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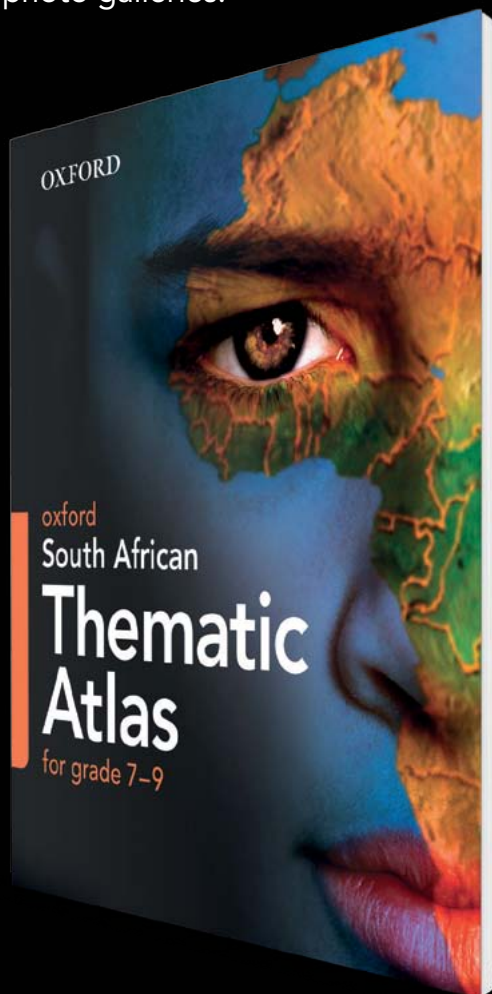
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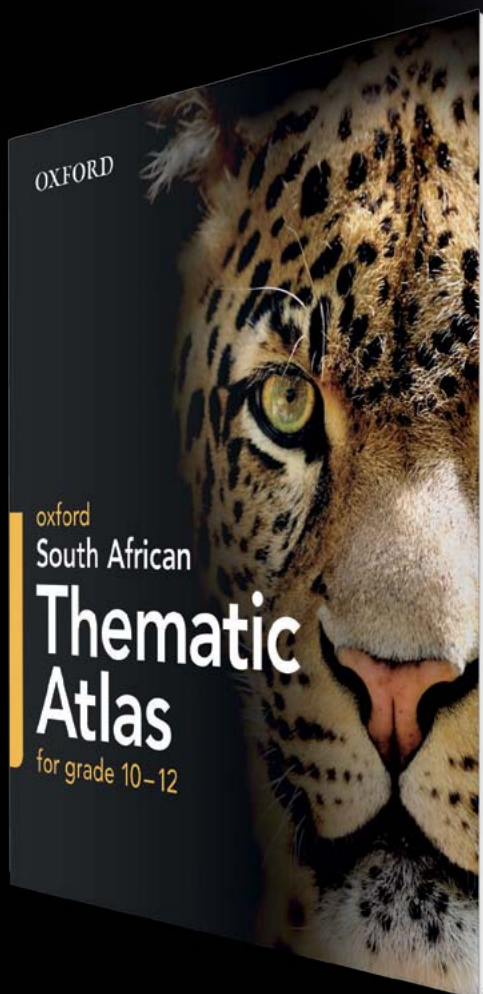
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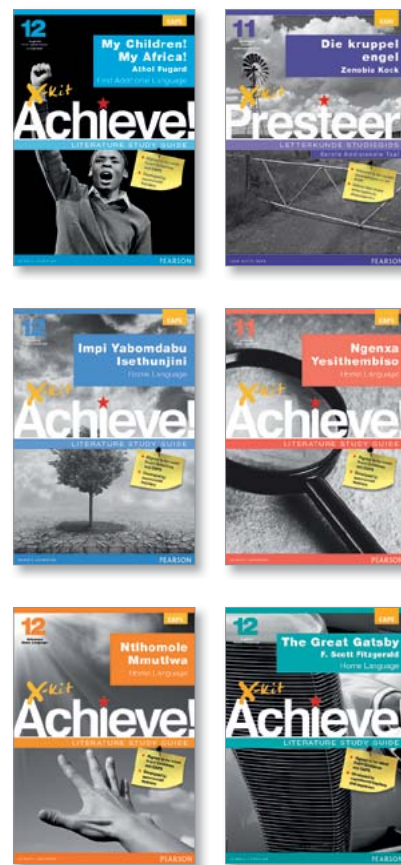
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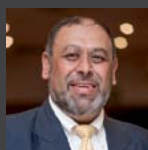
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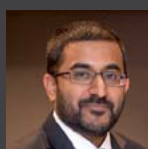
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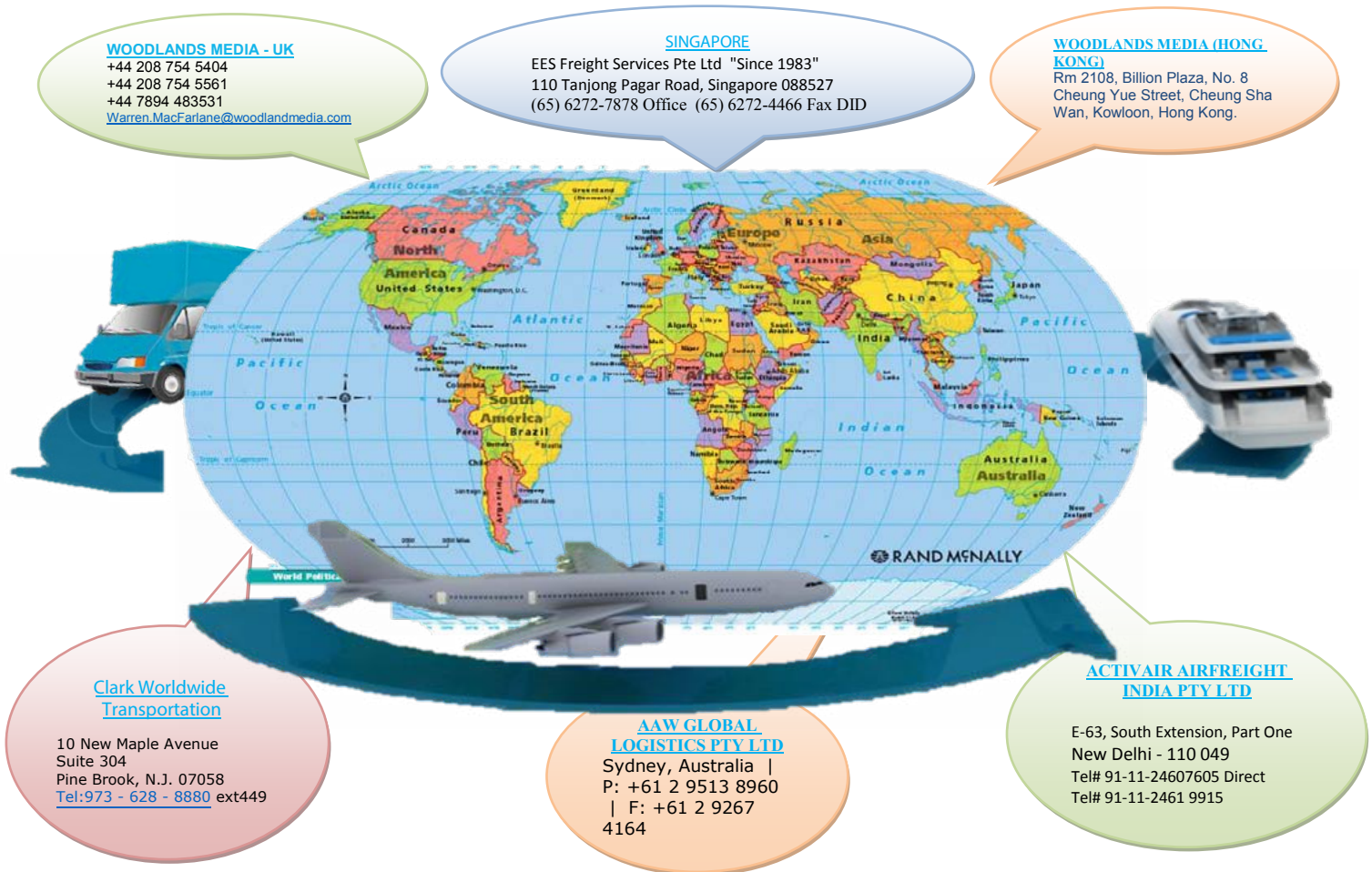
The SA Booksellers Association represents a united front for booksellers. Through strategic liaison with the different sectors of the industry and provinces, SA Booksellers strives to regulate the book-trade, reminding publishers to act as wholesalers and booksellers as retailers. The annual SA Booksellers 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 Members,

The major event for many booksellers in the past quarter has been the fall in the value of the rand. It has pushed up the price of imported books which are a substantial part of the stock in trade for all our general and academic booksellers. It will, if the rand does not strengthen, feed through to the educational book market in time. We cannot afford to have book inflation above that of the other goods. We need people to read, to enjoy books and, in the case of students, to use them. Not only is this for the best for our community, it is essential for the long term survival of our industry. Book sales in the past few years have not increased as much as we would like and we need to encourage people to buy, to use libraries, and to improve the reading ability and the habit of reading in our schools.

Benjamin Trisk, the MD of the Exclusive group, was quick to recognise the dangers of a rapid price rise in books and has offered to bring our concern to the attention of the overseas publishers. He is travelling to Europe and is asking the overseas publishers to make special arrangements to hold down South African book prices to cushion the blow of the fall in the rand. If we can slowly increase prices, we hope that customers will become accustomed to them and not stop reading. We look forward to hearing how successful he is.

Academic booksellers are particularly apprehensive about price rises. The "fees must fall" campaign has so far been directed against the universities and the Department of Higher Education, but book prices are a significant part of the cost of education, and we know they are a concern for the students. Retailers are still recovering from the disruptions caused at the end of 2015 when a number of shops were damaged, looted or forced to stay closed for weeks. Coming at the end of the year, that was not nearly as important as it will be if it comes during the critical few weeks when the students are getting into their studies and buying their books. There have already been disruptions at TUT and UNISA and we hope other Campuses will not follow suit. At the time of writing registration is taking place rather more slowly than in the past at UNISA and we are yet to



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see whether students will be allowed to get down to work peacefully. Looking at prices on the internet, it would seem that booksellers are making an effort to absorb some of the higher cost of books, but they will not be able to sell at near last year's prices.

The school book supply period is drawing to a close and most booksellers have found the demand similar to last year's. There is a surprise that more money was not spent on the new grade R and grade 1 books. If we are to uplift our

general standards, we need to begin at the beginning, and we believe that making all young students readers will make a great difference. The off-take of the new grade 11 literature books has also been below expectation in the areas we polled. There have been few reports of book shortages as the schools have gone back, and we take that as a sign that book distribution has improved.

We are concerned to hear that the Department of Basic Education is again discussing the possibility of State Publishing. Although the Department could no doubt print its books at a price lower than that at which it now purchases them, international research has shown that the path holds many dangers. The likelihood of using books for too long, just because the stock is there, or of developing inferior materials which all have to use is high. We have a well-developed, highly professional educational publishing industry which needs the support of the state schools to survive, and we hope the Department will recognise this.

Finally, I am pleased to report that the SA Booksellers Association office has moved. The new office address is No. 29 Golf Course Road, Sybrand Park, Rondebosch. We will advise you of any changes in the contact details as soon as possible.

Guru Redhi

President, SA Booksellers Association



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Bookselling in the digital age

Mixed reports

By JESSICA FAIRCLIFF

The media described the rise of ebooks as a death knell for independent and chain bookstores no less than five years ago. Overseas the Borders superstore was faltering, Amazon was gaining market share and independent booksellers were on the front line. In South Africa, booksellers looked nervously abroad to see what would come.

While the rise of technology seemed like it would change the bookselling business dramatically and perhaps for the worse, it actually provided opportunities for independent bookstores that didn't exist previously and evened the playing ground.

"Whereas five years ago people were concerned that the electronic book market would destroy the trade for physical books, sentiment now seems to be that the scare is over and interest in books has increased. Technological advancement in terms of marketing and online sales can only have a positive outcome, as they allow you to reach a larger customer base," says André Sales from Clarke's bookshop in Cape Town.

"We have a website where we upload all our books as they come in. We don't have any social media accounts, but we do send out invites and notifications of sales, etc., via a mailing service website. Sales through the website are small but steady. I'm not sure if the mailing service has grown our customer base at all, but it is easy to keep track of who responds to the emails," adds André.

Mervin Sloman of the Book Lounge also in Cape Town, says that "Advances in technology provide a variety of tools for any business to use to the best of their advantage. It's up to any business to work out how to best use the various tools that are available – this can range from software that can help internal process (inventory, sales, ordering, HR etc.) through to tools that have the potential to help you reach customers and hopefully increase sales. I don't believe digital tools provide easy answers to increasing sales in and of themselves, but if you use some of the available tools intelligently, it can certainly help. How we communicate with the world outside of our physical space is something that we're specifically



"Trade is better than it has been for several years. The dramatic rise in the price of books makes it difficult to establish whether rising turnover is simply a matter of rising prices or whether we are selling more books. I think people do see bookshops as a friend and respond to them in that way ..."

looking at the moment – we're not using digital tools as effectively as we could – working out what is the best way to use these tools is the challenge... There's much within this realm that we need to be doing a lot better and we're working towards that right now."

When it comes to enhancing booksellers' place in the community, social media only expands on that relationship. In order for bookstores to be authentic, they must participate in discussions on chosen platforms on a fairly regular basis. Starting conversations, posting reviews, event notices, and commenting

on industry initiatives. These can be automated, planned to a large degree and with ad hoc interactions can make for a comprehensive social media strategy.

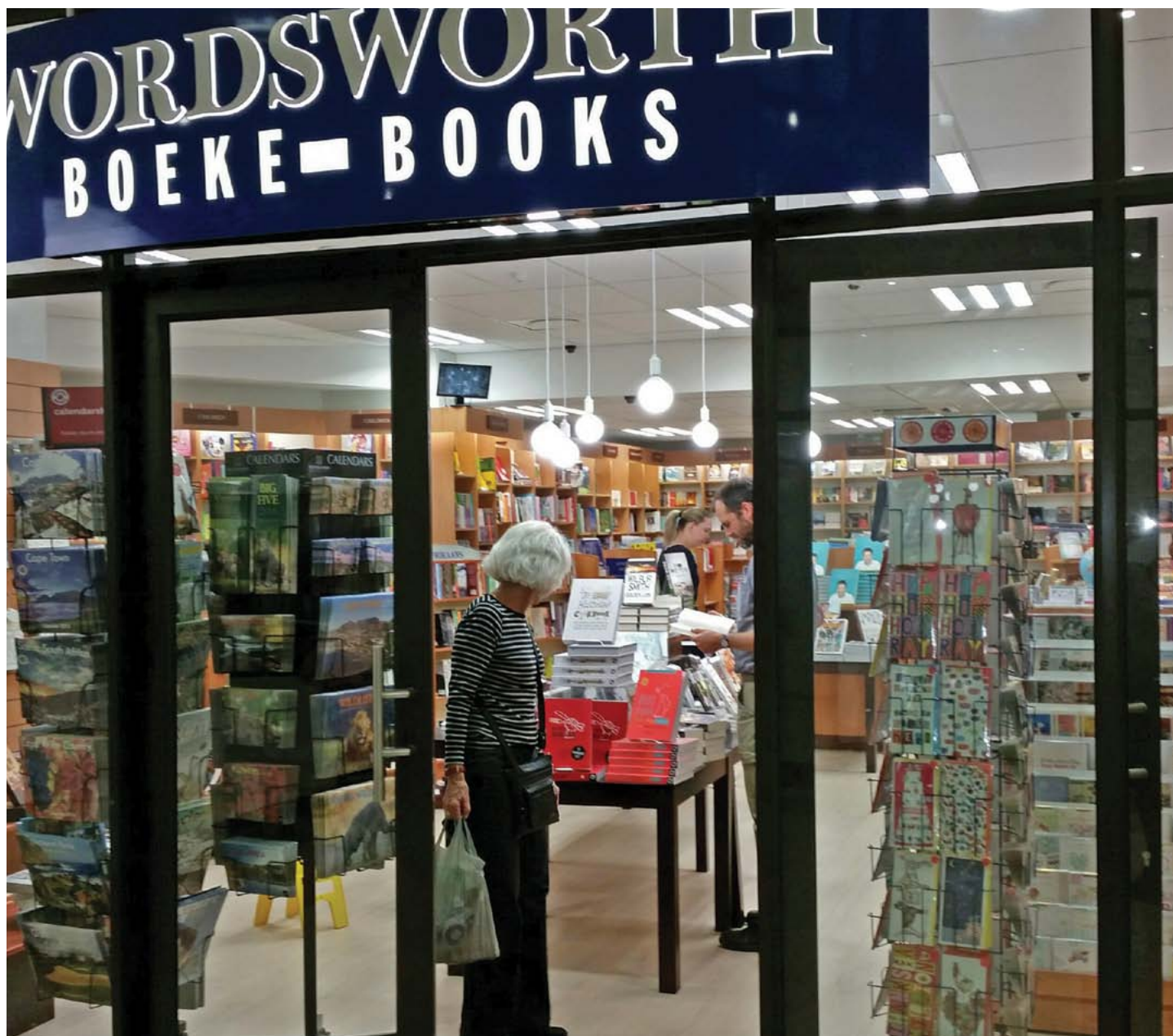
"Wordsworth use technology to reach people—we use SMS and WhatsApp to contact customers about promotions and book ordering. We find people respond positively to this sort of personal contact. We use emails to advertise events and book promotions and this we find is an effective and reasonably inexpensive method of advertising. We have a website which is used more as a blog with staff reviews and pictures of past and invitations to current events. We do take orders from the site but we are not linked to online shopping. Our database is small and we promote certain titles only. We are linked to Facebook and find this an effective advertising medium," says Andrew Majoribanks, Managing Director of Wordsworth Books in South Africa.

"Every interaction you have with a customer or potential customer has the potential to grow your customer base whether it's providing an existing customer with a positive experience that they might mention to someone else who is not a current customer, to reaching potential customers through social media, website content etc. We don't transact online, but we engage with people online and take a lot of orders via email," says Mervin.

As booksellers, authors and publishers find one another on these platforms, they will be better able to cross promote upcoming author tours, book launches and industry events and so develop and grow with the online hub of literary conversations.

While not all stores have weathered the digital storm, the ones that have are finding creative and interesting ways to be a part of their customers' lives and share that information with their colleagues around the country.

"Trade is better than it has been for several years. The dramatic rise in the price of books makes it difficult to establish whether rising turnover is simply a matter of rising prices or whether we are selling more books. I think people do see bookshops as a



friend and respond to them in that way – Independent Bookshops tend to have a more personal service and advice and I think that is what our customers want to have. Social media simply add another layer onto that contact and in that way it is very important,” adds Andrew.

“One comment I would make is that too many people in this industry speak about the “market” as this static thing out there that impacts on our ability to sell books. Everybody in the book trade (publishers, booksellers, etc.) need to take a less passive approach to notions of the “market” and accept responsibility for our various abilities to change/grow “the market”. Things that feed into this include decisions about which books to publish, pricing of books, decisions about which books to stock (booksellers) and how to communicate with people who are

not regular visitors to your bookshop or regular buyers of the books you publish in different ways. Many people are inundated with information on a daily basis, most of which is of little relevance to them – the challenge is to get your message through the clutter to the people who are potentially interested in the message you wish to send. Social media and other forms of digital communication provide tools through which to achieve this, but they’re the same tools that are available to loads and loads of other people/entities trying to reach the same person you’re trying to reach.

I don’t really know what market sentiment is. Anyone operating in this space in order to make a fortune will always be beleaguered. That’s not why we’re here. It is certainly possible to survive and grow (in small percentage

points) as an independent bookseller but you’ve got to be prepared to work hard and really enjoy what you do, otherwise there’s no point in doing it. Beleaguered – definitely not. I’m positive about the present and the future, but with a healthy dose of realism,” adds Mervin.

So we asked him how his sales figures were looking. And, like others we spoke to, including John o’Sullivan from BargainBooks, who has “had uninterrupted growth over the last five years,” he said: Better.

- *How Independent Bookstores Are Thriving in the Digital Age*, by Erin L. Cox, 22 January 2016, publishingperspectives.com
- www.copperfieldsbooks.com/copperfieldsbooks-blog
- www.clarkesbooks.co.za
- www.bargainbooks.co.za
- www.thebooklounge.co.za

Digital readiness

Is it really a thing?

By RHODÉ ODENDAAL

With the last issue at the end of 2015 we looked briefly at how necessary innovation, and specifically business model innovation is, not only to the book publishing and retail industry, but to all industries. In the digital economy of today, it seems that our operations and success as businesses are impacted mostly by the almost aggressive activities of large corporates with proprietary technology. Think about Amazon who led the charge in bringing electronic books into the mainstream with its Kindle e-readers; and Google with their unique and dominating technology stack for search; and Apple with the disruptive technology and business model of iTunes.

One thing that Amazon, Google and Apple have in common is a submersed culture of innovation – innovation is part of their brand and company's DNA. Innovation however is only part of the equation. So too is the ability to develop and own proprietary technology that locks suppliers and customers into an ecosystem that creates value for customers but also for shareholders. What then, are we able to do to successfully compete, or at least co-exist within the digital ecosystem that these companies have created? The answer is simply to start by being 'digitally ready'.

In today's digital economy we derive economic value from the Internet (internet economy) but also from the social activities of information and communication technologies. In other words business today is enabled by internet or mobile technology platforms; offers an information rich-environment; is built on global, instant or real-time information flows; provides access 24/7 to its products and services and supports the connected networks of an always-on, engaged society. To survive in this economy business has to ensure that they are digitally ready for success. You have to create a culture where all things digital, can thrive and allow for change and innovation in an agile way.

Digital readiness is supported and achieved when you align your digital business; your digital market and your digital resources.

- **Digital business** requires that your strategy, leadership, structure and

processes support the digital vision. Once you have clearly defined your strategy, enable your organisation's leaders to lead by example, allowing them to clearly understand the digital strategy and the tools they can use to reach their and their team's goals. Make sure that your organisational structure will meet the demands of your digital strategy. Develop digital talent that is high-performing, social, customer-centric, and entrepreneurial. A new strategy might impact your current business processes so make sure to align these with the new goals as well. Develop the capacity to respond to change by adopting agile project management and work methods.

"In today's digital economy we derive economic value from the Internet (internet economy) but also from the social activities of information and communication technologies."

- Your **digital market** refers to your products, customers, partners and competition. Are your products and services digitally enabled so that they are searchable, findable, purchasable and usable to customers who have digital demands to access them? Make sure that your suppliers' systems and process align with yours to avoid negative brand experiences with for example delivery of products or services. Be aware of what the competition is doing and how at any point their innovations may impact your success – don't simply chase your competitors but anticipate what the industry is doing as a whole.
- **Digital Resources** are probably the most important aspect of your business that improves your digital readiness. Consider your people, the budget, the technology and the content you are producing in order

to create conversation around your business. You may need to up-skill employees, restructure or even retrench if the skills needed are not in the business. Reward innovation and achievements that align with your digital strategy. Make sure everyone knows the budget but understand that sometimes it so happens that money is spent on a concept or idea that does not work and that even this kind of failure is natural in a digitally ready organisation. You are a media owner – in an online world you have to create the content and the message that is observed by customers and stakeholders. Adopt technologies that are not only the consumer trends but also exactly what your customers need. Don't just build an app because everyone has one.

Start by defining your vision – where is it you want to be and what will it look like when you get there. Perhaps you want to implement a new ERP (Enterprise Resource Planning) System; or perhaps you want to include a new digital process in the production of your products; or perhaps you want to roll-out a new distribution and sales platform that includes e-commerce and m-commerce; or perhaps you want to increase your community of fans and followers that you actively engage with daily who live your brand. Once you have established where you want to go, conduct a digital audit to ascertain all assets or lack thereof which you require to reach this digital business goal. Define your gaps and build a digital maturity model that takes you forward. This process may sound tedious but there is no need for it to take months or even weeks. Be conscious of these foundations for digital readiness so that at any point when your business does want to move in a new direction you are able to adjust accordingly and align your business for digital success.

Rhodé Odendaal is Director of The Fact Foundry, a boutique solutions company that help business and brands to align their strategic narrative and content strategies within the digital economy. They offer bespoke digital readiness workshops to organisations.

Discoverability

The role of the bookseller

By JESSICA FAIRCLIFF

In Porter Anderson's opening commentary as Editor in Chief at Publishing Perspectives in January, he focused on something he terms the wall of content.

"Something has changed for publishing and its supply chain," says Anderson. "Don't call it 'abundance.' The word *abundance* no longer is adequate. We blew through *abundance* almost as soon as Brian O'Leary had mentioned it in 2011 at the Tools of Change conference." Even then, O'Leary was able to write this:

"In a limited market, our editors became skilled in making decisions about *what would be published*. Now, in an era of abundance, editors have inherited a new and fundamentally different role: figuring out how 'what is published' will be *discovered*."

Surely if anyone was skilled in the area of discoverability and curatorship it would be the bookseller. The age old art of handselling books and curating a wonderful bookshop filled with quality content is as valid today as it ever was. In fact it is now an imperative. People faced with this surfeit of books need someone to guide them through the vast maze of titles sold on Amazon. Something in the region of 500 000 – 700 000 self published titles a year.

As Deloitte points out in its latest retail report from Deloitte's Center for the Edge, 'Retail Transformation – cultivating choice, experience, and trust', bricks and mortar assets can serve online retailers well as they "serve as a stage for customised consumer experiences that go far beyond ambience to surprise and educate the consumer. Done right, these experiences can become so valuable that they inspire consumers to choose to pay for them".

So what of the booksellers? Imagine if in this exciting time when more books are being published than ever before in and on ever changing mediums, they were to reinvent themselves as digital curators.

If the old was quality books in quality bookstores, the new should be quality books in quality bookstores too. It is difficult to find good books, new authors that would interest. Hence the advent of showrooming in bookstores and then



"Build an online presence as a top rate bookseller and the people will come to your shop to see what you are about and to see your stock and to trail their fingers over the spines of your books."

purchasing online and there is nothing you can do to stop that.

So why not use the digital resources at your disposal to position yourself as an excellent curator of good quality books online. Use your website to showcase your favourite books, write about books, use Search Engine Optimisation to expand the reach of your online presence, use social media to talk to booksellers, publishers, authors and more about books.

Imagine each interaction as a digital cocktail party or book launch. Look your best, speak intelligently, know who is going to be there, know your topic, work your trade.

"So we can bemoan about the loss of culture and our trendy little spots, but as consumers, we also want cheaper books and easier ways of accessing what we want. The flip side is that consumers will also pay more for a valuable or worthy experience. Trends are driven and consolidated by human needs. Those needs can be influenced, of course, but we have to want the change," writes Louise Marsland on Bizcommunity.com.

Anderson would bring it back to context. In the context of it all, a bookseller is a bookseller and they are best positioned to scale the wall of content using an old world wooden ladder, picking out the most beautifully presented books like golden bricks, the most well written, published by reputable publishers, and even the odd fly by night.

Develop and maintain a database of rich, linked content, that is easily discoverable by your customers. Who was it that said "Build it and they will come?" Build an online presence as a top rate bookseller and the people will come to your shop to see what you are about and to see your stock and to trail their fingers over the spines of your books. The publishers of today need help finding new readers, and that is a job for a bookseller.

"In this complex and evolving environment, retailers should fundamentally reassess both their roles and the way they create value for consumers. The retailers that will be most effective in today's marketplace will likely be those that fundamentally rethink the retail experience, developing business models that blend physical, virtual, and community experiences," Deloitte notes, in analysing big shifts in consumer and retail trends for 2015/2016.

- Amazon's new 'billboard' book store, by Louise Marsland, 6 Nov 2015, www.bizcommunity.com
- The retail transformation, 16 June 2015, dupress.com
- Here's to Publishing: Perspectives With Context, by Porter Anderson, 26 January 2016, publishingperspectives.com

The Behemoth of the book world

Amazon.com

By JESSICA FAIRCLIFF

Amazon was understood to be the biggest retailer in the world by market value last year in July. “Amazon dominates the U.S. book industry to a degree never before seen in America. This corporation controls more than half of every key segment of the book market. And this immense size gives Amazon unprecedented power to manipulate the flow of books – hence of information and ideas – between author and reader.”

Last year a group of American authors made the case that Amazon’s actions constitute an abuse of its monopoly powers and threatens this vital marketplace of ideas. Amazon’s actions, they wrote, may already be affecting what authors write and say. The authors strongly urged antitrust regulators to take action.

Authors United, led by novelist Douglas Preston, is seen by many in the self-publishing world as a consortium of bestselling trade authors who place their interests in establishment publishing over the value of opening the market to independent publishing, as Amazon has done. This fight is beginning in America and so is being led by American authors.

You can read the Authors United formulation of monopolistic danger by Barry Lynn the author of *Cornered: The New Monopoly Capitalism and the Economics of Destruction* (available from Amazon). He is the director of New America’s Open Markets Program. He writes:

“These days, we see a different kind of fear in the eyes of America’s entrepreneurs and professionals. It’s a fear of the arbitrary edict, of the brute exercise of power. And the origins of this fear lie precisely in the fact that many if not most Americans can no longer count on open markets for their ideas and their work. Because of the overthrow of our anti-monopoly laws a generation ago, we instead find ourselves subject to the ever more autocratic whims of the individuals who run our giant business corporations.”

“The GoLocal movement has changed how Americans view their neighborhoods and it’s now common knowledge how our communities are preserved through jobs, livability, and diversity each time someone makes a local purchase. It’s a righteous cause,

trying to preserve our communities by supporting the local retailers so that they can thrive. We walk our talk by buying local. San Francisco’s North Bay excels at this and the results are a livability that is admired worldwide. Yet, customers still succumb to internet convenience. Discount pricing can still trump a local sale, no matter how unsustainable it is in the big picture,” writes Vicki De Aarmon on her blog at Copperfieldsbooks.com

New America’s Open Markets program held a discussion of Amazon’s monopoly over books and the effects of the corporation’s behavior, and whether the government should bring a case against Amazon on the 27th January this year. Pannelists included authors, antitrust lawyers and experts in Big Data and price discrimination.

Of course what must be remembered is that Amazon is much more than a book-seller, in fact it is more than an e-commerce platform. Amazon Web Services, which offers “Cloud computing” outperformed both Apple Inc. and Facebook last year.

“The American Booksellers Association and Civic Economics just completed a study about Amazon that shows the impact of our choices, painting a picture that is beyond lost sales and addresses the loss in tax and property revenue as well as local jobs,” says De Aarmon. Here are some of their stats:

- In 2014, Amazon sold \$44.1 billion worth of retail goods nationwide, all while avoiding \$625 million in state and local sales taxes.
- That is the equivalent of 31,000 retail storefronts, 107 million square feet of commercial space, which might have paid \$420 million in property taxes.
- A total of more than \$1 billion in revenue lost to state and local governments, \$8.48 for every household in America.
- Amazon also operated 65 million square feet of distribution space, employing roughly 30,000 full-time workers and 104,000 part-time and seasonal workers.
- Even counting all the jobs in Amazon distribution centers, Amazon sales produced a net loss of 135,973 retail jobs.

“Copperfield’s is one of hundreds of independent bookstores across the country

that serve their communities directly and thrive because of it. But having battled our way out of the recession and the onslaught of online retailers, independent bookstores have new cause to be alarmed.”

The first Amazon bookstore was opened in Seattle’s University Village early this year. The store was stocked with around 6000 books at cut prices, complete with reader reviews from the website. Books are forward facing with the Amazon reviews below each one and the star rating they received online. It will also stock the books that have received the most amount of pre-orders online. The physical store is also an extension of Amazon’s physical collection points, where it has rolled out lockers for physical collection at various points in the U.S.

Lynn said at the Open Markets event “We’re here today to discuss whether [Amazon’s] manipulation of the interaction between the citizen-as-author and the citizen-as-reader, whether this emergence of a master intermediary in the U.S. book market, is a problem that requires the government to act. And if so, what might the government do?”

Later in the day, those with legal backgrounds spoke about whether a case could actually be made that Amazon is indeed a monopoly. Maurice Stucke, professor of antitrust law at the University of Tennessee and cofounder of the Data Competition Institute, said that because Amazon can manipulate “the flow of books across its platform,” there is an argument to be made for antitrust legislation against the company. Fellow speaker Jonathan Kanter, antitrust partner at the law firm Cadwalader, agreed, noting that Amazon has little competition.

The question remains about who will make it.

- www.copperfieldsbooks.com
- Amazon’s new ‘billboard’ book store, by Louise Marsland, 6 Nov 2015, www.bizcommunity.com
- Amazon Versus Hachette: The Whole Story, 14 July 2014, www.publishersweekly.com
- At Authors United Event, a Call to Bust Amazon ‘Monopoly’, by Bethanne Patrick, 28 Jan 2016, www.publishersweekly.com

Optimise your online offering

Websites, Search Engine Optimisation and Social Media in 2016

By JESSICA FAIRCLIFF

Everyone has a website. Websites are old hat. E-commerce websites are also becoming quite commonplace and many South African bookshops do sell books online using e-commerce sites or simply by taking orders via email. How to broaden the reach of ones site to new audiences is what many people are now grappling with and the answer is of course not as simple as one would have hoped.

Social Media Marketing (SMM), once thought of by many as a transitory and frivolous media platform, has become something that, when taking Search Engine Optimisation (SEO) into account, is a vital part of any company's online marketing strategy. The new buzz word on the digital marketing discussion platforms, content marketing, sums up the combined disciplines into something that bookish people know and understand very well: writing, publishing that writing, and then marketing it so that readers can discover it.

It comes down to discoverability on Google, because like it or not, Google is the beast you need to tame in this age of the wall of content where thanks in a large part to Amazon's self publishing platform, there is a glut of books in the market and not enough readers to devour them all.

The reason that SMM is so important for SEO, is that the cross promotion and the engagement it encourages of content is what Google is looking for. SEO comes down to rank. How well does Google rank your digital offering in comparison to your competitors when potential customers search for your products using logical search phrases. Google ranks sites and products according to the validity of the content. (It actually measures content using the Flesch Reading Ease score), how well referenced it is (back links to similar content) and how talked about it is (social media).

"The amount of followers, connections and influencers that are connected to your social media platforms have a notable upward effect on your ranking, the SEO catch is that this audience must be earned, not bought and that means you will need to build this following organically, which is ultimately a slow but very effective SEO process," says Dee



"It comes down to discoverability on Google, because like it or not, Google is the beast you need to tame in this age of the wall of content where thanks in a large part to Amazon's self publishing platform, there is a glut of books in the market and not enough readers to devour them all."

Stevens on Bizcommunity's *10 things you have to know about SEO and social media in 2016*.

Referral traffic is measured by Google in its analytics tool where it shows you in fine details how visitors came to your site from where, using what hyper link (back link). Social media provides the perfect platform for this. Google is looking for diversity in the links to your site and social media facilitates this.

"Social media will never be the engine of survival for sales conversions, but SEO will, together these two have a specific synergy that unfortunately does require investment if one is to use these two to drive sales and conversions," says Stevens.

The other positive thing about these

two platforms is that they are inbound/pull marketing techniques, which is always more effective than pushing products at your consumers, who might react by retreating. Pull them in with great content on your website that is syndicated via your social media platforms. This is SEO.

Google and Twitter are in bed together, your latest tweets can be found in search results, Google bots go out and search for the very latest in that particular topic and if it should be your tweet, you shall rank first on a Google search even if only for a minute, so get tweeting.

Investigate and then implement Google Knowledge Graph and Google My Business, which are tools that help search engines, especially Google, rank your social media and web posts better than those who do not have this implemented. As we move into 2016, it's important that businesses' and brands make allowances for social media, content marketing and SEO in their marketing budgets. They are not going to go away.

- *10 things you have to know about SEO and social media in 2016*, by Dee Stephens, 22 Jan 2016, www.bizcommunity.com

WORLD
BOOK
DAY

WORLD
BOOK
DAY
2016

SPONSORED BY

SA Booksellers
ASSOCIATION

R25

BOOKS

SATURDAY 23
APRIL 2016

BUY A BOOK FOR A CHILD
ADD IT TO YOUR ORDER AT THE COUNTER
DROP IT INTO THE WORLD BOOK DAY BOOK BIN AND DONATE IT TO NAL'IBALI



WORLDBOOKDAY.COM

23 APRIL 2016

SABOOKSELLERS.COM

Nielsen BookScan SA: week 49–52

2015 versus 2014 sales analysis (Christmas period)

By FREDA VAN WYK, CEO SAPnet

Sales of physical books in South Africa have grown by 2.47% in 2015 based on value but have declined by 6.38% based on volume compared to 2014 for above mentioned period.

Sales values reached R198 529 151 in this period for 2015, up from R193 751 665 in 2014 for the same period. Sales volumes totalled 1,187,728 units for this period in 2015 with a decline in units against 1,268,604 units for the same period in 2014. The average selling price (ASP) increase was 9.44 %, from R152.73 in 2014 to R167.15 in 2015.

A larger range of unique ISBN's were sold through the panel in this period than in 2014, comparing 94,510 ISBN's in 2015 against 90,135 in 2014.

Looking at the four main genres in sales: Adult Fiction (AF) was slightly higher in 2015 (R50 346 764) compared to R49 575 405 in 2014, with Adult Non-Fiction (AN) R 105 525 244 slightly lower (R 106 058 015) than 2014. Both Children's Fiction (CF) and Children's Non Fiction (CNF) were higher in 2015 with a market share increase of 13.95% in CF and 9.97% in CNF for 2015.

Top Titles

The top selling title over the period was Golden Lion with a total of 7998 units



and a value of R2,376,993. The total sales for this title for the period week 1–52 was 20,570 units at a value of R6,134,066.

The top 10 titles contributed only 3.89% to the total volume sales for this period, the top 100 titles contributed 15.33% and the rest of the titles were 84.67% of the total volume. The main income for the general trade is still generated by the range of titles below the top 100's for this period.

Christianity: General was, in the same measured period for 2014, in the second position, Children's Fiction in the fourth position and Food & Drink: General, in the fifth position.

TCM Publisher Trends

During this period the number one spot was taken by Jonathan Ball Publishers SA with a market share of 24.46%. Penguin Random House (Pty) Ltd was in second position with a market share of 23.97% followed by NB Uitgewers/ Publishers, Christian Art Distributors and Pan Macmillan in fifth position. The only change for this period was between NB

Uitgewers/ Publishers and Christian Art Distributors which switched positions in 2015.

For weeks 1–52 of 2015 the number one spot was taken by Jonathan Ball Publishers SA with a market share of 20.73%. Penguin Random House (Pty) Ltd was in second position with a market share of 20.04% followed by Christian Art Distributors, NB Uitgewers/ Publishers and Pan Macmillan in fifth position.

Summary

"It is encouraging to see the ongoing growth of children's books in South Africa, both in value and in units, suggesting that perhaps our digital natives are not so paper averse? Christmas seems to get 'later' every year, but this last season was surprisingly strong considering it occurred against a backdrop of economic unrest and currency devaluation." Says Steve Connolly, MD, Penguin Random House South Africa.

It should be noted that 2015 has been a 53-week for BookScan, which we last saw in 2010. Week 53 is a realignment week and ensures that Bookscan keeps in line with the calendar year.

Any figures mentioned and compared to 2014 is based on week 1–52 year 2015 to align with the 52 weeks in 2014.

TOP 10 TITLES

POS	TITLE	WEEKS 49–52 2015		WEEKS 1–52 2015	
		QTY	VALUE	QTY	VALUE
1	Golden Lion	7,998	2,376,993	20,570	6,134,066
2	Diary of a Wimpy Kid 10: Old School	7,565	1,582,989	12,692	2,631,469
3	Skep 'n tuiste	5,647	1,032,513	6,778	1,240,774
4	Rhodes rage	4,588	721,693	6,869	1,084,920
5	John Platter South African Wine Guide: 2	4,022	833,504	5,403	1,128,271
6	We have now begun our descent	3,882	915,495	6,235	1,472,127
7	huis van rye	3,275	931,282	3,688	1,035,095
8	Rogue Lawyer	3,221	1,131,877	5,161	1,737,551
9	Recce	3,008	641,080	8,591	1,836,315
10	Elon Musk	2,994	911,679	10,540	3,196,720

TOP 5 PRODUCT CLASSES: Weeks 49–52 2015

POS	PRODUCT CLASS	BESTSELLER	QTY
1	General & Literary Fiction	The Mountain Shadow	2,982
2	Crime & Thriller	Golden Lion	7,998
3	Children's Fiction	Diary of a Wimpy Kid 10: Old School	7,565
4	Food & Drink: General	Die huis van rye	3,275
5	Christianity: General	Adult Coloring Book Be Still	1,926

2015 versus 2014: Weeks 49–52 2015

CAT	VALUE	%VAL	QTY
Total	198 529 151	100	1 187 728
Adult Fiction	50 346 764	25.36	274 850
Adult Non-Fiction	105 525 244	53.02	567 502
Children's Fiction	24 229 510	12.20	167 996
Children's Non-Fiction	17 532 752	8.083	158 234

2014

CAT	VALUE	%VAL	QTY
Total	193 751 665	100	1 268 604
Adult Fiction	49 575 405	25.59	302 424
Adult Non-Fiction	106 058 015	54.74	630 713
Children's Fiction	21 264 014	10.97	160 214
Children's Non-Fiction	15 943 567	8.23	159 493



- Book events
- Public holidays
- To be announced/ TBA

PUBLIC HOLIDAYS

21 March	Human Rights Day
25 March	Good Friday
28 March	Family Day
27 April	Freedom Day
1 May	Workers' Day
16 June	Youth Day
9 August	Women's Day
24 September	Heritage Day
16 December	Day of Reconciliation
25 December	Christmas Day
26 December	Day of Goodwill

FEBRUARY						
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MARCH						
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APRIL						
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FEBRUARY

21: International Mother Language Day

24: World Read Aloud Day

Calling global attention to the importance of reading aloud and sharing stories.
www.litworld.org/wrad

22–25: Festival of Children's Literature

UKZN Pietermaritzburg Campus,
Maritzburg College

MARCH

TBA Hertzogprys

3: World Book day Festival

In celebration of reading, R25 books will be available at selected bookshops to buy and donate to Nal'ibali.
www.worldbookday.com

4–16: US Woordfees Stellenbosch

'n Viering van die woord binne sy konteks en in soveel vorme moontlik – soos poësie, prosa, debat, drama en musiek. Hierdie jaar se tema is "Bly".
Jana Hattingh: adminfees@sun.ac.za,
www.woordfees.co.za

11–21: SA Library Week

Libraries across the country use this annual event as an opportunity to market their services to the users, the broader community, civil society and also decision makers.
www.liasa.org.za

14–19: 19th Time of the Writer Durban

A select group of leading writers from South Africa, Africa and abroad will gather for a thought-provoking week of literary dialogue and exchange ideas.
Centre for Creative Arts (University of KwaZulu-Natal): cca@ukzn.ac.za, www.cca.ukzn.ac.za

17–20: Knysna Literary Festival

Promoting South Africa's rich literary heritage. The Knysna Literary Festival is the Garden Route's only festival that annually hosts an exclusive group of hand-selected authors from South Africa and abroad.
Ling Dobson: ling.dobson@pamgolding.co.za,
www.knysnaliteraryfestival.co.za

21: World Poetry Day

In celebrating World Poetry Day UNESCO recognizes the unique ability of poetry to capture the creative spirit of the human mind.
www.un.org/en/events/poetryday/

APRIL

2: International Children's Book Day

4–7: Bologna Children's Book Fair

Dedicated to the children's publishing and multimedia industry.
bookfair@bolognafiere.it,
www.bolognachildrensbookfair.com

12–14: London Book Fair Olympia

The London Book Fair is the global marketplace for rights negotiation and the sale and distribution of content across print, audio, TV, film and digital channels.
lbf.help@reedexpo.co.uk,
www.londonbookfair.co.uk

23: World Book and Copyright Day

A day of celebrating books. It aims to raise awareness about the importance of reading, reach out and give people access to books and educate people to take care of their library facilities.
www.gov.za/speeches/world-book-and-copy-right-day-2016-9-nov-2015-1219

MAY

TBA University of Johannesburg Prizes for SA Writing in English shortlist

6–7: Dancing in Other Words Poetry Festival Stellenbosch

The Dancing in Other Words (Dansende Digttersfees) is an annual international poetry event bringing together internationally acclaimed literary voices, for discussion, debate and more.
www.spierpoetryfestival.co.za

13–15: Franschhoek Literary Festival

A celebration of books and writers, with a focus on promoting South African writing and reading.
help@flf.co.za, www.flf.co.za

11–13: Book Expo America Chicago

A book and author event that offers the book industry access to new titles, authors, and education about the publishing industry.
inquiry@bookexpoamerica.com,
www.bookexpoamerica.com

21: Kingsmead Book Fair Johannesburg

Started with a few parents bringing together readers and writers alike this event has become a significant event on South Africa's literary calendar.
Hayley Pienaar: hpienaar@kingsmead.co.za,
kingsmead.co.za/bookfair/

26–28: JM Coetzee/ Athol Fugard Festival Booktown Richmond

JUNE

TBA Sunday Times and Alan Paton Literary Awards winners
TBA University of Johannesburg Prizes for South African Writing in English winners

JUNE						
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OCTOBER						
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DECEMBER						
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SEPTEMBER						
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NOVEMBER						
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20: Dinaane Debut Fiction Award shortlist

www.jacana.co.za/awards/dinaane-debut-fiction-award

29–30: African Education Week

Johannesburg

Brings together educational professionals to evaluate and discuss educational institutions' needs.

Tanya Jackman: tanya.jackman@spintelligent.com, www.educationweek.co.za

JULY

8–10: Breyten Breytenbach Boekefees

Montagu

11–16: Vryfees Volksblad Kunstefees

Bloemfontein

www.vrystaatkunstefees.co.za

29–31: SA Book Fair

Johannesburg

A celebration of books, reading, writing and authors, with special attention given to current issues as well as the breadth and depth of South African publishing.

www.southafricanbookfair.co.za

AUGUST

26–28: The Eastern Cape Book Festival

Port Elizabeth

A smart, diverse and educational event.

Selome: poetflow@live.com, www.facebook.com/EC-BOOK-FEST-417840685018607/

26–28: Midlands Meander Literary Festival

Howick

13–19: World Library and Information Congress

Columbus

The international flagship professional and trade event for the library and information services sector.

Josche Ouwkerk: josche.ouwerkerk@ifla.org, conference.ifla.org

14: Koop 'n Afrikaanse Boek Dag

15–31: Edinburgh International Book Festival

Bringing together 800 writers and thinkers from across the planet to rub shoulders with the audience.

Email: admin@edbookfest.co.uk, www.edbookfest.co.uk

29–31: SA Booksellers Annual Conference

Cape Town

Bringing booksellers from around the country together to discuss matters of general interest and identify concerns in the industry.

SEPTEMBER

1–4: Jozi Book

Science Stadium,

West Campus, Wits University

The Fair is co-hosted by Khanya College and Wits University.

www.jozibookfair.org.za

5–7 (TBC): Writers & Publishers Workshops

8: International Literacy Day

www.unesco.org/en/literacy

9–10 (TBC): Indie Book Fair

A celebration of independent writing, publishing and distribution.

Clare-Rose Julius: 011 791 4561

5–11: National Book Week

Organised by the South African Book Development Council, this well-known campaign aims to spread the love of books and reading to every corner of South Africa.

www.sabookcouncil.co.za

7–11: Open Book Festival

Cape Town

Attracting top writers and an audience from across the world to make a sustainable contribution to our future by building a love of reading and books among the youth of Cape Town.

www.openbookfestival.co.za

OCTOBER

TBA South African Literacy Awards shortlist

TBA Ingrid Jonker Prys winner

TBA Jan Rabie Rapport Prys kortlys

TBA Dinaane Debut Fiction Award winner

www.jacana.co.za/awards/dinaane-debut-fiction-award

19–23: Frankfurt Book Fair

The world's largest trade fair for books aims to advance international networking within the book industry and to make the industry's practices more professional.

www.buchmesse.de

26–30: BookBedonnerd

Booktown Richmond

10th Anniversary Celebration including SA's first Medical Humanities Literary Festival.

NOVEMBER

TBA South African Literacy Awards winners

TBA Jan Rabie Rapport Prys winners



BOOKSHOPS IN FOCUS »

Wilstan Book Supplies

Unit 13, Constantiaberg Business Park, Princessvlei Road, Diepriver, Cape Town. Operational since 1 June 2003. Independent.

How did you get into the book selling business and acquire your own store?

I worked for Biblionef SA and saw an opportunity to start my own business. I received a lot of support from the Bulpin brothers (owners of Readers Warehouse and Topline Book Distributors) in the beginning and were given valuable advice by various librarians and particularly Deputy Director Theresa, Department Sports, Arts & Culture. I started doing marketing for RIC Publications at schools. I worked from my home in Bergvliet and as the business expanded I employed Vernon Thomas to work with me. Currently Wilstan Book Supplies has five permanent staff members and works in six Provinces of South Africa.

What is a typical workday for you?

I devote 8 hours per day and 7 days a week to my business.

A typical workday: Checking mail, meetings with Publisher representatives, dealing with staff issues (Wilstan Books have five permanent staff members) sourcing new clients, dealing with difficult request for quotes, etc.

How do you make your book selection?

I have representatives of Publishers coming to my office monthly. I am also guided by my client's request lists.

What is the all-time best seller in your store?

In 2015 the 3 top sellers were:

1. *Bloudruk vir die liefde* by Susan Pienaar, 375 copies, Satyn imprint of NB Publishers
2. *My redder my beminde* by Malene Breytenbach, 372 copies, Hartklop imprint of NB Publishers
3. *Middernag Musiek* by Amelia Strydom, 368 copies, Satyn imprint of NB Publishers

What do you most enjoy about being a bookseller?

I enjoy finding that title which is out of print, by contacting authors, publishers or getting it from another country. I love the interaction with my client's and giving them excellent service.

Any interesting stories about your store?

We consider ourselves experts on library material. Our bread and butter is supplying all types of library books to schools, municipal libraries and the Department of Sport, Arts and Culture in six provinces of South Africa.

What characteristics do you think a person needs to be a successful bookstore owner? What has been the key to your success?

I enjoy what I do. I also have good support structures. The trust of my clients and support of my suppliers makes matters much easier and pleasant. My key to success, I think, is not to be greedy. Be honest with your clients and suppliers.

What's been the biggest surprise about running a bookstore?

Enjoying the loyalty of my staff and great support of my clients over the past 13 years.

Bookseller: Peter JR Williams, 021 706 7818

Best Books

1368 Chris Hani Road, Avoca, Durban Operational since 1995. Independant.

How did you get into the book selling business and acquire your own store?

I had worked for a bookstore many years ago and fell in love with the world of books and bookselling. I had often thought of having my own bookstore. Hence, my determination drove me to working from home. It started with myself and a tele fax machine.

What is a typical workday for you?

This varies for hectic to more hectic days. When I am in the office, it is dealing with clients, suppliers and books online and telephonically. The nature of somedays are defined by book selection, deliveries or visiting Librarians, vendors, sourcing and servicing buyers.

Some days are spent travelling to clients. These trips are a breath of fresh air since I enjoy long road trips. Sometimes an exhibition of books or deliveries of books ordered are taken to libraries or university campuses. Often the workday extends to my home after hours.

How do you make your book selection?

- Meet with publishers or representatives from publishing houses
- Visit Publishers websites

- Go on Showroom visits
- Use the Media which is both printed and online.

What do you most enjoy about being a bookseller?

- Reading, reading and more reading!
- Meeting the needs of customers and dealing with librarians and people in general. Providing an excellent and varied service to clients which includes schools, Local Municipalities, libraries and other bookstores.
- Surfing the net and finding the most unusual book on a particular topic. These include not the ordinary run of the mill kind of books.
- Keeping abreast of new titles, current books on the market – supply on demand.
- Dealing with various suppliers, negotiating prices, visits both locally and internationally.
- Maintaining a professional relationship with clients and suppliers.
- Travelling around South Africa.
- Meeting new people, making friends and beautiful memories.

Any interesting stories about your store?

The fact that we have grown to become a stock holding bookshop keeping new, relevant and interesting material.

What characteristics do you think a person needs to be a successful bookstore owner? What has been the key to your success?

- Patience
- Curiosity
- Interest in books
- I enjoy doing what I do
- Always remember, "Life is like a book. Some chapters are sad, some are happy and some are exciting, but if you never turn the page, you will never know what the next chapter has in store for you".

What's been the biggest surprise about running a bookstore?

Everyday is a surprise with new queries, new people, new books and new entrepreneurial ideas

The pay cheque at the end of the month is the greatest surprise. On a serious note the satisfaction of ordering, supplying, being selected and delivering books to clients and seeing them on library shelves is the greatest joy!

Bookseller: Rajendra Rabbikissoo

The Year of the Bookshop

Trends in 2015

By OLINKA NEL

Booksellers, by nature of their profession, often find themselves at the forefront of cultural change. What then do the trends in 2015 tell us about ourselves? In a nutshell, South Africans are a mindful, meat-loving nation, tired of racism and concerned about the future. The success of Tim Noakes, Johanna Basford, Eusebius McKaiser and Justice Malala attests to this. They're also fiercely proud of anything and anyone homegrown (*Elon Musk*), are nostalgic for the past (*Jan Smuts*), and believe in the power of sequels (*Mountain Shadow*, *Go Set a Watchman*). Above all they are loyal fans (*Ikarus*), but they do like a bit of excitement on the side (*Grey*).

Physical book sales last year soared by 14%. Range sales increased by 13%. Exclusive Books completed the transformation of their flagship Hyde Park store into the hottest new gathering place for the Johannesburg elite, complete with Michelin

star chef. The result of this world first: a 38% increase in book sales this January. Bargain Books continued their expansion to every corner of the country, with new shops at Baywest, Mall of the South, Watercrest and Waterfall. Sales of South African books saw a clawback to 2012 levels after three years of steady decline. The Book Lounge again did us proud with a spectacular line-up for the Open Book Festival, while the Franschhoek and Kingsmead Literary Festivals recorded their highest ever book sales. Festive season sales were up too.

The year we got our mojo back, then? Almost. Booksellers all relate the immediate hush in malls that followed the firing of the finance minister. Many budgets were missed thanks to a Christmas spirit stolen overnight. The average cost of books increased by 12% in December, while the currency plunged by 28% to the British Pound year on year, declining from R18 to

R23. Considering that UK titles make up 40% of book sales in SA, this is a calamity of note. There were other shocks throughout the year: CNA, once the only port of call for many readers, reduced their footprint further. Legendary mail order company Leserskring called it a day. Kalahari merged with online rival Takealot, the latter promptly raising eyebrows in the trade with below cost deals to make customers happy and high street booksellers mad.

Importantly, 2015 was the year the trade was forced to take a long hard look in the mirror and ask ourselves if we are doing enough to ensure our future in a diverse society eager for representation. Only the publishing schedules of 2016 will tell.

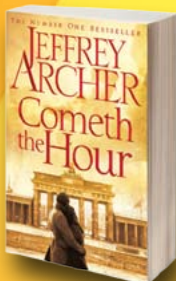
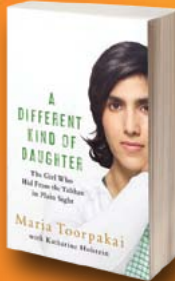
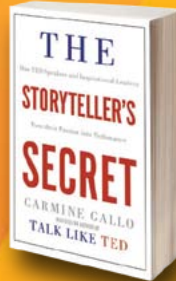
Olinka Nel is the SA Booksellers General Trade Chairperson and the General Manager of Procurement at Exclusive Books.

Sheer Reading Pleasure

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 Cometh the Hour Jeffrey Archer Global release: 25 February 2016	 Rebound Aga Lesiewicz February 2016	 How to Have a Good Day Caroline Webb February 2016	 I Quit Sugar: Simplicious Sarah Wilson February 2016
 The Forgetting Time Sharon Guskin March 2016	 A Different Kind of Daughter Maria Toorpakai March 2016	 The Storyteller's Secret Carmine Gallo March 2016	 Own Your Space Nadia Bilchik & Lori Milner March 2016

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Meer as net 'n skrywer

Chris Barnard

Die bekroonde skrywer Christian Johan Barnard (Chris) is gebore op 15 Julie 1939. Perte siekte veroorsaak dat Chris op 'n jong ouderdom, nog voordat hy kon lees, vir twee jaar in gips moes lê. In hierdie tyd het hy aan sy “verbeelding verslaaf geraak” en verskeie stories uitgedink (*Rooi Rose*, 29 Desember 1999). Dit is egter eers in sy hoërskoolloopbaan wat sy stories meer as net gedagtes raak, en toe hy 'n gedigwedstryd van 'n jeugtydskrif wen, was daar geen keer aan sy verbeelding nie. Sy eerste boek, *Bekende onrus* is gepubliseer toe hy slegs 22 jaar oud was. Van sy ander bekende werke sluit in *Duiwel-in-die-bos* (kortverhale), *Mahala* (roman), *Moerland* (roman) en nog meer.

“In sy leeftyd het Chris 'n beduidende invloed gehad op die Afrikaanse letterkunde. Hy was deel van die literêre beweging die *Sestigers* ...”

Sy talente het vinnig uitgebrei toe hy tydens sy studentejare by die Universiteit van Pretoria betrokke raak by toneelspel; as voorsitter vir die groep, akteur self en ook entoesiastiese ondersteuner. Hy skryf verskeie radiodramas en draaiboeke waaronder *Die rebellie van Lafras Verwey* (radiodrama) en *Die storie van Klara Viljee* (film).

In sy leeftyd het Chris 'n beduidende invloed gehad op die Afrikaanse letterkunde. Hy was deel van die literêre beweging die *Sestigers* wat vernuwing ten opsigte van die temas van Afrikaanse literatuur bevorder het. Hy wen ook verskeie toekennings waaronder die CNA-, Hertzog- en WA Hofmeyr prys vir sy romans en dramas.

Chris laat 'n leemte in die Afrikaanse letterkunde en filmbedryf toe hy op 28 Desember 2015 sterf aan 'n hartaanval. Huldeblyke het sedert sy dood uit verskeie oorde ingestroom.

- *Chris Barnard (1939–2015)*, by Erika Terblanche, 8 Jan 2016, www.litnet.co.za

“Oor Chris Barnard is daar te veel om te sê vir 'n paar koerantwoorde. Hy was een van die kerns waarom Sestig gekristalliseer het. Maar as mens en vriend was hy selfs meer. En om die draer van soveel gedeelde herinneringe oor 'n halfeeu, soveel gedeelde vertroulikhede en vrese oor skryf en menswees te sien wegsterf uit jou late bestaan, is 'n hartseer wat jy nie kan deel nie. Vir Chris kon jy die seerste en die diepste vertel en dit sou daar bly, want hy't jou menslike swakhede gerespekteer – soos jy syne. Al wat ek eintlik wil sê, is ‘Dankie, ou Chris. Dankie.’”

PG du Plessis (*Die Burger*, 29 Desember 2015)

“Barnard sal vir altyd voor in die ry van ons letterkunde staan. Sy woorde sal blý styg, soos 'n goeie vlieër, en hy hoef nie op sy pa te gewag het om dit vir hom te maak nie. Hy't dit alles sêlf gedoen. Dis hartseer vir my en Rosalie om te weet hy's liggaamlik nie meer by ons nie. Ons diepe meegevoel met sy vrou: sy filmwerk in samewerking met haar, soos *Fiela se kind*, sal ons bybly.”

Adam Small
(*Die Burger*, 29 Desember 2015)

“My goeie vriend was die enigste skrywer wat in daardie tyd oor die hart van Afrika geskryf het. Sy begrip en gebruik van Afrikaans was boonop byna abnormaal goed. [...] Chris was benewens skrywer ook 'n leser wat kon raad gee soos min met 'n verhaal wat nie wou ‘werk’ nie. Ons treur oor jou, Chrisjan. Rus sag.”

Abraham de Vries
(*Die Burger*, 29 Desember 2015)

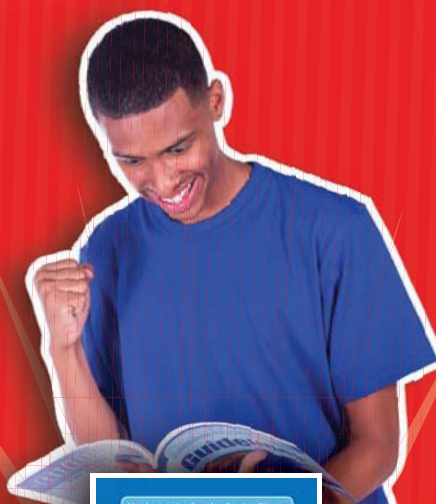
“Die dood van Chris Barnard is 'n groot verlies vir die Afrikaanse prosa. [...] 'n Uitsonderlik geskakeerde loopbaan, 'n Sestiger en veral 'n romanskrywer na wie 'n mens by herhaling kan terugkeer.”

Joan Hambidge (*Die Burger*, 30 Desember 2015)

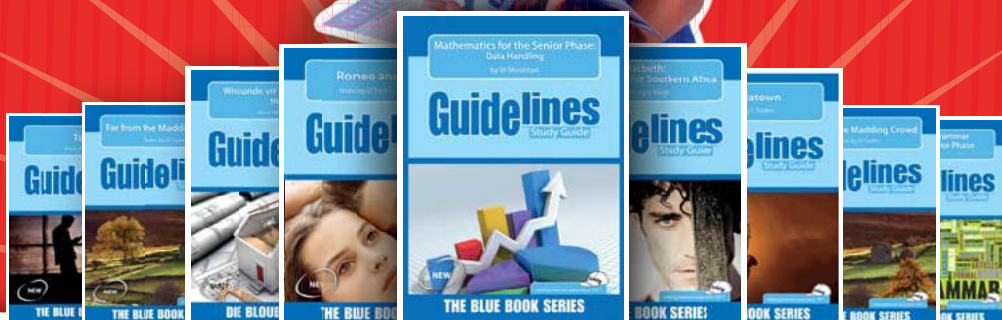
Guidelines

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Membership benefits

What we do for you

By SAMANTHA FAURE

The SA Booksellers Association would like to thank our members for their long-term support and commitment to the bookselling trade in South Africa. The Executive and the office administrator works hard to ensure that your membership fees are put to good use and to ensure that all our members experience the benefit of being a member of the SA Booksellers Association. Please do get in touch with us should you like to give us any input / requests.

Herewith a reminder of some of the Membership Benefits:

- Member of a known professional body
- Access to important industry information
- Being part of a body that has a collective voice to address industry issues/threats
- Access to key stakeholders that the Association is a member of i.e. South African Book Development Council
- A platform to take part in industry events i.e. World Book Day
- Bookmark can be used as a platform to profile your bookstore/business
- Reduced advertising rates in Bookmark and on the SABooksellers website for members
- Member information available on SABooksellers website which has seen a consistent increase in the number of visitors. Please use your email address and your SA Booksellers membership number to check your company details and fill out your profile as completely as possible.

Some highlights of 2015

- Submitted a response to the Copyright Amendment Bill
- Submitted a response to the One Book Policy to the DBE
- Invited members to participate in a World Book Day event "Book Donation Drive"
- Southern Region Breakfast held in July, with guest speaker Prof. Tim Noakes
- Annual Conference held in August – engaging discussions and guest speakers
- Executive Members had a strategic workshop to look at threats, opportunities, key priority areas affecting members and the book industry.



The outcome of this session will be communicated to members accordingly.

“The SA Booksellers Association last year piloted a very successful World Book Day (WBD) campaign and this year we would like to grow the initiative. We will be offering the official WBD books as per the UK campaign for R25 per book in SA Bookseller member stores nationwide.”

Looking Forward

- Next Retail Book Industry Survey to be done
- General Trade Sector to be looking into Returns Policy and SA pricing policy
- World Book Day
- Explore a professional bookselling course
- Participation at SA Book Fair

World Book Day

The SA Booksellers Association last year piloted a very successful WBD campaign and this year we would like to grow the initiative. We will be offering the official WBD books as per the UK campaign for R25 per book in SA Bookseller member stores nationwide.

Members are please to get in touch with the SA Booksellers office in order to be involved. Contact Samantha@sabooksellers.com

All books that are bought for this campaign should be donated to the WBD beneficiary, Nal’ibali. Donation bins will be provided for this purpose.

The SA Booksellers office has moved. The new office address is: No. 29 Golf Course Road, Sybrand Park, Rondebosch, 7700.

The new telephone number has not yet been finalized, so please contact the office via email in the meantime: Samantha@sabooksellers.com

South African Library Week 2016

#libraries4lifelonglearning

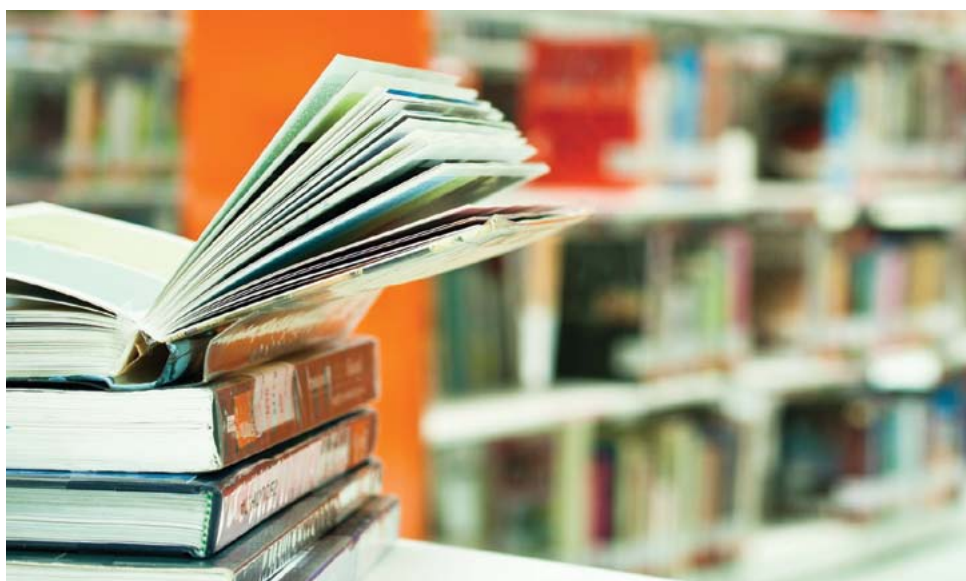
By NIKKI CROWSTER

South African Library Week (SALW) 2016 is upon us being launched on 11 March in KwaZulu-Natal by the Deputy Minister of Arts and Culture and celebrated up to Human Rights Day on 21 March, the anniversary of the massacre at Sharpeville of 69 people who gave up their lives in the fight for fundamental human rights to life, equality and dignity.

SALW, initiated in 2001 by the Library and Information Association of South Africa (LIASA), the professional body for South African library and information practitioners, partners and other interested parties, is a memorial period that dovetails with these rights by underscoring another: that of access to freedom of information as recognized by the national Bill of Rights.

Imagine having a gold mine within your reach and reasonable access to its treasures. There are restrictions such as the need to return these after a set period but the treasures may be consumed during this time or even on site; in either case, the treasures are not used up and remain available to everyone. You are enriched by these to your desired level but for those less in the know about the potential of this resource, staff are available to advise on optimal use. Why would you not take up this offer? Libraries offer resources that could transform individuals and the nation yet, are mired in pejorative stereotypes, admittedly of their own doing at times, are severely undervalued and ignored as another conduit to everyday information pertaining to many walks of life. On the other side, these spaces hum with activity as scholars and other people from many walks of life use the materials in all formats, internet, services of the librarians and community information.

Libraries use SALW to market their services, raise their profiles and show their congruity with present day society. Advocating on the issues relating to libraries to national government that recognize this as a national week escalates at this time. Libraries demonstrate the relevance within national visions such as the National Development Plan (NDP) 2030. Restructuring to a more



equitable and prosperous society which embraces global citizenry as outlined in this perspective requires among other a changed skill set. The 2016 SALW theme **#libraries4lifelonglearning** (conceptualized in June 2015) responds accordingly.

The theme **#libraries4lifelong-learning** presents a holistic view of learning that is purposeful and continuous, is not constrained to the formal sector, can overcome historic legacies and be transformative. Methods that underpin this perspective develop in individuals the skills to acquire relevant information and from there to actively and independently create knowledge. Innovation – shaping products and services from acquired knowledge – is a logical follow through that potentially adds to the growth of the economy and leads to social improvement as envisaged in the NDP 2030. In all of this, well-resourced libraries are seen to be a key support structure.

Past SALW themes point to the diverse and complex roles libraries play in society:

- **Responsiveness to global and political changes:** 'Celebrating libraries in 20 years of democracy: check in @ your library'.
- **Responsiveness to global technological changes:** 'Connect @ your library' and 'From local to Global @ your library'.
- **Reading as a key component of**

transformation: 'Educate Yourself @ your library', 'Develop @ your library', 'Free your mind – Read'.

- **Support of national imperatives:** 'Libraries: Partners in Learning, Nation Building and Development'.

This theme in particular augments the core approach the libraries' contributions to society are amplified through partnerships. An African proverb that is over-worked without its fundamental truth having been distilled advises 'if you want to go fast go alone; if you want to go far go together.' Booksellers, authors, publishers and anyone else with an interest in the library, its content and infrastructure are invited to renew, strengthen or engage with LIASA and libraries.

More than two decades after liberation our country remains characterized by divisions. Lifelong learning provides opportunities to dissolve boundaries that may be in place among traditional sectors: education, the labour market and industry; or, other facets of society whether these are regional/geographic, socio-cultural or political. Through the use of library services and resources people obtain insights to the ways of others which is hoped will lead to understanding and tolerance.

Nikki Crowster, LIASA PRO
082 822 2120, nikki@chec.ac.za

Education in South Africa

The disparities

Development in and access to ICT hardware and software is expensive. Prohibitively so for the majority of the population. As a result, students turn to free resources as and when opportunity allows.

This situation presents a particular conundrum to the local education publishers who need to service learners from two very different sides of the spectrum as well as all those in the middle. The needs of a private school in the Western Cape for example are very different to those of a small rural community school in KwaZulu-Natal.

Pearson Education, the world's largest education company, with a presence in over 70 countries, states on its website that "South Africa has its own unique challenges and educational requirements, and by playing an active part in the country's education system, we understand this well."

The company has been much in the news lately with the head office in the U.S. announcing a second major restructuring involving 4000 job cuts, warehouse closures and back office systems overhauls. It will cost the company £320m in the next year but lead to savings of £350m by 2017.

Speculation has been rife about the influence of ICT in the prolonged downturn of its key U.S. businesses. John Fallon, Chief Executive of the company, however rejected suggestions that Pearson was threatened by the increasing role of digital technology in teaching and testing.

A recent panel discussion hosted by the Brazilian Chamber of Books highlighted the different perspectives and expectations that publishers, teachers, and students each have for use of the digital book in the classroom. Similarly to South Africa, the use of digital resources is restricted to a small number of schools in Brazil.

The panelists made the following observations:

- **Publisher:** The rapid obsolescence of devices, platforms, and operational systems creates difficulties for publishers.
- **Student:** Much of the digital resources used in the classroom are not digital books. Instead they take the form of platforms, social networks, and other multi-media.
- **Teacher:** We believe in the harmonization of print and digital. We do not have plans to abandon print literature.

Which re-iterates what we are seeing in South Africa with a lot of digital resources being developed by the education publishing community that aid and abet the use of physical textbooks in the classroom.

South Africa is still grappling with how best to produce and distribute these physical textbooks as the government, in an effort to bring down the cost of books in an already largely subsidized education system, looks to central procurement and distribution models, a concept that levels a body blow at the existing trade and raises concerns around monopolistic tendencies.

There are many different initiatives that look to getting technology out to the children that need to access it. Mobile libraries are popular and effective. One of the more recent initiatives is a mobile, solar-powered, multi-purpose IT unit that "aims to bridge the digital divide for learners from vulnerable and rural communities." It was launched in Cape Town by Deloitte Belgium, in partnership with non-profit organisations, Close the Gap and Langa-based Brothers for All.

"Technology is fast changing the face of education. Learners today not only have computers to help them with schoolwork, they also use the Internet for research while teachers use technology to enhance lessons. Yet, very little ICT infrastructure exists in vulnerable communities. Through the DigiTruck, Deloitte Belgium hopes to positively impact the education of learners in rural communities with technology," said Olivier vanden Eynde, Director at Deloitte Belgium/The Netherlands and Founder and MD of Close the Gap.

The project is aligned with the National Development Plan (NDP), which is government's strategic vision for the country that calls for corporate South Africa to promote employment and education.

Another interesting initiative we came across recently is the 4real Rewards and Loyalty Programme, which at first looked dubious as most rewards programmes do. The company has big plans though and has signed up quite a few of the larger retailers. Originally aimed at students, the company's vision is to create "a national village of retail partners, where cardholders are able to shop, earn cash-back, raise funds for education, as well as support the

retailers." Their mission is to "become the primary source of supplementary funding for educational institutions within South Africa in the next three to five years."

On the other end of the spectrum, Digital advances in how children are educated in the high end private schools presents a whole new set of difficulties. One that will become more of an issue in the future will be privacy and security.

The use of digital learning materials has great advantages for pupils, because they are better tailored to the individual needs and wishes of the student. As pupils log in and identify themselves, the teacher / parent has a constant overview of what each pupil has done with the subject matter and what the results are. In this way, the teacher gains a better insight into the development and progress of pupils. For these educational purposes, the personal details of pupils are being processed.

It is important that the personal details of children are treated with due care and attention. For this reason, educational publishers in the Netherlands have entered into a privacy agreement to ensure that schools stay in control of the data related to their students.

A relatively new and very successful online solution that aims to help students, teachers and parents and can be found at www.worksheetcloud.com, is an online repository of worksheets based entirely on the South African Curriculum and Assessment Policy Statements (CAPS) curriculum. Worksheets are categorised by grade and topic, making it easy to find relevant content. The system is "cloud" based, so though children can access their work from any computer or mobile device via their log in details, each child must by default build up a comprehensive profile over the many years of school life.

- www.worksheetcloud.com/how-it-works/
- *Netherlands privacy agreement between educational publishers and schools*, www.internationalpublishers.org
- www.4realrewards.com
- *The DIGI TRUCK – Mobile IT Unit makes it's first stop at VUB Campus*, close-the-gap.org
- *Three Visions of the Digital Book for Education – A Report from Brazil*, www.internationalpublishers.org
- *Pearson chief brands critics 'naive and ignorant' as company cuts 4,000 jobs*, www.telegraph.co.uk
- *Pearson Internal Magazine*, za.pearson.com

In discussion with the DBE

Finding a way forward

By HENTIE GERICKE

The SA Booksellers Association Education Chairman Hentie Gericke and Eastern Region Chairman Sydwell Molosi recently attended a meeting with the Director-General and officials of Department of Basic Education (DBE), The Publishers Association of South Africa (PASA) and African Publishers Association (APA).

The Statistics South Africa, General Household Survey, 2002–2011 report on “lack of books as problems experienced at schools” showed that in 2011, six percent of learners nationally indicated they had experienced a shortage of books compared to 21% in 2002. Present stats from provinces shows that universal coverage is at 95%.

The DBE aims to spend no more than 15% of annual LTSM spend on top ups depending on the success of book retention in schools.

State Publishing – Textbooks

In addition to the LTSM already produced over the years, the DBE has developed a plan for the State to develop, print and deliver its own textbooks to schools. Most important textbooks developed to date are:

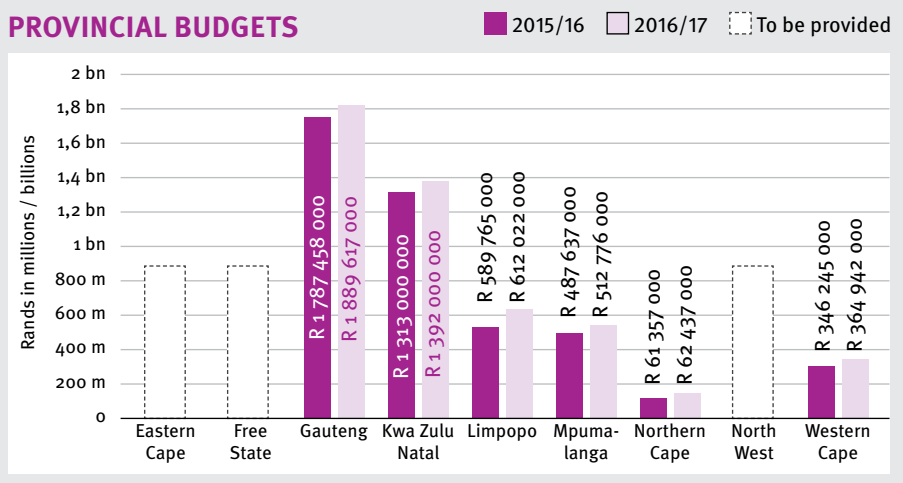
- Grade 10–12 Mathematics
- Grade 10–12 Physical Science
- Grade 10–11 Maths Literacy
- Grade 4–6 NST
- Grade 4–9 Mathematics
- Grade 7–9 Natural Science
- Grade 7–9 Technology
- Grade 1–3 Graded Readers.

State Publishing – Workbooks

Over and above the development of textbooks, the DBE has since 2011 been developing, printing and distributing Grades 1–9 workbooks to schools. Subsequently, the department has expanded the workbooks project to Grade R. For the 2015 academic year, a total of 56 million workbooks were printed and delivered to 23 760 schools. These workbooks are as follows:

- Grades 1–6 Home Language workbooks in all languages
- Grades 1–3 Mathematics workbooks
- Grades 4–9 Mathematics in English and Afrikaans
- Grades 1–6 First Additional Language workbooks in English

PROVINCIAL BUDGETS



“The move towards core textbooks per subject and grade has already been recommended by the Council of the Education Ministers (CEM) although the DBE will sit down and consider going from eight books to three or four books instead of one.”

- Grades 1–3 Life Skills workbooks and
- Grades R workbooks in all languages.

The State will not take over the role of producing learning materials to the exclusion of publishers. DBE assured those at the meeting that they will not go the full state publishing route as they cannot publish all the books required.

The current life span of a textbook is five years, which historically fitted in with the National Catalogues Timeframes. The last tranche of the phased-in implementation of the Curriculum and Assessment Policy Statement (CAPS), namely, the Grades 7–9 and 12, was implemented in 2014. The academic year 2014, therefore, saw a complete overhaul of textbooks for grades 1–12. Given the Department’s goal of providing a textbook for every learner for every subject in the schooling system, coupled with the cost of providing these textbooks, it has become essential to reassess the timeframes of the National Catalogues. A new catalogue

process will put increased pressure on the already strained economy. HEDCOM has recommended that the present catalogues be retained for another five years.

The move towards core textbooks per subject and grade has already been recommended by the Council of the Education Ministers (CEM) although the DBE will sit down and consider going from eight books to three or four books instead of one.

Budgets will be under pressure. A maximum of 15% will be allocated to top ups each year. 30% of the LTSM budget should be used for Library resourcing going forward and the balance of 55% for supplementary materials and e-LTSM.

The workshop resolved to establish two task teams for the following purpose:

- **Collaboration:** To investigate and make recommendations on areas of collaboration between the DBE, Booksellers and Publishers in addressing key challenges in education in South Africa.
- **LTSM costs:** To investigate and make recommendations on cost effective ways of dealing with high LTSM costs. The focus should be on high costs of commercially produced textbooks, pricing, distribution, durability, quality of books etc. Sydwell Molosi and Hentie Gericke will represent SA Booksellers at the proposed forum.

Hentie Gericke is the Education Chairman of SA Booksellers Association.

Opportunities and challenges for educational booksellers

E-books and digital products

By ALAN VESTY

E-learning content is now available in many forms. This article attempts to survey what is generally available and what can be sold by educational booksellers in South Africa.

E-books: These are books that are published in a digital format and readable on compatible electronic devices by means of reader software. These books may or may not contain copyright protection (DRM or digital rights management) and may have printing restrictions. There are many different e-book formats: some of the most common formats used by commercial publishers currently include secure PDF, EPUB and Kindle. Enhanced e-books can include embedded media, interactive content and animations, thus distinguishing themselves from their ‘flatter’ cousins which are essentially standard books behind glass. Features such as highlighting, note making, bookmarking, search tools and adding of hyperlinks are regarded as basic functionality. Educational e-books can now be purchased as perpetual access e-books (which refers to the right to ongoing electronic access to the purchased material, similar to buying a print copy) or via licensing; where access to the e-book ceases on expiry of a license agreement (e.g. a one or two year license). E-books which contain DRM link access to the book to a specific identity – this means that a school cannot simply retrieve e-books from outgoing or promoted learners at the end of the year and redistribute these books to the next year’s intake as they do with the print editions.

Bookseller: Can I sell e-books? Yes. A number of educational publishers that are active in the South African market make use of outsourced digital distribution solutions such as that offered by On the Dot’s My Studies platform and via digital publishing solutions provider, Snapplify. Firstly, the publisher must have added their e-books to these distributors’ content repositories, and the bookseller must have opened the necessary retail accounts with these distributors. Options include website integrations that allow a bookshop to sell and fulfil e-books directly from their own e-commerce enabled website, or to access an online voucher generation tool, or

via a hosted online store solution. Some publishers accept orders for e-books from booksellers in a similar fashion to how they accept and process print book orders, but this practice appears to vary widely between such publishers. You should also establish which formats are available, whether the e-books are standard or enhanced editions and what sort of licenses apply.

Apps: Mobile applications are software programmes that are designed for use on devices such as tablets and mobile phones. Educational apps can include dictionaries, interactive grammar tools, maths games and puzzles and much more.

Bookseller: Can I sell Apps? Generally not. Most Apps are usually sold direct to consumer via online App stores such as the Apple iStore and Google Play store. However, Snapplify offers a solution for selling and distributing apps that have been loaded to its content repository by App publishers.

Web-based resources: These multi-media resources can include text, images, video and audio – both pre-recorded and streamed live content that can bring teachers, lecturers and tutors into distant classrooms and desktops all over the planet. This plethora of free, freemium and premium digital content is contained within, curated and distributed via a wide variety of channels including websites, social media channels, forums, blogs, torrent sites and Wikis, as well as via membership sites, learning platforms and MOOCs that contain content which is only accessible to registered users.

Bookseller: Can I sell web-based resources? Premium site content that requires a login to access it can be sold and granted by redeeming a voucher code online – in much the same way that airtime or electricity vouchers are redeemed. The publisher would need to have pre-issued and sold voucher codes to the retailer, who in turn sells these to their customers just as they would other retail products. These codes may be contained within sealed or specially-coated branded packaging to aid retail sales and prevent tampering.

Educational software deployed by CD-ROMs, flash drives or other portable storage devices designed to be installed on desktop/laptop computers or servers.

Bookseller: Can I sell this category of educational software? Yes. It is worth checking what software licences are available (e.g. institutional or single user).

Encrypted satellite broadcasts and community TV channels: These are dedicated educational television channels such as Mindset Learn. **The writer is not aware of any reseller options for this category.**

Wearable tech: Some of the latest first-generation smart watches designed specifically for children already incorporate some educational software. **These would be sold like any other retail product.**

Selling digital products is not the same as selling print products. There are a number of different considerations to take into account, including the need to provide appropriate and accurate technical advice and possibly also support to both individual and institutional customers, who themselves are operating in unfamiliar new territory. Additional investment may also be needed by booksellers in technology and infrastructure, training and recruitment of appropriately-skilled sales staff.

There can be no doubt that implementation, experimentation and adoption of e-learning solutions is occurring all around South Africa and elsewhere on the continent – albeit at many different speeds, and with varying degrees of confidence.

Those booksellers that can offer sound and comprehensive advice as well as a range of print, digital and blended product solutions to their institutional customers, (who themselves are also trying to master new ways of teaching with this technology) will likely have a distinct edge over retailers focusing purely on product sales.

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

Academic bookselling

In the digital age

By MELVIN KAABWE

In academic bookselling for higher education, we have some of the most very well-informed Customers with regards to technology and especially the internet as a resource.

Some of our best Customers are computer science students who will gate-crash our website just to critique.

But seriously, the fact that people can compare prices and delivery options in the friction-less environment (no salesmen to influence a purchase) such as cyber-space means that selling textbooks is subject to much tougher competitive forces.

Clear, concise and direct offers must be presented or else share of mind (and share of wallet) can be lost in a fraction of a second by comparison websites or Customers who can open multiple tabs on their browsers.

Van Schaik Bookstore has actively pursued digital marketing in its various forms and migrations. I say “migrations” because Customers and potential Customers move from social network to social network as their needs change or some networks die out.

It is critical for a retailer such as ourselves to be close to the communities we serve. The higherEd student community is especially prone to hype-cycles related to aspirational needs.

In fact we were on places like Mixit and BBM to ensure that we are reachable to our constituency by whatever avenue is convenient for them.

In SA, 61% of all web page views occur on mobile phones according to Simon Kemp. This is growing year-on-year whereas laptop/desktop use is in decline. More so, according to GSM statistics, is that mobile phone connections exceed the country's population by 46%.

The more popular networks like Facebook, Twitter and Instagram are included as part of an inclusive CRM strategy. The CRM Strategy for any retailer should include whatever social network or Customer “touch point” that is relevant to them. For us, mobile is therefore mission critical.

Beyond a robust CRM that works off the exploitation of Customer “big data” to pitch personalised offers via e-mailers, customer newsletter and group matching, I see fantastic potential in omni-channel

CRM that includes apps like WeChat where true multi-media connection to a Customer can occur seamlessly.

The result of good campaigns is to keep Customer's loyalty. There are also some exciting LBS or location based services technologies that are now available.

Growing a Customer base comes before keeping a Customer loyal so different methods are used to first attract Customers to the brand. Fortunately, with a strong physical footprint in Southern Africa, traditional advertising and peer-to-peer offline campaigns attract new Customers more effectively.

Online growth is dependent on the size of one's Google AdWords budget! Unfortunately many booksellers cannot compete with behemoths of the industry such as Amazon when it comes to slick advertising online. The slow demise of alternative search engines like Bing from Microsoft further entrench a Google monopoly in online search and advertising.

Mobile is of-course the key channel for this generation of Customers who have the prescient power of the ancient Oracles in the palm of their hands.

So most customers will search on the search engine to find what they need before proceeding to the web store.

SEO techniques are used but they are not the “silver bullet” that some vendors believe.

In fact, some mobi-sites are not even ranked in the search engine algorithms. More useful in attracting a Customer is a comprehensive web-content strategy combined with good UX design driven by a thorough understanding of website analytics and offline behaviour.

Van Schaik has an e-commerce business unit that facilitates the discovery, selection, purchase and despatch of books online. Physical books are delivered to offline addresses and e-books/e-textbooks are delivered electronically to the Customer's consumption device.

The Market has changed dramatically in the last five years. After the 2010 hangover, SA Customers have benefitted from cheaper, faster devices and greater internet bandwidth.

Total undersea capacity (e.g. SeaComm cables that bring connectivity to SA) was

just 5410 Gigabits per second five years ago and now it is in excess of 36000 Gb/s.

The price of web-enabled basic feature phones with social media apps is under R200 while entry-level fully-fledged smart-phones and tablets are now under R1000.

If we look into Arthur Goldstuck's e-Commerce “Digital Participation Curve”, it puts a five year evolution on a typical internet user's progression from basic internet use (mostly nascent use like for WhatsApp/BBM) to buying online with a financial instrument at the end, we can see the benefit of more Customer's choosing to look for deals and buy online. To be sure, some Customers have not had a choice except to adopt online purchasing as it is the only option provided by certain institutions for study materials including schools that have hyped tablets as part of their market differentiator. Due to the current market instability however many Customers are more cautious of offers, scams and promises that are presented online. In this context, it is incredibly pertinent for booksellers to behave with the utmost ethical considerations and bona fides. The safe-guarding of any Customer information and the use of encryption / secure networks is, therefore, a newer consideration for risk management.

Sales figures have grown in double-digits year-on-year.

Much has been said about online players like Amazon moving from digital to physical stores, however, what is often missed in the excitement is that Amazon is exploiting reams and reams of online data that it has captures from its Customer's choices to create unique user experiences in the off-line world.

This kind of technological feat is really just an extension of the online delivery mechanism. Using analytics and other tools like cookies on their website, Amazon is likely to use the data to create a shop where it will have most benefit (range of items and proximity) to Customers and their own corporate operational efficiency.

Melvin Kaabwe, is the Digital sector Chairperson, SA Booksellers Association and Digital Manager of Van Schaik Bookstores.

National Student Financial Aid Scheme

Developments to the fund

By JESSICA FAIRCLIFF

The National Student Financial Aid Scheme (NSFAS) is a statutory body, funded primarily by the South African National Department of Education and Training, which provides study loans to academically able but financially needy students who wish to study at one of South Africa's 25 universities as well as public institutions of higher education, states NSFAS.org.za.

The fund is an important financial aid scheme for students who made history last year by forcing the government to put a moratorium on tuition fee increases for 2016. This means students should pay the same in 2016 as they paid in 2015. Even with this fee freeze in place, South Africa has many youth that need support should they wish to advance their studies after school.

"The fund covers tuition, accommodation, food, books and stationery and the way it functions varies from institution to institution," says Peter Adams of Adams Books. "In some cases, the money can be taken to pay for books issued to students. In most cases the funds are allocated to different 'pockets' with one to cover books and stationery. There are restrictions on the books and stationery that may be purchased. Tablets are allowed and as they are expensive items, their popularity reduces the amount spent on books, which are far more important for the students' academic success. Booksellers try to ensure that students use the funds for their own prescribed books or stationery, but a number try to access the money by buying for others or buying items for resale. Despite some abuse, the bursaries provide a critical support for students who would otherwise suffer huge disadvantage without their books."

The government has injected an additional R4.6bn into the scheme this year, bringing the total kitty to R14bn for 2016.

This is all very good and well but the problem with the NSFAS fund is that their loan book is sitting at R21bn and "The collection rate has been declining over the past five years," says NSFAS CEO Msulwa Daka.

NSFAS has now set up two call centres with 36 new employees to secure a better recovery rate for the fund, which apparently has one of the lowest

collection rates in the world. The problem came in when the national Credit Act was passed in 2011, requiring the fund to act as a credit provider and not the microlender it had always been.

The NSFAS fund used to collect their debts through garnishee orders. A garnishee order is an order made by the court to allow you to recover the judgment debt from the debtor's bank account, the debtors property and even the debtor's wages directly from their employer.

"This thing of dipping into people's salaries was outlawed. NSFAS never had debt collection capability, it only had the capability to write letters to employees [to set up garnishee orders]," Daka is quoted in the Financial Mail as saying.

"The fund has to shift focus so that it prioritises quality and courses that will address the country's scarce skills shortage ... and ensure a R1 bn/year recovery rate."

"In the face of a declining debt collection rate and increasing demand for funding from students, NSFAS set up two call centres in October last year. It's unclear why it took so long to adapt to the new legislation, but call centre agents now have to track down people who owe the fund money and secure what NSFAS calls "positive consent" to repay the money.

Since October last year 12 000 debtors have signed repayment agreements. These debtors repay R8.5m/month. But the process of finding the debtors and securing a repayment plan is not simple. This is because of the way the debt is structured," writes Troye Lund of the Financial Mail.

Beneficiaries are required to start repaying the loan only when they earn a minimum of R30 000/year. The repayments are then calculated on a sliding scale between 3% and 8%, which means repayments are all different and can be as little as R84/month.

"Philosophically it is important for beneficiaries to start paying early but a little so we do not create a culture of not paying," adds Daka.

"But trying to find out how much a debtor earns has proved tricky. Much was made of plans to work with the SA Revenue Service (SARS) to track debtors down but the reality is that the taxman is still bound by legislation that is out of kilter with the new legal environment. SARS is only allowed to hand over the names of employees. It may not tell NSFAS what it really wants to know, which is where debtors live and how much they earn."

"Students who receive NSFAS loans this year, however, will find it much harder to skip repayments, because they have to give consent for SARS to hand over their particulars to NSFAS should they fail to pay back the money."

This change will form part of a new, centralised funding model that is to be introduced. The new system is also billed as one that is going to rely less on affidavits from students as a means test to decide who qualifies for funding, a system that was open to corruption.

"New applications for funding will be assessed using data from the Social Security Agency of SA, the department of basic education and the department of home affairs. These will tell whether applicants have qualified for a social grant, whether they were paying school fees and how much, and whether they have parents."

"Once students' financial circumstances are confirmed in the new means testing process, they will be assessed on their previous academic performance. NSFAS chairman Sizwe Nxasana and Daka agree that though the 25-year-old fund was set up to increase access to tertiary education, it has to shift focus so that it prioritises quality and courses that will address the country's scarce skills shortage. These changes, it is hoped, will finance more relevant skills sets and ensure a R1bn/year recovery rate."

- www.nsfas.org.za
- *How much will it cost to go to a South African university in 2016?* by Laura Grant, 26 October 2015, africacheck.org
- *National Student Financial Aid Scheme: Calling in the debt*, by Troye Lund, 4 February 2016, www.financialmail.co.za

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*:

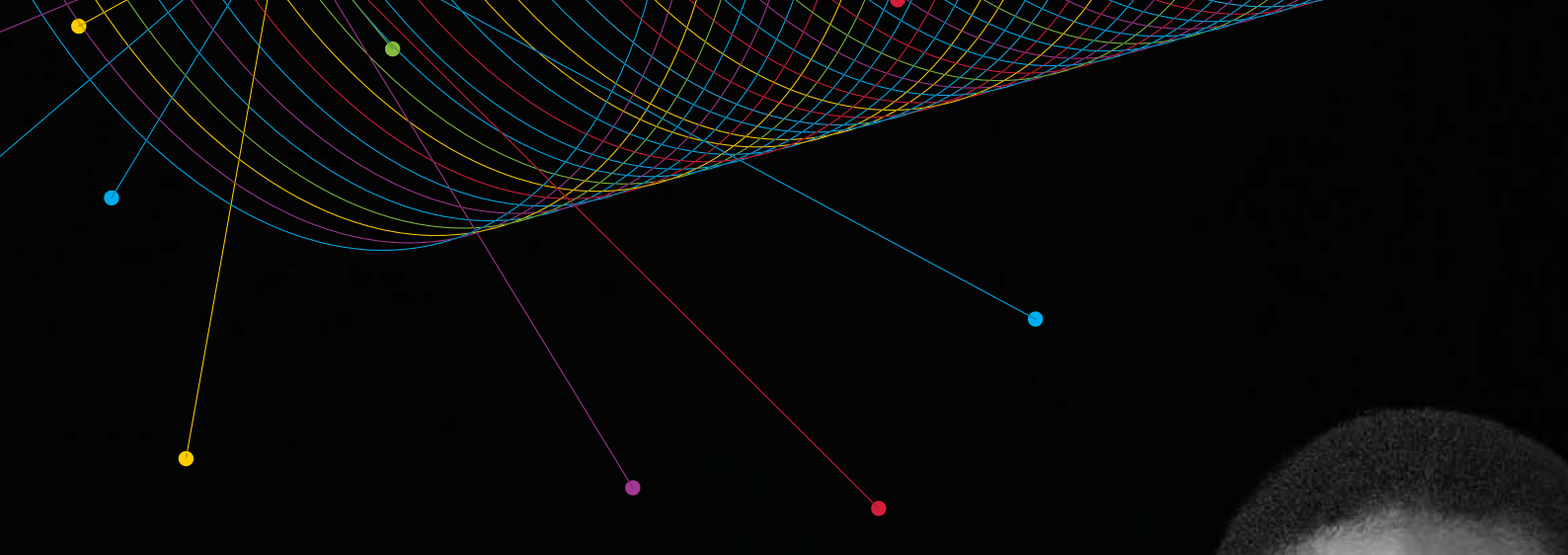
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Adams & Griggs	33 Bertha Mkhize Victoria Str, Durban	education@adamsbooks.co.za	031 319 4400
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Centre for the Book	62 Queen Victoria Str, Cape Town	cbreceptionnlsa.ac.za	021 423 2669
Chatsworth University Bookshop (CUB Books)	232 Moorcross Drive, Moorton, Chatsworth	cub.book@gmail.com	031 404 6644
Chekkat Stationers	34 Beare Str, Kuruman, Northern Cape	Chekkat@telkomsa.net	053 712 3077
Coalition	Shop A8, Bellville Business Park, Voortrekker Rd, Bellville	books@adept.co.za	021 949 8220
Credo Books	21 Bapsfontein, Rietfontein	dean@credobooks.co.za	011 398 8700
Denosa	605 Church Str, Arcadia, Preoria	innocentn@denosa.org.za	012 343 2315
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Dikha Booksellers	32 Errol Sprig Ave, Vulindlela Heights, Mthatha	dikhatrading@gmail.com ntande.sangoni@gmail.com	047 531 3627
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Eastern Cape School Supplies	37 First Ave, Norwood Mthatha	krajuabraham@gmail.com	047 534 2799
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Emanzini Business Lines	22 Commercial City, Queen Str, Durban	emanzini@worldonline.co.za	031 305 7446
Emanzini Business Lines	13 Prinsman Building, 327 Schoeman Str, Pretoria	emanzini1@mweb.co.za keith@emanzini.co.za	012 322 2992
Everybody's Books	Highdale Rd Unit 25, Glen Park, Glen Anil, Durban	warren@ebbooks.co.za	031 569 2229 /49
Exclusive Books Head Office	31 Commerce Cres, Kramerville, Johannesburg	info@exclusive-books.com gilesm@exclusive-books.co.za rob@exclusive-books.co.za	011 798 0000
Faniza Business Enterprise	Unit 7 Nkwazi Park, Moffatt Drive, Ballito Business Park	sindyzwane@telkomsa.net	031 462 7778
Favourite Stationers	Central Car Park, Murchison Str, Newcastle	cassimiv@telkomsa.net	034 315 4467
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Langa Bookshop	82 Main Str, Flagstaff	liz.makongwana@gmail.com	039 252 0181
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On the Dot Distribution	Sacks Circle, Bellville	rafik.romaney@onthedot.co.za ryno.bekker@onthedot.co.za	021 918 8500
One Price Store Matatiele	92 Long Str, Matatiele	ops001@telkomsa.net	039 737 4587
Oom Polla se Winkel	Paul Roos Grounds, Suidwal, Stellenbosch	info@oompolla.co.za	021 887 7149
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Protea Boekwinkel	1067 Burnett Str, Menlo Park	protea@intekom.co.za rriekert@proteaboekhuis.co.za	012 362 5683
Rainbow Academic Bookshop & Stationers cc	Unit 12, Ivory Sun Office Park 1 Pinewood Rd, Ottawa, Verulam	mandy@eastcoast.co.za	032 537 6820 032 537 7614
Rainbow Booksellers	340 Kings Rd, Dutywa	rainbow_booksellers@yahoo.com	047 489 1205

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SAPnet	1st Floor, Metropole Plaza, 98 Beach Rd, Strand	freda@sapnet.co.za	021 853 3564
Sasfin Premier Logistics	15 Pomona Rd, Pomona, Kempton Park	Meyrlene.Grant@sasfinlogistics.com www.sasfinlogistics.com	011 573 9000
Scholars Bookshop	F11 Silverberg Terrace, Steenberg Office Park, Silverwood Close, Westlake	scholars@telkomsa.net	021 700 2578
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Tasiw Enterprises	6A Harold Crescent, Beacon Bay	tasiw@webmail.co.za	043 748 5467
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Uluvozwami General Trading	Block B18 Comsec, Old Grahamstown Rd, Sydenham	ngiba@telkomsa.net	043 722 4568
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