyright reform focuses on the lone author but ignores the ecosystem on which New Zealand's authors depend.
- 3. Flawed copyright reform fixates on exceptions.** By giving creative work away for free, expanded exceptions threaten the ability of New Zealand creators to earn a living. Like everybody else, creators depend for their livelihoods on getting paid for the work they do. Copyright reform that expands free, unpaid access to creators' work through exceptions will leave us with fewer authors, fewer stories and fewer ideas.
- 4. Flawed copyright reform ignores real-world New Zealand evidence.** Academic debate about copyright is full of theories, hypotheses and prognostications. But reform of New Zealand's copyright law needs to be based instead on evidence from the New Zealand experience. New Zealand authors and publishers have the experience that can inform lasting legislation that enables future generations of New Zealand storytellers and readers.
- 5. Flawed copyright reform keeps New Zealanders out of step with key trading partners.** Exporting New Zealand stories, books and knowledge enhances our national reputation and provides significant financial reward for local creators. As buyers and sellers of intellectual property, publishers and authors frequently cross borders in the rights marketplace. That marketplace is significantly more efficient if laws harmonise internationally. Being out of step with our key trading partners hurts our ability to export New Zealand stories around the world.