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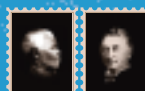
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Contents

REGULARS

- 4 • [SA Booksellers National Executive Committee](#)
• [Bookmark](#)
• [SA Booksellers Association](#)
- 6 [President's Letter](#)
- 29 [Member Listing](#)

E-BOOKS

- 8 [Hello square eyes](#)
The growth in online video content
- 10 [Is digital really all about technology](#)
Or how people use it?
- 12 [Digital Book World](#)
The printed book still stands

GENERAL TRADE

- 14 [The SA Booksellers AGM](#)
Don't miss it
- 15 [Bookshops in focus](#)
- 16 [Indigenous languages](#)
A focus on translations
- 17 [World Book Day](#)
Successful reading promotion
- 18 [Bologna and London Book Fairs](#)
A booksellers' insight
- 19 [Literary events feedback](#)
A look at the recent literary events
- 20 [Franschhoek Literary Festival 2016](#)
A literary weekend

LIBRARIES

- 22 [Evolution of public libraries](#)
Tech-fueled community hubs?

EDUCATION AND ACADEMIC

- 24 [What makes a literate nation?](#)
How did South Africa fare on the results?
- 27 [Van Schaik Bookstore expands into southern Africa](#)
An interview with Stephan Erasmus

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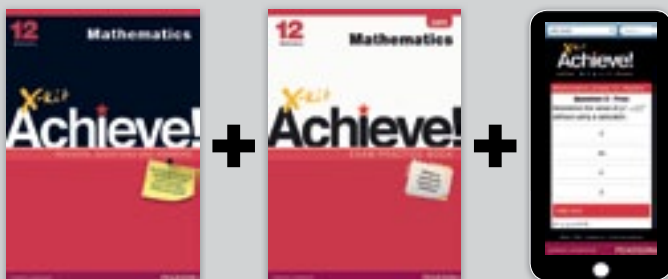
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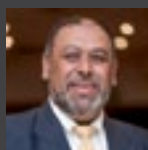
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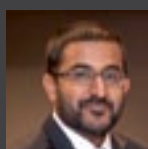
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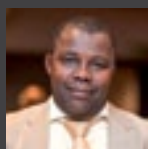
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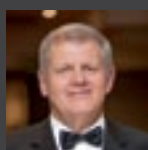
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ABOUT THE SA BOOKSELLERS' ASSOCIATION

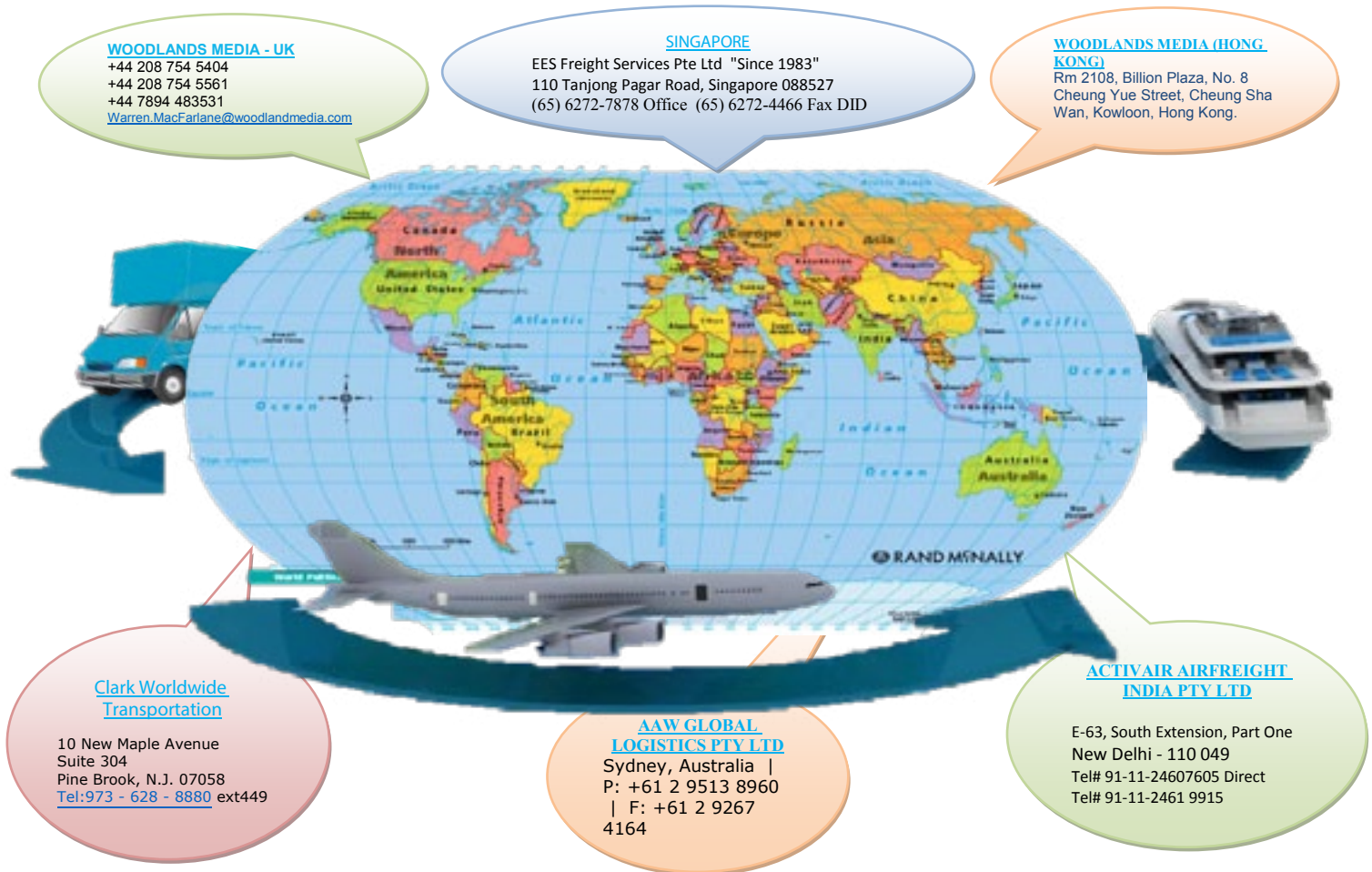
The SA Booksellers Association represents a united front for booksellers. Through strategic liaison with the different sectors of the industry and provinces, SA Booksellers strives to regulate the book-trade, reminding publishers to act as wholesalers and booksellers as retailers. The annual SA Booksellers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

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

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

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

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President's Letter

Dear Members,

A KZN circular Number 29 of 2016 was sent out recently to all section 21(1)(c) schools. The contents of the circular effectively makes it impossible for Independent text book suppliers to survive. Booksellers in KZN are urgently meeting to assess what measures to take, and how drastic an immediate action is required, as it might signal the death of text book suppliers in this region, with a strong possibility of it happening in other provinces as well. The SA Booksellers Association executive is concerned that unfair business practice on the part of the Department will oust their members from the value chain. We are therefore working towards a solution and will keep members informed as to developments.

We note the huge growth of private schools throughout the country charging lower fees than the elite schools already established. Well appointed Curro schools are enjoying the support of parents in their areas.

The SA Booksellers Association is embarking on the development of an official bookseller's course. This course has been much talked about over the years and we are very pleased that it is now coming to life. The course will be an online course, available to all members at a discounted price. Jointly sponsored by Exclusive Books and Bargain Books, the course will take one year to develop, with work starting in June. SA Booksellers members from all sectors will contribute to the writing of the course and so it is sure to be very comprehensive and of good value.

The SA Booksellers Association World Book Day (WBD) initiative was well received again this year. Thanks to Samantha in the office for arranging matters so smoothly. Members Exclusive Books, Bargain Books, Wordsworth and Books & Books stores around the country for the second year running had the WBD childrens' books available in store for only R25 from the 15th to 30th of April. Customers were encouraged to buy these books and donate them by putting them in the donation bins in store. The books collected this year will be donated to Nal'ibali at a handover function later in the year. The initiative was once again



“The SA Booksellers Association is embarking on the development of an official bookseller's course. This course has been much talked about over the years and we are very pleased that it is now coming to life. The course will be an online course, available to all members at a discounted price.”

in line with the £1 Book Token event hosted in the UK and Ireland where a £1 book token may be swapped for one of the official WBD books.

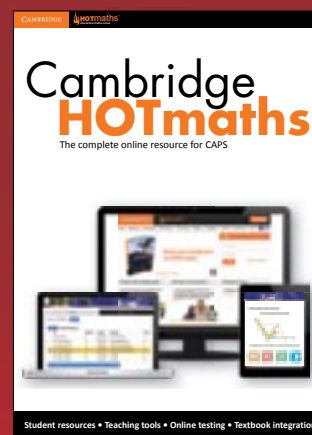
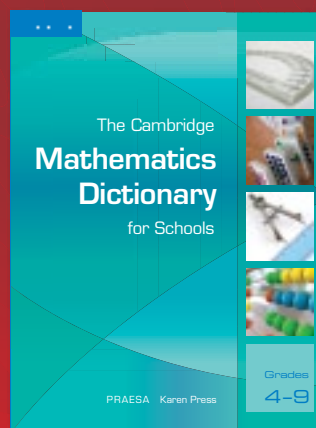
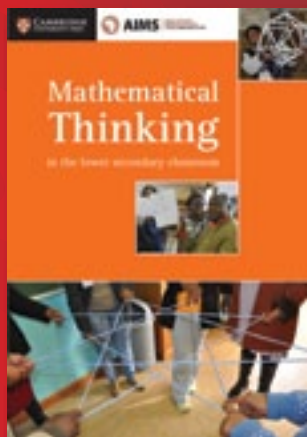
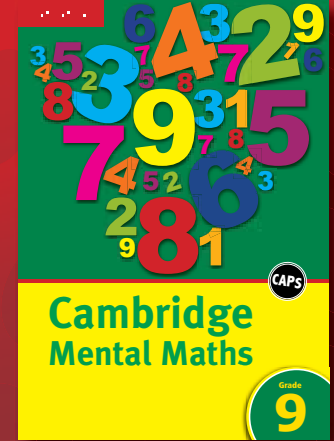
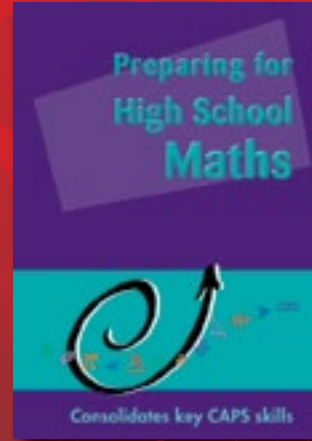
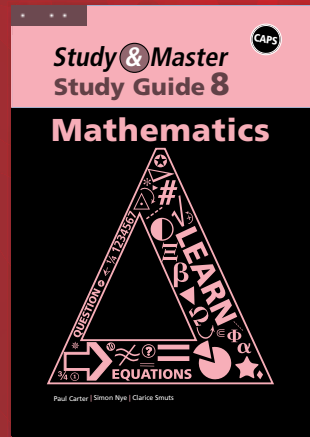
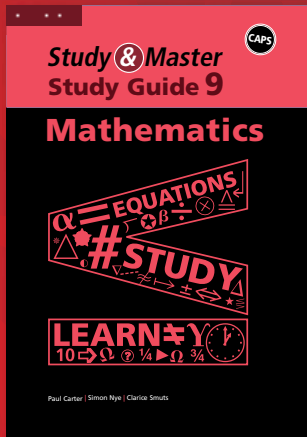
The executive would like to extend thanks to Samantha Faure for her excellent stewardship of the Association.

She was also recently interviewed on Morning Live on SABC TV. You can find her interview on our website.

The upcoming PASA, SA Booksellers Association Annual General Meeting programmes are almost finalised. It is of great import that as many of our members as possible participates. This annual gathering of active members to discuss matters pertaining to the industry, to be inspired by guest speakers and to catch up with the latest trends on both a local and global scale is vitally important. This year the co-located AGM's and the celebratory Sefika and Booksellers Choice Awards will take place in Cape Town, at the Vineyard Hotel from the 30–31st August. Please get in touch with Samantha in the office to reserve your space.

Guru Redhi
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Hello square eyes

The growth in online video content

By ALAN VESTY

Although we may be watching slightly less television per day than we did in 2000, our eyes, in the words of our mothers, are definitely still getting squarer. According to *We Are Social 2015*, South Africans are now spending twice as much time again on web-based media as they do viewing television. Online video views are growing at a tremendous rate, now accounting for a quarter of our web activity, a close second to social media activity. Apart from watching traditional 2D video recordings, viewers can now easily dip into live streaming video content as it is being recorded, as well as watch interactive video, 3D video, and immersive content such as VR (Virtual Reality) video and 360 degree video.

Some of the key drivers of this increased video consumption include cheaper data rates, faster connections, and improved entry-level devices; in terms of screen resolution, graphics rendering and size. Improved video recording and user-friendly video editing capabilities of handsets are also encouraging amateur video uploads and live streaming. Other technical innovations include cheaper VR headsets and 360 cameras. In 2015, the first mobile phones capable of recording 4K Ultra HD video reached the market. In April 2016, YouTube announced that it is launching live-streamed 360 degree video that can be viewed direct from an app, without the need for bulky hardware such as VR headsets.

YouTube now has over a billion users, with over four billion videos viewed daily. Growth in watch time has exceeded 50% per year for the last three years, with over 80% of viewers residing outside the U.S. More than half of the total views are from mobile devices, and mobile users are now spending more than 40 minutes per session watching videos.

Video views on Facebook have doubled in one year to 8 billion views in April 2016. Facebook has been working hard to satisfy user appetites for video, not only by introducing direct video upload, but also by experimenting with video newsfeeds, suggesting videos to users, providing users with an option to change their profile picture to a video and introducing live video streaming.



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“Online video views are growing at a tremendous rate, now accounting for a quarter of our web activity, a close second to social media activity.”

Care should be taken when comparing stats between different channels, such as comparing YouTube stats with Facebook stats. YouTube counts a view after 30 seconds, whilst Facebook counts a view after just 3 seconds. On Instagram, a view is counted after 3 seconds and video loops are not counted.

There is no doubt that video could form a valuable part of your content marketing strategy. Like all media, it is best to tailor and optimise your video content to the appropriate channel and audience. Below are some ways you could approach using video on various channels.

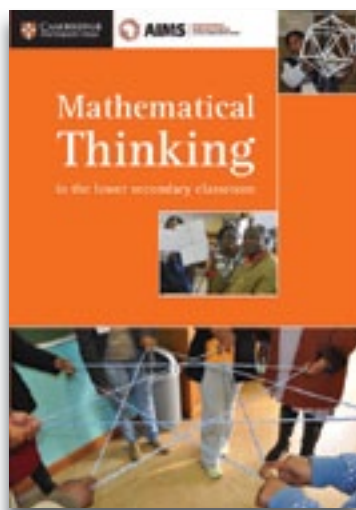
Facebook: It is possible to share links to video content that has been uploaded to YouTube or hosted elsewhere. Video content that is uploaded directly to Facebook (native video content) will play automatically in the Facebook

news feed. The volume remains muted, unless the user opens the video content. Facebook users are quickly adapting to this new feature, snacking on silent movie content as opposed to opening the full movie files. This implies that your Facebook video content should make sense without sound to be effective, or sufficiently motivate users to open the full version. Currently Facebook supports video file uploads of up to 1.75GB and up to 45 minutes long. In practice however Facebook users currently heavily favour entertaining, informative video content that is not much more than two minutes long. Facebook's inbuilt analytics now includes video stats, and charges are higher for promoted video content.

Twitter: Twitter arguably does not have as developed a video offering as other major channels. File sizes are limited to 512MB and restricted to 30 seconds in length – but this is more likely a reflection of its micro-blogging heritage than any apathy towards video. Videos (and animated GIFs) will autoplay in a user's timeline only if they have enabled that feature (or in Twitter Moments). This means choosing a compelling thumbnail and supporting text is important if you wish to obtain views. Because of the thirty second

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restriction, consider uploading teaser content or a movie trailer style short video with a link to the full video that is located elsewhere online (e.g. embedded on your blog/news page).

YouTube: Specialising as it does in the medium of video content, we can be certain that its users wish to watch video content. YouTube viewers are likely to remain engaged with longer videos or to watch a series of videos. (They may also be far more discerning as regards audio, video and post production quality.) By default, you can upload videos up to 15 minutes in length – longer if you verify your account. The maximum file size is 128GB. YouTube channels allow for your video content to be uploaded into specific playlists – very useful for creating series of videos applicable to different target audiences. The channel makes it easy to share videos and even playlists, to embed players of different sizes, to specify start times, to include captions, cards (e.g. polls, donations, weblinks), captions and subtitles, subscription options, and also offers excellent discoverability features powered in part by Google, as well as

valuable analytics. Bear in mind that you can build a great channel out of curated third party content. Verified accounts can also use Live Streaming, and Live Events.

Instagram: At the end of March 2016, Instagram extended its maximum video length from 15 to 60 seconds for all users, not just advertisers. The maximum file size for Instagram video is 1.75GB. A fanatically visual platform, Instagram's discerning users look for high quality images and movies. As with Facebook's offering, Instagram movies autoplay in silent mode until pressed. Instagram apps such as Cinemagraph blur the line between photos and film, whilst the Hyperlapse app allows you to create highly engaging time-lapse recordings. Informed use of hashtags is key to effective discovery on this channel. It is not possible to include a link in your posts (only the link contained in your profile) so uploaded content should ideally stand on its own, and not be reliant on linking to expanded content.

Periscope: This is a live video streaming app for Android and iOS that incorporates social media functionality

such as follows, likes and trending, regional discovery, a chat feed and link to Twitter. Video feeds can be made public or private, and it is possible to view past broadcasts. Businesses are still experimenting with potential uses for Periscope. Its user friendly interface certainly makes this very easy, and one can see live events (such as an author talk) gaining extended audiences.

These are a few of the options available to content marketers. Challenges remain in creating content that is at once timely, cost-effective, relevant and of sufficient quality for the channel on which it is to be deployed. Nevertheless, with a reasonable microphone, good camera phone, small tripod, and a location offering decent lighting and acoustics, it is possible to put together valuable, usable content that can be edited using readily-available video editing software.

Lights, camera action!

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

Is digital really all about technology?

Or how people use it?

By RHODÉ ODENDAAL

The word digital is often used in a wide variety of contexts and can be thrown around quite easily in the business boardroom that is coming to terms with the digital economy we now operate in. Any dictionary will explain that digital refers to data expressed as a series of the digits 0 and 1 – how the world changed when we moved from analogue to digital, conjuring up images of Keanu Reeves in slow-motion fighting against Agent Smith.

Digital technology generates, stores, and processes data in terms of two states: positive (represented by 1) and non-positive (represented by 0). Prior to digital technology, electronic transmission was limited to analogue technology. Digital technology is primarily used with new physical communications media, such *satellite* and fibre optic transmission.

So is digital all about technology?

Digital is still all about the digits 0 and 1. However, it is how these digits have been applied in coding into dedicated operating systems and platforms, and in the widespread adoption of the Internet that we have been required to expand our understanding of digital. It is what the 0's and 1's allow us to do as humans, which impact how we incorporate digital into our business. Before the wide-spread application of this series of digits we were, for example, not able to create and share content as readily and easily as we are now; we were not able to communicate across time-zones and continents with the speed and accuracy that we can today; and we were not able to distribute and sell products and services in remote locations. As humans digital technology has become ever-more consumerised. And because of this, digital requires a re-think. Digital is all about 4 C's. C does precede D in the alphabet, so think on these before writing your digital strategy and executing on it.

1. **Cause:** what is your business intent, what do you want to achieve as a business and could digital support this goal? Work on developing a couple of scenarios based on your business



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goals and determine what capabilities you need to deliver on these goals (e.g. we want to increase the sales of our titles, will social networking help us to achieve this goal?)

2. **Content:** what content does your business create – as a publisher, think beyond your products, towards content about your services, your authors, your events, and your voice that will draw new readers. How will this content be produced and managed (e.g. do we require a content management system), and in which format should this content be produced and made available.
3. **Community:** digital has increased our ability to connect with many people, co-create, share, talk and discuss. Be aware of what you say about your organisation, on which platforms. Be aware of what others say about you in their communities or peer-conversations and have a plan for the conversation between your organisation and your customers.
4. **Context:** how do you deploy your goals (cause) and your content to the right community? Which technology will make this possible and how? What will it look like? Work on

developing some user experience journeys with technology as an enabler of your business goals.

Let's consider the following example: Company X is a traditional publisher of learning content for the schools market in South Africa. Faced with pervasive new technologies emerging from the powerhouses in the US and the pressure from the SA government to improve the access to learning and education, Company X decides to make their content available for ipad tablets. They do some research on the best formats for content on ipads, how to load the ipads with content, how to sell the ipads to the schools and go into full production mode. With some basic up-skilling of their sales staff, they start selling this to the education market. This is a reverse innovation model where the technology enabler drives the change and new business opportunity.

Let's look at the alternative: Company X has realised that with the pervasive nature of the Internet – it is everywhere, and the fact that students are very active on their mobile phones (they see it in their own kids); children might also be consuming content, whether for movie information or that difficult science experiment, differently than before. Because the learners are consuming content differently they are now learning differently and inadvertently expect the educators to provide them with content and methods that will speak to their nature. So Company X starts with the end-state in mind – the CAUSE, the why – why are we doing what we are doing: what is our intent?, what do we want to achieve, where do we want to be, do we have the capabilities to reach this place, perhaps we should sketch 2 or three scenarios of this end-state and make an informed decision on the right place where we want to be and what we need to get there. Business model innovation and possible competitor profiling are key here. Once this has been established company X reinvestigates its voice – the CONTENT, what are we saying, what content do we provide, is it accessible to our internal staff, do we

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need to change the way that we produce content or create content, do we need to train our authors, do we need to change our current internal business process for the creation of this content. This part of the process often asks team members to change, and move beyond legacy process into a new way of working and producing content. Content management and content strategies are key at this stage. Company X now knows what is has to say – and where this content is stored, generated and managed internally, but who are they speaking to – the COMMUNITY, how do they define their community, profile them and help them grow, interact and engage not only with Company X as a brand but also with each other as part of a learning community. Community management should be developed as an asset at this stage. Only once the Cause, Content and Community have been clearly defined and shaped should the CONTEXT for interaction and engagement be defined – how will we sell, make money, grow the business efficiently to reach our end state, exploit our content and resources, engage the community –

“The mistake that many organisations make is to believe that by adopting a specific type of consumerised technology (e.g. an app, an e-commerce site or an e-book format), they will deliver on a digital strategy that their consumers want and need.”

which technology will enable us to do this best – a website – a native app, and what do the business models look like that will enable financial success. How do we engage the right technology partner, how do we source a technology partner for a safe financial investment.

The process described above cannot be successfully run in isolation of the various general management departments of an organisation. The process

should be inclusive with a methodology that involves all departments and allows for a company task team to drive and implement this change.

The mistake that many organisations make is to believe that by adopting a specific type of consumerised technology (e.g. an app, an e-commerce site or an e-book format), they will deliver on a digital strategy that their consumers want and need. Thinking about digital requires a clear thinking about the humans who will use and consume it and what they will use it for. Understanding your business strategy will allow you to create consumer relevant content that is precisely what your community of users require, within the right business and user context. Only once the 4 C's have been properly thought through, documented and executed on can real innovation within the business take place.

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.

Digital Book World

The printed book still stands

The Digital Book World conference took place in March and though the printed book was very much the prom queen, the four major American tech companies of our age were likened to the four horsemen of the Apocalypse of the event.

“Scott Galloway, a professor at New York University’s Stern School of Business, took on the ‘Four Horsemen’ of Amazon, Apple, Facebook and Google, at a bracing gallop,” reported Gayle Feldman from the Bookseller.

“The combined market capitalization of the Four was \$1.3 trillion last year, and is expected to rise to \$1.8 trillion this year; if you add Alibaba to the others, they would be worth more than the GDP of Russia.

“Galloway spoke of the ‘dramatic brain drain’ that has seen extremely talented individuals moving from top-tier brand companies like Procter & Gamble, L’Oreal, Unilever, Estee Lauder, etc., to work at the Four.

“Facebook, he predicted, will soon become ‘the most valuable company in the world.’ It spends 40 cents of every dollar on research and development – \$6 billion alone this year. It is ‘starting to eat’ some of Google’s market share. And it controls Instagram, which is ‘the most powerful platform in the world.’

“Amazon, as we know, has managed to replace profit with vision and growth, thereby changing the game.

“Galloway said that in the next few years, Amazon won’t open hundreds of stores; it will open ‘thousands.’ It will also profoundly disrupt the businesses of UPS, FedEx, and DHL, with its plans for establishing a distribution company of its own.

“Google will not only disrupt cable TV; it or another of the Four will get into education.

What he conveyed very convincingly – and frighteningly – is how very big big really is.”

Traditional books persist

Besides from the looming apocalypse though, there were some more positive sessions at DBW. And one of the surprise transformations, according to Dominique Raccach, Sourcebooks CEO and Publisher, “is the persistence of traditional books.”

Danel Berkowits reported on Raccach’s session where she claimed that “Ninety percent of teens read physical books, and 40 percent read exclusively physical books. Children and teens are ‘not abandoning traditional forms of entertainment.’

Physical books, Raccach said, are “actually a social statement, ‘a point of view,’ ‘a way of expressing oneself.’

“But there is a momentum in children’s and Young Adult (YA) publishing that goes beyond just children and teens. Referring to the sector as ‘a freight train,’ Raccach said there has been 25-percent growth between 2010 and 2015. Moreover, retail spaces are actually building out their children’s/YA areas and adding real estate.

“To conclude the discussion, the panel concurred that, regardless of future technological advancements in content, good books will always stand the test of time.”

“At Sourcebooks, specifically, growth was up throughout the company 17 percent in 2015, and 23 percent so far in 2016. The breakdown in where Sourcebooks’s revenue came from in 2015, according to Raccach, was as follows: 34 percent children/YA, 30 percent adult, 17 percent adult non-fiction, 15 percent e-commerce, 4 percent other.

A ‘really, really complex marketplace’

On the final day of the conference, *Publisher’s Lunch* Founder Michael Cader started the sessions by giving a brief overview of how the book publishing industry collects sales data.

The primary takeaway, according to Berkowitz again, is that there’s a lot of confusion, or, as Cader said, this industry has a “really, really complex marketplace.”

The reason that the marketplace is so complicated and nearly impossible to get a clear take on according to Cader, is that the three primary sources for sales data in the States do not paint anywhere close to a full picture. “What’s more, the sources are difficult to compare and

contrast with one another, as they track different things in different ways.”

“The Association of American Publishers (AAP) tracks print and digital, and numbers are reported by publishers. As Cader noted, we do not know what percentage of ‘the total landscape’ these figures represent.

“Nielsen Bookscan, on the other hand, only tracks print, and only from top accounts, and only in terms of units. In this regard, Bookscan represents the ‘inverse’ of the AAP.

“And PubTrack Digital only covers ebooks, and was originally started by Bowker, though is now run by Nielsen. These figures are delayed by three months and only account for unit sales, not dollars. As far as historical reference goes, the figures are great, but they are ‘not useful as a live data set.’

Looking at the numbers, Cader also noted that “the flattening of ebooks happened back in 2013,” so this trend that many observed in 2015 is not new.

The AAP ebook sales numbers are as follows:

- 2015 – \$1.330-\$1.360 billion (implied)
- 2014 – \$1.518 billion
- 2013 – \$1.449 billion
- 2012 – \$1.483 billion
- 2011 – \$1.045 billion

Four book startups to watch out for in 2016

In a forum called “Launchpad: New Players, New Platforms, and New Propositions for the Publishing Industry” were Katie Palenscar of Unbound Concepts, Peter Kay of NCVRs, Chang Kim of Tapas, and Chris Sim of Kadaxis. Kristine Hoang gives a breakdown of what their companies create and why you should keep them on your radar.

1. Tapas Media, Inc.: “In 1996, people actually read in subways,” Chang Kim of Tapas explained. “In 2016, everyone’s head is buried in their phone. We thought about this problem and asked, ‘How can we fix it? How do we put awesome stories on people’s mobile phones?’”

After studying the mobile gaming industry, Chang decided to create an app that delivers free book titles in bite-sized chapters and functions like a game. To

unlock chapters, readers have to earn coins. Pointing out that reading levels have decreased, Chang hopes his app inspires people to have fun with reading.

2. NCVRS (pronounced “uncovers”): “NCVRS is Tinder for books,” says Peter Kay from the start up. “It shows you book covers, and you choose whether you like them or not. It’s as if a good book starts moving towards you, and bad books start moving away from you. Everything is guided by algorithms and social networks.”

This app doesn’t use a user’s personal data, but rather analyzes the titles they click on to make recommendations.

“We’re always evaluating our books constantly,” said Kay. “Two thirds of the books we show in the app get rejected. That’s probably not unlike a regular bookstore.”

3. Unbound Concepts: Unbound Concepts is behind the Artifact platform, a program that allows teachers to identify the right books for students. Publishers can access information on readers that will inform marketing, product development, and distribution strategies.

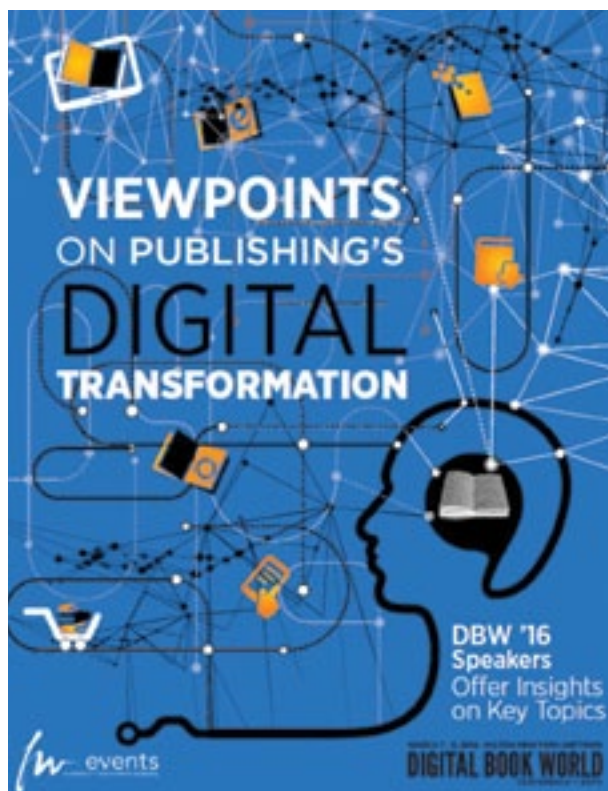
“We started this project because editors are consistently asking questions about getting specific types of books,” said Katie Palenscar from Unbound. “We use data from publishers and have our own text analysis tool.”

4. Kadaxis: Chris Sim started Kadaxis out of a desire to use data science to improve the relationship between readers and books. It started off as a research and development experiment and led to the creation of consumer sites that allowed Sim to test out business models. He and his team developed AuthorCheckpoint.com, which gave authors tools to market their books, and BookDiscovery.co, which used insight to make book recommendations.

Sim’s company generates revenue by offering metadata optimization, search monitoring, and using application program interfaces to power their insights.

What it takes to create digital learning products for kids

Ashley Anderson Zantop of Capstone and CJ Kettler of Houghton Mifflin Harcourt talked about what it takes to create innovative digital learning products for kids. While both speakers agreed that kids prefer physical books over ebooks, they argued that kids actually prefer digital products when they elevate their learning experiences.



Visit www.digitalbookworldconference.com to sign up for a white paper, which features insights from the conference council chair and speakers of Digital Book World Conference + Expo 2016.

To develop great digital learning products, Zantop and Kettler emphasized the importance of understanding how kids learn in the digital age.

“User experience is at the center of every digital product and, if you’re not testing it with kids, you’re not learning the right stuff,” Kettler explained. “User experience and usability are core to any successful product. Otherwise, it stutters and fails.”

Product developers should also have a thorough understanding of who their target audience is.

“Each market deserves its own customized content,” Kettler continued. “When we perform research with parents, we find that they’re not looking for the same products as educators. They’re looking for supplementary products that encourage playful learning.”

Librarians say kids prefer physical books

“During the ‘I’m a Librarian – Ask Me Anything’ panel, librarians and literacy advocates discussed kids’ preference for physical books, and the role of ebooks as supplementary reading material,” reports Kristine Hoang for DBW.

“The talk was moderated by Carol Fitzgerald, president of The Book Report Network, and included Richard Watson of Baker & Taylor, literacy advocate and teacher Donna Rasmussen, and Melissa Jacobs, who is coordinator in the Office

of Library Services for the New York City Department of Education.

All panelists agreed that kids show a preference for physical books, with Rasmussen adding that kids love having the ability to touch them.

That being said, Jacobs noted that ebooks are a great supplement. “Though kids prefer physical books, book apps engage kids at a younger age. They’re an extension of characters and story,” she explained.

“Students and parents want us [librarians and educators] to be more current and engaging,” Rasmussen said. “We can instantaneously change and modify what’s happening in the classroom with these new technological developments.”

To conclude the discussion, the panel concurred that, regardless of future technological advancements in content, good books will always stand the test of time.

“Good books are good books and human beings [of all generations] grow up the same way,” Rasmussen affirmed. “Those books have appeal and always will. And kids are such loyal readers, so the fandoms are amazing.”

- *DBW Day Two: an appearance from ‘Data Guy’,* www.thebookseller.com
- *A Wrap-Up of Digital Book World 2016,* www.digitalbookworld.com

The SA Booksellers AGM

Don't miss it



The Vineyard conference centre.

Members of the SA Booksellers Association and the Publishers' Association of South Africa (PASA) gather once a year to discuss matters pertaining to the industry, to be inspired by guest speakers and to catch up with the latest trends on both a local and global scale. This year the co-located AGM's and the celebratory Sefika and Booksellers Choice Awards will take place in Cape Town, at the Vineyard Hotel on the 30–31st August.

The co-located AGM's offer a unique opportunity for networking and key insights to the industry via the two-day conference. This year the Education and Academic session will be joint sessions with both members of PASA and the SA Booksellers' Association in attendance. The sessions of eight panelists will be chaired by a leading commentator in the industry.

The annual Sefika awards dinner will take place during the AGM. The Sefika awards commend both booksellers and publishers for the roles they play in promoting literacy and a culture of reading by producing and selling quality books in South Africa. Previous winning booksellers include the likes of The Book Lounge, Exclusive Books, Van Schaik, Adams Books and Hargraves Library Services. Publishers previously lauded include Pan Macmillan, Oxford University Press, Macmillan Education and Berlut Books.

The final award for the evening, the Nielsen Booksellers Choice Award is bestowed upon a local author for a South

“Nielsen is very proud to continue its sponsorship of the Booksellers' Choice Award, to promote and celebrate South African publishers, authors and booksellers,” says the company in a recent message to members.

African published book that booksellers most enjoyed selling or that sold so well that it made a difference to the bottom line of booksellers across the country. This is a very special award that was won last year by Marguerite Poland with her book *The Keeper*, published by Penguin Books South Africa.

“Nielsen is very proud to continue its sponsorship of the Booksellers' Choice Award, to promote and celebrate South African publishers, authors and booksellers,” says the company in a recent message to members.

“The Nielsen Booksellers' Choice Award was first started in 2000 and is chosen by you, South African booksellers who nominate the book that most appealed to you and your customers.” The voting process is pretty rigorous and ensures that the book trade select the winner from a range of books on a wide variety of subjects.

“We are asking you to select the title you most enjoyed reading, promoting and selling during 2015. To help you select from the huge numbers of books published, The SA Booksellers Association will provide a list of titles to help booksellers make their choice.”

This award can only be presented to books written by South African authors who are published in South Africa. We hope all of our members will get behind this promotion and give it their full support.

“Nominations will need to be submitted no later than Friday 24 June, after which the shortlist will be announced. Nielsen Book will be supporting the in-store promotion of shortlisted titles with sponsored posters, stickers and window banners. We are asking publishers to ensure that shortlisted titles are fully stocked and available so they are able to provide you with the necessary in-store support to guarantee this promotion makes a real impact on sales.

“We hope that you will all support PASA and SA Booksellers' Association Conference and attend the Dinner where the winning author will be presented with a cheque for R20,000 alongside their certificate and award. We can't do it without you!”

Updates and key learning from the event can be found on twitter under the hashtags #saba #sefika or by following @SABooksellers.

BOOKSHOPS IN FOCUS »

Bargain Books

Where: National Chain with over 70 stores in all nine provinces

Since: started in 1998 (18 years old)

A brief history about Bargain Books, where did it all start?

We began with three stores in the Southern Suburbs of Cape Town.

John had been retrenched and necessity was the mother of invention as they say? He took the retrenchment package plus some share options from an old friend and bought three stores from the Kilo Shop. Standard Bank (believe it or not!) provided an overdraft for working capital. The first six years were pretty tough with cash flow a constant challenge!

The consumer boom which began in 2004 helped secure the future growth of the business

Today Bargain Books is South Africa's leading discount book retailer. Our mission is to provide our customers with quality & innovative products, value for money and excellent service. Bargain Books is proud to have won SA Bookseller of the year 2011 and 2013. We are the leaders in Afrikaans, children's and mass market fiction in SA. We have an extensive product offering, many exclusive to Bargain Books.

Is Bargain Books involved in any community projects?

We donate to several schools and were members of the My School program for many years

How is your book selection made?

Simplistically we try to select the books customers want to buy!

Does Bargain Books have a clear-cut favourite book, writer or genre?

Our biggest selling title ever has probably been the *Real Meal Revolution*!

What makes Bargain Books different from any other chain bookstore?

Our focus is on the mass market, based in the smaller cities and larger towns around the country

How does Bargain Books as a brand train their staff?

We train on the job, however, we want to offer more formal training programmes in the future, hopefully with the assistance of the SA Booksellers Association.



In independent bookstores, staff members are forced to work very closely together, can the same be said of chain bookstores?

BB operates a very decentralised management structure with minimal involvement from HO. Our managers and staff run their stores as though they owned them independently. HO offers support and training to the stores.

Contact: John O'Sullivan

Credo Books (Pty) Ltd

Where: Bapsfontein, East Rand

Since: June 2008

Are you chain or independent?

Independent

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

Credo Books was established in June 2008 through a partnership with Open Learning Group (OLG), who in turn have a partnership with the North West University, to provide all their distance education students with prescribed textbooks.

Credo Books is a highly dedicated bookshop and publisher who specialises in educational books for any educational institution. We are affiliated with all the major publishers in South Africa. Our offices and warehouse is based in the East Rand of Johannesburg and with the help of courier services dispatching of books throughout South Africa is no problem.

Do you host any events at the store at the moment or are you involved in any community projects?

Events: Hosting of principal meetings for Gauteng cluster schools by making

our training facilities available for the meetings. We also have a library for the school titles for the CAPS Curriculum.

Community projects: We sponsored computers to Ematsheni Primary School as well as shading that was built for the learners to play underneath.

What is a typical workday for you and how many hours a day (or week) do you devote to your business?

Business hours: Monday – Thursday 07:30–16:30, Fridays 07:30–15:00.

Through the means of a call centre our customers contact us with their textbook orders.

How do you make your book selection?

Supply on demand and by attending exhibitions.

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

Various higher education titles.

What do you most enjoy about being a bookseller?

Enabling students to better themselves.

Any interesting stories about your store?

Credo Books is also able to source printing, such as study guides for educational institutions, through our sister company, Colourtech Holdings.

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

Customer service and competitive pricing.

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

Being labelled as a bookstore, rather than a book distributor. Customers normally have the misconception that any title is always kept in stock.

Contact: 011 398 8700

Indigenous languages

A focus on translations

By ELIZE KNOETZE

The first three months of every year marks the celebration of words and books, with International Mother Language Day on the 2nd of February, World Read Aloud Day on the 24th of the same month, World Book Day on the 23rd of April and of course book fair giant London Book Fair also in April. All the celebrations and festivities prompted Bookmark to take a look at an important aspect of improving literacy that has been getting more and more attention at literary events: Translations.

In a powerful video clip promoting International Mother Language Day, Nalibali reported on the recent statistics founded by SAPnet (The South African Publications Network) about literary translations in South Africa. Of the total number of books published in South Africa between the year 2000 and 2015, 40% were in English, 24% in Afrikaans, 6% in isiXhosa and isiZulu, and just 1% in isiNdebele. The remaining official languages were all below 6%. With the ever growing need for equality and the promotion of mother tongue languages in South Africa, the need for translated literary work is growing vastly and the hope of getting more books out there in different languages is slowly but surely becoming a reality.

The South African Book Development Council (SABDC) aims to make available indigenous language books that will address both cultural and economic challenges giving African Languages a boost in the book industry. CEO of the SABDC, Elitha van der Sandt says the following about the Indigenous Languages Publishing Programme (ILPP): “The ILPP is really about original works in original language; therefore translations are not really our focus. However, the job of the ILPP is to push and encourage more books to be published in indigenous languages and tell relevant stories in the language of the people. The ILPP sees a great deal of importance in this as it further develops the use and preservation of our languages. By encouraging people to read more books in their home language, not only are we securing the future of these languages, but we are also instilling a

sense of pride and heritage in our people.”

Kenyan-born author, Ngũgĩ wa Thiong’o, translated his short story from Kikuyu to English and after being showcased in the Translation Issue of Jalada Africa, the story was translated into 30 different African languages. It is now the “single most translated short story in the history of African writing.” Ngugi believes publisher Jalada Africa empowers Africa by making Africans own their resources from languages to other natural resources. “The moment we lost our languages was also the moment we lost our bodies, our gold, diamonds, copper, coffee, tea. The moment we accepted (or being made to accept) that we could not do things with our languages was the moment we accepted that we could not make things with our vast resources.”

“With the ever growing need for equality and the promotion of mother tongue languages in South Africa, the need for translated literary work is growing vastly ...”

According to Publishing Perspectives, Jalada Africa is now considering a special translation issue with stories and will ask authors and translators to translate these stories into African languages. “There are millions of speakers in African languages and not many writers in African languages. Why? Can this be changed?” asks the publishing house.

On the international front, translations are also under the spotlight with a great focus on it at this year’s London Book Fair at the Literary Translation Centre, a hub for learning, debate and networking. As well as dealing with the process of translation, panels grappled with translation in the broader sense; looking at why it is important, what the challenges are and what the role of the translator is.

The Centre’s activities kicked off with an interesting panel discussion on Translation as Activism. Chris Gribble (Chief Executive of Writers’ Centre Norwich), Kadija Sesay (poet and publisher of SABLE LitMag), and Erica Jarnes (manager of the Writers

in Translation program at English PEN) discussed the limits to what literary translation can achieve.

Jarnes referred to one particular case where translated work was used as a tool in activism. The poetry of Enoch Meyomesse was translated while he was imprisoned for campaigning for free speech, giving him reassurance of support for him beyond the Cameroon borders. Jarnes reminded the audience that translators were writers and that they could be at risk. Her point being that discussions prior to translation regarding personal risk is a crucial part of the process.

As a child of immigrants, Sesey believes that the translation of African languages into English should be used as an educational tool for children of immigrants as many parents don’t teach their children their native language, leaving them unable to understand their mother tongue.

The panel agreed that in the simplest way translation is also activism by getting more voices from other countries published in English.

Barbara Epler from New Directions Publishing, says in an interview with Asymptote that she is hopeful for the future of translation in the United States “I think it’s really clear that there hasn’t been a better time for translated literature here.” But reiterates that patience is key, “We’re investing in translation and you need time, especially if you believe in the author and you want to do more than one book.”

Literary critic George Steiner sums up the importance of translation perfectly when he says “Every language is a world. Without translation, we would inhabit parishes bordering on silence.” It is reassuring to know that literary translations in South Africa are no longer overlooked and that with patience we will get there.

- Nalibali calls for more mother tongue books this Mother Languages Day (video), nalibali.org
- To Get More Voices Published in English: Translation as Activism, publishingperspectives.com
- Ngugi wa Thiong’o’s Short Story: Long on African Translations, publishingperspectives.com
- New Ngugi wa Thiong’o story translated into over 30 African languages in record-breaking issue of Jalada Africa, bookslive.co.za
- Publisher Profile: New Directions, www.asymptotejournal.com

World Book Day

Successful reading promotion



Staff at Exclusive Books having fun in honour of World Book Day.



Following the success of the 2015 World Book Day (WBD) event the SA Booksellers Association continued to spread the power of reading in celebration of World Book Day 2016.

SA Booksellers Association members Exclusive Books, Bargain Books, Wordsworth and Books & Books stores around the country for the second year running had the WBD childrens' books available in store for only R25 from the 15th to 30th of April. Customers were encouraged to buy these books and donate them by putting them in the donation bins in store.

The books collected this year will be donated to Nal'ibali at a handover function later in the year. The initiative was once again in line with the £1 Book Token event hosted in the UK and Ireland where a £1 book token may be swapped for one of the official WBD books.

As a CSI Initiative, Exclusive Books and the SA Booksellers Association also gave 100 book tokens to children to exchange for one of the WBD books at

“Nal’ibali is delighted to have partnered with the SA Booksellers Association and their members in the 2016 World Book Day drive. We are committed to getting a book into the hands of as many children as possible.”

Exclusive Books stores. It gave children the opportunity to experience the feeling of going into a bookstore and choosing and buying their very own book.

On the 23rd of April (official WBD), Nal’ibali visited Exclusive Books stores in Clearwater, Rosebank, Warmer Park and Canal Walk to spread the magic of books. They reached 85 children aged between 5 and 15 years.

“Nal’ibali is delighted to have partnered with the SA Booksellers

Association and their members in the 2016 World Book Day drive. We are committed to getting a book into the hands of as many children as possible, and will continue to work with partners like the SA Booksellers Association to spread a love for books and get children reading for enjoyment. We are sincerely grateful to the public for their support in buying the WBD titles that will be donated to Nal’ibali to distribute to under-resourced communities across the country.”

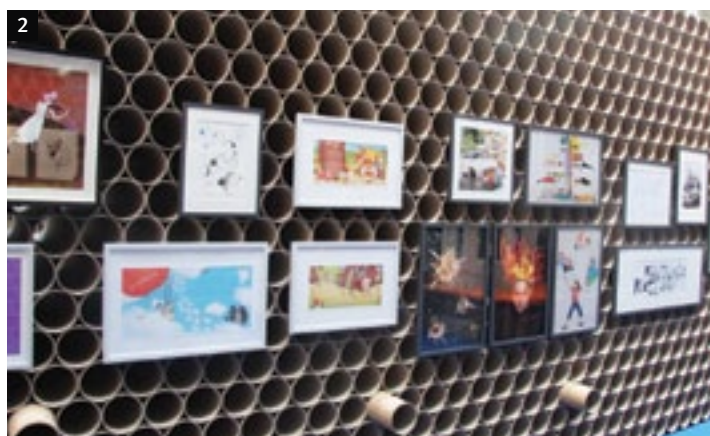
The South African Book Development Council donated 1 700 books that were raised during last year’s National Book Week #BUYABOOK campaign to Project Literacy on the 20th of April in Pretoria as part of their WBD initiative. The SA Booksellers Association applauds all efforts to get books for reading into the hands of those that need them.

At the time of going to print, the donated books were still being collected. We will post the final numbers on our website as soon as they become available.

Bologna and London Book Fairs

A booksellers' insight

By BENJAMIN TRISK



1-3 Scenes from Bologna Book Fair (BBF) 2016. **4** James Daunt in conversation with Stephen Page at BBF.
5 London Book Fair (LBF) 2016. **6** Dame Gail Rebeck at LBF. **7** Jeffery Archer in conversation at LBF.

The annual Bologna Book Fair was scheduled for the week before London which gave overseas visitors a rare chance to visit both as, normally, they are several weeks apart – making the cost for S.A. Publishers and Booksellers prohibitive (or rather even more prohibitive than they already are).

Both fairs are, in reality, working trade fairs so that the bookseller, or non-vested publisher will see publishers hard at work buying and selling rights. This makes for a vibrant and active environment and one has to be fairly discerning about what one wishes to do in order to make one's time work effectively; publishers are busy and it is rare that you can just drop in and speak to someone you wish to see if you have not made an appointment.

For those who have not visited Bologna, it is a glorious town so that the end of the day leads on to an engaging time and the town can be explored on foot and the restaurants are very good indeed.

What was notable at Bologna this year was, firstly, the increase in graphic novel publishing and, secondly, a preponderance of publishers from Asia selling educational material and learning aids. Virtually everything on show at Bologna is available in English and, because it is exclusively a children's fair, the level of illustration is quite remarkable. What struck me, in particular, was the quality of work from the Korean and Taiwanese publishers. I also saw very good work coming out of the Pan Macmillan stable and I have no doubt it will do well for all booksellers.

London is considerably bigger than Bologna. All the English publishers are present and there are small presses that one would not normally have a chance to see if it were not for the London Fair. There is some remarkably good publishing coming from these publishers particularly in the arena of history, politics and biography. However, it is not

an exaggeration to say that the new Harry Potter inspired book, essentially the text of the play to be shown in the West End from the end of July, was the most talked about book of the fair. The new Harry Potter will run to 352 pages and although the final shape of the text (is it purely dialogue or does it include narrative), is still shrouded in mystery. J.K. Rowling produced the storyline and the people at Little Brown, the publisher this time round, told me that she also had a hand in the development of the plot and the dialogue. There is no doubt it will thrive in South Africa.

For me, personally, the chance to visit both fairs was a terrific opportunity, but next year, I think, it is time for some of my colleagues to make the trip to Bologna and be fattened up in the process.

Benjamin Trisk is the MD of Exclusive Books.

Literary events feedback

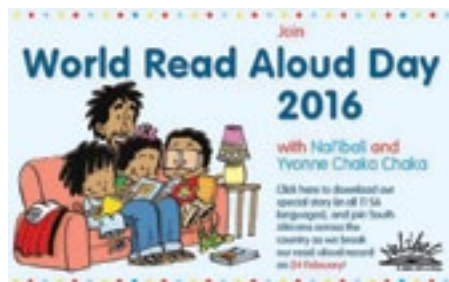
A look at the recent literary events

The past six months have been filled with festivals and fairs all promoting and celebrating the literary industry. In general it seems like the interest in these festivals are growing by the day, with more and more events every year. Here is an update on what's been happening in 2016 so far.

International Mother Language Day (21 February)

This day is a worldwide annual observance to promote awareness of linguistic and cultural diversity and multilingualism. The day was celebrated worldwide in different ways and the media was full of news and initiatives on translations for the month of February.

World Read Aloud day (24 February)



In 2014, South Africans helped Nal'ibali read aloud to 50 000 children. In 2015, you helped them reach 166 360 children. In 2016 Nal'ibali teamed up with Yvonne Chaka Chaka and, thanks to parents, teachers, librarians, family members and hundreds of readers, they read to 365 849 children – more than double the previous number and an astounding record for Nal'ibali and South Africa! nalibali.org/world-read-aloud-day-2016-the-ultimate-story-power-moment/

US Wordfees (4–16 March)

Die Universiteit Stellenbosch se Wordfees 2016 was 'n fees van ongekende hoogtepunte en sukses. Die totale kaartjieverkope het met 27,8% gestyg teenoor 2015 se syfers. Die fees het ook rekordverkope behaal wat betref visuele kuns en boeke. Volgens Saartjie

Botha, US Wordfees-direkteur was die hoogtepunt die buitelugkonserste by Coetzenburg.

www.sun.ac.za/english/woordfees

Time of the Writer (11–19 March)



Standing strong 19 years later, the Time of the Writer festival this year grappled with the 'Decolonising the Book'. The festival according to Lwandile Fikeni from Vuvuzela, highlighted that the entire value delivery system – from publishing houses to bookshops and printing will need to be transformed in order to permit the person on the street access to South Africa's literary industry. cca.ukzn.ac.za/index.php/time-of-the-writer-home

SA Library Week (11–21 March)

2016 SALW took the LIASA project to new heights. While the annual efforts of librarians to highlight the value of libraries are sterling, generally the benefits are contained locally. This year, the programmes that supported the theme #libraries4lifelonglearning were widely shared mainly via social media, a result of the Association's drive to expand its channels of communication. The Week exemplified the underpinning philosophy of the core role of libraries in the lives of individuals, communities and the greater South African society. The usefulness and worth of the library as a support structure for social concerns were brought to home in part by descriptions of 2016 SALW activities and feedback from library patrons. www.liasa.org.za

Knysna Literary Festival (17–20 March)

This year the festival saw the highest attendances on record, with most events

sold out before the date and some selling out within hours of tickets going on sale. The Young Writers Competition was again a great success with very high standards and clear new talents. The team decided to keep it a small and "boutique" event, but promises to keep improving even more.

www.knysnaliteraryfestival.co.za

Dancing in Other Words Poetry Festival (7 May)



This unique literary project comprises a week-long gathering, in the Western Cape, of internationally acclaimed literary voices, for discussion and debate, reading and writing, translation and travelling. It brings about a vibrant space of creativity, interaction and celebration for the participant 'band' of poets, translators, minstrels and musicians.

www.spierpoetryfestival.co.za

Book Expo America (11–13 May)

BookExpo America (BEA) is the leading book and author event for the North American publishing industry. It's the best place to discover new titles and authors, conduct business and network, and learn the latest trends.

www.bookexpoamerica.com

Barnes Children's Literature Festival (14–15 May)

Only in its second year the Barnes Children's Literature Festival is London's largest dedicated children's literature festival. It's a family-friendly fun-filled-to-the-brim day starring some of children's literature's biggest and best known names such as Axel Scheffler, Piers Torday, Sally Gardner and Roger McGough.

www.barneskidslitfest.org

Franschhoek Literary Festival 2016

A literary weekend

By ALEXA VAN TONDER

This May the Franschhoek Literary Festival once again amazed its guests with an unforgettable literary experience. The festival kicked off on 13 May and over the next three days proceeded to present attendees with insightful and captivating sessions. With over 100 sessions scheduled to take place over the weekend the festival ensured a diverse and enriching programme, making sure that there was a little bit of everything for everyone.

This year marks the 10th anniversary of the festival as well as the fifth year for the Book Week for Young Readers. For the past five years the festival has been dedicating itself to getting schools in the area involved in this literary experience. This entails “bringing over fifty children’s authors, storytellers, performance poets and workshop facilitators to visit every class in eight schools in the valley, engaging with nearly 5 000 youngsters,” stated Margie Cunnaman in her February press release. Various sessions were available for school groups. These sessions showed high interest among the learners and they were eager to interact in the panel’s discussions.

This is also the fourth year of the FLF School Library Project. This project aims to create libraries in four local primary schools and supply them with books. So, not only were people attending for their own literary pleasure, but their attendance also contributed to the library fund.

Deciding on just seven events out of 100 was a difficult task and I am sure I missed out on so much, but the sessions I chose were delightful.

First up was *What’s so great about speculative fiction?* This session was hosted by Lauren Beukes, Fred Strydom, Scarlett Thomas and chaired by Joe Vaz. With a panel made up of these personalities one could expect a lot of humour, interaction and simple insights into the world of speculative fiction. Vaz opened the discussion by asking each of the authors what they think makes speculative fiction great. Strydom answered the question first by giving the simple, yet clear, answer that speculative fiction gives us the space to explore the question of “what if?” Beukes stated how



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speculative fiction could “twist reality like a koeksister” and then help us deal with a lot of social issues we are faced with in the real world. The struggle of writing speculative fiction was also discussed as Thomas brought up the Internet and how it makes too many things possible.

The second discussion I attended, *Pictures worth a thousand words*, discussed how graphic novels, comics, computer games and animation differ from regular text novels. Lauren Beukes once again panelled this discussion, with Geoff Burrows, Raffealla Delle Donne and chaired by director and writer Sam Wilson. A similar point that came up with all three artists was that, as a South African, writing in with their specific medium means that one has to be a jack-

of-all-trades. Beukes said that in South Africa there are no mentors to learn from, because they are what you can call the first of their kind. They all agreed though, that even though this does cause challenges, it also meant more flexibility.

Hereafter, Onkgopotse JJ Tabane and Khaya Dlanga had a very witty, yet serious and insightful discussion at *Things we talk about*. Both of them gave an introduction to what they write about, and then proceeded to hilariously challenge and question each other. Dlanga said that he likes to get himself, and other people thinking with his work. Tabane stated that in his open letters a person must have done something crazy for him to write about them. Also, he believes politicians take themselves too seriously so all his letters are a bit tongue in the cheek. Regarding the race issue in our country, Tabane says that people must reach out from both sides in order to come to a solution. Dlanga added to that comment, saying, black people do not want white people gone, but rather want them to understand that they are part of the solution.

My last session for the day proved to be a very academic literary experience with the topic, *Has post apartheid literature lost the plot?* In this session Wamuwi Mbao questioned Leon de Kock on his latest book, *Losing the Plot: Crime*,



Reality, and Fiction in Postapartheid Writing, and his thoughts on post apartheid literature. De Kock stated that after apartheid ended the literary culture has become a lot more diverse and interesting, and added that there is an exciting rise of literary non-fiction.

My day at the festival ended with *An Evening of Tales & Tastings*. Guests were treated to six book readings by their authors at Allora restaurant. Accompanied with each reading were wine and a light dinner to match. The evening ended with each guest receiving their own lucky packet sponsored by Porcupine Ridge and the Sunday Times.

Literary sessions continued the next day with my first attendance at *Getting South Africans excited about reading*. Nancy Richards discussed the state of South Africa's reading culture with Roscoe Williams, Kgauhelo Dube and Mignon Hardie and what each of their role is in getting South Africans excited about reading. Hardie said that reading is important, because it is not just about acquiring skills, but teaches us about other people, the world and ourselves. When asked how to get people excited about reading she stated that when people find a story that reflects their lives or sparks their imagination then only do they become excited about reading. One

of the main challenges we face regarding this matter is that there is not enough relatable literature for young South Africans. This session gave one a lot to think about regarding what the public can do to not only get people excited about reading, but to also get books to people where access is limited.

Writing relationships was the second discussion for the day. Here, Karina Szcurek questioned Chinelo Okparanta, David Cornwall and Nthikeng Mohlele about the relationships that are found within their books. This discussion gave one great understanding of how these authors

construct relationships, as well as what they believe of love in literature. Mohlele stated that it is the dynamic relationships within people that make life interesting.

My very last session for the weekend, *Poetry in performance*, treated us with an exciting performance of poetry slam by artists Blaq Pearl, Primrose Mrwebi and Katleho Shoro. These talented South African women shared their poetry and gave us some background into their understanding of poetry slam, and more specifically their work. Mrwebi said that she thinks of poetry slam as free verse poetry that is really free. Whereas Shoro stated that she sees poetry slam as a revival of poetry. Blaq Pearl gave the very honest answer of saying that poetry slam is a medium to speak about social political situations and to get an opinion through. She said within this poetry space, the writer could break free.

Once again, the festival has succeeded in giving us a well-organised programme with plenty of exciting discussions to attend. It was a great surprise and pleasure to see the amount and diverse group of people that attended: You encountered book enthusiasts, authors, children, academics, South Africans and tourists all coming together to share in their love of everything literary. I can't wait to see what they have lined up for 2017.



Evolution of public libraries

Tech-fueled community hubs?

By JESSICA FAIRCLIFF

The public library was once seen as one of the greatest inventions of the modern age—a physical representation of the Enlightenment-era belief that citizens should be able to have free and equal access to knowledge. Over the years, libraries became temples to the printed word and the buildings that they were housed in were often monumental spaces of grandiose design. Today, the library's role is changing from that of a quiet sanctuary of books to a community hub with information on offer in varying formats from books to digital solutions, and they have even grown beyond their walls so that people can interact with them from home.

The metamorphosis of the library sector from repository of books to digital hub has not been an easy one so far and the ripples of disruption are being felt all over the world. International Library Week, celebrated on slightly different dates around the world took place in March. The United States had a major drive around transformation while in the UK libraries are fighting to survive. In South Africa, the Library and Information Association of South Africa (LIASA) celebrated with the theme #libraries4lifelonglearning, so addressing the South African struggle of equal education for all citizens.

“Lifelong learning is seen as episodic and progressive training within the framework of the formal education system. However, this concept has broader scope and consequences and would benefit significantly from access to well-resourced libraries. The levels of education among South Africans – especially the older generations – vary widely, largely due to a historic politically enforced agenda of inequality. Herein lies the potential to make a difference by bridging the gap between a traditional system of formal education and a broader system of learning. Established schooling infrastructure does not necessarily support adult basic education or other informal learning needs, so a role is opened for libraries to contribute to this effort by providing materials, space, information and professional expertise.” Reads a release on the LIASA website.

Libraries across the country hosted programmes geared to developing interests in skills in communities. They included storytelling, poetry reading, public speaking competitions and a variety of arts and crafts programmes.

UK Closures

In the UK at the moment, libraries are under fire. Funding has been cut, doors are closing and of the greatest concern, paid librarians are being replaced by volunteers in many instances. Uniquely in the UK, the situation is a political one and comes down to funding.

“Although the 1964 Public Libraries and Museums Act obliges local councils to provide free libraries, much of the funding that enables those councils to provide such services has until now been received from central government,” writes Alistair Horne on Publishing Perspectives.

“The metamorphosis of the library sector from repository of books to digital hub has not been an easy one so far and the ripples of disruption are being felt all over the world.”

Since the 2010 UK elections, that funding has been cut by 30 percent, leaving local councillors having to make decisions about where and how to reduce spending, and for some, child protection and care for the elderly are more important than library staff.

Although funding is being cut in certain communities, a spokesman for the Department for Culture, Media and Sport said: “Libraries are cornerstones of their communities and are part of the fabric of our society, so it's vital they continue to innovate in order to meet the changing demands of those they serve. Government is helping libraries to modernise by funding a wi-fi roll-out across England that has benefitted more than 1,000 libraries and increasing access

to digital services and e-lending. The Libraries Taskforce is also consulting on a new vision for public libraries that will help reinvigorate the service and ensure they remain relevant to local communities.”

Elizabeth Elford, of the Society of Chief Librarians, commented to the BBC: “I think inevitably there will be fewer public libraries when we come out the other side, but they will be better and more innovative... we are really trying to be attuned to the needs of customers, above and beyond books.”

Developments in the US

In the D.C. area in the United States, children under the age of five will receive one book in the mail each month as part of the District of Columbia Public Library's “Books From Birth” program. By simply registering their child online, families will receive a book in the mail free of charge, regardless of income. For their first book, children will get a copy of the 1930s classic *The Little Engine That Could*.

The program was created in partnership with the Imagination Library, a free-book program for kids in Tennessee created by country music singer Dolly Parton in 1995.

Library officials in D.C. hope the “Books From Birth” program will be a jumping-off point for kids to get interested in reading and that it will usher in the next generation of library users.

In March this year, the Digital Public Library of America (DPLA), launched Open ebooks, a new program and e-reader app that will make thousands of popular, top-selling ebooks available to low-income children free of charge.

The initiative offers access to high quality digital content and since its launch, more than 20 million students reportedly have been connected to high-speed broadband in their schools and libraries, and millions more are said to be taking advantage of its free private sector resources.

“Open eBooks aims to complement digital infrastructure by providing an opportunity for children to have a world-class e-library accessible at home,” sates a release by the DPLA.



The National Library of South Africa in Pretoria, a custodian and provider of the nation's key knowledge resources.

The Open ebooks program is made possible by a coalition of literacy, library, publishing, and technology partners. In a blog post, DPLA Executive Director Dan Cohen writes, “Qualified kids will be able to read any of these ebooks on a whim, and at the same time, unlike with apps that require a reader to check a book back in before it can be read by someone else. This is truly “all you can read” for children in low-income areas of the United States.

Scotland offers automatic library membership

Scotland has established a program in which every child will automatically receive a library membership in a plan that aims to foster literacy from a young age.

The yearlong pilot project begins in September, with different libraries trying out a variety of enrollment schemes, including cards issued at birth, at three to four years, or when kids enter their first year of primary school. Libraries will work with schools and communities to encourage kids to use the resources available to them.

As increased access to resources promotes education, library visits also help nurture a love of reading.

Growth in digital lending

OverDrive, the tech company that distributes ebooks, audiobooks, music and video to 34,000 libraries, schools and colleges around the world, continues its growth and recently announced that three more library systems in Germany, Austria and Switzerland will begin using their digital library distribution services.

OverDrive recently announced that in 2015, it loaned out over 165 million ebooks, audiobooks and streaming video to library patrons around the world, an increase of 20 percent over 2014. Audiobook lending grew by 35 percent over 2014.

OverDrive was acquired by Japanese e-commerce company, which also owns ebook retailer Kobo, in March 2015 for around 24 billion yen (ZAR3.3 billion).

In other digital advances, Canada moved forward in their fair ebook pricing initiative late last year with Penguin Random House announcing that it would reduce ebook prices for public libraries in both the US and Canada — setting a maximum of \$65 (US and CAD) per title in January. That was a serious reduction in cost, from US\$85 and CAD\$95.

“Public libraries are key players in the publishing industry, both as major

purchasers of books and ebooks and promoters of reading and literacy. Our goal is to give readers access to the content they desire, whether it's in print or digital format. We very much wish to work with multinational publishers to arrive at a reasonable solution that works for all parties involved.” Said Ana-Maria Critchley of the Toronto Public Library that led the initiative.

- *Canadian Libraries' Progress on Ebook Pricing: Penguin Random House Leads the Way*, publishingperspectives.com
- *7 Gorgeous New Libraries That Aren't Just About Books*, www.fastcodesign.com
- *Libraries lose a quarter of staff as hundreds close*, www.bbc.com
- *See Why Obama's Nominee for Librarian of Congress Is a Game Changer*, www.takepart.com
- *D.C. Library Fosters Kids' Love of Learning With 5 Years of Free Books*, www.takepart.com
- *'Occupy Carnegie': The UK's Fast-Growing Library Crisis*, publishingperspectives.com
- *OverDrive Expands Ebook Library Lending to Germany, Austria and Switzerland*, publishingperspectives.com
- *Major Publishers Contribute to Open eBooks Initiative*, publishingperspectives.com
- *The Simple Way Scotland Will Promote Literacy Before Kids Learn to Read*, www.takepart.com
- *South African Library Week 2016*, www.liasa-new.org.za
- *Penguin Random House Release New Unified Terms of Sale (TOS) For Library Ebooks in U.S. & Canada, Max Price Reduced to \$65*, www.infodocket.com

What makes a literate nation?

How did South Africa fare on the results?

By JESSICA FAIRCLIFF

International literacy assessments have provided ample data for ranking nations, charting growth, and casting blame. Summarizing the findings of these assessments, which afford a useful vantage from which to view world literacy as it evolves, the book *World Literacy, How Countries Rank and Why It Matters* by John W. Miller and Michael C. McKenna, “examines literate behavior worldwide, in terms of both the ability of populations from a wide variety of nations to read and the practice of literate behavior in those nations,” reads the introduction to the book published by Routledge.

Drawing on the internationally released study, *The World’s Most Literate Nations* (WMLN), done by Miller through the Central Connecticut State University (CCSU), the book looks at “emerging trends in world literacy and their relationships to political, economic, and social factors... Literacy, and in particular the practice of literate behaviors, is used as a lens through which to view countries’ economic development, gender equality, resource utilization, and ethnic discrimination.”

“The power and value of being literate in a literate society is played out every day around the world. Many individuals, and even whole societies, make considerable sacrifices to become literate just as others take it for granted. Societies that do not practice literate behavior are often squalid, undernourished in mind and body, repressive of human rights and dignity, brutal, and harsh,” reads the study’s introduction.

“The factors we examine present a complex and nuanced portrait of a nation’s cultural vitality,” said Miller in a statement. “And what the rankings strongly suggest and world literacy demonstrates is that these kinds of literate behaviors are critical to the success of individuals and nations in the knowledge-based economies that define our global future.”

“The study is the first of its kind to weave together information on behavioral factors that indicate literacy, such as newspaper circulation, with reading scores from standardized tests.

The rankings look at variables related to tested literacy achievement — scores on the PIRLS or Progress in International Reading Literacy Study, and on the PISA, Program for International Student Assessment — as well as to literate behavior characteristics. Those include 15 variables grouped in five categories: Libraries, Newspapers, Education System-Inputs, Education System-Outputs and Computer Availability, as well as population, which is used for establishing per capita ratios.”

“The country that was ranked as the most literate Nation, and which regularly tops the PIRLS (Progress in International Reading Literacy Study) scores worldwide, is Finland.”

There are 196 Nations in the world if you include Taiwan as a separate Nation. Of these 196, there were only 61 viable countries that fulfilled the criteria and could provide enough data to be included in the study. The good news is that South Africa was one of the 61. The bad news is that we came in third from last at 57.

So, how did South Africa fare on the results.

Newspaper circulation: 59

Ranking 59 out of 61, South Africa’s newspaper circulation and consumption is low.

Libraries: 51

Libraries are indexed with four variables, ranking 51st, South Africa’s penetration and the quality of libraries should be much higher in accordance to the size of our population:

1. Number of **academic libraries**
2. Number of **public libraries**
3. Number of **school libraries**
4. Number of **volumes** in all (only) public libraries.

Education system input: 37

Education System Input is indexed with two variables, South Africa’s education system fares quite well on paper:

1. **Years of schooling** is the total number of years of compulsory education.
2. **Public expenditure on education** expressed as a percentage of GDP.

Education system output (test scores): 38

1. **Reading assessment scores** at five-year intervals (2006–11) from the PIRLS literacy assessment of **younger students** (fourth to eighth grades).
2. **Reading assessment scores** at three-year intervals (2009–12) from the multi-dimensional PISA examination of educational outcomes for **older students** (15–18 YOA).

Computers: 57

Computer penetration is indexed with one variable: **Percentage of households with either desktop or laptop computer** (excludes other devices such as cell phones, personal digital assistants, or TV’s).

The country that was ranked as the most literate Nation, and which regularly tops the PIRLS scores worldwide, is Finland. It is interesting to note some of the differences in Finland’s education system to South Africa’s. Perhaps we could learn a thing or two.

In Finland, the government subsidizes daycare for children, and “97 percent of Finnish children attend preschool, which starts at age five,” says an article on Takepart, which compares the Finnish system to the American schooling system. Finnish children start formal schooling at age seven, which is similar to South Africa, where children start school in the year they turn seven.

There are few, if any, mandatory tests in Finland until a single exam at the end of high school. There’s also little homework. All schooling is done in class.

The average class size in Finland is 20 students, which is similar to many private schools in SA, but sadly an impossibility for many of the Government schools. There is also no tracking or separation of students based on ability with certain



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grades. They are all taught in the same class. “To ensure that children with learning or behavior disabilities, or immigrants struggling to learn Finnish, don’t fall behind, schools hire teaching aides who undergo an extra year of education to supplement teachers’ efforts.”

“Finnish language education begins on the first day of school. By age nine, students begin Swedish (Finland’s second official language), and at 11, they start learning a third language, usually English. Many students even take on a fourth language around age 13.”

The most telling factor may well be the regard with which the Government views its teachers in Finland. In order to become a teacher in Finland, you need a master’s degree. “Teachers can get their master’s degree at one of eight national colleges, the cost of which is completely subsidized

“The most telling factor may well be the regard with which the Government views its teachers in Finland. In order to become a teacher in Finland, you need a master’s degree.”

by the government. Competition for these spots is fierce: Applicants must be in the top 10 percent of their college classes. In 2010 6,600 applicants applied for 600 slots.”

Also very interesting in light of all the above is that in Finland, a teacher usually sticks with the same group of students for five years. By doing this not only do teachers have a better chance to

form relationships with their students, but they also have a better opportunity to get to know students as learners. In South Africa, students usually get a new teacher for each subject each year.

“Teachers are given guidelines for what they have to teach, but they are not given prescriptions for how to teach it. This allows the highly trained teachers to develop a curriculum geared toward teaching their unique group of students.”

- *World Literacy, How Countries Rank and Why It Matters*, www.routledge.com
- *Most literate nation in the world? Not the U.S., new ranking says*, www.washingtonpost.com
- *Finland’s Education System: 10 Surprising Facts That Americans Shouldn’t Ignore*, www.takepart.com
- *Literacy*, news.google.com
- *The 10 Most Literate Countries in the World (Nope, the U.S. Isn’t No. 1)*, www.takepart.com
- *World’s Most Literate Nations, Rank Breakdown*, www.ccsu.edu



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SA Booksellers
ASSOCIATION

Van Schaik Bookstore expands into southern Africa

An interview with Stephan Erasmus

By JESSICA TAYLOR,

published here with thanks to Biz-community.com

The expansion of Van Schaik Bookstore into neighbouring countries dates back to 2006 when it opened its first store in Windhoek at the University of Namibia. The second Namibian store was opened in 2012 at the Oshakati Campus. More recently, the bookstore opened a branch in Gaborone, Botswana at Fairgrounds Mall, followed by four shops in Swaziland – three at the local university and one at the Limkokwing University of Creative Technology, in July and October, respectively. This affords Van Schaik the opportunity to service students from the respective universities, tertiary learning institutions and schools in surrounding areas, as well as those studying through correspondence.

Here, Stephan Erasmus, MD of Van Schaik Bookstore, shares his vision for education in Africa and how he believes providing access to textbooks in other disenfranchised markets is a step in the right direction...

Why did you expand into southern Africa as opposed to further afield?

Comment on your expansion strategy.

Van Schaik decided to expand due to the limited bookshop opportunities remaining in the South African higher education market. Van Schaik services most of the 26 higher education tertiary institutions in South Africa and had to look outside South African borders for expansion.

It is easier, logistically, to expand to the countries around South Africa, compared to African countries further north.

Things we look at before deciding on any possible location for a bookshop are:

- Market size;
- Ease of doing business;
- Availability of funding;
- Adoption of textbooks; and
- Language of instruction.

In a press release you mentioned that it's "Van Schaik's mission to supply academic resources to all students in Africa via retail stores and digital channels".

Van Schaik plays a role by opening a bookshop on, or close to, the campuses of academic institutions. These bookshops service the needs of students by



"The expression 'Africa is not for sissies' is also true in business. Opportunities are few and any business must be careful to pick viable ones. Challenges include transport of stock, setting up companies, internet connectivity, availability of bursary funding, exchange rates, etc."

supplying academic prescribed textbooks as well as supplementary academic materials like stationery, computers, lab coats, calculators, tablets, stethoscopes, dissection kits, etc.

Van Schaik bookstores, together with publisher's representatives, introduces the latest books from leading international authors to academics at institutions. Van Schaik assist the bursary departments at institutions by opening accounts

per student, applying credit limits, and reporting back to the institution on a per-student basis.

Comment on the infrastructure required to achieve this.

Van Schaik has a central head office infrastructure supporting stores in various functions. We also use an in-house developed IT system that supports the unique requirements of the academic market.

Comment on the opportunities and challenges you've experienced thus far.

The expression 'Africa is not for sissies' is also true in business. Opportunities are few and any business must be careful to pick viable ones. Challenges include transport of stock, setting up companies, internet connectivity, availability of bursary funding, exchange rates, etc.

What is your vision for education in Africa, and how do you believe providing access to textbooks in other disenfranchised markets is a step in the right direction?

I believe that education opens up a new world for people. This world is filled with opportunity, fulfilment, satisfaction, the ability to earn a living and provide

for your family. The role of textbooks in achieving a proper standard of education is indispensable.

Textbook publishers don't regurgitate unedited manuscripts. They undertake careful research into the market needs of students, commission the right academics and pedagogical experts to write the required works, introduce the valuable aspects of textbooks highlighted below, ensure the books meet the standards of peer reviewers prior to publication, and the requirements of local students and lecturers, and then distribute them via booksellers to ensure that students have access to them.

Textbooks support lecturers in delivering higher education. Lecturers fulfil multiple roles including teaching. Textbooks help them teach themselves where necessary, and to prepare content and application for lectures and tutorials. They have more time for other value-added activities, such as research. Textbook publishers create additional materials, such as exercises, tutorials, case studies, questions and answers, and test banks.

Textbooks create capacity for academics. Academics who don't write textbooks and have to teach students can rely on textbooks for their lecture preparation. They therefore have more time and energy for original knowledge creation and research in their disciplines or consulting work.

By utilising textbooks, written by international experts in their specific fields, an institution ensures teaching of an international standard. Publishers ensure that the latest technologies are incorporated in new, updated editions of textbooks. By adopting the latest editions of textbooks, academics ensure that students are exposed to the latest international technological developments.

This year saw the launch of Van Schaik's rewards card programme into Africa. What does this entail?

The card allows members to earn points on purchases that can be redeemed against future purchases. It also allows Van Schaik to offer unique deals and benefits to members of the rewards programme.

Why do you think such programmes have become fundamental to customer retention?

A relationship with your customer is fundamental to retaining a customer. The rewards programme is just the tool we use to build this relationship.



“Currently, print is preferred. I think the main reason is that students are used to studying on print medium in school and do not change their behaviour at university.

You sell academic textbooks in both electronic and print format. Have you noticed an increase in electronic purchases over the last few years?

Yes, we have seen a slight increase in sales of ebooks, but it has not been adopted by a large portion of the market. At the

moment ebooks is less than 1% of our book sales.

Which medium is generally preferred, and why do you think so?

Currently, print is preferred. I think the main reason is that students are used to studying on print medium in school and do not change their behaviour at university. Once more learners become used to ebooks at school level, we will probably see an increase in student use.

Van Schaik has been awarded the Sefika Academic Bookseller of the Year Award the last five consecutive years. Comment on this achievement.

This is a great achievement for everyone working for Van Schaik as it recognises our efforts to bring books to the market and the quality of our service.

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*:

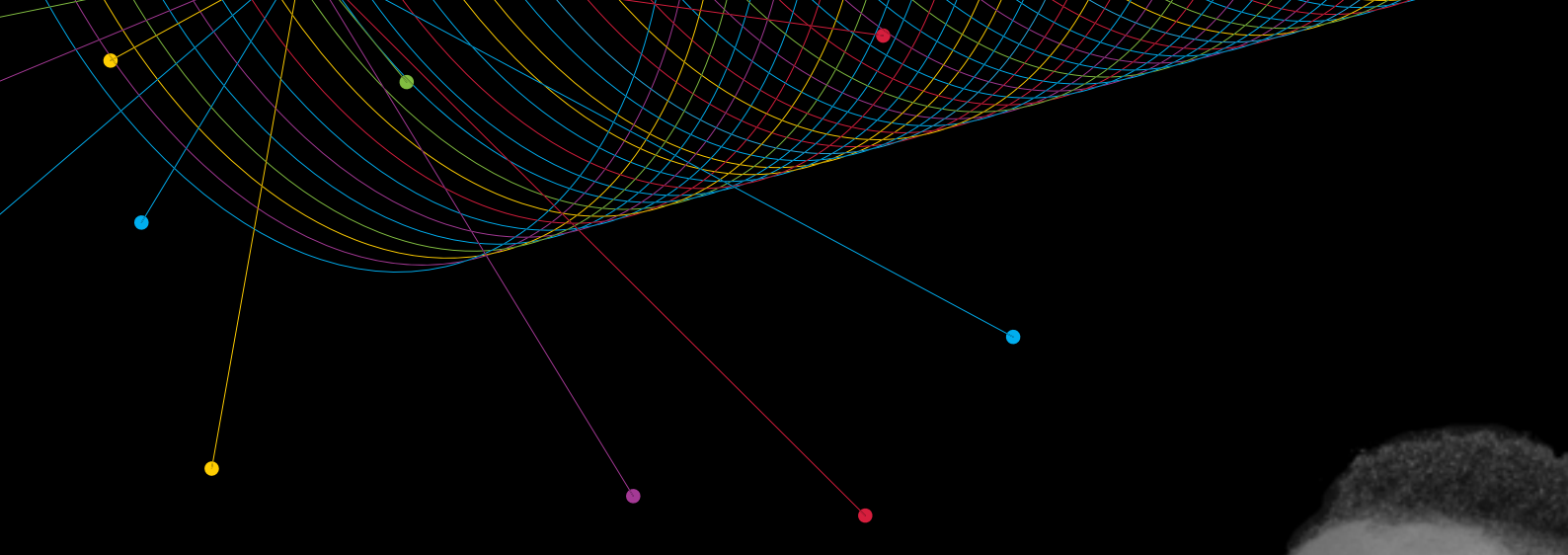
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Business Technology Centre	7 Tylden Str, Queenstown	brad@btctqn.co.za ryan@btctqn.co.za	045 839 2183
C N A Edgardale (Head Office)	Edgardale Head Office, 1 Press Ave, Crown Mines	cnapi@edcon.co.za msnow@edcon.co.za lpotgieter@edcon.co.za	011 495 6795 (M Snow)

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Caxton Books	406 Imam Haron Rd, Lansdowne	rwilson@caxtons.co.za jferreira@caxtons.co.za	0861 229229
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
Diamond Pride Trading	Bam Centre Shop 3, 22 Main Str, Bizana	diamondpridestore@gmail.com	073 2075 813
Dikha Booksellers	32 Errol Sprig Ave, Vulindlela Heights, Mthatha	dikhatrading@gmail.com ntande.sangoni@gmail.com	047 531 3627
Early Readers	10 Jukskei Ave, Gallo Manor	earlyreaders@mweb.co.za	011 802 2513
Eastern Cape School Supplies	37 First Ave, Norwood Mthatha	krajuabraham@gmail.com	047 534 2799
Edu Lab and Technologies	Unit 11 Woodford, 39 Becker Str, Yeoville	info@edulabtech.co.za	011 026 7669
Emanzini Business Lines	22 Commercial City, Queen Str, Durban	emanzini@worldonline.co.za	031 305 7446
Emanzini Business Lines	13 Prinsman Building, 327 Schoeman Str, Pretoria	emanzini1@mweb.co.za keith@emanzini.co.za	012 322 2992
Everybody's Books	Highdale Rd Unit 25, Glen Park, Glen Anil, Durban	warren@ebbooks.co.za	031 569 2229 /49
Exclusive Books Head Office	31 Commerce Cres, Kramerville, Johannesburg	info@exclusive-books.com gilesm@exclusive-books.co.za rob@exclusive-books.co.za	011 798 0000
Fab Book	47 Innisfree Rd, Crawford	fabbook11@gmail.com	021 691 5107 / 084 240 1768
Faniza Business Enterprise	Unit 7 Nkwazi Park, Moffatt Drive, Ballito Business Park	sindyzwane@telkomsa.net	031 462 7778
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Fully Booked	1368 North Coast Rd, Avoca, Durban	t.satimbura@yahoo.com	031 569 5901
Geodis	Manhattan Rd, Airport Industria, Cape Town	debi.dagnin@za.geodiswilson.com, www.roli.com	021 386 0136
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Hargraves Library Service	5 & 7 Speke Str, Observatory	maureen@hargraves.co.za richard@hargraves.co.za	021 447 5682
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Iqhayiya Bookshop	179 Will Str, Tsolo	ulwazilwandile@vodamail.co.za	083 259 9436
Irwing 623 Stationers	Shop 9, AMCA Centre, Metropolitan Building, Lusikisiki	mvelasemfingwana69@gmail.com smfingwana@telkomsa.net	039 253 1586 047 532 4888
Isingqi Projects	F26 Main Str, Office No 11, Bizana	z.mthwesi01@gmail.com	082 051 8536
Isisele Booksellers	2323 DDT Jabavu Str, Southridge Park, Mthatha	doctorb@webmail.co.za	082 372 8871
J. R. Behari	Shop 2, 228 Effingham Rd, Redhill		031 563 8751

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Keletso Bookshop	Shop No. 1, 270 Main Str (Siza Hardware Building), Mount Fletcher	keletso1@telkomsa.net	039 737 3675
Kenart Stationers	6 Union Str, Empangeni	kenart@iafrica.com	035 772 1921
L. J. Armstrong Booksellers	Royal Court, 42 11th Str, Orange Grove	info@armstrongs.co.za	011 485 1337
Langa Bookshop	82 Main Str, Flagstaff	liz.makongwana@gmail.com	039 252 0181
LAPA Uitgewers	380 Bosman Str, Pretoria	marithas@lapa.co.za www.lapa.co.za	012 401 0700
Learn and Teach	33 Deodarlane, Lusikisiki	tshangisamhatu@gmail.com	039 253 1447
Lemur Books		lemur@mweb.co.za	011 907 2029
Luto Booksellers	98 Main Str, Kokstad	lithantola@yahoo.com	039 727 5134
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National Office Supplies	68 Victoria Str, Durban		031 306 2732
Nazipasi Stationers	Plantation Rd, Cofimvaba	nazipasi@gmail.co.za	047 874 0012
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Oom Polla se Winkel	Paul Roos Grounds, Suidwal, Stellenbosch	info@oompolla.co.za	021 887 7149
Padayachee Bros	83 King Chaka Str, Stanger	padbros@iafrica.com	032 551 1159
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Play & Schoolroom	Shop 6 L, Rosebank Mews, 173 Oxford Rd, Rosebank	jackfriedman@mweb.co.za play-schoolroom@mweb.co.za	011 788 1304
President Bookshop	Tilly's Building, 40 Cloete Str, Libode	ssmolosi@gmail.com babalwa@gmail.com	047 531 0319
Prestige Bookseller & Stationers	65 Victoria Str, Durban		031 306 2733
Pro Visions Books	37F Ordinance Rd, Durban	info@provisions.co.za	031 337 2112
Protea Boekwinkel	1067 Burnett Str, Menlo Park	protea@intekom.co.za rriekert@proteaboekhuis.co.za	012 362 5683
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SAPnet	1st Floor, Metropole Plaza, 98 Beach Rd, Strand	freda@sapnet.co.za	021 853 3564
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Scholars Bookshop	F11 Silverberg Terrace, Steenberg Office Park, Silverwood Close, Westlake	scholars@telkomsa.net	021 700 2578
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Sizwe Books	343 Cape Rd, Newton Park	sizwe-books@mweb.co.za	041 365 1960
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