



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

Manifesto 2020

Publishers for a stronger, better New Zealand

Publishers Association of New Zealand

The Publishers Association of New Zealand (PANZ) is an incorporated society representing 80 trade, educational and digital publishers and suppliers and consultants to the industry. Our members are local independents and large international publishers, educational and trade publishers, publishers for adults and for children – creating more than 2600 new locally produced titles a year.

Book publishing in New Zealand

In the PANZ New Zealand Publishing Market Size Report 2019, Nielsen Book reported that the book industry generated revenues of \$292 million from sales of 21 million books in 2019. Publishing directly employs 463 people from the estimated 2500 jobs in the overall book industry.

Print formats account for 93% of sales.

Customers continue to prefer printed books (in New Zealand and internationally), yet both education and trade publishers have embraced digital technology – including ebooks, licensed platforms, digital marketing and ecommerce.



Digital is an additional format, not a replacement, and digital visibility comes at significant cost.

Export – rights sales, and sales of physical copies – is a key focus. PANZ manages international literary activity for Creative New Zealand, and works with Education New Zealand to support international business for publishers and content creators.

The sector had achieved steady growth in employment and export income. There are now major challenges, and we enjoin 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 and WeCreate) to support the creative sector's immense contribution to New Zealand's cultural and economic wellbeing.

SPECIFICALLY, WE SEEK GOVERNMENT SUPPORT TO:

1. **Navigate the COVID-19 pandemic**
Publishers have been hit hard by the COVID-19 pandemic, unable to sell books either via retail or in schools during the Level 4 lockdown. Publishers mobilised to work from home and enhance their digital offerings, and have welcomed the proactive support of the Ministry of Social Development and Creative New Zealand. It is vital that government goes further to understand the needs of the industry and engage positively with our sector. PANZ believes the government can use this opportunity to reposition its roles in providing specific assistance for New Zealand books to reach bookstores, communities, libraries and schools.

Publishers Association of NZ **Te Rau o Tākupu**

Level 6, 19-21 Como Street, Takapuna 0622, Auckland— PO Box 33319, Takapuna, Auckland 0740, New Zealand
www.publishers.org.nz



2. Strengthen copyright law

The New Zealand publishing industry must be underpinned by copyright legislation that is fit-for-purpose in the digital age. Good copyright law enables authors and publishers to be rewarded for their creativity and hard work, and ensures readers of all kinds can access locally produced and relevant content.

PANZ has engaged positively and in good faith throughout the current review of the Copyright Act. That approach was undermined by MBIE's surprise publication of a radical new framework for the review in November 2019, but thankfully MBIE responded to the concerns of PANZ and others by withdrawing that paper in July 2020. We look forward to the review returning to a more even-handed approach under the new government, protecting the IP of New Zealand creatives and reflecting the impact of COVID-19 on publishers.

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. Changes at the Ministry of Education over recent years have made communications difficult at times. We seek a stable, transparent system to provide guidance about the latest Ministry thinking and any changes to the Curriculum. This will give clarity and certainty for the work of our educational publishers.

4. Grow New Zealand as a nation of readers

Reading is vital to a functional, healthy society – the presence of books in homes is an internationally recognised indicator of social wellbeing. Increasing literacy reduces negative

social outcomes, and New Zealand content (including Māori and Pasifika language and cultural content) plays a key role. 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*, as well as initiatives to make books available in homes, schools, workplaces, marae, churches and community centres.

5. Accelerate development of export markets

PANZ is working closely with government agencies including Creative NZ, Education NZ and MFAT to develop international markets for our published works. We represent New Zealand content at international book fairs and similar forums, and seek the ongoing engagement of the government in developing key markets including Asia, the Americas and Europe. In particular, we ask that government re-engage purposefully with the multi-million-dollar educational book sector and provide consistent support for publishers' participation in book fairs, conferences and trade missions.

6. Recognise and support 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 must ensure that the public and the government see that growth in local creativity leads to increased jobs, revenue and exports for the country. PANZ supports the ten points in WeCreate's Manifesto.

For further information and enquiries, contact:

Catriona Ferguson, Association Director
catriona@publishers.org.nz, 09 280 3212
www.publishers.org.nz