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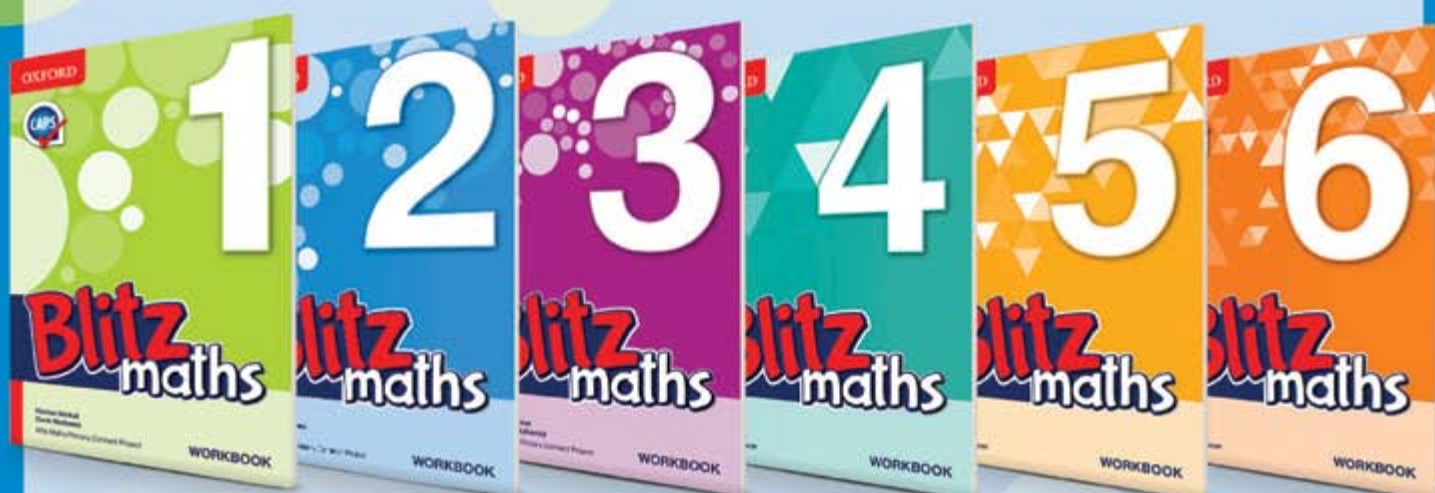
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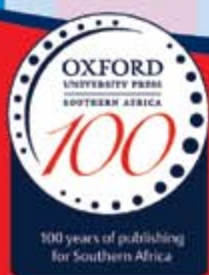
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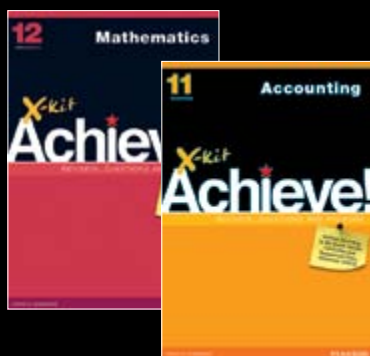
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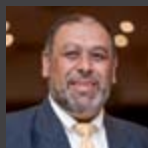
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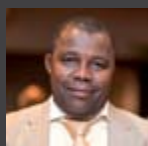
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Bookmark

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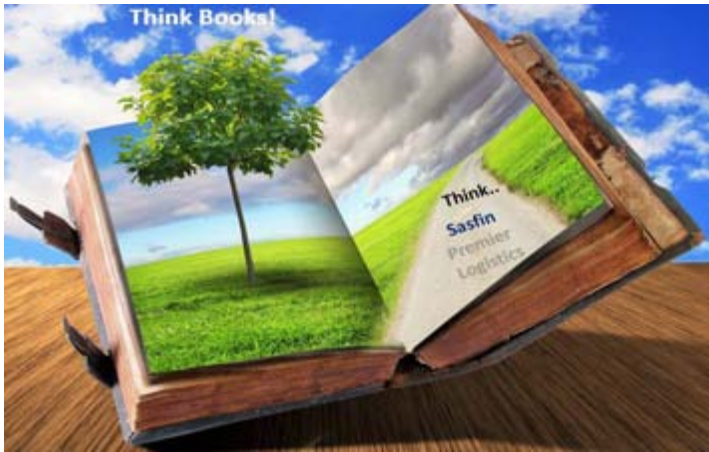
ABOUT THE SA BOOKSELLERS' ASSOCIATION

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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President's Letter

Dear Readers,

Thank you to my colleagues for electing me to lead SA Booksellers Association in the coming year. The Annual Conference has given all those attending new information and much to think about.

The past year has been difficult: Price increases have been one of the factors depressing sales and the weakening rand may continue to put an upward pressure on prices. We cannot afford to lose readers especially as those driven to purchasing digital books on the internet may not be recovered. The SA Booksellers will be writing to publishers asking them to consider the plight of our readers and to do all they can to give better special prices to their local distributors.

It is clear that the wider acceptance of digital books and digital learning delivery though small now, is going to affect us more. Among our members there are the sceptics who point to the weaknesses of digital books in the learning environment. Experience in countries far better resourced than ours has not always been good. Students have been shown to learn better from the conventional book, and they generally prefer it too. In South Africa we still have unreliable internet access and limited band width.

Taking a more positive view are those who say that many of the problems can and will be overcome in the next few years. Band width is improving and internet access will be improved as projects already planned or in construction reach finality. And as the young people with tablets as toys and with computers in the home grow up, the preference for books may change.

At the Conference we were given an excellent talk by Phindile Nkumane, Director of E-learning, Provincial Office within the Gauteng Department of Education showing how the department is introducing the digital classrooms. They are prepared with a new look, with anti static mats and more security. Local Area Networks (LANs) are installed and lastly the computers and tablets provided. The Gauteng Provincial government is installing a (Wide Area Network) WAN which will give fast access across the region to provincial departments such as education, health and justice.

In the classroom the children can be taught using the textbook supplemented

by internet, material developed by NGO's such as Siyavula and other extra materials stored on the school server. This gives teaching flexibility and overcomes the drawbacks of the one textbook system. The Department is learning from experience and, as the next phase rolls out to 375 more classrooms, the books will be stored on servers on school premises to overcome the problems caused by internet downtime. Teachers are already enjoying the benefits of the system. Tests in class can be immediately assessed and the problems addressed.

While Ms Nkumane was addressing the booksellers, Mr. Hlabane – chief director of the Department of Basic Education – was addressing the publishers. The National Department is concerned that resources are not being best used as a number of the Provinces are exploring digital teaching in different ways, operating their own pilot schemes. Operation Phakisa is moving to the Education Department next month. 120 well qualified people will spend a month together and will be expected to come out of the meetings with a National Plan for the development of digital teaching. Mr Hlabane thanked the publishers for their co-operation in greatly reducing the price of their books, raising a few laughs. He told them that the huge savings would be used to develop a digital environment. Decisions still had to be taken over whether delivery would be by government or by outside agencies and he invited them to become a part of the exciting new developments.

What became clear to us was that a decision has been taken to invest heavily in digital teaching: the question is how best to do so. So the industry will not help itself by arguing its merits. We must consider how best to work within the unfolding environment.

A major concern discussed at the meetings is the new Draft Copyright Bill. The provisions of "fair use" and the exceptions, give such wide permission for copying in the educational environment that the educational and university book suppliers could be hugely affected over a period. There is permission for the copying of books which are not available in South Africa. This would conceivably allow a lecturer to copy a textbook which he brings into South Africa from

overseas but which is not immediately available here for his whole class. The SA Booksellers is reading the Bill carefully to make a submission to protect your interests



from what we consider unfairly generous copying permissions. A pleasing aspect of the act is that it gives protection to digital materials – a very necessary up-date in view of the developments in this area.

Elitha van der Sandt gave us an interesting presentation on National Book Week. The activities have grown year by year and the programme now moves in its specially decorated bus to several provinces, and is winning ever more support from large sponsors. There are events to appeal to people of all ages, and posters which will work in varying environments. We congratulate the organising team on their achievement. We hope to make posters designed to encourage reading available to you within months. These will be sent in a form enabling booksellers to insert their names before printing them.

We will soon be circulating a new statistical survey. PASA is presently working on a similar survey, and the two together will give a valuable picture of the size of the different sections of our industry. It will also be valuable in showing how many people we employ and how important we are in the South African economy. We need this information when making presentations to government to protect booksellers' interests. Please complete the survey as soon as you can. Your participation is important as missing returns in the sample undermine the accuracy of the whole survey.

Finally, I congratulate the winners of the awards presented to the best achieving publishers and booksellers at the AGM dinner. You will see more about them elsewhere in this Bookmark.

Guru Redhi

President, SA Booksellers Association

Digital sector

Annual report August 2014 – July 2015

By JOHN JACOBS,
SA Booksellers, Digital Chairperson

E-books are a significant format, yet absurdly in 2015, there is still not industry reporting on e-book sales in South Africa as there is on physical books. It is time that retailers and publishers began reporting their e-book sales (local and international sales) to SAPnet or some other such body, so that we as stakeholders in the industry are better able to understand the growth and trajectories of the e-book industry. In the absence of this data, any comments made on the sector are anecdotal and/or speculative.

“E-books sales continue to grow, but not at the high growth levels of previous years, largely due to the fact that growth is now off a large rather than small base.”

Trade

In an attempt to provide some meaningful feedback, I scoured many sites for articles on the state of e-books. I found that e-books have progressively fallen out of the news over the last 2 years. We need to extrapolate that with the proliferation of devices, ongoing familiarisation of digital media and expansion of network access (e.g. Project Isizwe) that is occurring in the market, so is and will e-book consumption continue to grow. We can also speculate that the consumption of e-books alongside or in place of physical books is becoming so commonplace that it is no longer making waves.

Higher Education

E-book sales continue to grow, but not at the high growth levels of previous years, largely due to the fact that growth is now off a large rather than small base. That being said, acceleration in growth is expected again once the experimentation that is taking place around e-book supply models beds itself down into models that are optimally beneficial to stakeholders.



Such models will become more widely applied. It is expected that this stabilisation will be delayed by disruptive experimentation around channels and models of supply driven by technology companies. The landscape of competition in the market is hard to determine at the moment as there is notable growth in sellers of e-textbooks across publishers with their direct approach, re-sellers and vendors, and technology players. Note must be taken that there is room for growth in the range of availability of titles here.

Library

“On the Library side this year saw the acquisition of Ingram’s MyiLibrary platform from Coutts by Proquest. The e-books for Library space is still dominated by Overdrive, EBSCO, eBrary etc. Local players like WWIS are finding it difficult to gain traction in a market with established players and their local agents as well as Publisher’s own e-journal subscription services. Worth noting that a well-known vendor like SWETS Netherlands BV (Headquartered locally in Pretoria, Gauteng)

underwent bankruptcy proceedings earlier this year showing how tough the e-book/e-journal library vending market became,” reports Melvin Kaabwe, incoming Digital Sector Chairperson for the SA Booksellers Association.

FET

Due to the fact that e-books are sold on a B2B basis (between Publisher and Institution) the transition to e-books is taking place rapidly, and not piecemeal, as different faculties/institutions move the whole of their student bodies across. Concomitantly, the highest growth rates were shown in this sector.

Schools

With significant content available, complimented by user friendly, workable delivery channels like Snapplify and their Snapbox, growth of e-book sales is bullish in the education sector. This growth is further expected to accelerate as the R17bn budget for the paperless classroom is expanded to further the roll out and adoption of digital texts.

We are in dire need of empirical data to properly understand this sector.

Understanding e-commerce enabled websites

A useful tool for customer and seller

By ALAN VESTY

Just about anyone can quickly set up a presence on portals such as OLX or BidorBuy and start selling online. Establishing an independent e-commerce enabled website has also become much easier due to the development of innovative local online shop solutions such as Shopstar. Booksellers wishing to set up an online store will find out sooner or later that off-the-shelf e-commerce site solutions often don't address their unique needs properly, and may not even be sufficiently customisable. In this article, I discuss three basic elements that distinguish e-commerce websites from other site types.

Payment gateways

These are e-commerce applications that authorise credit card payments. They are the online equivalent of a point of sale payment terminal or 'card machine'. Some payment gateways can also handle other payment methods such as bitcoin, virtual wallets, vouchers and EFT payments. Payment gateways can integrate with the checkout (basket) facility on e-commerce enabled websites, and you can create payment buttons that can be included in e-mails, MMS or other online communications. Some e-commerce sites offer their customers a choice of payment gateways – for instance to provide options that serve local and international customers.

There are a number of local and international payment gateway service providers available in South Africa, including Payfast, PayU, Pay4it, Sage Pay and PayPal to name but a few. Some only charge merchants per-transaction fees, whilst others may also include setup fees and recurring monthly fees. Noticeable by its continued absence in South Africa is a cost-effective, widely accepted solution to accommodate shoppers without credit cards or even bank accounts (such as learners looking to buy study guides). Innovative mobile payment solutions such as Zimbabwe's EcoCash and others from countries such as Kenya and Nigeria lead the way in producing indigenous solutions for online merchants and their eager online customers.

Online inventory management

A vital component for online retail sites is a robust online content management system designed to manage online inventory. Products are stored as alphanumeric SKUs (stock-keeping units) within a section of the CMS – ISBN numbers can be used as SKUs if the website accommodates SKUs of 13 digits or more. Product attributes such as price, weight, dimensions and product surcharges are all managed here, as well as stock levels and shipping options. Each SKU should also allow you to include variants (for example colour and size). The system should make it possible for you to quickly create product specials and sales promotions across a number of selected products. These systems can sometimes integrate directly with accounting software packages, or through data exports.

An online bookshop can quickly rack up several thousand SKUs in the form of books. Acquiring, managing and inputting the data can become a time-consuming nightmare that is shared by both small online booksellers and the largest online retailers. Publishers may provide services for booksellers such as downloadable product metadata in the form of spreadsheets or provide them with access to databases containing customisable data outputs in a variety of formats. Commercial bibliographic services such as SAPnet, Booksite Afrika and Nielsen BookData provide the metadata of participating publishers. These commercial options offer the major benefit of curating uniform data across a wide number of publishers – some contain millions of titles; whereas the data curated by individual publishers will vary significantly in terms of quality and completeness. Small bits of omitted data can quickly trip you up – for instance, product weight: this may not be a crucial consideration for a bricks-and-mortar shop, but it is one for an online shop that is reliant on courier delivery, and for the correct calculation and charging of upfront shipping fees. Your e-commerce site may need to be able to link to live stock feeds, accommodate special data formats such as ONIX, and allow you to both export and import product data in bulk. You should also be aware of any restrictions applicable to the number of SKUs you

can add to your site, as well as hosting fee structures that are linked to the number of SKUs you add, as this can increase your basic running costs significantly. To sell electronic content (such as e-books, music, video, images, games or software) an API integration will be needed to connect the site to the appropriate digital content delivery service/s.

Shopping basket / checkout facility

How easy is it to add an item to the basket (or trolley)? Some sites make it very easy to add multiple items to a basket directly from a single catalogue page displaying thumbnails of a wide range of products as each product thumbnail displays its own 'Buy Now' or 'Add to basket' button. Other site designs require the shopper to click on an individual product page to get to the same button, and then to navigate back out to start to add another product. For mobile shoppers this can quickly become quite cumbersome and frustrating, which leads quickly to abandoned transactions or at best, unnecessary telephonic or email enquiries. In some sites, the basket pops up as soon as you add an item to it, giving you the option to start the checkout process straight away, or to close the pop-up and continue shopping. In other site designs, a 'proceed to checkout' button appears. If the shopper continues to browse they will need to be able to locate the checkout page later, so it is important that this is visually and intuitively easy to locate and is persistent across pages. Baskets should have options that allow the shopper to remove an item from the basket or change the quantity ordered, options to specify delivery types and some can act as a wish-list, allowing the shopper to receive an email about the selected products without immediately making a purchase. Sophisticated baskets even have the capability of making automated add-on suggestions to the customer to try to maximise the transaction value. You can equate this to the checkout funnel at supermarkets where you are herded through narrow walls of chocolates and sweets before making it to the till.

Alan Vesty is the Digital Marketing Manager for the African Branch of Cambridge University Press.

Footnote Summit 2015

Tech and the publisher in this new world

By SUHAIFA NAIDOO

‘Disruption’ was the word of the day on the 30th of July as Footnote Summit kicked off in Johannesburg, Emperor’s Palace. Industry leaders, legends and organisations came together at Africa’s leading Digital Publishing event to tackle some of the industry’s toughest new challenges.

This year saw speakers and panelists dealing with the physical and metaphysical challenges of the transformation of the book in this new environment where everything from the way the book looks, its distribution and sales model, to its consumption are digital. The world of the book is changing, and it with it.

Publishers and technology providers are oftentimes at loggerheads as to where the book is going; at Footnote Summit the discussion tended toward finding the happy balance of collaboration in their entwined role in the future of the book.

“The future of the book does not seem to be defined by its trappings but rather by its function in society, and its potential is only limited by its creator.”

Defining the future of the ‘book’

Mark Seabrook, Digital Director of Penguin Random House SA, brought to attention how the ‘book’ itself is difficult to define in its new climate. While many existing descriptions of ‘book’ remain outdated, focusing on its physical characteristics using terms like ‘print’, ‘pages’, ‘bound’, and ‘glued’, there are more accurate definitions that focus on its purpose such as ‘houses a story, or a collection of stories’.

The future of the book was a hot topic for the panelists with Simon Bestbier, CEO of Realm Digital, noting that one of its functions would be to solve real world problems, such as literacy and education through interactivity. International speaker David Waweru, CEO of Wordalive Publishers in Kenya, spoke on the Kenyan experience and noted that digital reading on mobile has exploded in Kenya and is the possible new frontier for literacy in Africa.



Panel discussion during the summit – from left to right: Malcolm Seegers, Ben Williams, Tarryn Anderson, Simon Bestbier and Mark Seabrook.

The future of the book does not seem to be defined by its trappings but rather by its function in society, and its potential is only limited by its creator.

The role of innovation

Discussions circled around the role of innovation in disrupting the book and where this innovation needed to come from; should the innovation be lead by the creators of the content or the technology providers who enhance, distribute and sell the content?

It seemed that most were in accord that the responsibility of innovation lay with both parties, in that experts in publishing should team up with experts in technology.

Tarryn-Anne Anderson of Snapplify also brought to attention that perhaps publishers were not thinking ‘out-of-the-box’ enough, and that the real innovation lay in new distribution methods. Many publishers felt that the industry needed smarter distribution and sales models, hinting at subscription models, short lease agreements, and distribution hardware.

e-Learning, pricing, and digital publishing perfection

While the theme of this Footnote Summit was not centered around education or eLearning, the topic came up often with reference to integrating analytics into digital reading for improving learners’ performance.

Malcolm Seegers, Digital Publisher of Macmillan Education, commented that the future of the book is in analytics.

Textbook creators could use this information and feedback to see how different parts of a book are being used by learners to improve their content.

Finally, pricing models for digital content seemed a generic issue of publishers, with, as Mark Seabrook explained: authors screaming for higher royalties and readers screaming for cheaper prices. Although this is a big hurdle to acceptance of digital content the South African publishing industry seems to accept that there will be a degree of ‘messiness’ as the local digital publishing market matures.

UK’s Henry Volans, director of Faber Press, highlighted this ‘messiness’ associated with digital publishing with his presentation on the quest for perfect digital publishing. He pointed out that the industry uses this imperfection as an excuse for retreating to the familiar, when it should just not expect too much too soon from digital platforms.

Last thought

The conference was well attended and featured thought-leaders as speakers and panelists from Macmillan Education, Siyavula Education, Van Schaik Bookstore, Faber Press, Oxford University Press, Pearson, Penguin Random House SA, Via Afrika, Books LIVE, Snapplify, Publishers’ Association of South Africa (PASA), and more.

Suhaifa Naidoo is the Marketing Manager of Realm Digital.

General trade sector

Annual report week 1–26 2015

By OLINKA NEL,
SA Booksellers, Trade Chairperson

The first half of 2015 in the trade sector has been one of colouring books and more colouring books, albeit ever more expensive colouring books as the Rand plummeted from R18 to the British Pound on January the 1st to R19 by the end of June. Deon Meyer kept local spirits high with yet another mega seller, *Ikarus* while the banting craze inspired by Prof. Tim Noakes continued unabated. Job cuts and store closures at CNA caused tremors across the trade. We waved goodbye to the Kalahari brand, faced an existential dilemma in the wake of the Franschhoek furore, got our hopes up when Marlene van Niekerk was shortlisted for the Man Booker International Prize and finally gave a sigh of relief when E.L. James provided welcome respite amidst continued loadshedding woes.

Sales*

The year 2015 will alas be one we cannot fully report on due to significant changes to the Nielsen panel, with a truer picture due to emerge from 1 January 2016 onwards. What is certain is the growing strength of Bargain Books, as average selling prices drop to new lows and Mills & Boon sales take to the skies. What we do know is that sales for the panel came to **R 880 525 630** incl. VAT in the first half of the year (trade excluding academic), with unit sales totalling **6 173 945**. That translates into an average selling price of R142. The SA panel sold **249 992** unique ISBN's. None of this can however be compared year on year due to the aforementioned panel changes. Anecdotally, prices have increased by an estimated 4% in general bookstores over this period.

According to SAPnet statistics the country of publication split and the top 10 titles are as follows (see tables). Nielsen category sales over the period are also shown on this page.

Of total sales, 79% were of English books and 14% Afrikaans.

Trade News

Exclusive Books continued to awe the trade and customers alike with their new-look stores with a brand new bookshop-cum-café at Dainfern Square and a neat refurbishment in Greenstone

Mall. Big plans are afoot for a proper restaurant offering at the Waterfront and a café offering at Canal Walk, while CEO Benjamin Trisk's plans for the expansion of their flagship store in Hyde Park Corner is the talk of the town at present. It will feature a world class eatery with Michelin star chef Russell Armstrong confirmed as the chef, will give new prominence to children's books and provide ample space

for browsers of the shop's signature coffee table book selection.

Staff changes at Exclusive Books saw the departure of Financial Director Steve Thomas, the return into the fold of Louwrens Potgieter as buyer and manager at Clearwater Mall, and the welcome addition of industry stalwarts Estienne van Wyk, Susan Pieterse and Colleen Whitfield to the head office product team.

COUNTRY OF PUBLICATION: 2015 Weeks 01–26

COP	VALUE	% VAL	QTY	ISBN	ASP
Total	880,525,630	100.00%	6,173,945	249,992	142.62
South Africa	343,288,792	38.99%	2,578,671	25,263	133.13
United Kingdom	327,007,377	37.14%	2,116,304	105,389	154.52
United States	149,252,395	16.95%	876,657	93,278	170.25
Other	60,977,065	6.93%	602,313	26,062	101.24

NIELSEN CATEGORY SALES: 2015 Weeks 01–26

CAT	VALUE	% VAL	QTY	ISBN	ASP
Total	772,390,903	100.00%	6,173,945	249,992	125.10
Adult Fiction	140,279,080	18.16%	1,090,473	48,040	128.64
Adult Non Fiction	418,981,003	54.24%	2,587,559	123,683	161.92
Children Fiction	55,294,019	7.16%	557,913	24,027	99.11
Children Non Fiction	120,775,090	15.64%	1,377,380	37,609	87.68

GENERAL TRADE TOP 10 SELLERS: 2015 Weeks 01–26

	TITLE	AUTHOR	IMPRINT	QTY	VAL
1	At the Cattleman's Command	Lindsay Armstrong	Mills & Boon	77,425	R297,718
2	Oxford South African School Dictionary		Oxford University Press Southern Africa	52,817	R5,063,290
3	Official Best Selling K53 Learner's & Driver's		Safeways Publishing	40,392	R2,121,592
4	Oxford Afrikaans/English Skoolwoordeboek	OUPSA	Oxford University Press Southern Africa	34,249	R3,929,150
5	Ikarus	Deon Meyer	Human & Rousseau (Pty) Ltd	26,736	R5,762,939
6	Rooiwyn vir Geluk / Bestemming Liefde		LAPA Publishers (Pty) Ltd / LAPA Uitgewers (Edms)	24,623	R1,293,007
7	Real Meal Revolution	Prof Tim Noakes, Sally-Ann Creed, Jonno Proudfoot, David Grier	Quivertree Publications	24,284	R5,955,265
8	Oxford Mini School Dictionary	Oxford Dictionaries	Oxford University Press	23,887	R1,896,855
9	Low Carb is Lekker			20,627	R3,633,319
10	Kreatiewe Inkleurboek vir Grootmense	Human & Rousseau	Human & Rousseau (Pty) Ltd	16,194	R1,734,769

Charmaine Muller was appointed as a regional manager in Gauteng.

Exclusive Books closed their branch in Eastgate early in 2015 to focus on serving their customer base in the area from Bedford Centre. The chain also elected to close their much-loved but long-suffering branch at Mandela Square, and made a strategic call to close their small branch in East London.

Sales at the nation's leading book chain remained buoyant in terms of revenue growth, but unit sales declined on the back of a weak Rand and ever-increasing book prices. CEO Benjamin Trisk commented that *"The elephant in the room remains price. As long as book prices keep escalating, we will see unit sales declining."*

Andrew Marjoribanks reported sluggish sales at Wordsworth due to rising book prices and loadshedding over weekends, with more and more customers opting for Kobo or Amazon. The SA Booksellers trade sector in Cape Town raised concerns about increased rentals as landlords look to recover generator costs from tenants.

John O'Sullivan at Bargain Books summarised the difficult first half of this year:

"The combination of the stagnant economy, load shedding, mall revamps and several of our own revamps lead to a fairly flat like for like sales picture."

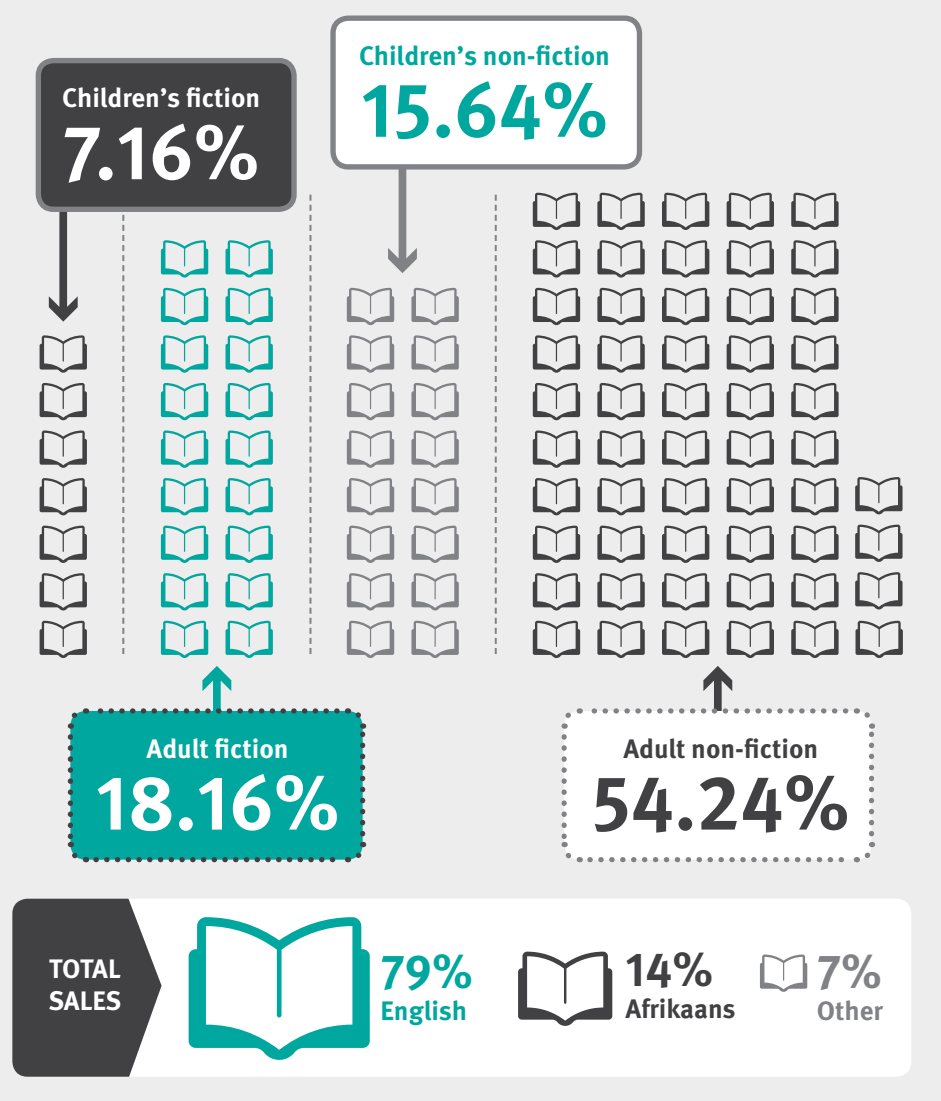
Bargain Books revamps this year included Centurion, Key West, Fourways, Hillcrest, Shelly, Ballito and Greenacres and several others.

Independent Cape Town bookshop Clarke's reported fair business so far this year, with no visible influence on them due to new visa requirements. Owner Henrietta Dax said she was relieved that the post office was up and running again, with parcels all reaching their destinations. Clarke's have done quite a few launches this year, but according to Dax *"they bring in people but not much money"*.

Events

The SA Booksellers trade sector this year successfully participated in a World Book Day initiative with a range of titles offered at R15 to the public, who could then donate the books to Project Literacy's Run Home To Read campaign by depositing the books in SA Booksellers bins in-store. SA Booksellers trade members collected more than 4000 books for the charity, which were sent to libraries in Soshanguve, Greater Tzaneen (Limpopo), Thulamuhache

Category unit sales for South African General Trade (2015 Weeks 01–26, Nielsen)



"What we do know is that sales for the panel came to R 880 525 630 incl. VAT in the first half of the year (trade excluding academic), with unit sales totalling 6 173 945. That translates into an average selling price of R142."

(Bushbuckridge Mpumalanga), Smash Block (South Western Limpopo) and Kliptown Soweto.

The Franschhoek Literary Festival in May turned out to be quite a controversial one, with panellist Thando Mgqolozana declaring it to be his last ever attendance of a literary festival because:

"I feel that I'm there to perform for an audience that does not treat me as a literary talent, but as an anthropological subject – as though those people are here

to confirm their suspicions that somehow I am inferior to them."

A media storm ensued, ultimately resulting in a panel discussion at the University of the Witwatersrand entitled Decolonising the Literary Landscape, organized by Jacana Media and led by Eusebius McKaiser.

Sunday Times books editor Ben Williams commented on this watershed moment on Books Live:

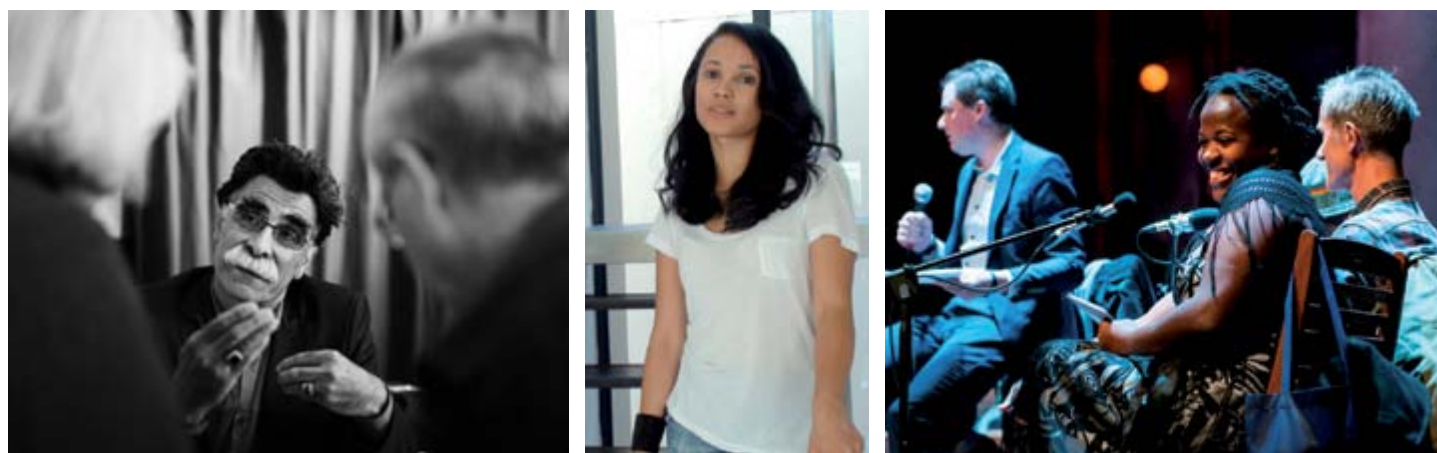
"In 1976 the worm turned on apartheid. In 2015 I feel like the worm may have started to turn on the white literary system."

Despite the furore, the festival was a resounding success with higher book sales than ever. The most popular book at the event was John Boyne's *The History of Rain* followed by G.G. Alcock's *Third World Child*.

* Data sourced from SAPnet.

Open Book Festival

Here to stay



When Mervyn Sloman and Ben Williams planned to add a new literary festival to the South African calendar, they hoped for 60 events with 15 international authors and local talent, but in its fifth year the Open Book Festival will have over 100 events in 2015, featuring over 100 of the best local and international authors.

The festival attracts the largest number of international authors compared to any festival of its kind in South Africa and 2015 will be no different, with 21 international authors already confirmed. Sloman says festival-goers can look forward to a wealth of stimulating and entertaining experiences.

One of the main purposes of the festival is to encourage a love of books and reading and this is done throughout the year through two projects: the stocking of libraries at underprivileged schools and a mentoring project which nurtures the interest students in Cape Town have in writing.

The vision of the festival is to build a love of reading and books among the youth of Cape Town and to be an international festival with an audience and authors from around the world whilst still showcasing some of South Africa's best writing talent.

We spoke to well-known South African author C.A. Davids who will be attending her second Open Book Festival this year. Carol-Ann has an MA in Creative Writing from UCT and currently works as a writer and editor.

Over the past few years, literary festivals have grown in number and



“The vision of the festival is to build a love of reading and books among the youth of Cape Town and to be an international festival with an audience and authors from around the world whilst still showcasing some of South Africa’s best writing talent.”

size in South Africa, with new festivals being added to the calendar almost every year. What would you say is the importance of literary festivals?

Literary festivals are a great opportunity for writers, readers, publishers and booksellers to intersect (and maybe sell some books). But, more than this, the best festivals are sites for having fun with the written word, for talking and thinking about books. And anything that encourages reading and literature are worthwhile pursuits, I think. But festivals can also be important in establishing spaces for discourse and creative engagement on a number of matters: I think the debates around how inclusive South African festivals are, have been important, as are the discussions

about our cities, politics, our children, and issues that resonate more globally. They're modern town hall meetings.

In your opinion, what is the greatest success of the Open Book Festival?

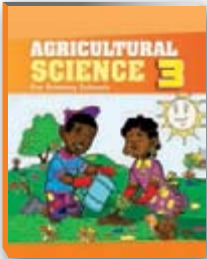
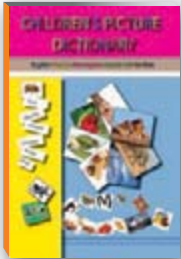
From what I've seen, Open Book tries to engage with as many reading publics as it can and as part of this, has taken a considered approach to the range of writers invited to be part of the programme. I think, in turn, audiences reflect this intention to capture a wide pool of readers and have grown in number and diversity, which matters. Open Book has become known in global circles quickly and this is also indicative of its potential and trajectory.

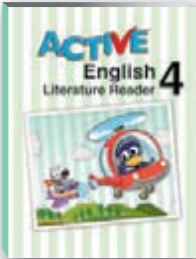
South Africa is seen as a nation that does not read. Do you agree with this and how has this changed over the years with the growth of the digital era?

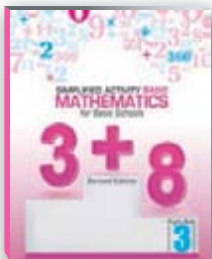
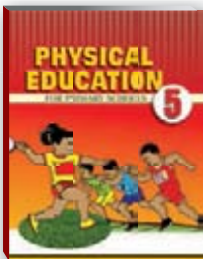
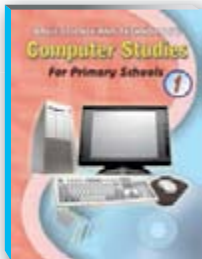
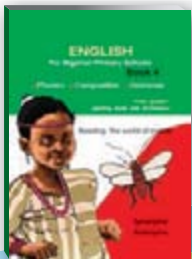
Well, sadly, we have statistics to guide us here and it is grim. I think that for a number of reasons, SA does not have a reading culture and this is quite widespread, demographically. I believe that digital represents new opportunities, especially for children where reading has relevance for their learning abilities and potential. Still, it need not always be this way and we have to be conscious in how we approach reading and the consumption of literature. Brazil has a multitude of agencies to promote reading and literature, with incentives too. How literate (and I think educated) we will be as a society in twenty years' time, is determined by what we do now.

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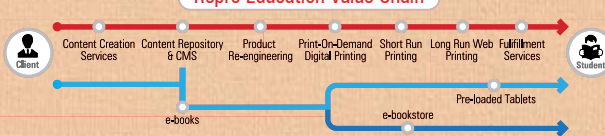







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Books in South Africa are quite expensive compared to many other countries. Do you think this will ever change to make books more accessible?

For starters, we shouldn't be charging VAT on books. I don't really understand the logic of it: books are considered luxury items, hence VAT is applied keeping them interminably elite. But really, books and reading are closely aligned with learning and educational potential in children. Adults benefit too: entertainment, engaged thinking, perhaps empathy and perspective ... So, I think this approach to books by the SA government is, at the very least, counterintuitive.

How do international literary festivals compare to South African festivals?

I was invited to participate in the Edinburgh International Book Festival in 2014, which was an extraordinary experience. The festival was well-run, professional, fun, with impressive writers from across the world. The audiences were also quite special – I shared a panel with Lauren

Buekes (who is something of a global phenomenon) and at the end of our talk, streams of people lined up to buy both of our books, which I in no way anticipated.

I've also attended a couple of World Voices festivals in New York. It was incredible to see and hear some of my literary idols; writers who had in some way shaped my thinking.



ABOVE: Imraan Coovadia, Sarah Lotz and Mike Carey. **OPPOSITE LEFT:** Kader Abdolah **OPPOSITE MIDDLE:** Carol-Ann Davids **OPPOSITE RIGHT:** Zukiswa Wanner
By RETHA FERGUSON (EXCEPT C.A. DAVIDS)

Many South African festivals are well on their way there, if not there already.

This is your second year at the Open Book Festival. How do you experience the atmosphere and program?

As an audience member I've attended all but one since its inception, and the festivals have been consistently energetic and generous. On the one hand there has been a sort of irreverence and a willingness to have fun with literary matters, but there have also been important conversations. I like that one aspect is not pursued to the detriment of the other.

FESTIVAL DETAILS

The Open Book Festival takes place from 9–13 September in the Fugard Theatre, Cape Town. With the spectacular line-up, the festival will this year again be one for the books! Tickets are available on Webtickets. www.openbookfestival.co.za

Breyten Breytenbach Festival

Honoring a great man

By DARRYL DAVID

The Breyten Breytenbach Boekefees was started in 2012 by Darryl David, the man behind Booktown Richmond and their BookBedonnerd Literary Festival; the founder of the Schreiner Festival in Cradock; the Midlands Literary Festival in Howick and the JM Coetzee & Athol Fugard Festivals in Booktown Richmond.

Breyten Breytenbach is my first love and I had always wanted to start a literary festival to honour the greatest living Afrikaans poet. I can still remember sitting in my office with poet Fanie Olivier on 16 September 2009 (Breyten's 70th birthday). We were reading on the internet about the wonderful celebrations in the Netherlands or Paris I think to celebrate Breyten's birthday. And it left me with such a hollow feeling that we in South Africa did nothing for one of the world's greatest writers. It may sound like an overreaction but the likes of Breyten Breytenbach and André Brink are the reason an Indian boy of 17 years in 1987 decided he wanted to be an Afrikaans lecturer. As much as I loved Afrikaans at school, it always carried the stigma of the language of the oppressor. Then you come to university and you read a poem like this: Ons bring vir julle die grammatika van geweld/en die sinsbou van verwoesting/ uit die tradisie van ons vuurwapens/sal julle die werkwoorde van verwoesting hoor stotter.



1 The Montagu church Breytenbach often attended. **2** Marius Weyers and Darryl David. **3** Ingrid Winterbach. **4** Braam de Vries. **5** David Kramer.

And it changes you forever. You study the man more. You learn that he was imprisoned fighting against Apartheid, to free people like myself.

Fast forward to BookBedonnerd 2011. Deon Meyer spoke of how he always starts a new book on New Year's day. Even if it's just one sentence. So on

DIE MAN

Dit is die lang man, die lang man,
in die groen jersey,
almal wou hê hy moes op water loop
maar hy het eerder met ou tannies,
boeretannies, met baie bagasie,
en gemoedelike name soos Betsie
en ongemaklike vanne soos Verwoerd
tee gedrink,
hartlik geglimlag,
... opreg, met sy oë,
met h hart vol onthou,
maar sonder haat.

Dit is die lang man, die lang man,
in die groen jersey,
almal wou hê hy moes die brode
vermeerder

maar hy het eerder
die letsels van die verlede
met sy twee hande toegemaak
die bokshandskoene
weggepak,
die gebalde vuus oopgemaak,
h rojale groet,
sonder verwyf.

Dit is die lang man, die lang man
in die groen jersey
almal wou hê hy moes uit die water
wyn maak
maar hy het hierdie land,
soos h kind, op sy rug gedra,
die man wat h eiland was,
sonder gesig,
met die splinters van Sharpeville,

die briefskerwe van Ruth First,
die bittere, jarelange verlange,
na kind, na vrou,
weggesluit agter tralies,
alles, iewers in sy gees vasgekerf,
weggepak.

Dit is die lang man, die lang man,
in die groen jersey, nommer ses,
wat nou die land,
versigtig, soos h rugbybal,
vir ons elkeen wil aangee.

Die lang man, wat hier eens net h
eiland was,
het h rots, h universele baken, geword.

© Clinton V. du Plessis (2013)

the 1st of January 2012 I decided to write to every guesthouse in Montagu to ask if they would help me host a Breyten Breytenbach Literary Festival. Clearly the Muscadel was flowing quite strongly that day because I only heard from people about two days later. But once one Helen Gooderson got back to me, the festival was a done deal.

Why Montagu, most people want to know. Isn't Breyten associated with Wellington?

"Ek sal sterf en na my vader gaan Wellington toe."

Is the Breyten Breytenbach Museum not situated in Grevilleas, the family home of the Breytenbach's, people ask.

Yes, I have to concede. But Breyten was born in Bonnievale, a mere 17km from Montagu and he owned a holiday home in Montagu, I counter. Breyten's book *Dog Heart* is also set in Montagu. And of course there is the matter of Franschhoek to consider. Wellington was too close to the Franschhoek Literary Festival and Woordfees in Stellenbosch.

So the outsider festival organiser

decided to honour the outsider Afrikaans poet in Montagu, and what a stunningly beautiful place it is. My gut told me we could not fail.

"Breyten Breytenbach is my first love and I had always wanted to start a literary festival to honour the greatest living Afrikaans poet."

Over the years we have attracted some big names – Dana Snyman; Braam de Vries; Ingrid Winterbach; David Kramer; Antoinette Pienaar; Patricia Schonstein; Don Pinnock; Riana Scheepers; Justin Fox; Elza Miles and many, many more. Some of the highlights for me were: David Kramer singing *Montagu, ek drink jou Muskadel*; Antoinette Pienaar drenching us on a cold winters evening with her warm voice; Antony Osler's emotionally charged reading in 2014 and

Blance la Guma, wife of Alex la Guma who was there for the launch of *Alex la Guma: A Colossus Revisited*. With tears in her eyes she stood up and spoke of how she had for years tried to bring the remains of Alex back to South Africa. "But today", she said, "he has come back to me." That must rank as the greatest moment I have experienced in the almost 50 literary festivals I have organised.

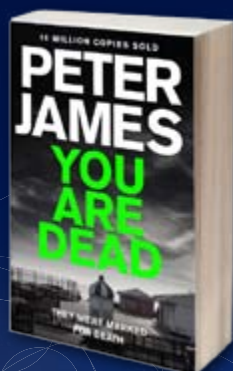
Breyten Breytenbach is a once in a generation poet. Who has influenced almost two generations of writers in South Africa. (Not to mention being a most accomplished artist.) He is known in Afrikaans as 'die maer man in die groen trui'. Read the poem to see how he has influenced poet Clinton du Plessis' tribute to Nelson Mandela.

Maybe when Breyten dies Clinton du Plessis and numerous other writers will pour their grief out onto white paper for a man who is truly "the syntax of a nation". Until then, honour SA's unofficial poet laureate by attending the Breyten Breytenbach Boekefees every July in Montagu.

Sheer Reading Pleasure

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You Are Dead

Peter James
July 2015



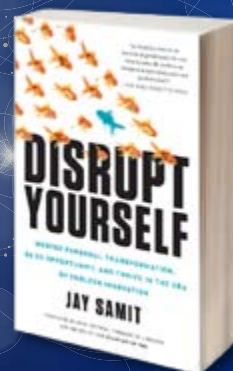
How South Africa Works and Must Do Better

Jeffrey Herbst & Greg Mills
July 2015



Underground

S. L. Grey
August 2015



Disrupt Yourself

Jay Samit
August 2015



Deliberate Concealment

Mtutuzeli Nyoka
August 2015



Innovation

GIBS (With Sarah Wild)
September 2015

Celebrating brilliance

The Sefika Awards

Members of the SA Booksellers Association and the Publishers' Association of South Africa (PASA) gathered at the Sunnyside Park Hotel in Parktown, Johannesburg on the 26th August to celebrate the publishing and bookselling industry. The annual Sefika awards commends both booksellers and publishers for the roles they play in promoting literacy and a culture of reading by producing and selling quality books in South Africa.

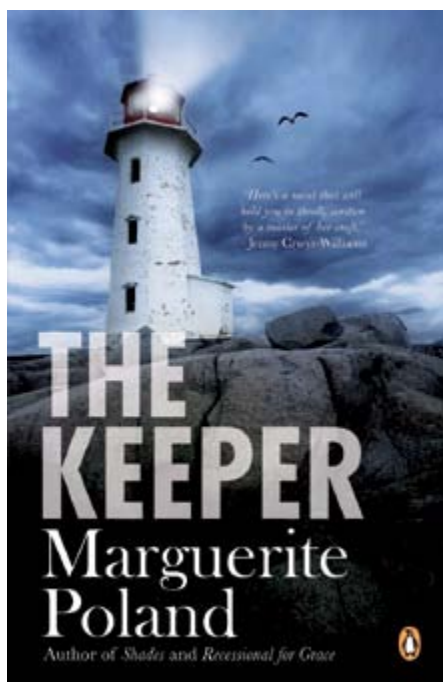
Winning Independent Trade Bookseller of the year Mervyn Sloman of the simply wonderful Book Lounge said, "It's always special to receive recognition from publishers with whom we work so closely. This kind of affirmation of what we do means a lot to my staff and I."

Olinka Nel from Exclusive Books, who won best Chain Store Trade Bookseller of the year said, "Benjamin Trisk and his partners bought Exclusive Books 20 months ago with one idea in mind: to return the chain to its former glory as curators of the national taste. We are proud that our hard work to realise this vision is recognised not only by our customers, but also the industry."

Stephan Erasmus, MD of Van Schaik Books, who won best Academic Bookseller said, "I received the award on behalf of the 344 people employed by Van Schaik. It is a great privilege to work with my staff in helping students, from all parts of South Africa, to access world class textbooks. My thanks to all the publishers for creating quality products and acknowledging our contribution with this award."

Adams Books a family business that has been in operation for 150 years, won Best Education Bookseller of the Year and Hargraves Library Suppliers won the library supplier of the year yet again. "It is always a nice accolade," said Richard Hargraves.

Best Academic Publisher of the Year went to Oxford University Press Southern Africa. "We are thrilled that booksellers again saw fit to give this award to OUPSA, and that the books we're producing, our presence in the market, and the support we give booksellers continues to be of a high standard. We really value our partnership with booksellers – this gets quality educational materials into the hands of South African students. Thank



"I thank all concerned for choosing me and for supporting my work in this wonderful way. It is a great honour and a privilege to have been chosen and is enormously valued."

you so much for your confidence in us," said Marian Griffin Kloot, Director of Higher Education and Trade, Oxford University Press Southern Africa.

Best Large Education Publisher of the Year went to MacMillan Education South Africa, Best Small Education Publisher of the Year went to Berlut Books CC and Best Trade Publisher of the Year was awarded yet again to Pan MacMillan South Africa.

"We were delighted to once again be chosen as Trade Publisher of the Year. This is testament to the strong team at Pan Macmillan and the rich array of authors whose books contribute to our success. Congratulations are also due to Macmillan South Africa, which won Education Publisher (Large Company) of the Year. We celebrate together with our Pan Macmillan colleagues globally as Pan Macmillan UK and Pan Macmillan Australia also won Publisher of the Year awards in their territories. A big thank

you to all of the booksellers who have shown us such great support and who continue to promote reading in South Africa," said Terry Morris, MD, Pan Macmillan SA.

The final award for the evening, the Nielsen Booksellers Choice Award is bestowed upon a local author for a South African published book that booksellers most enjoyed selling or that sold so well that it made a difference to the bottom line of booksellers across the country. This is a very special award and the industry as a whole celebrated Marguerite Poland who won this year with her book *The Keeper*, published by Penguin Books South Africa.

"Last night I got a message that thrilled and uplifted me incredibly! Penguin sent a message to let me know that my novel, *The Keeper*, had won the Booksellers and Publishers Choice Award. I am absolutely delighted and it is the highlight of my career. I so wish I had been at the dinner but I am not well enough to travel. In the circumstances you can imagine how wonderful it is to have this acknowledgement of my work," said this venerated author in a message sent from her home.

"I thank all concerned for choosing me and for supporting my work in this wonderful way. It is a great honour and a privilege to have been chosen and is enormously valued."

The awards evening forms part of the SA Booksellers Association and PASA's joined AGM. Updates and key learning from the event can be found on twitter under the hashtags #saba #sefika or by following @SA Booksellers.

Organisers would like to thank sponsors Nielsen (in its 15th year of sponsoring this event), Paarl Media (*the print division of Novus Holdings, which recently listed on the JSE, is the print sponsor of the 2015 Sefika Awards*), SAPnet, Geodis Wilson, On the Dot, Sasfin Premier Logistics, Adams Booksellers (towards the wine for the evening in celebration of their 150th birthday celebration) and SMD Technologies (for providing each guest with a powerbank) for their contributions without which the awards would not be possible.



1 Marguerite Poland's publisher from Penguin Random House accepts the Sefika Booksellers Choice Award from Simon Skinner on her behalf.

2 Best Trade Publisher of the Year was awarded yet again to Pan MacMillan South Africa. **3** Winning Booksellers Benjamin Trisk from Exclusive Books (Trade winner), Stephan Erasmus from Van Schaik (Academic winner) and Peter Adams from Adams Books (Education winner).

4 Marian Griffin Kloot, Director of Higher Education and Trade, Oxford University Press Southern Africa accepts the award for best Academic Publisher of the year. **5** Attending SA Booksellers executive members from left to right: Richard Hargraves, Riaz Hassim, Peter Adams, Sydwell Molosi, Guru Redhi, Samantha Faure, Mohamed Kharwa, Hentie Gericke and Melvin Kaabwe.

SA National Book Week

#GoingPlaces

The South African Book Development Council (SABDC) is proud to be hosting the 6th Annual National Book Week (NBW) from 7–13 September 2015. National Book Week is the longest running, most successful reading campaign in South Africa to date and it has grown in leaps and bounds this year. The initiative is aimed at uncovering the thrill and magic of reading books. It is guided by the idea that when the nation learns to share the joy of reading books, the country as a whole benefits as this leads to empowered, self-reliant communities.

“A study conducted by the SABDC revealed that only about 14% of South Africans read books and only a mere 5% of that read to their children. The study also found that 51% of households in South Africa do not have a single book in their home.”

The focus of NBW 2015 is to encourage individuals, families and corporates to share the gift of reading by buying books during this week and donate it to someone who does not have a book. A study conducted by the SABDC revealed that only about 14% of South Africans read books and only a mere 5% of that read to their children. The study also found that 51% of households in South Africa do not have a single book in their home. With this in mind the SABDC came up with the theme for this year's NBW: #BuyABook and #GoingPlaces. The campaign is about igniting passion and taking that person into the magical wonderland of books, by simply introducing them to the joy of reading and making South Africa a better place. During the NBW the tour bus will stop in Gauteng, North West, Limpopo, KwaZulu-Natal and the Eastern Cape. Funda Bala, the official National Book Week mascot, will travel with the bus helping more people own their own book.

The lead-up to NBW kicked off with the launch of a new event during



Mandela month: 67 Books for 67 Minutes. Corporates were encouraged to turn their 67 minutes of service into R6 700 for 67 Books by South African authors, which in turn is also an investment in the country's book industry. For this event, NBW joined forces with the Cape Media Corporation (CMC), which used its annual Corporate Social Investment Programme to join in the Buy-A-Book Campaign. Cape Media donated books to children at the Ncedolwethu Orphanage in Mfuleni and the Dangerous Heroes girls' soccer team in Phillipi Township, Cape Town.

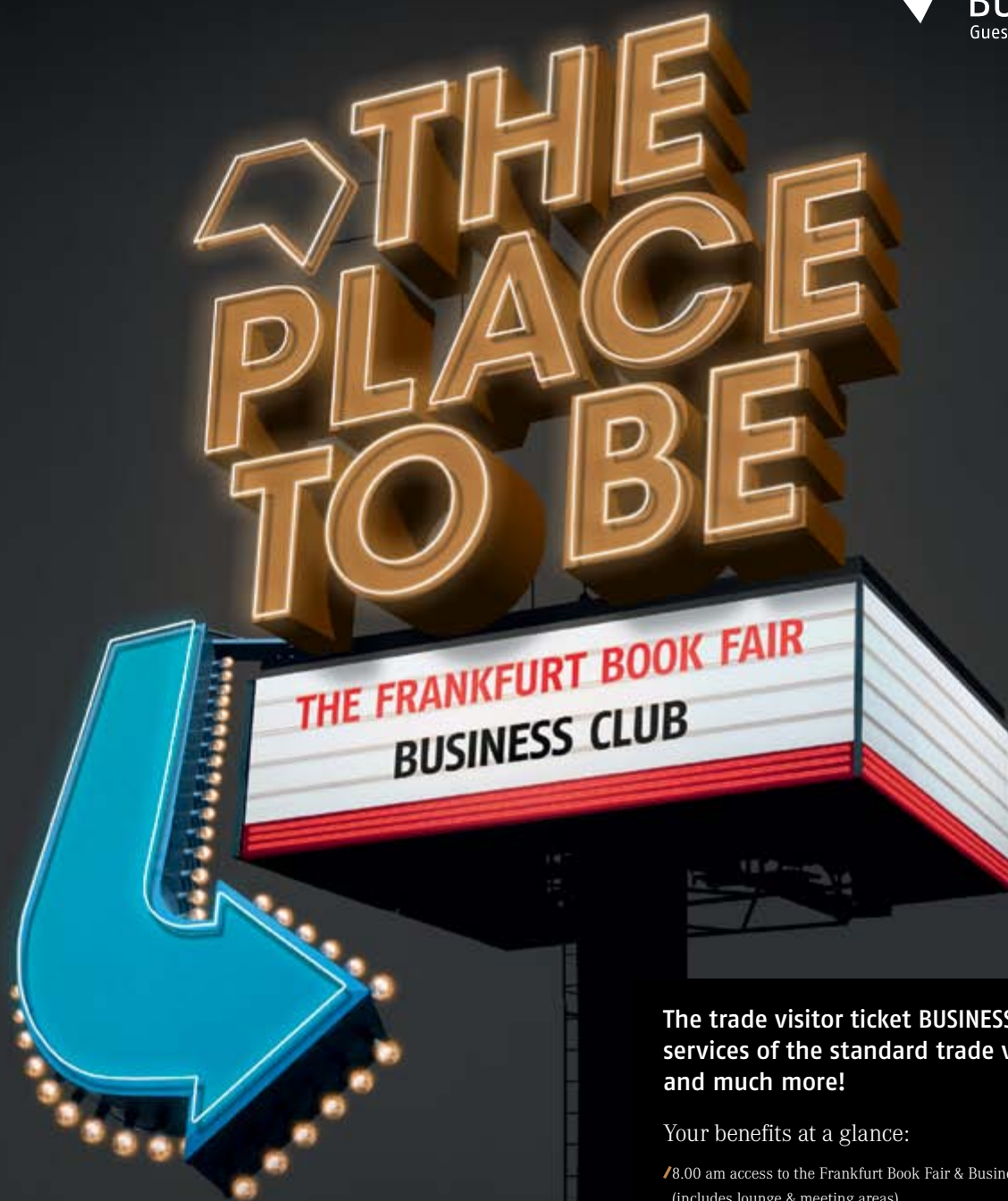
SABDC CEO Elitha van der Sandt says about this initiative, “We are planting seeds this year, it all starts with an idea. Just as NBW started with an idea, with the planting of a seed. We are confident that this part of the campaign will grow as organically as NBW has. This is a multi-million rand platform created for the book industry. We look forward to companies being innovative in using NBW to grow and develop their markets.” Penguin Random House, NB Publishers and PanMacmillan are amongst the publishers piloting this campaign with the SABDC this year.

The SABDC also celebrated Women's Day this year with a special event: A book-reading and book-buying event sponsored by the boutique investment banking group, Musa Capital held

at Exclusive Books in Rosebank. In attendance were 40 girls from the Leshata Secondary School in Orange Farm and their caregivers. Surrounded by a glorious horde of books on display, van der Sandt challenged the gathered girls to rise and one day become leaders of our country, “because that's what we do as girls and women, we lead. We have a leading role to play in the transformation of our country and reading girls grow into leading women”.

The girls listened to inspirational messages from various speakers. These included Rocky Ralebipi-Simela, CEO of the National Library of South Africa, NBW ambassador, businesswoman and award-winning writer of “Happiness is a Four letter Word”, Cynthia Jele and SABC 1's kids' programme, Yo-TV presenter Karabo Bonco. At the end of the event the SABDC donated a R 250 book voucher to each girl (R 9250 in total) to ensure the youth and their caregivers could enjoy the pleasure of buying their own brand new book.

“Having as few as 20 books in the home has a significant impact in propelling a child to higher levels of education,” says a 20-year study across 27 countries.” Be sure to join the journey during this year's National Book Week and let's make South Africa a reading nation and bring more books in households.



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Adams and 150 years of trading

By PETER ADAMS

Adams Bookstore this year celebrated a milestone not many bookstores ever get the opportunity to do: 150 years of trading by the same family. Adams and Company was established in 1865 in Durban and offered stationery, magazines and books to the colonial community. Many years later there are 11 stores spread over Durban, Pietermaritzburg, Johannesburg and Cape Town. The core focus of each store is different, but you can expect to find a wide range of general books as well as tertiary education books in each. We caught up with Peter Adams, Managing Director of Adams Bookstore and honorary secretary of the SA Booksellers Association who gives us an insight to his 48 year long career of book trading.

What is the all-time best seller at Adams Bookstore?

I think we should exclude evergreens like the Oxford dictionaries. In the 1970's our opening order for Wilbur Smith's *Eagle in the Sky* was 1000 copies. My boss, Mr Rabjohn ordered 500 copies before leaving on a trip to London and before we had read the book, and because it was such a great story we increased the order a couple of times as our enthusiasm grew. Mr Rabjohn used to lead me to the piles of unsold copies each week, squeezing the nerve in my elbow and asking me if I was going to sell them all. It took 6 months but we did. We used in those days to get proofs of many books and "discovered" authors, ordering perhaps 100 of a good new author and establishing his name. In the 50's few of the publishers had offices in South Africa, but slowly they employed agents then opened their own offices.

What were the key developments/changes at the store over the last 150 years that added to its success?

The business started as a stationery shop with some books and magazines. Magazines in those days were what the "soapies" are now: Dickens' serialization of *Pickwick Papers* in 1836 was a huge success and started the trend of serialisation, and it was used by many novelists. Melville, Alexander Dumas, Wilkie Collins and of course Arthur Conan Doyle all first published their



“Adams has never been totally profit focused. We have tried to give a good and needed service and see bookselling as a vocation as well as a business.”

stories in the magazines. So the day when the mail ship arrived in Durban was exciting for the residents who got letters from home, new books and their magazines, but it meant working overtime for the people in Adams as they had to sort the magazines for collection next morning.

Wholesale stationery was important in the early days, but retail became more important.

Adams published some of the loveliest early postcards of Durban and Pietermaritzburg in the late 1800's. It was only after Mr Rabjohn joined the company in the early 1950's that books were brought to the forefront and we became the leading bookshop in Natal.

We have had to adapt our business to cope with changing environments and the growth of the shopping malls has dispersed the general book market. Our city premises have therefore become more suited to school and academic bookselling. We have had to change with our market, while at the same time moving to our market, opening shops at universities, selling at schools and conferences.

We are proud to be able to offer to the many city centre shoppers in Durban and Pietermaritzburg two fairly good general bookshops. A community needs bookshops for education, entertainment and exposure to important ideas, and we think the city centre communities in KZN would be poorer without us.

What keeps you going?

Adams has never been totally profit focused. We have tried to give a good and needed service and see bookselling as a vocation as well as a business. I am only one of a few people who have spent their lives working in the business and I believe we have unusual cohesion as a team.

We are all committed to continuing the business and doing the best we can. The black staff now own a quarter of Adams Booksellers and are growing in their abilities. I know the team has the ability to continue without me, when the time comes. We have been fortunate in having supportive shareholders. I enjoy leading a talented team and have confidence in them. We have two family members apart from myself who are directors of our holding company. David has managed a bookshop and has strong property skills, Jane McDuff knows the book world well both from the bookselling and publishing sides. So, although I do not see an Adams working fulltime as a bookseller, I do not see the Adams presence disappearing in the future.

The History of Adams Bookstore

To coincide with their 150th anniversary, Adams decided to reprint an edited version of Barbara Maude-Stone's *Dear Old Durban*, and in the preface is the official history of the store – an excerpt of which is reproduced here.

After building a wholesale and manufacturing stationery business over half a lifetime in the United Kingdom, Francis Adams found his livelihood threatened by a competitor who had developed a new industrial process to make strawboard. He therefore encouraged his two eldest sons – Francis and Stanhope – to explore other avenues, and they sailed for Durban together on the *Prince Alfred* in 1863.

These were optimistic times in the colony and the growing number of settlers were hungry for news from home. The two brothers therefore arranged to use the small shop under the newly-built Natal Mercury offices as a stationery and bookshop, continuing a service which had previously been offered by the newspaper. There they also operated The Durban Subscription Library, enabling subscribers to read the latest books. Francis Adams senior (the great great grandfather of current MD Peter), funded the bookstore, but Francis and Stanhope ran the store from the start in 1865.

The young traders, both in their mid-twenties, depended on those in London to choose stationery and books to send, and their almost weekly correspondence highlights the difficulties of depending on those far away, who did not know the interests and needs of the colonists. Fortunately, their father had a sound business in London and was able to manage even with the slow payments that came from the distant branch of his business.

The Boer War in 1899 interrupted the progress of the business, but success with stationery sales after the War, and during the First World War encouraged the directors to look for ways to expand. With the support of their London based family colleagues – Percy and Archie, who were running the London part of the business, Adams and Rees, they built a three storey warehouse on the corner of Victoria, (now known as Bertha Mkhize) and Grey Streets and purchased a card and wrapping paper business and a typewriter agency. The business struggled through the post war depression of the twenties, battling poor sales attributed to drought, the rinderpest and generally difficult conditions. Long trips to the Free State brought little reward and careful attention was paid to every penny spent.

They closed the stationery wholesale department after selling the building and in 1930 built 341 West Street, (now known as Dr Pixley Kasame Street), which houses the company's head office today.

The Second World War again interrupted trade, but more dramatically than the First World War had done. Ships were seldom available to transport books and stationery to the colonies as the journey was hazardous and they were needed for troop movements. The Adams and Rees warehouse containing goods to come to Durban was bombed



and destroyed, as were many of the warehouses containing publishers' stocks. The men in the business, including Dixey Adams, who had joined the business in 1938, were for the most part away. Women took their places and showed their talents in the retail trade, changing the composition of the staff forever. It took time to rebuild the business after the war, and Adams was fortunate to inherit a world-class bookselling team from their main competitors.

When Mr Rabjohn joined the Company in the early 50's he quickly persuaded the directors that the future lay in books. Handbags were discarded and the range of cards reduced. The light wells which had previously allowed light to fall from the third floor roof lanterns, were filled in, allowing better use of the floor space. The book department was moved from the first floor to the ground, and a total refit brightened and modernised the shop. Recently introduced fluorescent lights were installed.

Mr Rabjohn and his senior book-sellers – Joan Clark and Edna Steel – read avidly and were able to give good advice to their many customers. Adams became a place which most of Durban's readers enjoyed visiting for the pleasant chit chat and the finest range of books. As the mail came in, books were set aside for special customers, phone calls were made telling them that something was kept for them. And at Christmas time the customers brought a stream of gifts, from perfume to jewellery to express their appreciation.

After a few years Adams bought the other good bookshop in town – TW

Griggs – and opened its second branch, Adams and Griggs. Here too business boomed as even more children went to school.

Paperbacks soon found their place on Adams' shelves. While the wealthier readers frowned upon them as inferior, many other readers took advantage of the wide range of cheaper books to read more widely. The available range of classics and older books expanded and exciting ranges of non-fiction also appeared, such as the little blue Pelicans. Whereas only the recent hardbacks had been stocked, Adams could now keep all the earlier novels of the bestselling authors.

But if you still couldn't afford a book or simply wanted that just-too-expensive hardback, the Adams sales were something to wait for. The whole shop was turned around and overstock from the local warehouses was sold at knock-down prices. As the advertising signs said, there were "Bargains for Everyone."

In the eighties, the new retail Malls appeared. Exclusive Books opened branches in many of them and the city centres declined as a destination for the well-heeled shopper. After Dixey Adams' death in 1982, Peter Adams took over the reins with Colin Mace and Mike Duggan, using their long experience to take advantage of the growing university and schoolbook markets. Adams opened a shop in Musgrave Centre, but Adams was no longer the only place to go for good books. No single bookshop held that place and nowhere did a remarkable general bookselling team like they had curated, reappear.

Adams opened branches at the University of Natal, took over businesses from other retailers, and grew to the current eleven academically or educationally biased shops in Durban, Pietermaritzburg, Cape Town and Johannesburg. Stationery and general books remain important and Adams is the only firm offering a comprehensive range of these to the city centre shoppers in Durban and Pietermaritzburg today.

"We have come a long way since the days Adams was established, and look back on our first 150 years with pride and with gratitude to our customers, and to the many people who have worked in the business and helped it through the good and the difficult times. Adams really is a Durban family business and the shareholders, both in South Africa and London, have worked in it ever since its establishment," says MD Peter Adams.

Ontsluit Afrikaans van die toekoms

Die HAT vier mylpaal met sesde uitgawe

By JANA LUTHER

Die *Handwoordeboek van die Afrikaanse Taal* (die HAT) is vir die eerste keer in 1965 uitgegee. In 2015, 50 jaar later, staan dié geliefde woordeboek sy plek steeds vol in byna elke Afrikaanse huishouding in ons land. 'n Omvattend herbewerkte en uitgebreide uitgawe van die HAT is op 25 Junie bekend gestel. Met hierdie sesde uitgawe, nou oral op die rakke, vier die HAT vanjaar sy eerste halfeeu.

Die behoefte aan 'n Afrikaanse handwoordeboek is reeds in 1926 raakgesien, maar die droom het 40 jaar later eers werklikheid geword. Die eerste uitgawe van die HAT, met P.C. Schoonees, C.J. Swanepoel, S.J. du Toit en C.M. Booysen as redakteurs, het in 1965 die lig gesien. In die daaropvolgende 50 jaar het die HAT verskeie mylpale bereik. Op verskeie terreine, van skole tot in die media, word dié woordeboek vandag daaglik as gesaghebbende bron geraadpleeg. Vanaf die tagtigerjare word die HAT, wat die betekenis van woorde betref, ook as outoriteit in houe aangehaal. Die derde uitgawe, wat in 1993 verskyn het, was in 1998 een van die eerste Suid-Afrikaanse woordeboeke wat op CD-ROM beskikbaar gestel is.

“'n Omvattend herbewerkte en uitgebreide uitgawe van die HAT is op 25 Junie bekend gestel. Met hierdie sesde uitgawe, nou oral op die rakke, vier die HAT vanjaar sy eerste halfeeu.”

In 2000 het prof. Rufus Gouws van die Universiteit Stellenbosch hom by prof. Francois F. Odendal, redakteur van die tweede en derde uitgawe, aangesluit. Saam het hulle aan HAT 4 en 5 gewerk. Odendal, wat in 2013 oorlede is, is in 2005 vir sy meer as 30 jaar lange toewyding tot werk aan die HAT vereer.

Gouws, wat ná 2005 as mederedakteur aanbly, het tydens die bekendstelling van HAT 6 op die Nitida-wynplaas naby Durbanville die doel van die woordeboek nader toegelig. Behalwe om as deurstopper te gebruik of om blomme in te pars, is die HAT, volgens Gouws,

'n bron wat “die bloeisel van Afrikaans wys” en 'n middel wat deure na die taal en kennis oopmaak. Net soos Afrikaans het die HAT oor die jare verander. Die sesde uitgawe is die eerste uitgawe waaraan twee redakteurs – Jana Luther en Fred Pheiffer – voltyds gewerk het, en gebruikers van hierdie nuwe uitgawe sal, volgens Gouws, 'n aansienlike vernuwing in die woordeboek bespeur.

HAT 6 beslaan 1 636 bladsye. Dit is 200 bladsye meer as die vorige uitgawe wat in 2005 verskyn het. Die totale woordtelling het van 1,5 miljoen tot 2,1 miljoen vermeerder. In die nuwe aanlyn HAT – waarop gebruikers by www.hataanlyn.co.za kan inteken – word meer as 3 000 argaïese woorde en uitdrukkings behou. Verouderde vorme (woorde wat vandag selde of nooit meer gebruik word nie) is egter uit die papierwoordeboek weggelaat om vir digby 4 000 nuwe woorde en uitdrukkings plek te maak. Die nuwe HAT weerspieël wat vandag in Afrikaans werksaam is, formeel én informeel, sê die redakteurs.

Gouws het groot lof uitgespreek vir die uitgewer, Pearson, “wat deur sy volgehoue ondersteuning in die digitale era aan die HAT en aan Afrikaans vlerke gee”. Aanlyn sal die HAT voortaan maandeliks bygewerk word, het Luther bygevoeg.

Die nuwe HAT het selfs sy eie tema-lied, *Dis my taal*. Dit is geskryf deur Hilandi du Toit, wat dit saam met die kletsrymer Linkris sing. Luister daarna by www.youtube.com/watch?v=YME_pwlFzUY

Volg gerus ook die HAT by:

[@AfrikaansVandag](https://twitter.com/AfrikaansVandag)

[f Handwoordeboek](https://www.facebook.com/Handwoordeboek)

Gaan na [LitNet vir foto's van die bekendstelling](http://www.litnet.co.za/fotos-en-videos-hat6-word-bekendgestel/) (www.litnet.co.za/fotos-en-videos-hat6-word-bekendgestel/) en 'n onderhoud met Luther (www.litnet.co.za/die-catch-22-van-woordeboekwerk/).



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Library report

SA Booksellers AGM 2015

By RICHARD HARGRAVES,
SA Booksellers, Library Chairperson

Libraries have seen better days. As the economy suffers and revenues decrease the harsh reality is that goods and services get cut. Libraries have not escaped this and with libraries not being the most vocal or noticeable goods and services they are easy targets.

The digital intrusion is gaining traction especially in the academic market and the traditional bookseller is finding it difficult to get a foot hold in this market and it is designed mostly to run from source to end user with very little room for the middleman which is the bookseller.

A brief summation of the state of libraries is given.

Western Cape

All businesses like stable environments and the WC currently offers the most stable environment for library suppliers. Provincial Library buys frequently and City Libraries attend the selections. Orders are frequent and ongoing.

Eastern Cape

ECPLS has approved submissions according to a schedule which is roughly every month or so. An element of stability seems to have crept into their process which should be welcomed. Nelson Mandela Bay Libraries has finished the last tender cycle of three years and a new tender was submitted. The outcome is yet to be determined as the adjudication is taking some time. Buffalo City called for tenders some time ago but nothing came of it.

Northern Cape

They have called for their first approved submission and we await the outcome of their selection process.

North West

They finished their three year cycle and called for new tenders. These are almost finished being adjudicated and the approved suppliers should get word shortly.

Limpopo

They 'attached' themselves to the old NW tender and utilised their approved suppliers. Clarification still needs to



Richard Hargraves from Hargraves Library Suppliers accepts the award for Library Supplier of the Year from Brian Wafawarowa.

“Libraries have seen better days. As the economy suffers and revenues decrease the harsh reality is that goods and services get cut.”

be sought on how they are to operate considering the above developments.

Mpumalanga

They approved their suppliers for the three year cycle with some surprising omissions. They have had an exhibition in April but orders are yet to be finalised, or if orders are to be placed at all. The exchange rate collapse will create problems as six months have passed since selection was done.

Free State

They were up and going asking for quotations but were instructed by the premier to halt everything. One can only infer that there is no money for books or the money is going to be used elsewhere.

Gauteng

I will deal with the three major buyers but there are smaller entities who buy in their own particular fashion.

- **Johannesburg Libraries:** There was a three year contract with approved suppliers and buying was occurring. This came to a sudden halt by the issuing of a letter terminating the

contract mid-point. No reasons were given. Again the inference is no money!

- **Ekurhuleni:** They have called for a tender and prospective suppliers submitted their bids.
- **Tshwane Libraries:** The tender was awarded last year and successful suppliers were approved. They have just called for their first submission for their new financial year 2015/16.

As you can see from the above it is a very stop start process in library supply and the only province that does not rattle your bones through halting processes is the Western Cape.

Supply Chain Management still seems to be a problem as they do not recognise the unique nature of books when considering rights, editions and availability. Never mind the unique nature of booksellers but I will not go any further on this topic of booksellers as it would take many pages just to describe the clothes and hairstyles they wear.

The exchange rate is marching victoriously over everything we do and if booksellers are reckless with their quotations they could soon be out of business. Usually we have a three quarter rebound when the exchange rate falls but over the last three years it has been a constant sometimes dramatic collapse with no rebound in sight. It does not auger well for the Culture of Reading when the relative cost of books is so prohibitive.

World Library Congress

Librarians of the world descend on Cape Town

By UJALA SATGOOR

Within the world of libraries and librarians, attending an IFLA World Library and Information Congress (WLIC) is a highlight in one's career. It conjures up all sorts of thoughts in one's mind about meeting and networking with international librarians, listening to experts in the field, visiting a foreign country, recognition of one's involvement on professional committees and, most of all, rubbing shoulders with the world leadership of library and information services. However for the majority it is a pipe dream as the cost of attending an international congress of this stature is indeed exorbitant. So when the Library and Information Association of South Africa (LIASA) was awarded the bid in 2013 to host the 81st IFLA General Conference and Assembly from 15–21 August 2015 in Cape Town, so close after it had hosted it in Durban in 2007, it was seen as an event of significance for the African continent. It was our aim to ensure a robust and empowering experience for as many local and international librarians so that the impact of this international professional exchange will resonate for years to come in their professional spaces and psyches, as well as showcasing our beautiful libraries and best practices, foster collaborations and initiate partnerships for resource sharing and professional development.

The theme "Dynamic Libraries: Access, Development and Transformation" is of critical importance to strengthen democracy on a continent where libraries need to connect with civil society to demonstrate the value they add in eradicating poverty, illiteracy, unemployment and ignorance with special emphasis on early childhood development, youth services, women's health and local economic development. After 20 years of democracy, South African libraries are emerging as important partners to education and lifelong learning. In an effort to create dynamic libraries to facilitate access to information, enhance development and promote transformation, government through the Department of Arts and Culture continues to provide funding to build new libraries, redefine library spaces, services and facilities towards deepening our young democracy.

"SA libraries are emerging as important partners to education and lifelong learning."

Planning a Congress of this stature and magnitude is an exercise in sound business principles, leadership, stakeholder engagement, collaboration, partnerships and professional capacity. The success of the Congress is indeed a testimony to the professional capacity and leadership, as shown by the National Committee, which comprised all LIASA Presidents and representation of the entire South African LIS sector; and stakeholder support and financial commitment as given by the Department of Arts and Culture, the Western Cape Government, the City of Cape Town, the National Convention Bureau, the Cape Town & Western Cape Convention Bureau and Corporate partners.

The South African delegation, approx. 1500 was the largest and to be expected. It included provincial and local government representatives and decision makers led by the Deputy Minister, Arts & Culture, Ms Rejoice Mabudafhasi; heads of public, academic and special library services; and librarians and information workers from across the sector.

The volunteer corps of 300 librarians drawn from public, academic and special libraries truly made us proud. When asked why did they choose to be volunteers, the overwhelming response was "to be an ambassador for LIASA, our profession and country!" The commitment to long hours, working outside of their comfort zones, and ensuring an excellent experience for all delegates was encapsulated in the motto "This is OUR Congress!" As one of the male volunteers said of his female supervisor "Give this lady a Bells!" after completing packing 3500 conference bags, we can certainly toast our volunteers for their professionalism, commitment and enthusiasm throughout the Congress.

Conference highlights

- The Cape Town Declaration 2015 which addresses the status of libraries, the implementation of access to information and meeting the global

sustainable development goals on the African continent. <http://www.ifla.org/node/9767>

- Launch of the Scholarly Publishing and Academic Resources Coalition (SPARC) Africa Chapter on 14 August 2015. SPARC works towards creating and implementing a more open system of scholarly communication for advancing social development and change.
- The IFLA Statement on Privacy in the Library Environment, <http://www.ifla.org/node/9803>
- The Hypatiad – a dynamic one-act play written by Richard Higgs, which focuses on the life of Hypatia, a Greek mathematician, astronomer and philosopher who lived and taught in Alexandria, Egypt and was killed in AD 415 for being a thinker ahead of her time. The issues of access to information, censorship, state control of information, politics and knowledge still persist as provocative issues.
- Gift a Book & Change a Life – a partnership project between the American Library Association's International Round Table, the IFLA CHILD Section and LIASA, delegates were invited to bring along a book for a South African learner. 430 books and 41 DVDs were received from librarians around the world and who have signed each book. These will be distributed to identified schools in Cape Town.
- The Knitting Librarians Project – The target of 67 hand knitted/crocheted blankets was set in June to be gifted at the IFLA Congress to the 67 Blankets for Nelson Mandela Day Campaign, whose founder Carolyn Steyn was a Plenary Speaker. The 67 Blankets stand in the SA Hub proved to be "the warm and colourful heart of the congress!" where delegates gathered between sessions to knit and/or crochet squares. A total of 64 blankets was received and 139 squares were made during the Congress, which will be made up into blankets for those in need. This will ensure the final target of 67 blankets will be met.

Ujala Satgoor is the Co-Chair of IFLA 2015 National Committee and the LIASA immediate past president.

Education sector

Annual report August 2014 – July 2015

By HENTIE GERICKE, SA Booksellers,
Treasurer, Education and Southern Region Chairperson

The National Further Education and Training (FET) Literature Catalogue has been developed, approved and sent to provinces. After due consultation, the Department of Basic Education (DBE) has decided that Grade 11 must be implemented in 2016, Grade 12 in 2017 and Grade 10 in 2018. It is believed that implementation of Grade 11 in 2016 will adequately prepare learners for implementation of Grade 12 in 2017 as this will be the same cohort of learners who will be sitting for 2017 National Senior Certificate (NSC).

“The DBE has received reports that some provinces were prepared to procure set works for Grades 10, 11 and 12 or for two grades at most. The DBE requests provinces and schools to procure for Grade 10 as well. The funds for the subsequent years may be used to procure additional essential Learning and Teaching Support Material (LTSM).” See Circular S13 of 2015 dated 22 July 2015.

The Grade R National Catalogue is completed. The Integrated Grade R pack is designed to cater for a single class of 40 learners. The set comprises 40 Readers, 20 Posters, 4 Big Books, 1 Story Anthology with 40 stories and 1 Integrated Teacher's Guide. The Integrated Teacher's Guide assists the teacher:

- By providing daily lesson plans for the year.
- To set up an effective Grade R classroom.
- To ensure proper resources are available.

Central Region

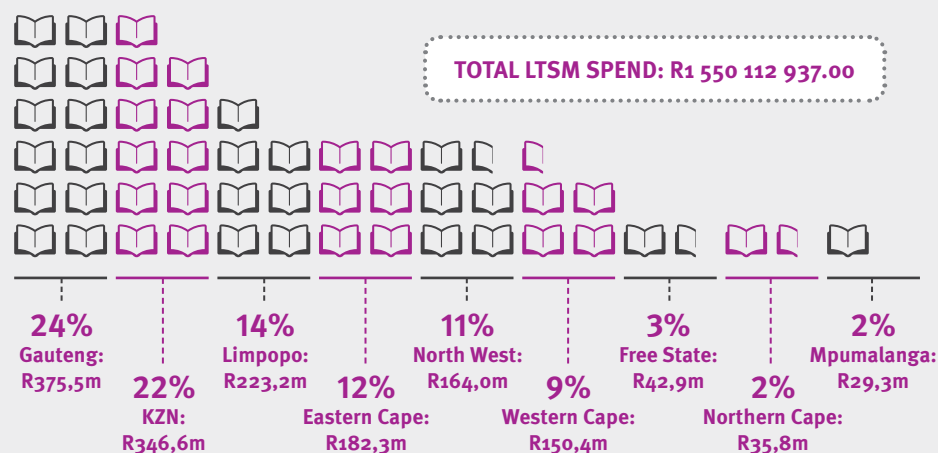
The Ndatabase tender has been awarded for three years. Members were all concerned about the pressure being put on the schools to buy from Ndatabase. The prices on their catalogue are the negotiated prices, and delivery costs are added, but the schools do not always know this and they expect us to supply at the listed prices, which are our cost prices.

Eastern Region

The Stationery Tender is for two years, 2015 and 2016. This tender was allocated to manufacturers and some booksellers. Some manufacturers delivered

Amount spent on LTSM per province:

(PASA's Sales Survey for the period 1 April 2014 to 31 March 2015)



“There are a few opportunities for booksellers / stationers and future diversity is the name of the game. Technology is clearly moving fast and we are to be flexible to change. We must adopt the changes, plan, focus and face challenges collectively and where possible strengthen relationships with the Department of Education.”

themselves, which excluded booksellers.

LTSM was supplied from a central warehouse. Very few booksellers were involved with the distribution. The distribution only ended for some booksellers in July 2015 because of logistical problems encountered by the Department of Education.

Some booksellers still have money owed to them by schools, with no assistance from the Department of Education.

There are a few opportunities for booksellers / stationers and future diversity is the name of the game. Technology is clearly moving fast and we are to be flexible to change. We must adopt the changes, plan, focus and face challenges collectively and where possible strengthen relationships with the Department of Education.

The Department of Education is

centralizing per province and working towards nationalization. The recent LTSM tender closed on 12/6/2015. Five provinces were included, whilst four already had ongoing tenders / contracts in place, but are not allowed to be renewed. Nationalize all by 2018.

By 2018 all provincial tenders will be completed. It seems that the Eastern Cape would like schools to procure their own stationery, but they cannot oppose National.

In Cofimvaba, Eastern Cape, pilot schools already have tablets, and are experiencing this technology.

According to PASA's Sales Survey for the period 1 April 2014 to 31 March 2015 R1 550 112 937.00 was spent on LTSM.

The amount per province:

- Gauteng: R375,5m
- KZN: R346,6m
- Limpopo: R223,2m
- Eastern Cape: R182,3m
- North West: R164,0m
- Western Cape: R150,4m
- Free State: R42,9m
- Northern Cape: R35,8m
- Mpumalanga: R29,3m

Provincial Departments of Education (i.e. Provinces) made plans to procure learning materials in August 2015 although there are budgetary challenges. Most of the nine provinces are expected to procure literature books (mainly Grade 11) and Grade R.

Academic sector

Annual report August 2014 – July 2015

By MOHAMED KHARWA, SA Booksellers,
Vice President and Academic Chairperson

2014–2015 has proved to be another challenging year for Academic Book-selling in the regions and nationally.

Bookselling was impacted by protest and student strikes on Campuses including the University of KwaZulu Natal (UKZN), Tshwane University of Technology (TUT), Durban University of Technology (DUT) and Mangosuthu University of Technology (MUT). The protests often turned violent and this was directly during the peak bookselling period at the beginning of the year. The sales lost at this time are difficult to recover and set a negative tone for the year ahead.

“There has been a notable decrease in the number of books purchased as reported by some of our largest members. This is a worrying trend. Where students do have bursary funds it appears that many have chosen to spend their funds on devices as opposed to books.”

There has been very little in the way of communication or information from the National Student Financial Aid Scheme (NSFAS) on any developments leading into the past year nor for the year ahead. News reports have mentioned investigations and commissions setup by the Honourable Minister for Higher Education, Mr Blade Nzimande, into financial mismanagement at NSFAS but again there has been a notable lack of information on this count. Reports and budgets suggest that Total NSFAS funding has been increased, however for books this appears to have been reduced with a direct impact to booksellers.

There has been a notable decrease in the number of books purchased as reported by some of our largest members. This is a worrying trend. Where students do have bursary funds it appears that



The Oxford University Press Southern Africa team, voted Best Academic Publisher of the Year 2015 by booksellers.

many have chosen to spend their funds on devices as opposed to books.

The UNISA tender for Official Booksellers was issued in July. The selection process is underway and the outcome has not been announced. There was a wide range of interest from SA Bookseller Association members and non-members. What was interesting was the wide range of booksellers present at the briefing session which included a number of booksellers who have not been previous Official Booksellers. Industry players and members are awaiting the outcome.

The merger of Kalahari and Take-a-lot was a development in the Academic Sector as well. When viewed in conjunction with the take-over of Juta Bookstores by Protea the year before this indicates a degree of consolidation in the sector. The merger is obviously within the larger context of the state and future of online retail in South Africa. The online retailers have and continue to be hyper competitive in the effort to grow market share and revenue, not profit as per the Amazon Model. Books and academic books appear to be a gateway to this market. This merger may change the landscape and accelerate change.

Most “brick and mortar” booksellers were very concerned by the pricing models of some of the online booksellers. In some instances they have priced well below the market, effectively as loss leaders, in an apparent attempt to gain customer numbers in the student market.

While there is no way to establish how this impacts on the overall Academic book sales it does impact on students perceptions. It appears to them that books are “overpriced” where in reality they are “underpriced”.

“Most ‘brick and mortar’ booksellers were very concerned by the pricing models of some of the online booksellers. In some instances they have priced well below the market, effectively as loss leaders, in an apparent attempt to gain customer numbers in the student market.”

Concerns are that this model is good for online consumers and competition but it does, like in other industries and countries, create questions about the long term development of bookselling as a specialised, professional industry.

Within this context Academic booksellers are looking forward to 2016. As with any industry it is the uncertainty that poses the greatest risks but also new opportunities.

THE MARKETS

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African Education Week

A world of educational knowledge

“Enter a world of educational knowledge” was the theme of the ninth edition of the SABC Education African EduWeek this year, gathering teachers, educational professionals, institutions and suppliers. The annual event gathered a total of 3309 visitors, delegates, media and speakers at the Gallagher Convention Centre in Johannesburg from 1–2 July – this

is a 15% increase in attendance since last year. The event also booked 107 exhibitor stands this year – that’s 42% more compared to the 75 in 2014. The renowned educator and technologist, Graham Brown-Martin, introduced the humanoid robot NAO during E-Tech Africa and the duo made a surprise appearance at the glamorous gala dinner

where the inaugural African EduWeek Awards, hosted by broadcasting stalwart Gareth Cliff, were announced.

The full report on the event is available for download on www.educationweek.co.za.

African EduWeek is organised by Spintelligent, the African partner office of UK-based Clarion Events.



1 The African EduWeek expo featured 107 exhibitor stands with exhibitor areas included publishing, inclusive education, safety and security, technology and services for educational institutions. **2** Humanistic robot NAO performs at the African EduWeek Industry Awards. **3** Broadcaster Gareth Cliff, Zimasa Velaphi (marketing manager Collect a Can) – winner of Environment Award, Mr South Africa 2014, Armand du Plessis, and Louise van Loggerenberg, director of Ambitech, gold sponsor at African EduWeek. **4** Organised by Spintelligent, the African partner of UK-based Clarion events, the ninth edition of African EduWeek brought together teachers, education professionals, institutions and suppliers.

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*:

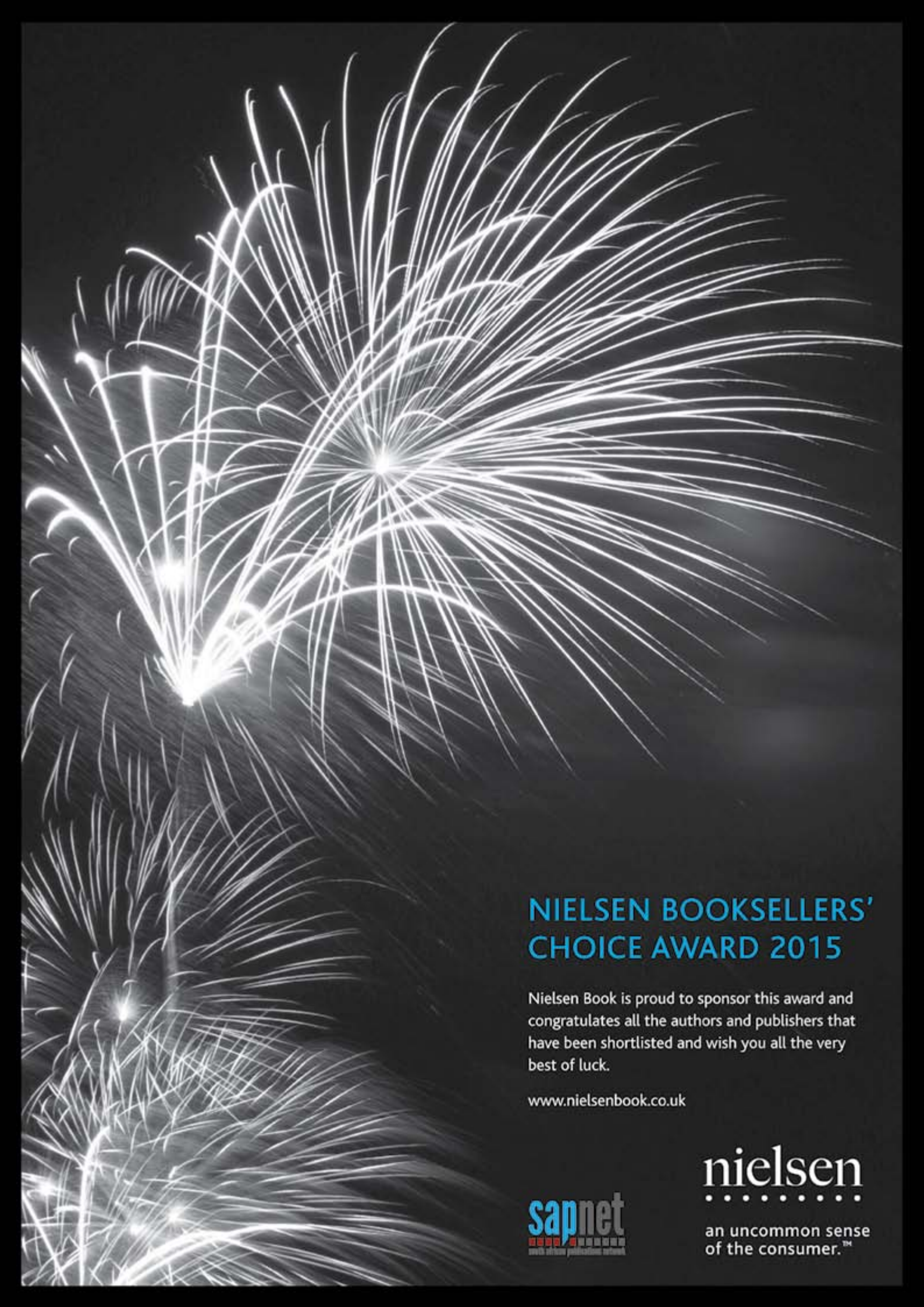
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Adams & Co Cape Town	Nedbank Building, 57 Heerengracht Street, Cape Town	capecity@adamsbooks.co.za	021 421 2462
Adams & Co	341 Dr Pixley kaSeme, West Street, Durban	padams@adamsbooks.co.za west@adamsbooks.co.za	086 134 1341
Adams & Griggs	33 Bertha Mkhize Victoria Street, Durban	education@adamsbooks.co.za	031 319 4400
Addis Stationers	3 Westgate Centre, Jagger Street, Matatiele	addisstationers@webmail.co.za addis@mmweb.co.za	039 737 4577
AEPA	Ronette, 30 Lotus Road, Lansdowne	aepa@vodamail.co.za	021 761 0543
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Apex Office National	35 Eagles Street, King Williams Town	madelie@apexstationers.co.za	043 642 4511
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Book Nook	99 Frere Road, Vincent, East London	booknk@mweb.co.za	043 726 9294
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Bothma Boekhandelaars	220 Voortrekker Road, Monument, Krugersdorp 1739	bothmabooks@absamail.co.za	011 954 5273
Breakthru Investments	9 Prestwich Avenue, Mthatha	fadanea@yahoo.com sfa@telkomsa.net	047 532 5444
Bright Future Marketing Publishers and Booksellers	Unit 3 Vista Park, 111 Marshall Drive, Mount Edgecombe	brightfuturemarketing@telkomsa.net	031 502 3287
BT Boeke	Shop 24 Highland Mews Centre, Klipfontein, Witbank	btboeke@lantic.net	013 692 4814
Business Technology Centre	7 Tylden Street, Queenstown	brad@btqtn.co.za ryan@btqtn.co.za	045 839 2183
C N A Edgardale (Head Office)	Edgardale Head Office, 1 Press Avenue, Crown Mines	cnapi@edcon.co.za msnow@edcon.co.za lptgieter@edcon.co.za	011 495 6795 (M Snow)
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Centre for the Book	62 Queen Victoria Street, Cape Town	cbreceptionnls.ac.za	021 423 2669
Clarke's Bookshop	199 Long Street, Cape Town	books@clarkesbooks.co.za www.clarkesbooks.co.za	021 423 5739
Coalition	Shop A8, Bellville Business Park, Voortrekker Road, Bellville	books@adept.co.za	021 949 8220
Cornea Boeke	9 Van Riebeeck Street, Groblersdal	attielabuschnage@gmail.com	013 262 4188
Denosa	605 Church Street, Arcadia, Preoria	innocentn@denosa.org.za	012 343 2315

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Early Readers	10 Jukskei Avenue, Gallo Manor	earlyreaders@mweb.co.za	011 802 2513
Eastern Cape School Supplies	37 First Avenue, Norwood Mthatha	krajuabraham@gmail.com	047 534 2799
Easy Reach Stationers	Shop 3 ECDA Building, York Road, Mthatha	easyreach@intekom.co.za	047 532 2758
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Emanzini Business Lines	22 Commercial City, Queen Street, Durban	emanzini@worldonline.co.za	031 305 7446
Emanzini Business Lines	13 Prinsman Building, 327 Schoeman Street, Pretoria	emanzini1@mweb.co.za keith@emanzini.co.za	012 322 2992
Everybody's Books	Highdale Road 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 Avenue, Rosebank	info@exclusive-books.com gilesm@exclusive-books.co.za rob@exclusive-books.co.za	011 798 0000
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Hargraves Library Service	5 & 7 Speke Street, Observatory	maureen@hargraves.co.za richard@hargraves.co.za	021 447 5682
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Sasfin Premier Logistics	90 Electron Avenue, 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
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Simo Solutions	4 Cavendish Road, Vincent, East London	zmadala@simo.co.za sales@simo.co.za	043 721 0060
Sixbar Trading	1 Eagle Street, Mthatha	tinamalindi@yahoo.com	047 531 1461
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Tasiw Enterprises	6A Harold Crescent, Beacon Bay	tasiw@webmail.co.za	043 748 5467
The Complete Bookshop	20 Caspian Street, Westcliff Chatsworth	compbooks@mweb.co.za	031 401 3561
The Grand Bookshop	31 Sissons Street, Fort Gale, Mthatha	grandbookshop@gmail.com	047 532 3275
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