Bookmark

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Issue 79, Dec 2014 – Feb 2015

NEWS MAGAZINE OF THE SA BOOKSELLERS ASSOCIATION

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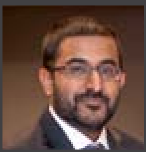

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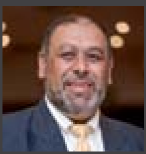

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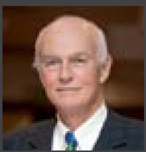

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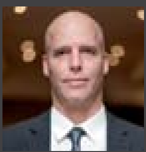

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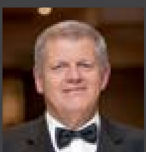

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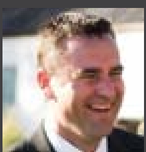

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The Executive Committee of SA Booksellers and the Editor thank all those who contributed to this issue of Bookmark through articles and/or advertising.

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NEWS MAGAZINE OF THE SA BOOKSELLERS ASSOCIATION
Issue 79 • Dec 2014 – Feb 2015

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Design and Layout: Through the Looking Glass
Printed by: CTP Book Printers

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ABOUT THE SA BOOKSELLERS' ASSOCIATION

The SA Booksellers Association represents a united front for booksellers. Through strategic liaison with the different sectors of the industry and provinces, SA Booksellers strives to regulate the book-trade, reminding publishers to act as wholesalers and booksellers as retailers. The annual SA Booksellers AGM has historically been co-located with the Publishers Association of South Africa (PASA) AGM. The AGM is open to all members of SA Booksellers and is a conference full of information, energetic discussions, pertinent topics and eloquent speakers. This is an opportunity for education for all, keeping members at the cutting edge of developments in our ever changing industry.

SA Booksellers works closely with government departments, educational authorities, and the state tender boards concerning matters that affect the trade.

More than 50% of SA Booksellers members are previously disadvantaged and SA Booksellers is well positioned to lobby government on all issues pertinent to the book trade. SA Booksellers provides access to information for all its members, through the commissioning of research papers and the gathering of news, to the effective dissemination of this information via the industry magazine Bookmark and through www.sabooksellers.com.

Bookmark, the official magazine of SA Booksellers, is distributed free of charge to all members as well as to all influential people in the book trade from publishers to government departments. The digital edition is sent to an ever increasing subscriber database. This magazine is a mouthpiece for SA Booksellers members as much as it is a source of information. Send a letter to the editor at bookmark@sabooksellers.com to get your views published.

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Today, a reader. Tomorrow, a leader.

Throughout history, the worlds greatest leaders were also prolific readers and writers of books, including our own beloved and recently departed leader, Nelson Mandela. As South Africa's leader in book imports and exports, Sasfin Premier Logistics is proud to be playing its part by ensuring that books in our care reach these young leaders on time, every time. We are your book partner beyond expectations.

Our team has over 35 years of experience in book and magazine importing to Southern Africa from all over the world, previously as Premier Freight, now as Sasfi n Premier Logistics. We are the foremost provider of total logistical and importing services to the book and magazine industry. Using our equally experienced partners, we are able to off er our clients a total service, from order, to front-door delivery anywhere in Southern Africa. Whether by sea or air, our dedicated staff will oversee your shipment from order to delivery. We off er unique and personalised service. So, if you're involved in importing books and magazines to Southern Africa, and expect nothing less than a partner beyond expectations, can you aff ord not to be talking to the experts?

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President's Letter

Dear Members,

We have tried to keep you informed of our work in recent weeks as we have designed our response to the Department of Education's Draft Proposals. The more closely we have looked at these the more disturbing they appeared, as books are defined in the document as one of the core requirements which are to be purchased centrally by both Section 20 and Section 21 schools. In the past the purchasing method in most provinces allowed the previous model C schools to purchase their books from suppliers of their choice. The new proposals may require these schools to purchase using the centralized method. On the other hand, they raise their own money on top of allocated funds. Will they be allowed to spend this as they think best, and buy the texts most appropriate for their students? If not, booksellers will be left with no customers except the private schools, which are certainly not able to provide enough orders to sustain more than a fraction of the present retail trade.

The publishers are deeply concerned about the 'one book" policy which will mean that all students in South Africa will be given the same text book for each class. Mr. Allan Subban (Director: Enhancement of Programmes and Evaluation of School Performance), said that the motivation for this was to save money. The publishers contend that the saving from increasing the print run after about 30,000 copies of a book have been printed is insignificant, and that this will have a devastating effect on the industry. How can publishers develop new material if it is unlikely that it will be selected? We are creating a business environment where educational publishing will wither away and we will have no one to develop the next generation of textbooks for our children. An alternative, which the Department of Education holds as an option in its Draft, is developing materials within the department. This has been tried elsewhere and is not a good idea. But by the time we learn this lesson we may well have lost our local publishers and booksellers, and with that all the jobs and investment that have been built up over the years.

PASA and SA Booksellers Association will be doing all we can to convince the Department to leave space for our publishers and booksellers, and are hoping to win the ear and support of the decision makers. Meanwhile all of us in the trade should take every opportunity to warn parents and teachers of the ill effects of the policy. How can one book possibly be the most suitable for all of our very diverse student groups? And how can the longer and larger more expensive texts be the same as the cheaper shorter texts, which might nevertheless cover the syllabus. The choice of book needs to be made by the teacher with the students in mind, and booksellers are needed to showcase and supply books that are chosen.

The situation for booksellers in the Eastern Cape is particularly difficult at present. Many depend heavily on their income from making deliveries of stationery and books, which are packed by the central warehouse. The stationery tender was awarded to a number of different suppliers this year, so the ones that previously had large parts of the tender have insufficient business to allocate reasonably large deliveries to their previous booksellers. Some have tendered such low prices that they now feel unable to pay as much for deliveries as in the past, which puts booksellers under pressure.

Academic booksellers are mystified by the weak demand experienced in the second semester. Students at both the residential and distance universities have been less inclined to purchase. Is it because prices are higher due to the weak rand, because less bursary money has been released, or perhaps because they are buying from the Internet booksellers who have been advertising heavily and selling at prices not much above their cost prices? We do note that the two largest local Internet booksellers, Kalahari and Takealot.com, are asking the Competition Board for permission to merge, citing their inability to make a profit as they are too small as a reason. Booksellers are puzzled how they expect to make a profit when they sell their books at such low prices.

Our general book sector chairperson reports that the year so far has been one of a weakening currency, tighter customer purse strings, Eskom black-outs and mall robberies. The spirit of bookselling nonetheless prevailed with a momentous comeback by Exclusive Books, continued expansion by Bargain Books and enduring independents.

This resulted in an increase in revenue in the first 42 weeks of the year. In terms of units however, sales remained comparatively flat. This tells the story of a South African industry temporarily bolstered by price increases, while the true picture is not so rosy. Interestingly, the trade sold a greater range of books over this period compared to the previous year.

At our last meeting the Executive enjoyed a presentation from Snapplify, a digital aggregator which also provides an online shop for booksellers and software for schools which enables them to use the digital book and store additional class notes, and other supplementary material in the cloud. Snapplify offers an easy to use solution at a reasonable price and is well worth looking at for any school book supplier who wishes to add digital books to its offering. It should probably be compared with the offering from On The Dot Digital when deciding which delivery channel to use. Digital books are still a small market for most booksellers, but the uptake is growing rapidly, and more and more of the private schools are expecting the students to have tablets and to be able to use them for parts of their course. In the Eastern Cape between 20% and 25% of LTSM purchases this year will be for computers loaded with learning materials. Further funding has been taken from the LTSM budget for the purchase of desks, so that the book budget, which looked healthy, is insufficient to fund the orders which have been submitted by the schools to the department and which the publishers have prepared for.

Trade statistics show that the general book market is improving after several months of sales which were lower than those in the previous year. This bodes well for the Christmas season. There are signs that rate of growth in the international sales of digital books have slowed, which is encouraging news for bookshops focusing on the old fashioned paper book. There is a wonderful selection of books appearing in the coming months and I do wish you all a good run as you move into the critical Christmas season.

Sydwell Molosi,
President, SA Booksellers Association

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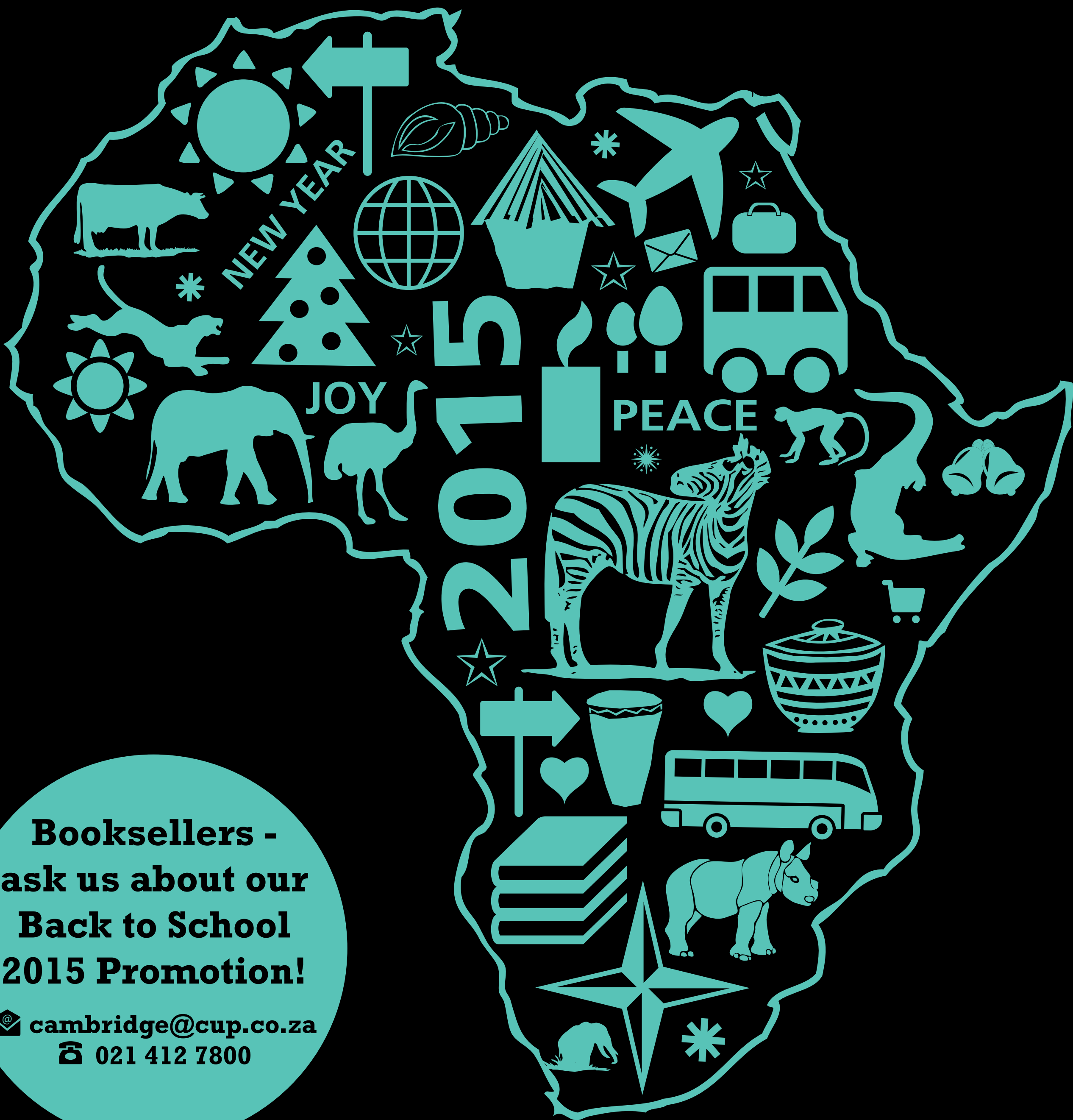
Thank you for your continued support.

May the coming year be your best ever!



Online retail /e-tail

The landscape in South Africa at the end of 2014

The recent news of Kalahari and Takealot's merging prompted Bookmark to take a quick look at the online retail landscape in South Africa at the moment.

Derek Wiggill, MD of mobile payment solutions company Zap Group, notes in an article on Itweb.co.za recently that the merger indicates a gradually maturing market as more South African shoppers turn their attention "from bricks and mortar to clicks and mortar". He adds that the logistics of after-sales services, including delivery of goods, remains a challenge locally, "but joining forces helps overcome the challenge".

The Digital Participation Curve

Bonnie Tubbs, Telecoms editor for Itweb.co.za, wrote in another article that "the momentum of the force of Internet history has taken hold of e-commerce in South Africa".

According to World Wide Worx, the past nine years have seen the local e-commerce industry growing (albeit from a low base) by 30% to 35% – with a peak of 40% in 2011. Largely spurring this growth, says World Wide Worx MD Arthur Goldstuck, is the "digital participation curve" – the premise that the average Internet user will engage actively with high-level applications like online retail and interactive applications after about five years of being online.

With the number of Internet users having accelerated from 2008, the number of experienced users started accelerating significantly in 2013. Goldstuck says the digital participation curve will climb fast from now until the end of the decade, but this is just the beginning.

Africa offers enormous growth potential for e-retailers given that online shopping is in its infancy here. This is according to Sumesh Rahavendra, head of marketing for DHL Express Sub-Saharan Africa, who says the recently released 'Shop the World' report by DHL reveals that emerging markets offer the highest growth potential for the eCommerce industry.

Big growth, little value

Goldstuck notes that the lower tier emerging markets, where e-commerce growth is coming from a base of next to 0%, is where we will see "spectacular percentage growths". He notes, however, the value of the growth at this early stage is "rather unspectacular".

A recent report by McKinsey & Company also revealed that eCommerce could account for 10% of retail sales in the African continent's largest economies by 2025. (In comparison, online retail in the U.S. already accounts for around 9% of total retail sales).

"Locally, there are no big moves to direct-selling just yet – books are listed, with reviews, ISBN's, and covers, but Penguinbooks.co.za, and NB.co.za refers customers to online booksellers."

Direct selling

One outcome of the move towards online selling is an increase in B2C selling.

The latest forecasts by eMarketer claim that worldwide business-to-consumer (B2C) e-commerce sales will increase by 20,1% this year to hit a mindboggling $1 500 trillion. A quick glance at some of the bigger South African publishers websites confirms that locally, there are no big moves to direct-selling just yet – books are listed, with reviews, ISBN's, and covers, but Penguinbooks.co.za, and NB.co.za refers customers to online booksellers. Following the links from Penguinbooks.co.za to "buy" a specific book on four different sites, the variance in price was quite significant – Kalahari came in the lowest at R192, Loot at R229, Takealot at R195, and Exclus1ves at R302. Other sites that list the same book include Graffiti Books – R295 plus an extra R120 for courier fees, Van Schaik – R293, and CNA – R299.

One gets an idea of which online booksellers take online selling seriously within the first few seconds of being on their website – while some are user-friendly, beautifully designed and offer good search functionality, serious security and a proper "shopping cart" facility, others fail to engage the customer by being clunky, difficult to navigate and often outdated.

When considering why some are not yet taking the move to online seriously, one can think of many reasons not to invest in a proper online presence – internet access is still limited in most areas, and slow and prohibitively expensive for most of our population. This brings Mobile retail into the picture – "M-commerce" is being drummed up as an answer to making online retail available to a wider audience.

Mobile shopping

The 2014 Mobile Media Consumption report by InMobi, which includes data from 14,000 users across 14 countries, including Nigeria, Kenya and South Africa, predicted that 83% of consumers plan to conduct mobile commerce in the next 12 months, up 15% from the current figure.

"As technology continues to evolve in the respective African countries, as will the levels of online shopping. It is of our opinion that many African businesses will start to skip the traditional 'bricks and mortar' formal retail environment, and instead move straight into online shopping space due to the rise in mobile and internet services within Africa," concludes Rahavendra.

But the power of mobile connectivity has further potential for retail. Smartphones are an important research tool when people are thinking about what to buy, how much to pay for it, and where to get it. Studies by Millward Brown show that 88% of consumers use their phones to research products before they go shopping, compared to 48% on their PCs. In fact South Africans spend an average of an hour-and-a-half engaging in research before shopping, the bulk of this on their mobiles. This webrooming behaviour is a feature of South African shopping habits, outstripping US consumers with how long we spend researching before going shopping.

According to Jarrod Payne, Account Director Millward Brown South Africa, once a person gets to a store, mobile usage doesn't slow down. On a typical shopping trip, a South African consumer is likely use their phone almost five times. Consumers use their phones while shopping to look for more and more information on their potential choices

(reading book reviews at the click of a button? Or accessing the GoodReads app to check if your friends have read the book?), a function that may have been the role of a knowledgeable friend in the past. Now while shopping consumers can check pricing, reviews and deals in an instant.

It is this behaviour that leads to a staggering 74% of people abandoning purchases they were about to make because of information they viewed on their mobile phone. This is driven primarily by price, with 57% of people finding the same product cheaper elsewhere, but negative reviews, and even product switching – based on finding "better" or cheaper products online and on social media, are also commonplace.

According to the study, not everyone shops on their mobile phones (29% of people claim to not want to) and several barriers still exist, primarily the risk of crime while shopping on the mobile web. A survey conducted by Kaspersky Lab and B2B International has found that 64% of internet users in South Africa felt vulnerable while shopping online or making online transactions, and 63% of users would utilise online payment systems more often if they felt they were protected from cyber fraud.

The survey shows that 77% of users in South Africa fear financial fraud on the internet, and the data uncovered numerous examples of consumer uneasiness. For example, 45% of those who make payments online are sure that even the official mobile applications offered by financial companies require more protection before they're truly secure. In addition, 48% of users locally report terminating a financial operation in the middle of the process because they were unsure about the security of the transaction.

Fears about identity theft, lack of delivery, scams and fake products are the cause of a full third of mobile shopping rejectors. Concerns also arise from the payment options available, with people preferring the "safety" of cash or not having access to credit and debit cards to make online purchases. The fact that many local online retailers offer a COD option shows how entrenched this perception is and how much misinformation is present.

The way that people shop is changing, a situation that carries with it both risk and opportunity for South African booksellers. The threat of people using stores to try a product but actually buying it cheaper online is an increasing reality, but a new report from Merchant Warehouse has melded together information from several research reports and surveys to show the prominence of a counter trend: webrooming.

Showrooming describes consumers who price shop online after visiting physical stores. Webrooming refers to the process of researching products online and then visiting a store to make a purchase.

An interesting finding is that about 36% of all consumers with smartphones ask stores to price-match, and in most cases, stores comply with their requests. Are we being held ransom by clued up customers tapping away on their iPhones? Or should we celebrate the new dawn of retail and bookselling in South Africa? The coming year will see many booksellers venture into their first online selling attempts, and many more taking another look at their online offering. The important thing is not to sit back and relax – time, in today's internet-everywhere world, will not tell. Rather, actions – experimenting, trying and testing – will.

- *Online transactions make users feel vulnerable*, bizcommunity.com
- *Webrooming – a retailers guide*, by Merchant Warehouse, merchantwarehouse.com
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- *SA e-commerce growth unabated*, by Bonnie Tubbs, itweb.co.za
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Making the right web development choice

How involved will you be in your website?

By MATTHEW FAIRCLIFF

Making the decision to enter the world of online marketing and retail is a big decision that requires budget, time, human resources and most importantly; follow through. Continued maintenance and updates to your online platform will be necessary in order for it to be recognised by your customers and by Google as a worthwhile place to be. This leads us to the question of what system you will use to do this. Will you outsource the work to your web development team or will you train staff to include the daily task of website maintenance to their workload, be it posting new books to your e-commerce site, or updating your blog with your recommended reads for the season.

This brings us to the consideration of a content management system (CMS). A CMS is a multi-user software platform that allows creation, editing and deletion of content all from a central interface. CMSs are most often used to run websites containing blogs, news, and e-commerce online shops. Many corporate, marketing, publishing and bookselling websites use CMSs. CMSs typically aim to avoid the need for hand coding which allows for easy operation by anyone with access to a computer and a small amount of savvy.

There are many different CMS platforms available on the web and the digital agency you work with will be able to guide you in terms of their preferred platform. At our agency, we use WordPress, which is by far the largest self-hosted blogging tool in the world, used on millions of sites and seen by tens of millions of people every day (even though they might not even know it). It is estimated to have a 61% market share of all CMS platforms and powers an incredible 23% of all websites on the internet. Even though conceptualisation and coding began back in 2001, WordPress is still a very actively developed open-source software project and with the recent release of version 4.0 it is even more mature, stable, secure and feature-rich than ever before.

The functionality that WordPress offers to a team of well-versed developers is where it really comes into its own and probably relates directly to the success of the platform itself. Developing with such a flexible system allows for a greater level of artistry with regards to the organisation of an individual business' unique content. The key to understanding how WordPress works harks back to its early days as a hobbyist blogging platform: every 'thing' in a WordPress system is a post. The use of WordPress' custom post types to indicate separate data entities within the content of the site is the real 'killer app'. Custom taxonomies (previously known as post categories), whether hierarchical or flat allow for effective grouping of the different content and post attributes allow for the storage of random yet important meta data for each post.

"The now fully responsive WordPress back-end is a remarkably useful tool for project managers, copy-writers and designers and offers a collaborative platform on which teams with different skill sets can operate."

The now fully responsive WordPress back-end is a remarkably useful tool for project managers, copy-writers and designers and offers a collaborative platform on which teams with different skill sets can operate. Your web development team should understand how your organisation operates and the data entities it requires to function properly. They will then model the relationships between these entities, their categorisations and any meta information required for each atomic entity using the WordPress admin interface. In a sense development starts from the back-end (data perspective) and then works forward to the public facing look and feel. It is this back-to-front (logic first) approach that we believe delivers the correctly customised WordPress platform for any individual or company to take their idea, what ever it may be, forward into the digital world.

So, why should you choose WordPress as the platform for your next CMS? Apart from it's massive adoption by the internet community, great documentation and a plethora of plugins and off-the-shelf themes, the following is a non-exhaustive list of some of the reasons we at Country love WordPress:

1. Ease of use

Even the most tech-challenged individuals will find it easy to work with the WordPress administrative interface. Massive updates to your site or just simple additions can be achieved with a few clicks. Wordpress' intuitive interface and the ability to easily assign user permissions make delegation and segregation of the workload of an active website quite simple. A cleverly crafted theme can further simplify matters by componentizing site content into smaller, more manageable units.

2. Custom theming

Custom themes for WordPress have been around since version 1.5 (circa 2005), so it is a well-established feature of this platform. Making your own theme is not child's play, nor is it 'next level' difficult. Start with your design concept and a vanilla theme like Twentyfourteen (shipped with the default WordPress install), mix in your responsive framework of choice (Bootstrap is our favourite), throw in your trusty Javascript framework (jQuery) and add some Javascript plugins to taste. Voila! A slick new custom theme is born. If all this seems too much for you, remember that experts can craft you a custom theme to suit your exact design and functionality requirements. But be warned, purchasing an off-the-shelf custom theme from a site like ThemeForest may initially seem attractive from a price and simplicity perspective, however these themes are generally over-engineered (to suit everyone's requirements) and are generally not a good fit for most businesses.

3. Custom post types

As mentioned previously, WordPress boils down to posts. As of WordPress version 3, developers can now specify their own

custom post types. The introduction of custom post types made WordPress so flexible it became obvious that it had graduated from a hobbyist blogging tool into a full-blown CMS platform. Custom posts allow for the categorization and partitioning of logical business information into distinct, searchable chunks, which can be presented to the end-user in a variety of ways depending on the template in use. Custom posts can also be assigned a default set of meta attributes (such as price, barcode, ISBN, GPS coordinates etc.) in order to further enhance the usefulness of this feature. Custom posts are accessible as a top-level element (like posts or pages) in the WordPress admin interface.

4. Yoast SEO

There is little point in creating a beautiful new CMS-backed site if nobody ever finds it. Yoast's SEO plugin for WordPress makes managing your WordPress site's SEO a breeze. Yoast SEO adds fields to the post page in the WordPress admin area that guide even the most novice SEO copywriter through the pitfalls of creating search-friendly content. Easy installation coupled with RDFa breadcrumbs, rich snippets, robots.txt generation, XML sitemap generation and site wide defaults make Yoast SEO an absolute must for each and every WordPress site created today. Oh, and it's free!

"WordPress and WooCommerce out-of-the-box is certainly one of the most mature and feature-rich free eCommerce solutions available today."

5. Woocommerce

Woocommerce, an eCommerce plugin for WordPress, comes standard with everything you would normally require to get a basic eCommerce website running. It's installation and integration into WordPress is seamless and for most startup sites it is initially a perfect fit. Functionality includes (but is by no means limited to):

- Orders (order status, notes, order history)
- Shipping (free, flat rate)
- Coupons (free, limited, per product, per user)
- Inventory management (products variations, pricing, categories, stock)
- Reporting (top sellers by product / category / date, stock, customer)
- Tax setup (standard, zero rated, reduced rate)
- Payments (EFT, COD, credit card, Paypal)

In addition to the above free features, WooCommerce offers hundreds of paid for extensions and themes to make your site function just the way you want it to, including support for most of the major payment gateways and logistics suppliers. All of the above considered, WordPress and WooCommerce out-of-the-box is certainly one of the most mature and feature-rich free eCommerce solutions available today.

Matthew Faircliff is a true African IT entrepreneur. He worked for iafrica.com, EasyPay and Rocketseed before setting up Databias, a hosting company that is the foundation of Country Digital. He is proficient in databases, Perl, Python, PHP, C# and Windows / Unix system administration. He also speaks some Afrikaans.

The year so far

A general trade report

By OLINKA NELL, SA Booksellers, General Trade Chairperson

The year so far has been one of a weakening currency, tighter customer purse strings, Eskom black-outs and mall robberies. The spirit of bookselling nonetheless prevailed with a momentous comeback by Exclusive Books, continued expansion by Bargain Books and enduring independents.

On the content side, 2014 undoubtedly belongs to Zelda la Grange and Tim Noakes. The WW1 centenary saw a world-wide spike in interest and a spate of new books on the topic, with prominent international history authors visiting SA and bookshops featuring innovative displays.

General Trade Sales

The general trade saw an increase in revenue in the first 42 weeks of the year, but sales remained flat in terms of units. This tells the story of a South African industry temporarily bolstered by price increases, while the true picture is not so cheerful. Interestingly, the trade sold a greater range of books over this period compared to the previous year, an indication perhaps of the renewed focus on range at Exclusive Books, but also of the greater range of panel sales now recorded by SAPnet with the addition of Bargain Books outlets.

Trade sector revenue was up by R83 498 262, mostly driven by price increases in the wake of the weakening Rand. The Rand lost 28% of its value against the GBP from February 2013 to January 2014. Since then the domestic currency has been volatile with spikes in May and early September and sharp declines in July and late September.

Category unit sales in the trade saw growth in adult non-fiction, children's fiction and children's non-fiction but a significant decline in adult fiction. This is in keeping with international trends.

> **"The bread and butter of the general trade remains the range, with 88.8% of unit sales coming from titles below the top 100."**

Specific genre unit sales saw Food & Drink more than double over 2013 (Tim Noakes), with significant growth in Autobiography (*Good Morning Mr. Mandela*). In fiction, Crime and Romance showed growth but General and Literary Fiction show a marked decline. Christian sales were up, but Business down.

Afrikaans sales in the general sector were flat year on year, with only marginal unit and value growth. Prices also remained flat.

The bread and butter of the general trade remains the range, with 88.8% of unit sales coming from titles below the top 100 (see General Trade Sales below).

The top 10 sellers in the general trade year to date are also shown below.

The trend in our market is not much different to the rest of the global markets.

New Developments

In the general trade, Exclusive Books has been the talk of the town with the new-look Rosebank branch opening its doors in August. The shop features the very first EB Café, with coffee sourced from a small Stellenbosch roastery and deli sandwiches straight from Mr. Trisk's kitchen. Celebrated architects Sylvio Rech and Lesley Carstens designed the store, inaugurating a new era of bookshops as "theatres of experience".

Exclusive Books plans to follow this up with revamps at Canal Walk and the V&A (both scheduled for November) as well as at their flagship Hyde Park store (scheduled for April/May next year).

Book sales at the group in 2014 year to date are up 8.7%.

As part of their drive to invest in the future of reading, Exclusive Books offered a prize of three years tuition at any university to the winner of a letter writing competition launched in June. The prize was finally awarded to Christina Brazzale (17) from Port Elizabeth, who plans to study at Rhodes next year.

Elsewhere in the trade, Bargain Books increased their footprint by opening branches in smaller cities and larger towns like Kimberley, Heidelberg, Upington and Klerksdorp. Their headquarters and DC will move to a new location in January 2015.

Andrew Marjoribanks reported an upward trend in sales at Wordsworth, with strong growth in Afrikaans books

NIELSEN PANEL SALES: Week 1–42 (excluding Academic)

	2013	2014	GROWTH/DECLINE
Revenue	R770,390,966	R853,889,228	10.8%
Units	5,806,461	5,923,639	2%
ISBN's	186,270	205,200	10.2%
ASP	R132.67	R144.15	8.6%

GENERAL TRADE SALES: Week 1–42

	QTY	VALUE	% QTY	% VAL
Total	5,923,639	853,889,228	100%	100%
Total Top 10	277,235	61,407,016	4.68%	7.19%
Total Top 50	492,115	101,819,517	8.31%	11.92%
Total Top 100	663,541	134,704,607	11.20%	15.78%

GENERAL TRADE TOP 10 SELLERS
This year to date

POS	TITLE	QTY
1	Real Meal Revolution	99,503
2	Official Best Selling K53 Learner's & Driver's	57,870
3	Good Morning, Mr Mandela	41,915
4	The Fault in Our Stars	20,537
5	Goeiemore Mnr Mandela	17,797
6	Official K53 Learner's and Driver's Made	15,561
7	IBhayibheli Elingcwele	10,097
8	Desert God	9,585
9	Brug na Haven	9,427
10	Kosrevolusie	9,269

in particular and continued success with their in-store author promotions. Revamps are planned or in progress at Somerset and Sea Point.

CNA reportedly are in the process of “right-sizing” a number of stores in line with their plans to stay relevant to their customers, whilst maintaining a significant footprint across the country. The chain revamped their stores in Gateway, Pavilion, Mimosa and Cavendish, relocated in Fourways and are now trading from two sites in Cresta. Chris Napier reported an encouraging slow-down in the decline of local newsstand sales, mostly thanks to the Oscar and Dewani trials and the ongoing Nkandla saga. Young adult sales showed encouraging growth thanks to the sales of John Green titles.

Protea opened a general store at their Carlton branch in Johannesburg. Philip West, previously manager at Rondebosch, is now focused on the newly acquired Juta outlets. Johan Hugo has been assigned the task of buying general books for Rondebosch, UCT, Parow, Carlton and UJ. Louret Bell buys for the general sections in Hatfield, Hatfield Plaza, TUT Church Street and Potchefstroom. Protea reports a significant increase in African and South African interest books across the group, ranging from history and current affairs to philosophy. The group saw continued interest in rare, collectable and antiquarian books with more and more requests from Afrikaans collectors.

Littlejohn Galloway emphasised Protea’s commitment to contribute to the reading culture in SA and pointed out that they are “ideally placed to interact with both parent and child at the end of the year and the beginning of the year because of our school book sections”. Prominence will be given to children’s, teen and young adult books in the general stores over these busy periods. He reported a healthy growth in online sales at Protea with costs kept to a minimum.

Clarke’s in Cape Town saw fewer locals come into town this year, mainly because of traffic and parking issues. Tourists however continue to come into the store. Their move two years ago proved to be the right decision with the new layout and abundance of natural light making all the difference despite the reduced space. “Staff and customers are happy”, according to owner Henrietta Dax.

Challenges

The depreciating currency is a concern to all, with fiction sales affected in particular. The average selling price at Exclusive Books increased by 16% year to date over last year. Bargain Books are finding it increasingly difficult to maintain a good value offering, especially with Amazon offering new books at less than half the shelf price in SA. CNA as a non-specialist chain reported that continued pressure on consumers saw books and reading material pushed down customer wish lists in favour of “discretionary” purchases.

Chris Napier listed “returns inflexibility” among suppliers as a major issue. There is pressure to take upfront quantities, yet “the quid pro quo is not always there on returns”. He also voiced concern over the consolidation of large international suppliers and how this will affect the “continued breadth of supply over time”.

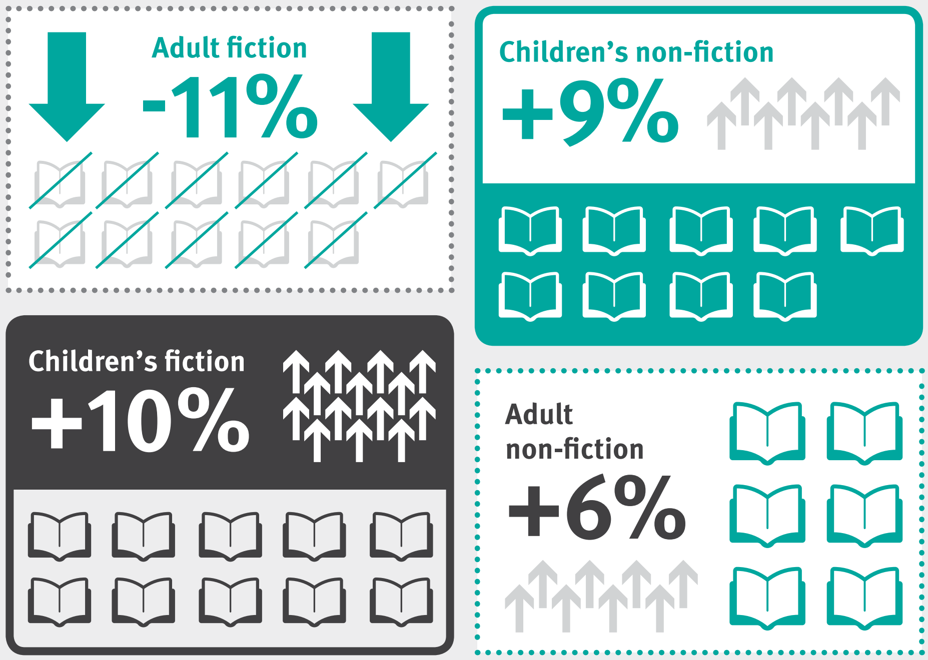
John O’Sullivan of Bargain Books identified escalating rentals as one of the primary challenges to the trade, forcing bookshops to “downsize or withdraw”. Chris Napier concurred that mall rental costs were becoming “prohibitive”. At the same time, mall footfall figures in October showed a sharp decrease in the wake of a series of armed robberies. Sales at Exclusive Books fell correspondingly. Retail robberies increased by almost a third in a year. South Africa’s consumer confidence also slipped by 5 points to -1 in the third quarter of 2014.

Rob Shortt, Operations GM at Exclusive Books, reported that construction in or around malls adversely affected sales in Menlyn, Eastgate and Mandela Square. He also noted that plastic bag production costs have increased – bags are sold below cost to customers, while Government just declared revenue of R1.1 billion from plastic bag tax. (This money is yet to find its way to the promised recycling initiatives.)

Henrietta Dax of Clarke’s in Cape Town reported that the Post Office strike has been “disastrous” for their business. They have been unable to post anything overseas for the last two months, and locally were obliged to use couriers for customer orders.

On everyone’s lips is the merger between Takealot and Kalahari. No-one is yet certain how the move will affect trade sales, but everyone is watching.

Category unit sales for South African General Trade (Nielsen)



“The depreciating currency is a concern to all, with fiction sales affected in particular. The average selling price at Exclusive Books increased by 16% year to date over last year.”

All statistics from Nielsen BookScan SA (a full division of SAPnet). Academic and school trade excluded.

Young readers abound

Young Adult and children's books fuelling growth in US, UK

Young Adult (YA) and children's books are fuelling growth, including e-book growth, in the US, according to new figures from the Association of American Publishers (AAP), reported by Joshua Farrington on Thebookseller.com. New figures released by the group covering January to July 2014, show that the e-book revenue grew 7% compared to the same period in 2013. This was driven largely by a huge growth of e-book revenue in the children's and YA category, with a 59% growth compared to the same period last year.

At The Bookseller Children's Conference 2014, held in September in London, attendants were surprised at the positive spin to the affair, with buoyant sales figures and excitement about digital opportunities. John Lewis, who runs the charts and analysis section of publishing industry magazine The Bookseller, gave a presentation outlining the latest sales figures, which suggest that 2014 is "a storming year for children's (printed) books in the UK". Locally, children's fiction sales grew by 10% and children's non-fiction by 9%.

Fanfiction

One of the recent trends in YA books is "fanfiction" – that is, teen fans writing about what they "know". Peer-to-peer writing is different from traditionally published YA and New Adult content, because "when teens are writing for their peers, we see stories that are far more true to life, and often include themes important to the life of teens today, like the complications of social media and impact of technology on their lives" writes Wattpad Head of Content Ashleigh Gardner.

Little wonder then, that according to a Publishers Weekly article, Wattpad had 18 million users in 2013, just seven years after it was founded. Those 18 million users were uploading and updating about 64,000 stories daily, or over 23 million fics a year. The Canadian company has 35 million users as of November 2014, 45% of which are 13–18 years old.

Parent's idea of a "book"

While technology continues to influence how we consume content, most parents in the U.S. still place a high level of importance on print when it comes to reading, according to Nielsen.com. In some cases, they're even bigger fans of print than their buying habits indicate.

For Nielsen's Children's Books in the Digital World report, parents of kids 12 and younger were asked the format of the last book they bought for their children. Ninety-six percent of parents of children up to age 6 reported buying a print book, and 94% of parents of children 7–12 said they bought a print book. However, Nielsen's Books and Consumer research on reported book sales shows that 25%–32% of children's books were purchased as e-books in the first-quarter of 2014. So based on this data, parents aren't coming clean about their purchasing behavior, which suggests that they may be under-reporting their e-book purchases.

- *Attachment to print is a parenting thing*, nielsen.com
- *Children's fuels 2014 growth*, Joshua Farrington, thebookseller.com
- *Trade Sales Rose in August*, Jim Milliot, publishersweekly.com
- *Fanfiction and Fandoms: A Primer, A History*, Jen Donovan, publishingtrends.com

Open Book Festival 2014

A celebration of words

By MERVYN SLOMAN

September marks the celebration of words, starting with International Literacy Day and ending with Cape Town's most celebrated book-lover's festival. From 17–21 September, internationally recognised fantasy authors and political journalists all added to over 8 400 literature fans who made their way to South Africa's biggest literary festival, the fourth Open Book.

Internationally recognised author, Raymond E. Feist said, "The Open Book Festival in Cape Town is absolutely one of the most enjoyable festivals I've attended anywhere. The enthusiasm of readers, variety of authors, and the warm, welcoming ambience is not to be missed. Should the opportunity arise, go!"

Hein Koegelenberg, CEO of Leopard's Leap says, "Being a part of the Open Book Festival speaks to our passion for reading. We are delighted that Cape Town is making literature a lifestyle and we are privileged to be a part of a project that works towards empowering our nation."

"Open Book 2014 felt like a gigantic party in which writers and readers came together to celebrate the texts and the stories and the media they love. Across five days of brilliant programming, I immersed myself in writers I'd never come across, genres outside my comfort zone and conversations on a hundred topics with strangers who quickly became friends. It was a show well worth coming six thousand miles for." — **Mike Carey**

1


"Thank you for a wonderful week in Cape Town. It was fun, stimulating, impeccably organised – and I'm SO glad I was part of it." — **Raymond E Feist**

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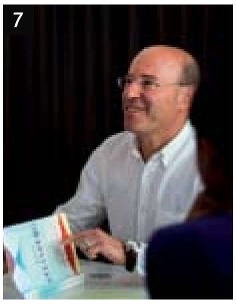

"Thank you for having me at the Open Book Festival this year. It was my first time of attending a literary festival and I was pleasantly surprised by the enthusiasm and friendliness everywhere I went. It was a thrill to be on the same panel as authors whose work I've read and enjoyed, like Jonny Steinberg, Andrew Brown and Zakes Mda. The experience led me to ponder my own writing and made me appreciate this gift of words even more." — **Ekow Duker**

1 Opening Event at the Book Lounge. **2** Mike Carey and Raymond E. Feist. **3** Zelda la Grange and Marianne Thamm. **4** Kader Abdolah and Damon Galgut. **5** Zakes Mda. **6** Toni Stuart at the Opening Event. **7** Jonny Steinberg signing in Homecoming Centre.

Frankfurt Book Fair 2014

Trying new things – ready for change

From 8 to 12 October 2014 the international book industry met in Frankfurt for the 66th time. More than 7,000 exhibitors, 270,000 visitors and 9,000 journalists and bloggers were present at the biggest event in the book and media industry.

Try new things

Andrew Albanese, who was reporting on the Fair daily, wrote on Publishersweekly.com that HarperCollins CEO Brian Murray, who spoke on the fair's opening day, discussed a new "era of experimentation". Murray said he has been surprised by the success of its venture into subscription services and a majority of respondents to the Digital Census expect the subscriptions model to become the most viable new model to emerge in the marketplace. He continued "In this day and age, [new] companies come up seemingly overnight with billion-dollar valuations, and the next thing you know they're trying to get into the publishing business. So you have to be at the forefront. You have to try things."

Self-publishing

With self-publishing on the rise around the world, the Frankfurt Book Fair devoted a day of programming on its Publishing Perspectives stage to self-publishing, which fair officials expect will only grow in importance in the coming years.

Certainly, the rise of self-publishing is a prominent theme. According to a recent Nielsen report, sales of self-published e-books in the U.K. grew by 79% in 2013 compared to the previous year, and Amazon's e-book sales put self-published titles around a quarter of the total U.S. market. As such, the 2014 Frankfurt Book Fair has expanded its self-publishing offerings.

"I think it is the best thing that could have happened," said fair director Juergen Boos when asked his impression of the self-publishing boom. "A lot of people want to write, and now they have the ability to find readers. And for publishers, this is great place to find new talent, a great way to do market research, and a great way to see what people really want to publish."

Mobile reading

The rise of reading on mobile phones was another a hot topic at the Frankfurt Book Fair. Publishing Technology unveiled the results and key trends from its "Mobile Book Reading Habits survey" over the course of the 2014 Frankfurt Book Fair. The study surveyed 3,000 consumers in the UK and US to assess the state of mobile reading in two of the world's most developed smartphone markets. One of the key headlines from this research was the extent to which mobile reading had penetrated on both sides of the Atlantic. Nearly half (44%) of smartphone owners in the UK and US said they had read an e-book or part of an eBook on their phones in the last twelve months.

But the other shoe falls pretty quickly here. Michael Cairn, CEO of Publishing technology, said about the survey: "Despite the mobile phone's overall growth in appeal and popularity as a reading device, the survey discovered that readers, particularly those in the UK, tend to read on their handsets fairly infrequently and in much shorter bursts, compared to the amount of time they would spend reading printed books or ebooks on tablets and e-readers."

From disruption to maturation

Perhaps the biggest trend at Frankfurt this year, is that more publishers, and the fair itself, are no longer afraid to "try things". "We know that digital is going to stay, print is going to stay, Amazon is going to stay," fair director Juergen Boos said. "But it is not the end of the world. I am not scared to change."

In 2014, the digital publishing discussion is no longer focused on disruption; instead, the emphasis is on maturation. And just as the maturity of digital storytelling is driving change in the industry at large, *it is also driving changes at the Frankfurt Book Fair, which, in 2015, will undergo its first major reboot in two decades*. The most prominent change is the relocation of English-language publishers from the outskirts of the fair in Hall 8 to Hall 6 and Hall 4—both are just a short walk from all the action. English-language publishing will be at the heart of the fair [in 2015], and, when you talk to people, that is what they want," notes Frankfurt Book Fair director Juergen Boos. "Convenience is, of course, important, and doing away with 20-minute walks between appointments will be welcomed." But what's really driving the changes, Boos suggests, is something of a seismic shift in the industry—a move away from "territorial thinking" and toward a "subject-oriented" business focus, "one based on business models."

- *A New Era for Frankfurt: A changing fair for a changing industry*, by Andrew Albanese with reporting by Rachel Deahl, 10 October 2014, publishersweekly.com
- *Frankfurt Book Fair 2014: Self-Publishing Gains Traction*, by Andrew Albanese, 11 October 2014, publishersweekly.com
- buchmesse.de/en/fbf/

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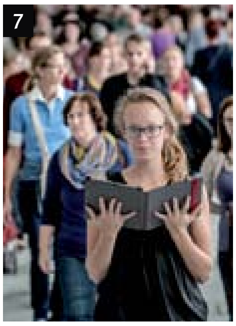


1 Giant books dominate the Agora. **2** The ARD Forum. **3** Setting up. **4** The Children's books centre. **5** Contec 2014. **6** The blue sofa. **7** People at the Frankfurt Book Fair. **8** Beautiful books. **9** The Samsung stand. **10** Contec 2014.

Looking back, moving forward

My experience – 30 years in public libraries

By BRENDA KYLE

Who says that nothing has improved over the past half century?

When I got my first library job 37 years ago, the bookstock of the service for which I worked was still segregated. 'Books for whites' had white datesheets and stationery; while 'books for blacks' had blue. Whites (usually wanting to jump the queue for bestsellers) were allowed to use 'black' copies if they wanted, but never the other way around. As young librarians we had great fun getting confused about who was what, why, when….

Aside from this, the current public library environment feels more threatened than ever before, which does not bode well for society or for the book trade. There are many structural reasons for this, with which you will already be familiar. For me, a couple stand out.

> **"Incredibly, after 20 years, legislative responsibilities for the funding of public libraries remain unresolved."**

Incredibly, after 20 years, legislative responsibilities for the funding of public libraries remain unresolved. This provides the perfect environment for insecurity around funding for library collections, and the consequential business horrors with which those of you who work with the public library sector are all too familiar. Librarians are also to be blamed for failing to sufficiently impress on their political and public service colleagues how destructive this is given the nature of publishing and the need for continuous and ongoing selection and buying, if the best stock is to be made available to the very differing and heterogeneous communities served by public libraries. Librarians themselves are not adequately informed about publishing and acquisition issues, with many passively accepting what they are given by their parent organisations, which are themselves increasingly under-resourced with appropriately skilled professional staff.

This is particularly problematic in that the heavily legislated procurement processes with which public libraries have to comply are highly unsuited to the publishing environment. The volume of 'product' and the need for fast processes are enormous threats to libraries being able to provide the publications that make their public see them as a viable choice for relevant and up-to-date information and material in all formats.

Which brings us to the latest little torment to beset the sector – e-resources. Given that the term encompasses not only books but the audio, video and periodical publications that public libraries provide, essentially we are looking at the whole gamut of publication formats that the public is now expecting to access – without a single extra cent of budget – or the expectation of it.

Failure to provide e-resources will have disastrous consequences for the relevance of libraries and for a society already reeling from the effects of poor education and literacy.

While digital publishing intended for the academic market already has some viable content and licensing models that can be adopted by the public library sector, the same cannot be said for children's material or the incredibly important trade publications that are the backbone of public library collections. This is an area where both library professionals and the booktrade need to fiercely fight for a far more nuanced and realistic approach from publishing. In the trade literature, it is sad to see attitudes and arguments that were last seen a hundred years ago; libraries are not a competitor to the retail trade. Many library users in South Africa are never going to buy books, but of those who do, use of libraries promotes personal buying. Wise publishers need to recognise that libraries promote reading and individual book buying, and instead of making licensing conditions and pricing impossible to work with they should be actively seeking viable solutions to push their publications into libraries.

No one expects publishers to be charities, but the myopia over the potential for advancing use of published content to promote sales in a very insecure market makes no sense, especially if there is awareness of the funding situation for publicly funded institutions.

The challenges facing my public library colleagues are formidable, and as I fade out of the formal public library environment I wish them loads of tenacity, unbounded energy, and lots of fight. I have always believed us 'bookies' – whether in the trade or in libraries – are an endangered and wonderful group of people and that we must work together constantly to create understanding of a very complex, poorly valued, and incredibly important sphere of enterprise.

And boy, am I enjoying the extra time I have in retirement. What am I doing? I'm reading – all the stuff I've been too busy for during my working life, on paper, on screens – who cares – wherever I see it.

About the author

Brenda Kyle has spent over 30 years working in the Public Library arena. She started her career as a Regional Librarian in the then Natal Provincial Library Services after qualifying at the University of Natal. In 1986 she joined the City of Cape Town Library and Information Services. She has worked in various Head Office capacities including Requests and Interlibrary loans, reviewing and selection, and for many years has supervised other Technical Services activities including periodicals and acquisitions.

When the new City of Cape Town administration was formed in 1985, Brenda was appointed as the Department's Collection Development Officer. Her responsibilities now include all aspects of strategic planning and policy implementation for Technical Services functions, including engaging with the enormous changes currently impacting on public libraries in regard to the provision of electronic publications and other forms of e-information, and the current changes to metadata management and the implementation of RDA.

The status of Librarianship

Some thoughts from Ms. Ujala Satgoor, LIASA Immediate Past President (2012–2014)

As I wrote this last piece as the LIASA President, it gave me pause to consider that as we move further in our pursuit of giving meaning to the practice, professionalism and professional status of librarianship in South Africa, there is the strong realisation that there is still a lot of work to be done in exacting an understanding of what this profession is about; understanding the broader socio-developmental context within which we function; and most importantly investing in the human capital that bolsters the LIS sector. We assume people working in the sector know the history, context, legal framework, current challenges and imperatives of the profession. Unfortunately this is not the case!

Aspects of the theme “LIASA in Dialogue” which defined this term, needs to continue to consolidate LIASA, its position and the practice of librarianship. What has been initiated with librarians, stakeholders, civil society and LIS educators needs to be explored further so that we engender a culture of dialogue, learning, intellectual exchange and professional collaboration.

This was strongly evident and reiterated during the roadshows undertaken between February and August 2014 to all ten branches of LIASA. The LIASA Roadshows were undoubtedly informative, eye-opening, humbling and truly empowering experiences for all of us who travelled together. The reality is that “LIASA” consists of, and operates in local branches and interest groups, so the importance of meeting members on home ground cannot be overestimated. In the interactions with employer institutions and members the issues raised included:

- Support (or in many cases the lack thereof) provided by heads of institutions for LIASA.
- Employment of non-qualified personnel, and the Library Assistant’s qualification.
- Raising the image of the profession and professionalism.
- Unemployment of new graduates.
- Developing a reading culture.
- Support for the FET College libraries and inclusion of government librarians.
- Provincialisation of public libraries.
- The need to bridge the skills gaps between public, academic and school librarians.
- The professional body registration process of LIASA, which will go a long way to standardizing practice, enhancing skills and competencies, foster critical thinking and dialogues through compulsory CPD thereby revitalizing the profession.

LIASA has been awarded the bid to host the 2015 IFLA World Library and Information Congress in Cape Town from 13–21 August 2015!

This is indeed a momentous decision for LIASA, its members and the broader library and information services (LIS) sector in South Africa and the African continent. Well done from SA Booksellers management and the implementation of RDA.

Ujala Satgoor, LIASA President, hands over a SALW poster to DCAS Director for Library Services, Nomaza Dingayo.

The 2nd LIASA Leadership Weekend was hosted from 25 to 27 April 2014 in Pretoria, which included a strategic review session involving the entire Representative Council. I am pleased to report that that the priorities and activities identified were met and concertedly fulfilled.

Open Access (OA) Week now joins South African Library Week and the Annual LIASA Conference as the third LIASA corporate project. This will be an excellent opportunity for librarians to discuss how OA impacts the different LIS sectors and how it may be implemented as the new norm for teaching, learning and research.

As a follow-up to the IFLA BSLA programme held in February 2014, I was invited by the Zimbabwe Library Association (ZimLA) to facilitate their strategic planning session held from 27 to 28 June 2014 at Vic Falls, Zimbabwe. This has resulted in a dynamic, workable strategic plan for 2014-2018. It is this level of collaboration and collegiality that will contribute to strong library associations on the continent.

I had the privilege of representing LIASA at the XXth Standing Conference of Eastern, Central and South Africa Library and Information Associations (SCECSAL) held in Lilongwe, Malawi from 28 July to 1 August 2014 with the theme “Information and knowledge management as a driving force for socio-economic development in Africa”. As library associations mature and the demands of the development agenda on the African continent become more real, it may be time for SCECSAL to revisit its vision and goals. The Resolution adopted at this Conference will certainly steer the discussions within SCECSAL and libraries on the continent in this direction. http://www.scecsal.org/resolutions/scecsal2014_resolutions.pdf

Having travelled to all branches, seeing some of the varied library and community environs, and being cognisant of the huge challenges in the education sector, I truly believe that librarians can fill the gaps towards the realisation of educational goals and a knowledge society provided they realise the enormous power of libraries and their own roles! Together we can make a difference. If you want fast, go alone. If you want go far, go together.

Ujala Satgoor is the Director of Library Services at Rhodes University. She is also the LIASA Immediate Past President (2012–2014), Co-Chairperson for the IFLA 2015 National Committee, and a member of the IFLA Africa Standing Committee.

Libraries

Taking giant leaps forward

Academic libraries are getting more involved in the cataloguing and funding of Gold Open Access (OA) publications, according to a new survey by industry consultancy, Publishers Communication Group (PCG). Gold Open Access, though generally understood as the freely accessible, “author pays” model, may actually be covered by sources such as grant funders, employer subsidies or institutional library budgets, the study confirmed.

Seeking to bridge the perspectives of PCG’s publisher and library customers, the survey of 150 librarians from 30 different countries found that at present, the responsibility for funding article processing charges (APCs) is still more likely to fall on the author (47%) or granting organization (38%), than the institution (24%) or library. However, nearly a quarter of respondents stated that the library does provide funding for APCs, which often comes from existing library materials budget. It was estimated that this cost equates to less than 1% of the budget for traditional subscriptions, with 19% of institutions establishing a ceiling for APCs, typically ranging from $2,000 – $3,000.

About 72% of libraries also reported cataloguing OA resources, though many estimated these to represent just 1–5% of total catalog listings. Librarians determine which OA titles to catalog from a variety of factors, notably the Directory of Open Access Journals (DOAJ) and Beall’s List of Predatory Open Access Publishers, in addition to relevancy and faculty recommendations.

The future involvement of librarians in the OA movement is inconclusive, with some believing the fiscal responsibility should lie solely with the author and others stating that the library should play a central role by controlling APC funds.

Kate Lara, Head of Market Research at PCG commented: “The results of our study largely confirmed our suspicion that OA is presently a small but growing issue for librarians and institutions, while revealing that there are multiple and varied views into how the librarian can play a role in it.”

The annual meeting of the Open Access Scholarly Publishers Association was hosted at the UNESCO Headquarters in Paris in mid September. “The international dimension of open-access publishing, and its role in the post-2015 global development agenda, was highlighted in the opening remarks from Getachew Engida, deputy director general of UNESCO, and Indrajit Banerjee, director of UNESCO’s Knowledge Societies Division, who also emphasised UNESCO’s strong and growing commitment to open access,” reported Mark Patterson, executive director of eLife and chair of the organising committee.

“This theme was developed by Abel Packer of SciELO, who summarised the achievements of the SciELO journals platform in Latin America, where open access has reached impressive levels. For example, 27% of Latin American articles indexed in Scopus are open access. Also at the meeting, Dominique Babini of CLACSO (Latin American Council of Social Sciences), Pierre de Villiers of AOSIS (African Online Scientific Information Systems Ltd) and Alwaleed Alkhaja of QScience covered developments in Argentina, South Africa and the Middle East & North Africa respectively.”

The range of talks and geographical locations emphasised the diversity of approaches that exist in helping to open up scholarly communication.

“New approaches in library-based publishing underscored the potential to collaborate between and within institutions. Alma Swan of SPARC Europe spoke about collaboration between libraries and the university presses, while Charles Watkinson of the USA’s University of Michigan described the Library Publishing Coalition, a community-led association founded recently in 2014.”

There are unexpected opportunities to be explored in these efforts too, so that more scholarship can be shared and used. For example, underserved constituencies such as undergraduate students can be brought into the scholarly-communication landscape and can learn through the experience of publishing in venues designed for their needs.

A report released by the Aspen Institute in October commends U.S. public libraries for the many ways they are adapting to the digital era.

Taking the measure of those advancements, the report urges libraries to assume even broader roles as digital innovators and platforms for community building and information dissemination.

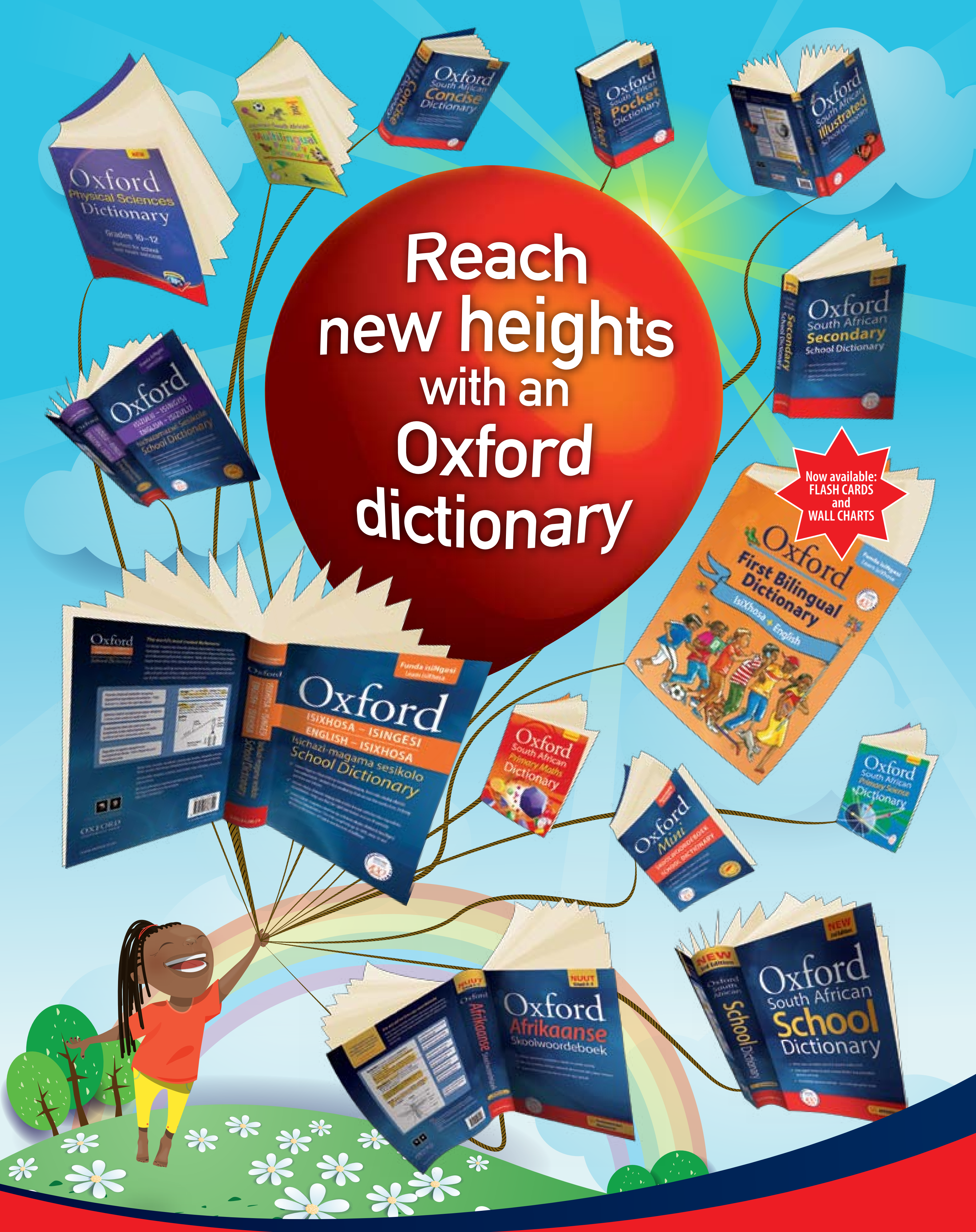
In a press release accompanying the report, titled “Rising to the Challenge: Re-Envisioning Public Libraries,” Aspen Institute CEO Walter Isaacson says, “As society tries to keep pace with the innovation happening around us, libraries have become a place for more than just circulating books.”

“Rising to the Challenge: Re-Envisioning Public Libraries” explores how public libraries can respond as the digital age increases the demand for high-speed information access, changes in our education systems, innovative job training models and additional community services to help people and communities compete in the new economy. The report is part of the Aspen Institute Dialogue on Public Libraries, funded by the Bill & Melinda Gates Foundation. The multiyear dialogue brings library professionals, policymakers, technology experts, philanthropists, educators and civic leaders together to explore the future of public libraries.

The report recommends communities leverage three important library assets: connecting people and fostering relationships to strengthen the human capital of a community; using the both the physical and virtual spaces of libraries in new and innovative ways; and tapping into high-speed interactive platforms to curate and share ideas and knowledge.

It discusses the need for libraries to align their services more directly with the priorities of community leaders at a time when emerging technologies create a demand for digital literacy, new learning opportunities, job skills and more opportunities for people to communicate face to face.

- *Rising to the Challenge report*, csreports.aspeninstitute.org
- *2014 Open Access Library Survey*, pcgplus.com
- *Meeting considers how open access could address inequalities*, Mark Patterson, researchinformation.info
- *More about Breadline Africa’s Librarian Training*, contact Jade Orgill on +27 21 418 0322 or projects@breadlineafrica.org.za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A national outcry

Comment on the Draft LTSM policy

The Draft Learner and Teacher Support Material Policy that is causing such an uproar in the South African education scene purportedly had noble intentions – to ensure that all the injustices and inequalities of the past are addressed. It states that "Redress and equity are fundamental principles enshrined in the constitution. Within the learning and teaching support material provisioning context these principles are crucial, as the injustices of the past have to be corrected".

All parties involved in the educational book value chain – from paper, to printing, authors, booksellers, librarians, teachers, and parents – have been up in arms about the draft policy, stating various grounds to not go ahead with the policy in its current form.

Through both the two tier procurement model and the one book per subject per grade per language proposal, the DBE is looking for economies of scale that will reduce the cost of textbooks and their distribution, the department hopes that this will help them achieve universal textbook coverage. The question is though, at what cost? The disruption that this will cause in the industry will be catastrophic for many. Mpuka Radinku, executive director of the Publishers' Association of South Africa (PASA), told the Cape Times that the industry would suffer severely and publishing companies would have no choice but to retrench staff, while others could face closure.

Cost reductions – really? At what cost?

Apart from noble intentions of redress, the main reason behind the proposal is the erroneous idea that it will save costs. On the PRAESA website, Kate McCallum writes that the Department is pulling on the wrong levers to manage its budget. According to McCallum, "the policy erroneously assumes that approving only one textbook will reduce the cost of supplying textbooks. Longer print runs are indeed cheaper than short print runs – but only up to a point. A paper by the UK Department for International Development (DFID) on the provision of LTSM points out that the cost savings plateau is at around print runs of 35,000 – 50,000 copies. Above this the cost benefit is marginal. The report continues to say that only small population countries could derive significant cost benefits from single monopoly textbook policies designed to reduce costs, but that most countries have sufficient school enrolments to provide a choice of alternative competing textbooks at economic prices.

"The publishing industry as we know it will be decimated. Very few publishing companies will develop books in a context where only one textbook will be selected."

McCallum goes on to write that the Department should rather take another look at VAT as a cost-saver. Most countries have a zero VAT rate or a reduced rate on books.

According to McCallum, frequent changes of curriculum and accelerated implementation are also expensive. "The shortfall of textbooks in provincial budget allocations that has been experienced in recent years is more a result of the frequent changes of curriculum and the accelerated pace of curriculum reform than the prices of textbooks."

Smaller chance for selection equals no risk-takers

Mpuka Radinku states in a recent article that "The publishing industry as we know it will be decimated. Very few publishing companies will develop books in a context where only one textbook will be selected. For those that do choose to participate, there will be huge financial losses should their books not get approved. The likelihood will be that many publishing companies do not develop books."

In the current system, the DBE chooses eight books per subject, a number that is already the result of a massive concession made by the publishing industry a couple of years ago. Before that, any number of textbooks might have been approved for sales to schools.

PASA has made a submission to the department for the national catalogue be open, and for fair and transparent submission and evaluation standards and processes. "Right now, we have a few dozen educational publishers, dominated by about five big ones (Pearson, Oxford, Macmillan, Via Africa, Cambridge). Within two or three years, publishers who don't get to sell their textbooks would go out of business. Publishers I've spoken to reckon there would be space for three or four publishers, and only if they have owners with deep pockets to help them weather years with no government sales," comments Arthur Attwell, a vocal member of PASA on his blog.

Gap between quality and perceived quality of state and private schools

The concept that this policy will redress the inequalities of the past is difficult to understand, as private schools will continue to buy whatever textbooks they choose. They would benefit from any choice that was still available in a diminished industry, and have the ear of those publishers that survive. "This would further increase the gap between the quality and perceived quality of state and private schools," says Arthur.

"We're only beginning to figure out how best to create and distribute digital textbooks. To evolve great systems, we need a diverse environment, a constant churn of solutions adapt-or-dying, funded by risk-taking angel investors. A one-textbook policy would kill that process in an instant and set digital textbooks back years."

"In South Africa, the vast majority of publishing revenue comes from the government purchase of textbooks. This revenue cross-subsidises the less lucrative publishing of fiction, children's books, and reference books like dictionaries and atlases. And educational publishing – despite many weaknesses in this regard – supplies most of our country's book-publishing skills. As a country we'll pay a terrible price if our educational publishing sector shrinks," concludes Arthur.

Teacher's right to choose their own textbooks

In McCallum's piece, she writes that unlike many other countries, South Africa's teaching *corps* is exceptionally diverse in its background, teaching ability, language ability, and content knowledge. "A single book will not address all these differing needs. Part of professional development for teachers is assessing material and choosing what is appropriate for their classes language level and ability. To remove from teachers the professional decision as to which "tools" to use is to diminish their professional capacity and to exclude an important area of skill and growth.

> **"The availability of multiple copies of text-books provides teachers with the opportunity to choose the language level and approach that they feel is most appropriate to their school/classes."**

The teachers unions have also had a lot to say about the policy. The South African Democratic Teachers Union (Sadtu)'s general secretary, Mugwena Maluleke told the Mail & Guardian that the department is stereotyping teachers, who have formally had a range of choice on offer that they could procure from publishers via booksellers. The deputy general secretary Knosana Dolopi said it supported efforts to undo past injustices, but that it was "unfair" to take away the privileges of teachers and schools to decide which textbooks were appropriate.

In the rainbow nation, one size definitely doesn't fit all

"A single textbook will not meet the widely differing needs of the South African school population. Students aiming at university entrance need books that cover the subject comprehensively, teach higher order skills, and prepare them for university entrance. At the other end of the spectrum, struggling students in poorly resourced schools, learning through a medium of instruction that is not their home language, require a more basic coverage of content and significant language support. Students in additive bilingualism classrooms require a different language approach altogether. A book that meets the needs of the top 30% of students will be inappropriate for the remaining 70%; if it is aimed at the lower-performing 50%, it will not meet the needs of the higher-performing 50%, who will be disadvantaged. Indeed, a paper on American states which have a single approved textbook system, note that the system has resulted in a dumbing down of textbooks to the lowest common denominator" continues McCallum.

The International Publisher's Association also weighed in with an open letter to the department, saying "From experience, the IPA knows that the designation of a single textbook per core subject and year will not lead to the best possible educational outcome. Firstly such a process raises the stakes for individual publishers. A winner-takes-all process is conducive to corruption. It does not allow innovative approaches to be tested, does not allow books to be catered for specific pedagogical styles, regions, genders, cultural or social backgrounds. It favours large established providers and makes it very hard for young, inexperienced and innovative providers to grow and develop. In practice the lack of choice for teachers and students reduces the effectiveness of the teaching process. Books go to waste where they are determined, for a variety of reasons, to be unsuitable by the teachers. Ultimately it hurts the educational outcome."

In his submission, Rob Siebörger, deputy director of the University of Cape Town's School of Education, explains: "The availability of multiple copies of textbooks provides teachers with the opportunity to choose the language level and approach that they feel is most appropriate to their school/classes."

The list of submissions is endless and damning. We can only hope that as the Department reviews the comments, it takes heed of the voice of the nation. Ultimately, its evident that the proposed Single core textbook policy will destroy the textbook market.

Kate McCallum concludes her piece by asking "Is the benefit of ostensible cost-savings through a single-choice approval system worth the cost of damage to educational outcomes?" And the answer: "I think not."

- *Single textbook option slammed*, mg.co.za
- *Single textbook plan for all schools*, iol.co.za
- arthurattwell.com
- *Submission on LTSM procurement policy* (pdf), morebooks.co.za
- *More damage predicted for educational outcomes the case against approving only one textbook*, praesa.org.za

The future of educational bookselling in SA

SA Booksellers' reaction to the Draft LTSM policy

At the SA Booksellers AGM in September, Mr Allan Subban, Director: Enhancement of Programmes and Evaluation of School Performance, DBE, addressed booksellers on the Government's future plans for Learner Teacher Support Materials (LTSM). The conference room was hushed and a nervous level of attention was tangible as a few key educational publishers stood at the back of the room, or sat where they could find a space.

The air was heavy at the threat of the *Draft National Policy for The Provision And Management Of Learning And Teaching Support Material*, which was only to be posted for public comment the following week. Even though the contents of the Policy didn't come as a complete surprise, there was quite a rumble in the industry as the possibility of the dreaded "One Book" policy became a looming reality. That, along with the detailing of a centralized procurement model, leveled a death knell to the hearts of many in the room.

However, Mr Subban did offer some words of support for the booksellers he was addressing. He said that there is a "role to play by booksellers", and that "booksellers are able to get to the deep rural schools". He mentioned that the focus areas of the SA Booksellers Association should be to "support Government, collect statistics and work with publishers", and also that "booksellers do have a role at central procurement". He finished off his address with a somber statement: "It is not the end of the [printed – ed.] book but there are chapters that will be closed".

"The draft policy was posted for public comment and a storm of submissions were sent to the department outlining the disastrous effects that this could have on the book industry as whole, and subsequently the actual education of South African children."

The draft policy was posted for public comment and a storm of submissions were sent to the department outlining the disastrous effects that this could have on the book industry as whole, and subsequently the actual education of South African children. The media has been awash with comments from educators and associations. The department is currently reviewing the submissions and we await their feedback.

The submission from the SA Booksellers Association focussed firstly on the issues surrounding centralised procurement – which affect our educational members directly. The submission appealed to the DBE to permit schools that are capable to procure their own books – both core and supplementary – from SA Booksellers Association members of their choice. The submission pointed out that members are required to comply with a Code of Ethics. Schools have built longstanding relationships with their booksellers and know that they can trust their preferred bookseller to execute orders, expedite deliveries and render good after sales service.

"Compelling all schools to purchase on the proposed centralised model will quickly destroy all stock holding educational bookshops in our country as they will have very few customers. Using a number of independent booksellers to service at least a part of your requirements will prevent significant job losses and will confirm Government's commitment to economic growth by advancing the development of Small, Medium and Micro Enterprises and historically disadvantaged individuals," it pointed out.

With reference to the Two Tier Procurement Model, there appears to be some uncertainty with regards to the implementation of a centralised versus decentralised procurement model and it is important that SA Booksellers Association members understand whether both models will be implemented and run at the same time.

The draft policy stipulates that "The **centralised procurement model** will

In the SA Booksellers submission, it was suggested that the above procurement models be defined more clearly. It then went on to consider how SA Bookseller members can continue to serve the Department of Education in various ways:

- Booksellers can **assist with the centralised procurement model,** in which provinces or the DBE procure Core and other essential LTSM such as Science, Technology, Mathematics, Biology Apparatus, particularly in view of the suggested provincial, as well as individual school LTSM Committees. SA Booksellers can share their expertise to assist with LTSM Procurement and Distribution Plans.
- Whilst clarity and confirmation is still required in terms of the **Two Tier Procurement Model**, SABA members are certainly in a position to assist with a **decentralised procurement model** which allows for school-level procurement of **supplementary** LTSM for Section 21.1.c. schools based on the preference of an individual school and managed by the school's LTSM Committee. Once again may we reiterate that schools have built long lasting, trusted relationships with their preferred bookseller(s) over the years.
- The Draft Policy states under the heading 'Ordering' that 'The consolidated orders will be placed with publishers/**suppliers** or delivered by the state'. Booksellers are specialist suppliers who are worthy of your support and we request that a mechanism for distribution of part of your orders through booksellers be devised.

"The department is currently reviewing the submissions and we await their feedback."

apply to **all** public schools and will be for the procurement of **core LTSM** and other essential LTSM – such as Science apparatus, whilst the **decentralised procurement model** will allow schools to purchase **supplementary material** individually, using retailers of their choice. The **decentralised procurement model** will be adopted for the procurement of **supplementary LTSM by Section 21.1.c schools** at school level. It goes on to say that "*This model may also be used by provinces for the procurement and distribution of **certain categories** of supplementary LTSM* ", so removing the only area of procurement clearly left for independent retailers."

Regarding the proposal that 'each catalogue will list one book per subject per grade per language', The SA Booksellers Association proposal drew the Department's attention to a study conducted worldwide on a single textbook environment and quoted:

- Sole source supply, unless professionally supervised, provides opportunities for corruption because large sums of money are available on the basis of a single national decision.

  On balance, there are considerable advantages to a choice of textbooks over a single monopoly textbook, simply because it is extremely unlikely that a single textbook can meet the requirements of widely differing schools in the same country. A textbook which suits the needs of a well-funded, well-resourced, well-equipped urban school with relatively small classes, well-qualified teachers and good furniture which can easily be moved to support group work and pair work situations, will not easily fulfil the needs of an overcrowded, under-resourced rural classroom with untrained teachers where many students will be sitting on the ground and where desks and benches are at a premium and are not easily manipulated into different learning configurations. Multiple textbook choice can provide something for each of these extreme situations, which is not available in single choice textbook environments.
- Also, there is evidence that schools have greater ownership of textbooks that they choose themselves. Finally in multiple choice situations, competitive pressures tend to force publishers to upgrade their textbooks to meet the standards set by rival publications and also to compete actively on price.
- In its simplest form centralised supply is associated with monopoly textbook provision systems (either commercial or state) and is based upon a central authority deciding how many titles and copies each school in the country requires.
  It is impossible for a centralised authority to know the current supply situation in every school in the country and thus centralised supply tends to be characterised by considerable inaccuracy and waste of scarce resources. Many EMIS systems attempt to collect data on school textbook stocks, but practical experience suggests that the data are rarely accurate and are open to considerable interpretation. Also, the cost and management stress of maintaining individual school stock records can be high.
- As a general rule, decentralised ordering by individual schools tends to be a more accurate reflection of school needs and to be less wasteful of scare resources that in centralised systems. Decentralised ordering and supply requires accountable distribution systems where the distributors are paid on proven successful delivery.

Reference:
- https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/67621/lrng-tch-mats-pol-prac-prov.pdf
- The full submission to the Department can be found on sabooksellers.com

Book Express awarded by 702

Winners in small business

This year's winners of the 702 *Sage One* Small Business Award, Riaz and Shereen Cassim of Book Express, are presented with their prizes.

Book Express, a member of the SA Booksellers Association, has been awarded this year's 702 *Sage One* Small Business Award. The winners and two runners up, were announced at a gala event held at 702's new studios in Sandton, and were presented with a cascade of prizes.

Audiences were requested to nominate small businesses they have dealt with, that offered them excellent service. It was from these nominations which totaled over one thousand that 30 finalists were chosen.

In the build up to the 702 Small Business Awards, two finalists were interviewed each day on the breakfast show and afternoon drive. Each finalist then participated in an intensive round-robin interview session with a number of industry experts in various fields to help the judges identify a shortlist of five finalists who then progressed to the final interview stage from which one winner and two runners up were chosen.

Each victor received a laptop with free access to *Sage One Accounting* and *Sage One Payroll* software, including one year's worth of software support, and a training course or seminar of their choice. In addition the winners also receive airtime with 702 to further promote their businesses.

Book Express, which provides convenient access to new and second hand textbooks, both locally and abroad, stood out among the competitors in the 2014 campaign.

"We were deeply impressed by their understanding of their business and of the environment that they operate in," said 702 station manager, Pheladi Gwangwa who was one of the judges. "Their passion for the business is tangible."

Book Express was founded in 2005 as a micro enterprise that provides new and second hand books at an affordable price to the UNISA student market on a national and international basis. The company impressed the judges with its passion, enthusiasm, growth potential, and devotion to customer service.

Book Express solves the problems that many students and professionals experience as a result of the inconvenience of shopping for textbooks during regular hours, the high cost of textbooks, and the lack of guidance and support in the purchase of textbooks.

"Book Express, which provides convenient access to new and second hand textbooks, both locally and abroad, stood out among the competitors in the 2014 campaign."

"This year, we received many worthy entries, reflecting the health and dynamism of South African small businesses. As a company that goes the extra mile for customers, and invests in its staff, Book Express is making a valuable contribution to the small business sector," says Ivan Epstein, co-founder of Softline and CEO of Sage AAMEA (Australia, Asia, Middle East and Africa).

Book Express was established by Riaz and Shereen Hassim almost 10 years ago with the focus of providing affordable textbooks to UNISA students. The business has grown over the years to become an established supplier of textbooks to a number of markets that Book Express now serves. Being awarded the Small Business of the year award is an accolade that Shereen sees "as all the more gratifying as it was the nominations from our customers that allowed us to get here".

Book Express started from the couple's family room and with a bit of seed capital, a computer and a fax machine. "There are always constraints in capital when you start out, but we would always plow back as much as we could into the business while it grew," says Riaz.

The business grew steadily and became an official UNISA Bookseller a few years ago. Not only is Book Express a member of the SA Booksellers Association but Riaz is also the Chairman of the Northern Region and serves on the national Executive as Vice President.

The company also receives an airtime package to the value of R250 000 on Talk Radio 702 and one month's advertising exposure on the Google Display Network to the value of R25 000 will also be awarded to the winners to further promote their businesses.

- *Book Express clinches 2014 Talk Radio 702 Small Business Awards with Sage One*, 19 September 2014, sagesouthafrica.co.za

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Global MBD Africa Publishing is the South African division of the highly acclaimed MBD Group, who for the past 60 years have successfully developed educational content for educators and learners and now continuously provides cutting edge solutions to educational institutions in South Africa and the rest of the African continent.

Nytra

MBD Group, recently launched their first ever Augmented Reality App called NYTRA for Grade R-12. This initiative ushers in a digital revolution in education space that aims to bring an extensive change in the teaching and learning methods, styles and content

NYTRA can be downloaded free of charge on Android devices (Version 4 and above) from November 2014 and would be available for download on Windows and IOS devices from January 2015.

Once the NYTRA app is downloaded, a user needs to open the app and will have to hover the camera on the image marked with the NYTRA logo on the textbook and the image will come alive.
The Nytra app - can make the images and illustrations in the book come alive with voice overs for better understanding of the concepts.
It includes digital content, videos, animations published in books, which would work on android,
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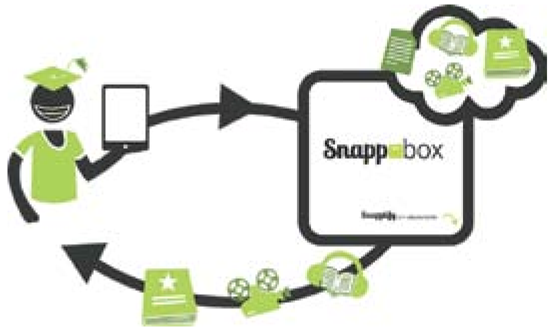
Developments in educational publishing

The education landscape in South Africa is far from balanced. The latest available statistics from the Department of Basic Education show that in 2012 South Africa had almost 12.5 million students enrolled in public schools. The majority of South African public schools lack resources and accessibility to enable their students to learn digitally; where private schools have the infrastructure and funding for its learners to embrace e-books.

“SnappBoxes have been installed in schools across the country; including both high profile private schools with reliable WiFi, and rural public schools without any internet at all.”



SnappBox

Snapplify, a member of the SA Booksellers Association, recently extended its reach where it’s most needed – public schools – by launching the SnappBox distribution hardware solution. The SnappBox technology enables schools and other institutions with little or no internet connectivity to access digital textbooks from leading textbook publishers.

SnappBoxes have been installed in schools across the country; including both high profile private schools with reliable WiFi, and rural public schools without any internet at all. More and more rural schools are looking at tablet and e-book solutions to combat textbook delivery failure in rural provinces. The problem, however, is not about the access to tablets (as there are multiple fairly priced devices and organisations sponsoring schools with tablets) but rather a way to access and purchase e-books where internet infrastructure is unreliable or non-existent.

The SnappBox can be preloaded with e-books for rural schools, where students need only to connect to the school’s intranet to access the books. In private schools, where the SnappBox synchronises with the Snapplify Content Cloud via the internet, an e-book is only downloaded once and thereafter other students will be able to download it instantly without using any bandwidth. This ensures the student saves time and the school saves money.

“Snapplify have proven to be innovative content aggregators by providing publishers with robust distribution channels, enabling them to tap into global and emerging markets. Their schools solution and SnappBox technology is changing the way South African students learn and making the problem of accessibility of textbooks a thing of the past. Publishers can now get their e-books to students via one centralised platform, where they can read e-books, make notes and save everything safely to the cloud. Snapplify removes the barrier to entry for publishers, making the process smooth and easy for both publisher and student,” comments Mark Seabrook, Digital Director at Penguin Random House SA.

The SnappBox is effective for every type of school or educational institution; including foreign markets that have the same diverse education landscape as South Africa. Publishers will now be able to get their e-books to students, in the best and more challenging of circumstances.

Braille Note

Another new device that got our attention was the BrailleNote Apex Devices acquired by the Western Cape Education Department acquired for print impaired students in the Western Cape. These devices were installed at both Athlone School for the Blind as well as Pioneer School in Worcester.

Publishers were invited to a meeting by the WCED together with their Agent, Edit Micro Systems, who are the supplier of the Apex BrailleNote for a demonstration of the device. A flash drive containing the material can be plugged into the BrailleNote and a student can immediately read the content.

Publishers have for years supplied textbooks to Pioneer Printers to be brailled and it was agreed that Publishers will now also supply the textbooks in digital format to Edit Micro Systems who will ensure the textbooks are successfully loaded onto the devices for the students.

Whilst some challenges still exist such as comprehensive description of pictures, this will be overcome and the acquisition of 3D printers in the future will further enhance the students’ learning experience.

On 15 October 2014 a Memorandum of Understanding was signed by all parties concerned, namely the WCED, PASA (on behalf of the Publishers), Edit Micro Systems (the Agent) and the schools, namely Pioneer and Athlone School for the Blind. The MoU also makes provision for print impaired students who attend main stream schools.

This was indeed a momentous, ground-breaking occasion as the WCED made history as the first Education Department in South Africa who took the initiative to make these remarkable devices available, thereby opening a whole new world to print impaired students.

Another SA Bookseller Association member, Books 24/7 recently announced their participation in the Education Summit, an event aimed to help teachers. We believe that Books 24/7’s input in this special event will add value to teachers, children and schools.

Rian Truter is well-known for hosting and organising successful seminars and conferences within and outside the education sector. With him as the organiser of the first Education Summit, we cannot fail to believe that this event definitely will become the highlight of all South African teachers’ annual programme.

The first summit, with the motto “Learn, Unlearn, Relearn” will be held at the Protea Hotel, Techno Park Stellenbosch from 29 to 31 May 2015. For more information send an email to truter123@telkomsa.net.

SA Booksellers ASSOCIATION

The Executive Committee of the South African Booksellers' Association would like to thank the following members for acknowledging their ongoing support by remitting their annual membership fees*:

BOOKSHOP	STREET ADDRESS	E-MAIL ADDRESS & WEBSITE	CONTACT NUMBERS
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BT Boeke	Shop 24 Highland Mews Centre, Klipfontein, Witbank	btboeke@lantic.net	013 692 4814
Business Technology Centre	7 Tylden Str, Queenstown	brad@btcqtn.co.za ryan@btcqtn.co.za	045 839 2183
C N A Edgardale (Head Office)	Edgardale Head Office, 1 Press Ave, Crown Mines	cnapier@edcon.co.za msnow@@edcon.co.za lpotgieter@edcon.co.za	011 495 6795 (M Snow)
Caxton Books	21 Warrington Rd, Kenilworth	rwilson@caxtons.co.za jferreira@caxtons.co.za	021 683 6654

BOOKSHOP	STREET ADDRESS	E-MAIL ADDRESS & WEBSITE	CONTACT NUMBERS
Centre for the Book	62 Queen Victoria Str, Cape Town	cbreceptionnlsa.ac.za	021 423 2669
Chatsworth University Bookshop (CUB Books)	232 Moorcross Drive, Moorton, Chatsworth	cub.book@gmail.com	031 404 6644
Chekkat Stationers	34 Beare Str, Kuruman, Northern Cape		053 712 3077
Clarke's Bookshop	199 Long Str, Cape Town	books@clarkesbooks.co.za www.clarkesbooks.co.za	021 423 5739
Coalition	Shop A8, Bellville Business Park, Voortrekker Rd, Bellville	books@adept.co.za	021 949 8220
Cornea Boeke	9 Van Riebeeck Str, Groblersdal	attielabuschagne@gmail.com	013 262 4188
Credo Books	21 Bapsfontein, Rietfontein	dean@credobooks.co.za	011 398 8700
Denosa	605 Church Str, Arcadia, Preoria	innocentn@denosa.org.za	012 343 2315
Diamond Pride Trading	Bam Centre Shop 3, 22 Main Str, Bizana	diamondpridestore@gmail.com	073 2075 813
Dikha Booksellers	32 Errol Sprig Ave, Vulindlela Heights, Mthatha	dikhatrading@gmail.com ntande.sangoni@gmail.com	047 531 3627
Early Readers	10 Jukskei Ave, Gallo Manor	earlyreaders@mweb.co.za	011 802 2513
Eastern Cape School Supplies	37 First Ave, Norwood Mthatha	krajuabraham@gmail.com	047 534 2799
Edu Lab and Technologies	Unit 11 Woodford, 39 Becker Str, Yeoville	info@edulabtech.co.za	011 026 7669
Emanzini Business Lines	22 Commercial City, Queen Str, Durban	emanzini@worldonline.co.za	031 305 7446
Emanzini Business Lines	13 Prinsman Building, 327 Schoeman Str, Pretoria	emanzini1@mweb.co.za keith@emanzini.co.za	012 322 2992
Everybody's Books	Highdale Rd Unit 25, Glen Park Glen Anil, Durban	warren@ebbooks.co.za	031 569 2229 /49
Exclusive Books Head Office	1st Floor Avusa House, 4 Biermann Ave, Rosebank	info@exclusive-books.com gilesm@exclusive-books.co.za rob@exclusive-books.co.za	011 798 0000
Faniza Business Enterprise	Unit 7 Nkwazi Park, Moffatt Drive, Ballito Business Park	sindyzwane@telkomsa.net	031 462 7778
Favourite Stationers	Central Car Park, Murchison Str, Newcastle	cassimiv@telkomsa.net	034 315 4467
Fogarty's Bookshop	Shop 20 Walmer Park, Main Rd, Walmer, Port Elizabeth	resafogarty@glomail.co.za	041 368 1425
Geodis Wilson	Manhatten Rd, Airport Industria, Cape Town	debi.dagnin@za.geodiswilson.com, www.roli.com	021 386 0136
Hadeda Book Service	No 85, Hennopsrivier 489JQ, Distict Pretoria	rita@hadedabooks.co.za	012 659 0120
Hancri Best Bookshop	44 Nojoli Str, Somerset East	hancri@mweb.co.za	042 243 2024
Hargraves Library Service	Shop 7, The Wembley Shopping Centre, c/o Commercial & Boom Str, Pietermaritzburg	bookden@mweb.co.za	033 342 7474
Hargraves Library Service	5 & 7 Speke Str, Observatory	maureen@hargraves.co.za richard@hargraves.co.za	021 447 5682
Horizon Library Service	Office B4, The District, 41 Sir Lowery Rd, Woodstock, Cape Town	vlopich@bookpro.co.za or cclegg@bookpro.co.za	021 469 8940
Idutywa Bookshop	121 Richardson Rd, Dutywa	idutywabookshop@webmail.co.za madzana@hotmail.com	047 489 1154
Iqhayiya Bookshop	179 Will Str, Tsolo	ulwazilwandile@vodamail.co.za	083 259 9436
Irwing 623 Stationers	Shop 9, AMCA Centre, Metropolitan Building, Lusikisiki	mvelasemfingwana69@gmail.com smfingwana@telkomsa.net	039 253 1586 047 532 4888
Isingqi Projects	F26 Main Str, Office No 11, Bizana	z.mthwesi01@gmail.com	082 051 8536
Isisele Booksellers	2323 DDT Jabavu Str, Southridge Park, Mthatha	doctorb@webmail.co.za	082 372 8871

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J. R. Behari	Shop 2, 228 Effingham Rd, Redhill		031 563 8751
Jaytee Stationers	403 Mzaza Building, Main Str, Mount Frere	jt.mbuqe@gmail.com	039 255 1809
Kalahari.net	4th Floor 11 Adderley Bldg, 11 Adderley Str, Cape Town	jaco@kalahari.net	021 468 9200
Keletso Bookshop	Shop No. 1, 270 Main Str (Siza Hardware Building), Mount Fletcher	keletso1@telkomsa.net	039 737 3675
Kenart Stationers	6 Union Str, Empangeni	kenart@iafrica.com	035 772 1921
L. J. Armstrong Booksellers	Royal Court, 42 11th Str, Orange Grove	info@armstrongs.co.za	011 485 1337
Langa Bookshop	82 Main Str, Flagstaff	liz.makongwana@gmail.com	039 252 0181
LAPA Uitgewers	380 Bosman Str, Pretoria	marithas@lapa.co.za www.lapa.co.za	012 401 0700
Learn and Teach	33 Deodarlane, Lusikisiki	tshangisamhatu@gmail.com	039 253 1447
Lemur Books		lemur@mweb.co.za	011 907 2029
Luto Booksellers	98 Main Str, Kokstad	lithantola@yahoo.com	039 727 5134
M. G. Redhi Booksellers	Shop 2 GGR Centre, 224 Main Rd, Tongaat	redhi@iafrica.com	032 945 1240
Maanege Bookshop	Ga-Nchabeleng		015482 ask for 1211
Margo Tech	26 Mothibistad Shopping Complex Mothibistad Eastern Cape		053 773 1950
Marianhill Book Depot	St. Francis College, Abbot Francis Rd, Marianhill	francoll@iafrica.com	031 700 2824
Matatiele Office National	114 High Str, Matatiele	ops003@telkomsa.net	039 737 4310
Medibooks	3 Wadley Rd, Umbilo, Durban	medibook@adamsbooks.co.za	031 205 5851
Million Pages	LCM Ludidi Building, 63 Madeira Str, Mthatha	vezim@telkomsa.net	047 534 2631
Mqetse Trading Enterprise		mqetse@webmail.co.za	047 535 0498
N&M Bookshop	150 Plantation Rd, Cofimvaba	nazipasi@gmail.co.za	047 874 0012
National Office Supplies	68 Victoria Str, Durban		031 306 2732
Nazipasi Stationers	Plantation Rd, Cofimvaba	nazipasi@gmail.co.za	047 874 0012
On the Dot Distribution	Sacks Circle, Bellville	rafik.romaney@onthedot.co.za ryno.bekker@onthedot.co.za	021 918 8500
One Price Store Matatiele	92 Long Str, Matatiele	ops001@telkomsa.net	039 737 4587
Oom Polla se Winkel	Paul Roos Grounds, Suidwal, Stellenbosch	info@oompolla.co.za	021 887 7149
Padayachee Bros	83 King Chaka Str, Stanger	padbros@iafrica.com	032 551 1159
Page First	Shop 4 Choice Plaza, 28 Jagger Str, Matatiele	mohapi76@telkomsa.co.za	039 737 3998
Paperback Shack	28A Oxford Str, East London	hjdaya@mweb.co.za	043 742 0670
Pickwick Books		pickwick@iafrica.com	041 581 2741
Pillow Books	No.1 Winchester Mews, 23 Lena Ahrens Rd, Glenwood, Durban	thomas.pillowbks@gmail.com	031 202 5984
Pimp My Book	262 Voortrekker Rd, Shoprite Park, Parow	md@pimpmybook.co.za	021 911 5061
Play & Schoolroom	Shop 6 L, Rosebank Mews, 173 Oxford Rd, Rosebank	jackfriedman@mweb.co.za play-schoolroom@mweb.co.za	011 788 1304
President Bookshop	Tilly's Building, 40 Cloete Str, Libode	ssmolosi@gmail.com babalwa@gmail.com	047 531 0319
Prestige Bookseller & Stationers	65 Victoria Str, Durban		031 306 2733
Pro Visions Books	37F Ordnance Rd, Durban	info@provisions.co.za	031 337 2112
Protea Boekwinkel	1067 Burnett Str, Menlo Park	protea@intekom.co.za rriekert@proteaboekhuis.co.za	012 362 5683
Rainbow Academic Bookshop cc	Unit 15 & 16, 1 Pinewood Rd, Ottowa, Verulam	rainbow@eastcoast.co.za	031 500 1579
Rainbow Booksellers	340 Kings Rd, Dutywa	rainbow_booksellers@yahoo.com	047 489 1205

BOOKSHOP	STREET ADDRESS	E-MAIL ADDRESS & WEBSITE	CONTACT NUMBERS
Regent Corporate Administrators	31 Amery Crescent, Summerstrand, Port Elizabeth	mabalan@vodamail.co.za monde@senzile.co.za	041 583 6564
SAPnet	1st Floor, Metropole Plaza, 98 Beach Rd, Strand	freda@sapnet.co.za	021 853 3564
Sasfin Premier Logistics	90 Electron Ave, Isando	steyn@premierfreight.co.za www.premierfreight.co.za	011 573 9000
Scholars Bookshop	F11 Silverberg Terrace, Steenberg Office Park, Silverwood Close, Westlake	scholars@telkomsa.net	021 700 2578
Siyancedana Copiers & Stationers	41 Leeds Rd, Mthatha	nersan2113@yahoo.com	047 532 4303
Sizwe Books	343 Cape Rd, Newton Park	sizwe-books@mweb.co.za	041 365 1960
Sky Information Suppliers	488 Phoenix Parkway, Kyalami Estate	skyinfo@mweb.co.za	011 468 2571
Snapplify	16A Frazzitta Business Park, c/o Langeberg & Batis Rd, Durbanville	info@snapplify.com or snaidoo@realmdigital.co.za	021 975 0959
South Cape Academic Supplies	Eco Stop Centre, Ground Floor, Block A, c/o Langenhoven & Witfontein Rd, Heatherlands, George	scasaaccounts@mweb.co.za	044 874 7551
Spectra Upfront	32 Bushell Str, Queenstown	spectra@isat.co.za or support@spectra.bz	045 838 1873
Surat Trading	53 Commercial Rd, Louis Trichardt	patelbm@mweb.co.za	015 516 3981
Tabankulu Bookshop	201 Intsizwa Str, Mt Ayliff	tabbookshop@gmail.com	039 254 0705
Takealot online	Floor 7, Atlantic Centre, c/o Christian Barnard & Louis Gradner Rd, Foreshore, Cape Town	marlise@takealot.com	087 820 5000
Tasiw Enterprises	6A Harold Crescent, Beacon Bay	tasiw@webmail.co.za	043 748 5467
The Complete Bookshop	20 Caspian Str, Westcliff Chatsworth	compbooks@mweb.co.za	031 401 3561
The Corner Bookshop	Bruma Berg, 3 Hans Pirow Rd, Bruma, Johannesburg		011 615 9449
Ulrich Naumann	17 Burg Str, Cape Town	buchhandlung@naumann.co.za	021 423 7832
Uluntu Education & Skills	22 Graham Rd, Southernwood, East London	mazomba@uluntuskills.co.za tmazomba@uluntuskills.co.za	043 722 9185
Uluvolwami General Trading	Block B18 Comsec, Old Grahamstown Rd, Sydenham	ngiba@telkomsa.net	043 722 4568
Umnotho Enterprises	67 Crompton Str, Pinetown	umnotho@telkomsa.net	031 701 5074
Umtapo Booksellers	Shop no 3 NBS Centre, c/o Maxwell & Union Str, Empangeni	umtapo.b@telkomsa.net	035 772 2572
University Bookshop	27 Rue de Jacqueline Rd, Somerset West	info@unibook.co.za shahied@unibook.co.za	021 852 5903
Uyonel Bookshop	No 39 Van Riebeeck Str, Maclear	uyonelbooks@gmail.com	045 932 2110 084 911 5574
Van Schaik Bookstore Head Office	2nd Floor East Wing, Delphi Arena, 1 Old Oak Rd, Tyger Valley	serasmus@vanschaik.com elouw@vanschaik.com kaabwe@vanschaik.com	021 918 8400 /8408
Via Afrika Publishers	11th Floor, 40 Heerengracht, Cape Town	johan.smith@viaafrika.com	021 406 3528
Vivlia Publishers & Booksellers	1 Amanda Ave, Lea Glen, Florida	headoffice@vivlia.co.za	011 472 3912
Vryheid Bookstore	184 Church Str, Vryheid	stor1@lantic.net	034 982 2671
Vumani-Subela	New Carlton Hotel, Main Str, Mount Frere	Vumani-sabela@vodamail.co.za	039 255 1918
Vuyani Bookshop	46 Kings Str, Butterworth	thandeka.singata@za.sabmiller.com	047 491 3060
Western Cape School Supplies	1C Coronation Court, 9 Van Wyk Str, Maitland	wcss@taurenz.co.za	021 511 3459
Wilstan Book Supplies	Unit F6, Prime Park Mocke Str, Diepriver	pjrwilliams@wilstanbooks.co.za	021 706 7818
Wordsworth Head Office	Suite 6, 23 Rotherfield Rd, Plumstead	andrew@wordworth.co.za accounts@wordsworth.co.za	021 797 5664

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