

## **Manifesto 2017**

### **Publishers for a stronger, better New Zealand**

#### **Publishers Association of New Zealand**

The Publishers Association of New Zealand (PANZ) is an incorporated society representing about 80 trade, educational, scholarly and digital publishers and suppliers to the industry. Our members are local independents and large international publishers, educational and trade publishers, publishers for adults and for children — combining to produce over 2000 new titles a year.

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

According to the latest PWC report, in 2015 the book industry directly accounted for 2889 full-time jobs and had a direct GDP impact of \$167 million.

Store-based sales of books still account for almost 60% of the sector's business, with educational publishing responsible for almost 17%. While serving the continued customer preferences for printed books, both education and trade publishing have embraced digital technology — from ebooks to licensed platforms to ecommerce.

Export remains a key focus. PANZ manages inter-

national literary activity for Creative New Zealand, and works closely with Education New Zealand to support international business for publishers and content creators.

The sector has rebounded from a severe digital disruption to distribution channels in 2013–14, and is generating employment growth and export income. However, challenges are looming, and PANZ enjoins the incoming government to work closely with us and our partners (such as Booksellers New Zealand, the NZ Book Council, Copyright Licensing, the NZ Society of Authors and WeCreate) to support the creative sector contribution to New Zealand's cultural and economic wellbeing.

#### **SPECIFICALLY, WE SEEK GOVERNMENT SUPPORT TO ENSURE:**

##### **1. A balanced copyright law**

We ask all parties to commit to a robust intellectual property framework that allows creators to flourish. Investment in creativity by New Zealand publishers is made possible because of the Copyright Act's recognition of ownership over intellectual property. Good copyright law enables authors and publishers to be rewarded for their hard work, and underpins a healthy intellectual property marketplace. Publishers are active buyers and sellers of copyright, so have a vested interest in a balanced act.

The upcoming review of the Copyright Act provides an opportunity to reinforce the incentives to create and innovate that distinguish what authors and publishers do in New Zealand. We wish to





uphold a decent copyright term that enables authors, like farmers, to pass on the fruits of their creativity; exceptions and licences that allow critics and school teachers to do their jobs, while making sure authors still get paid; and enforcement to prevent the freeloaders, who never want to pay authors anything, getting away with it.

## **2. Government recognises and supports creative sector growth**

PANZ, along with organisations from the music, film and TV, games, design and other creative industries, is a member of WeCreate. We want to ensure that the public and the government see the opportunity that is presented by the creative industries in New Zealand to grow creativity in a way that leads to increased jobs, revenue and exports for the country. PANZ supports the ten points in WeCreate's Manifesto.

## **3. A level playing field exists for book sales**

New Zealand publishers rely on our local bookseller partners to showcase the work of our authors and illustrators. Overseas retailers have an artificial advantage because they don't collect or pay GST.

They add nothing to the tax or employment base, but are given an unfair advantage. We therefore call on government urgently to apply GST to all book imports of any value.

## **4. New Zealand grows as a nation of readers**

Reading is vital to a well-functioning, well-educated society, with the presence of books in homes an indicator of social wellbeing. Recognising the effect of literacy on reducing negative social outcomes, and the key role that New Zealand content (including Māori and Pasifika language and cultural content) can play, we encourage support for efforts to grow a nation of readers in line with the National Library of New Zealand's *Strategic Directions to 2030*, and assistance in making books available in homes, schools, workplaces, marae, churches and community centres.

## **5. Development of export markets accelerates**

PANZ has worked closely with government agencies including the ministries for Culture and Heritage, Education, Foreign Affairs and Trade, and Business, Innovation and Enterprise, to promote and develop international markets for our published goods. We continue to be the main agent in representing New Zealand content at international book fairs and similar forums, and seek the ongoing engagement of the government in development of key markets including Asia, Latin America and Europe.

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