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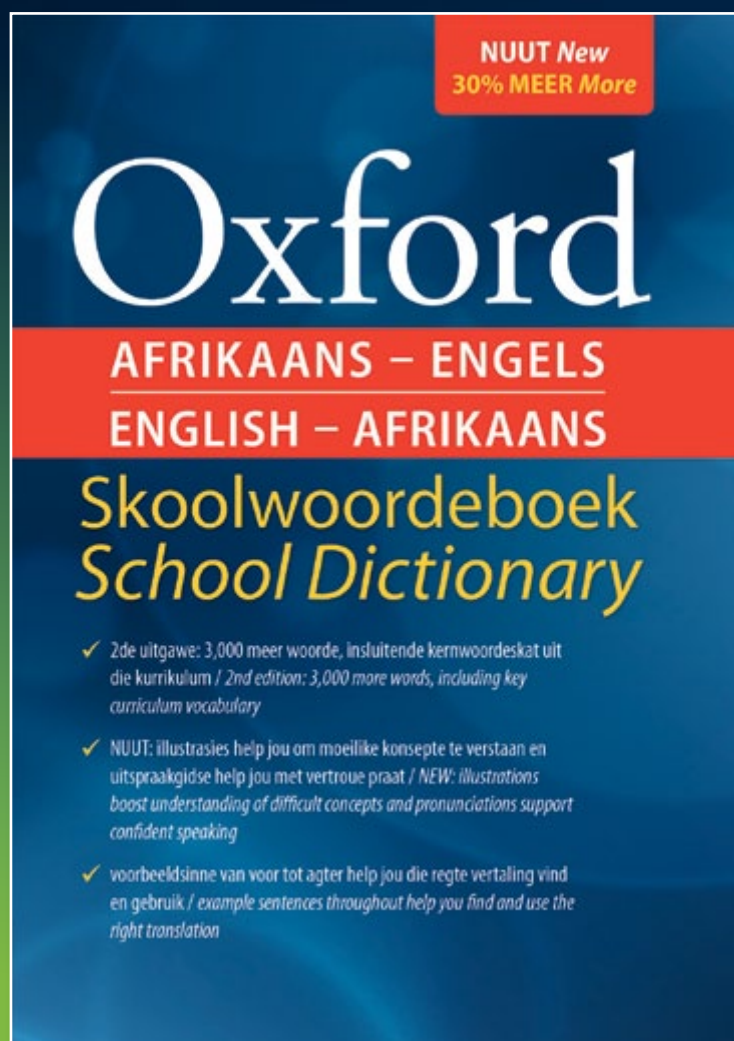
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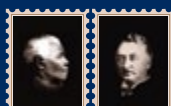
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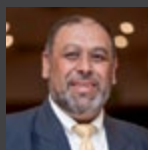
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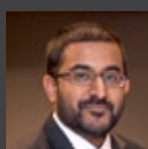
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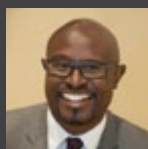
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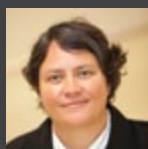
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ABOUT THE SA BOOKSELLERS' ASSOCIATION

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.

From the Editor

I have just attended the SA Booksellers' AGM, which consists of two days filled with in-depth discussions around an industry vital to the success of our country and yet beset from every side. As always I leave amazed at the tenacity and the ingenuity of those who keep South Africa reading.

Bookmark is focused on the issues faced by the booksellers in their specific sectors of engagement, and these issues are reflected in the sector reports in the first section of the magazine. Copyright is a huge issue for academic booksellers, while centralised procurement cuts the educational booksellers – who are masters in the art of hand-selling the right books to individual schools at the best price they can afford to offer – out of the equation. At the same time, budget cuts are a death knell to library suppliers; and an economy in recession is making life very hard for everyone.

Despite all these drawbacks, a positive note was sounded more than once, as it was when guest speaker Frans Cronje of the South African Institute of Race Relations (SAIRR) and author of a *Time Traveller's Guide to South Africa in 2030*, told delegates that South Africans are incredibly resilient, and essentially just want to get along and get on with it.

Publishers and booksellers gather annually at the Sefika Awards to celebrate South African authors, publishers and booksellers through the Nielsen Booksellers' Choice Award. The occasion is witness to relationships that have held strong for years, and many old friends were present. Also pleasing were the many new faces to be seen at the event.

With reports done and celebrations over, it is back to business as usual, back to books. At the very least there is always that 'back to books' for most of the attendees. And as far as celebrations this year go, they won't be long in coming around again. Already in September, we have three events to look forward to: the Open Book Festival, National Book Week (NBW) and the South African Book Fair (SABF)!

To be honest, I am not quite sure how to cope with the first one. Open Book has been my favourite literary festival since it launched seven years ago. Only a newborn has managed to keep me away in the past. This year I am torn.



“Already in September, we have three events to look forward to: the Open Book Festival, National Book Week and the South African Book Fair!”

Having taken over the SABF from the Publishers' Association of South Africa, the South African Book Development Council (SABDC), which has run NBW in the first full week of September for several years, has made the logical decision to hold the Fair as a celebration of all its efforts at the end of NBW. This places it over the second weekend of September, which makes sense on all levels but one: Open Book runs over the very same weekend.

Now I have thought long and hard about this particular conundrum: How to attend both? In truth I could actually pull it off as the SABF runs from 8–10 September and Open Book runs from 6–10 September. I could do Open Book for two days and then fly up to Johannesburg and enjoy the SABF for three full days. That is five days of intellectual input from some of South Africa's most beautiful and respected voices. Not to mention those of African and international writers... Having had a good long look at both programmes, I can safely say that I know of quite a few people who *will* be attending both. I may even find myself sitting next to one of our highly esteemed authors on the plane as they fly between literary debates in two major South African cities both cultivating individuality, creativity, ideas and language.

That is an exciting thought. What is more exciting for me, though, is that

South Africa can stage two literary fairs, both offering wonderful programmes and staging unique local, African and international voices – at the same time!

For a country whose future depends on its people and on their commitment to education, which is rooted in reading, that is quite something, especially when we consider our more recent history. Henrietta Rose Innes wrote a brilliant piece for the *Times Literary Supplement* in July this year, in which she took the reader through her experience as a writer in the post-apartheid era; and reflected on how it had taken us 20 years to process the radical shifts in our country's consciousness.

Originally, she says, “I felt isolated; and South African writing itself felt isolated from the rest of the continent and the world. Even within the country, the writing scenes in Johannesburg, Durban and Cape Town were like different planets. I knew of only one local literary festival – ‘Time of the Writer’ – which had begun in 1998.”

How different the scene is today. “There is now an active, sometimes contentious festival scene – Open Book, Franschhoek and others – that brings writers and readers together. It feels, too, that the South African writing scene is now much more integrated with the rest of the continent: there is a flow of writers from other parts of Africa into our festivals and conferences, and vice versa, and a mingling on the broader international circuit.”

The South African Book Fair has positioned itself squarely in the middle of this African narrative, whereas Open Book brings incredible international authors to our shores. With NBW delivering books to smaller, more rural localities nationwide, it truly is becoming National Book Week.

It will be a week of wonder, and I fervently hope that South Africans will step out of their houses en masse to fill every seat of every session at all the events: from Kakamas in the Northern Cape, through the city centre of Cape Town, to Newtown in Johannesburg. I hope that they will accept the gift of wisdom imparted by the thinkers and philosophers of our time. I hope they hang on every word.

Jessica Faircliff

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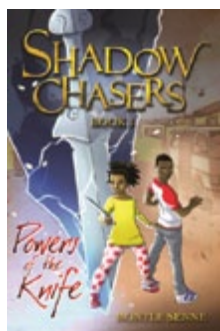
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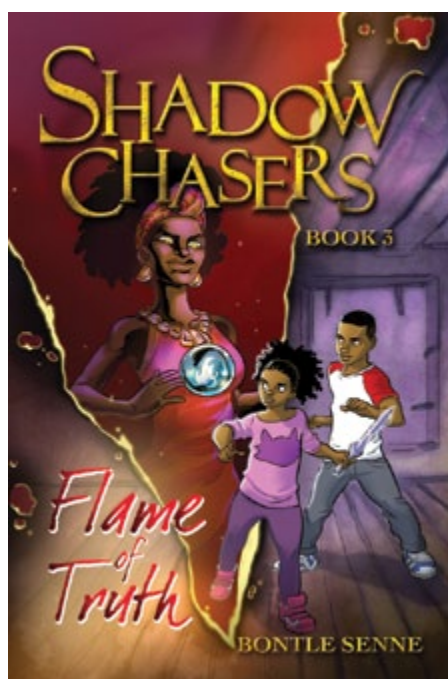
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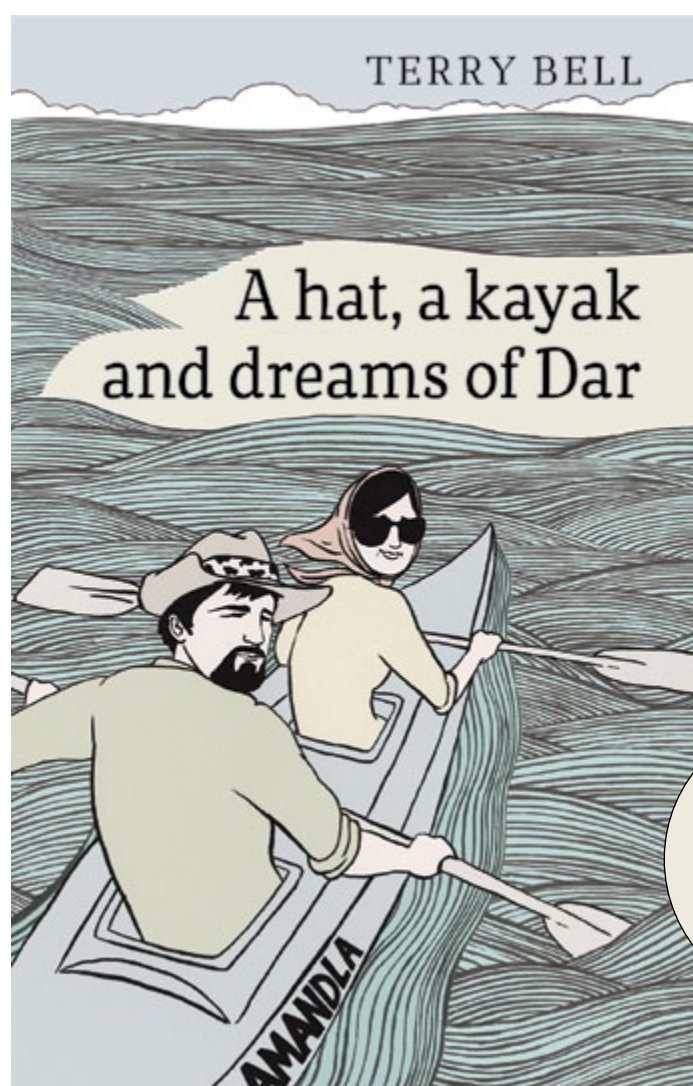
A hat, a kayak and dreams of Dar

Terry Bell

In December 1965, in a smoke-filled room on the second floor of the Hotel Chauen in the medina of Tangier, South African journalist Terry Bell accepted a challenge: to paddle a kayak from London to Tangier. By August 1967, he was living as a political exile in London, with his heart in South Africa. For Terry and his wife Barbara, it was time to get back to Africa. The plan: cover 11 000 kilometres to reach Dar es Salaam in a 5 metre twin cockpit glass fibre kayak.

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– Sholto Cross

From the President

Report 2016/2017



Dear Members,

At the nineteenth Annual General Meetings of the SA Booksellers Association the discussions and deliberations were very fruitful for booksellers. We discussed issues aimed at improving structural economic distortions that restrain the sustainable growth of bookselling in our country. Whilst this remains an important component of commerce and industry, naturally, it is our responsibility to continue to try and deliver real benefit to our membership.

Text book budgets have increased greatly, but sadly Education Departments have opted in most of the provinces to procure via managing agents and thereby ruling out the bookshops. Some regions are even forcing section 21 schools to purchase from the appointed managing agent.

National treasury

The sustainability of bookshop survival depends on government support and to this end our lengthy meetings with treasury representatives last year looked positive. This process has now reached a stalemate with Department of Education (DOE) not supporting treasury recommendations and I believe we will have to bide our time and await future developments.

Cape Town Book Sale

The Cape Town Book Sale, a brain child of the Cape members and supported by the SA Booksellers Association, has been

well supported by the trade as well as the public. It was a well advertised event and indications are that it was a success.

Booksellers online course

We are pleased to report that rapid progress is being made with the development of the Online Training Course. Four modules have been written and are in the process of being converted into the online format and six more should be complete by the end of December. More details about the training programme will be available from Olinka Nel and the team.

Code of Ethics and Constitution

Mohamed Kharwa was tasked with proposals for the amendment to the Constitution. I know, at present he is busy urging members to comment on some of the proposed amendments. On the Code of Ethics, Melvin Kaabwe, Kharwa and Riaz Hassim have agreed to present changes going forward. One of the key points is that members must not bring the Association into disrepute.

The Copyright Bill

The erosion of copyright is perhaps the greatest threat facing the educational and academic booksellers at present. Peter Adams and Hassim did a submission to Department of Trade and Industry (DTI) regarding copyright and how it will affect the book industry. Kaabwe has attended the Copyright Bill public hearings in parliament and perhaps will brief us of the latest developments.

South African Book Development Council (SABDC)

We are a founding member of the organisation. Kaabwe, Samantha Faure and I attend SABDC meetings. The SABDC did a follow up of the Book Reading Survey of 2006 and sadly the findings do not show a huge increase in the number of adult South Africans that read on a regular basis. That number in fact has dropped from 58% to 47% in 2016. Newspapers still make up the largest portion of reading material and only one third, 34% claim to be reading books in a printed form.

My sincere thanks and appreciation to the following who served on the SA Booksellers Association executive the last year, so admirably:

- Vice Presidents – Mohamed Kharwa (Chair: Academic) and Melvin Kaabwe (Chair: Digital)
- Honorary Secretary – Peter Adams
- Treasurer – Hentie Gericke (Chair: Education and Southern Region)
- General Trade – Olinka Nell
- Library – Richard Hargraves
- Eastern Region – Sydwell Molosi
- Northern Region – Riaz Hassim
- National Office Manager – Samantha Faure
- And myself as President and Chair of the Central Region.

The Association notes its appreciation and gratitude to all individuals who have given so much of their time to assist in the interests of the book industry. I want to place on record our thanks to Samantha and Maureen Hargraves for arranging the annual conference again, this year. On a sad note, Samantha will be leaving SA Booksellers Association in August to pursue another career. All of us will miss her and I want to thank her for her time with SA Booksellers Association and wish her well and success in her future endeavours.

Hentie Gericke, our faithful Treasurer for many years has decided not to make himself available for the coming year as the financial man. I am pleased to announce that Jonathan Ferreira from Caxton Books has agreed to serve as Treasurer and I am sure there will be no downgrades to junk status. I am certain he will serve SA Booksellers for years to come and wish him well and also welcome him to the exco.

I wish to thank you for your support and guidance and reiterate that my job as president is made a lot easier working with an excellent executive committee team.

Guru Redhi
President, SA Booksellers Association

Challenges: The new norm

Academic sector report

By MOHAMED KHARWA,
SA Booksellers, Academic Chairperson

It has become the norm to report the challenges of trading in the academic sector. In an economy that is in recession, confidence is low. Academic members have been facing stronger competition from traditional academic players and newer entrants.

Strikes, protests and administrative challenges at institutions have not helped but have been much less than in previous years. Student funding has been growing however spend on books has not been proportional to the increases in funding.

Members have turned to innovation and creative marketing campaigns in response. These bold steps must be applauded. They keep our sector and industry working hard. The major beneficiaries are students as our primary consumers and that is good for our industry.

The last 12 months were fraught with publisher service delivery issues. The beginning of 2017 suffered from stock shortages, billing issues and poor delivery. These impacted on sales and availability at peak buying period.

Photocopies, counterfeits and the distribution of digital copies on campus or via social media have been repeatedly noted. Counterfeiting has been noted as a global problem as Cengage, McGraw-Hill and Pearson have charged Follet (a major textbook distributor in the US) with such copyright infringement.

Booksellers have had little or no feedback from the National Student Financial Aid Scheme (NSFAS). There have been efforts to fight fraud and phishing of students to access their funds. The expected increase in number of institutions on the SBux system did not materialise and the shift to students buying low margin devices over books is of concern.

Academic booksellers held a very successful workshop in October 2016 and invited all Publishers to participate. This was well attended and sponsored by a few publishers. Apart from a fabulous lunch, the discussions were positive and in depth. Participants were pleased that the engagements were open and honest. As the first event of its kind we are hoping to repeat this in October/November 2017.



Mohamed Kharwa, Academic Chair of the SA Booksellers Association gives the vote of thanks at the Sefika Awards evening.

The shift to online is growing with very strong price pressures, especially where margins are minimal. While this may be great for the consumer, perceptions of value are also being skewed.

The volatility of our currency is of concern as a large number of titles are imported.

The Copyright Amendment Bill is worrying for the academic sector. This could have severe implications for

the long-term viability of and motivation for producing academic content in South Africa. Short-term gains in education costs could easily be lost as the incentive to produce quality textbooks is taken away by the proposed legislation's loose restrictions on "fair" or "educational" use.

We did not host the usual number of teleconferences in 2017 and hope to improve on this in the year to come.

Feedback on the Workshop

Thanks for creating a platform for us to discuss and collectively find resolutions to both the internal and external issues facing our businesses. This event also afforded us the opportunity to connect with colleagues in the industry... **Botho Mothibi, Oxford University Press**

We found the session really insightful... **Aamina Gangat, Head of Sales: Pearson Higher Education**

It was a good experience for us, and an opportunity to see the challenges currently faced by the book sellers. **Craig Bruckmann, McGraw-Hill Education**

It was a pleasure being part of this meeting and hopefully there will be another coming up in the New Year. **Teresa Fuchs, Sales Manager: South Africa, Cengage Learning**

The figures behind educational bookselling

Education sector report

By HENTIE GERICKE,
SA Booksellers, Education Chairperson

The National LTSM Forum met on 13 July 2017 in Pretoria. The Department of Basic Education (DBE) did not have time-frames for changing current catalogues. Changing catalogues required funds and the DBE was still in discussions with National Treasury about this matter. The DBE plans to issue a comprehensive National Further Education and Training (FET) literature catalogue in 2018, for implementation in 2019.

Eastern Cape: 2017/18 Curriculum and Assessment Policy Statement (CAPS) Top-up catalogue went out to schools on 28 June 2017. Deadline for submissions is 28 July. Orders will be expected by end of August. CAPS top-up and grade 10 literature budget not confirmed.

Free State: The 2017/18 budget is R51m but unfortunately payments for accruals come from this budget. The focus for 2017/8 remains grade 10 literature and top-ups for grades 1–3 & 10 CAPS and grades 11 & 12 literature.

“The Department of Basic Education plans to issue a comprehensive National Further Education and Training literature catalogue in 2018, for implementation in 2019.”

Gauteng: No information yet on how much the 2017/18 provincial budget is going to be. The focus of provincial spend is textbooks top-up, new grade 10 literature books and grade 11 and 12 literature top-up. Delivery of ordered Learner teacher Support Materials (LTSM) to managing agent and then to schools will be between 1 August and 31 October 2017.

KwaZulu-Natal: Proposed provincial spend is R480m on textbooks. The focus is on grade R–12 top-up and literature grade 10–12. Ndatabase started releasing orders to publishers on 29 June 2017. Section 21 schools to receive their funds and to close orders in the third term.

Limpopo: The provincial spend



Hentie Gericke, Education Chair, chats to Adele Barker of Macmillan Publishers at the Sefika Awards.

for 2017/8 is not yet known, it will be confirmed once the orders have been consolidated. The focus of provincial spend is on grade R–12 top-ups and grade 10 literature. Distribution will be decentralised and publishers are expected to deliver to multiple warehouse locations.

Mpumalanga: Top-up from grade 4–12 is R79m. Bongani Rainmaker remains the distributor despite the fact that their contract expired last year.

North West: The provincial budget for LTSM is R282m. The focus will be on grade R top-up, grade 10 literature and grade 11 & 12 literature top-up. The process of appointing new service providers has not been finalized.

Northern Cape: The LTSM allocation in 2016/7 was R35m and the budget for LTSM for 2017/8 is R36, 4m. Schools had

to order and be verified by end of June 2017. Most did not.

Western Cape: The WCED will be focussing on the following areas:

- **Grade 10 literature:** The department will be purchasing one novel and one drama for home language and for first additional language they will purchase two out of the four genres. Therefore a total of four books per grade 10 learner will be purchased.
- **Technical subjects:** The budget for grade 10 literature and technical subjects is R30 million.
- **Norms and Standards** has been decreased by 2–3%. Budget is approximately R126 million for both Section 20 and Section 21 schools. The focus will be on top-ups across all grades.

A year of fluctuations

Library sector report

By RICHARD HARGRAVES,
SA Booksellers, Library Chairperson

It has been another year of fluctuations for library business with changes in some major metropolitan areas adding to this.

Northern region

Polokwane have opened their systems for purchases. There is no tender in place but there are preferred suppliers.

City of Tshwane have advertised their new tender. There is no confirmation on who was awarded the new tender. There has been a change in the senior management as the director for libraries Mr Mogora retired earlier this year. What the changes will be at this library service remains to be seen.

Ekurhuleni has a tender still in operation although I am certain a new tender will be advertised this year when the current one comes to an end.

The City of Johannesburg has a current and operational tender. The last tender was cancelled mid-way through its period and a new tender advertised. Initially the understanding was that the tender was to complete the cycle but it appears it is valid for a full three years. City of Johannesburg has a big budget taking into consideration that they have several donors, grants in addition to the normal City & provincial budgets.

Mogalakwena utilise the quotation system and do not have a tender in place.

Mogale City had their first exhibition in July. It seems they have several new libraries that are being built. They have reduced the delivery time by a week which does provide its challenges due to our own cash flow constraints.

North West Province held a selection meeting in June. Some orders have come out. They are currently facing a challenge as the Premier has annexed their building for use. The department has moved to several buildings. I am waiting to hear when they will be resuming their buying.

Limpopo Province are busy purchasing on the tender awarded two years ago. We are waiting to hear when their next tender will be advertised. They have also experienced a change to their senior management with several of their directors and managers being moved or retired.

Bloemfontein Libraries have re-advertised their tender.



Peter Adams accepts the Library Supplier of the Year award on behalf of Hadedra Library Suppliers.

Southern region

Western Cape Provincial Libraries continues on its approval system. Four hundred books a month.

The City Library has a tender awarded for special projects. It is a three year contract.

Northern Cape tender was advertised and is under consideration.

Free State Provincial Library Services are asking for quotations from all potential suppliers. They have moved, again, from the rather short-sighted 'local vendors' only to allowing outside vendors to quote. This should ensure they get the service they deserve.

Eastern region

Eastern Cape Provincial Library Services required us to apply as a potential vendor. They are considering the submissions.

It appears they are to return to the exhibition roadshow format for buying.

Nelson Mandela Bay Municipality tender has been awarded to preferred suppliers.

Education, Library and Technology Services (ELITS) have had a few rumblings but not much has come out of it in the past.

KwaZulu-Natal Provincial Library Services discarded the approval meeting schedule and have made it an ad hoc basis. This is a concern.

eThekweni Municipality Libraries tender expires this year and a new tender will be advertised. They are thinking of changing the format of the tender. Details to be announced.

Mpumalanga Provincial Library Services has an ongoing three year tender.

A veritable smorgasbord

Digital sector report

By MELVIN KAABWE,
SA Booksellers, Digital Chairperson

The impact of digital technologies continues to be felt by booksellers. It is no longer a fear of digital taking over as it is a necessity for traditional bricks and mortar operations to adapt to the changes brought on by digital in terms of customer expectations. Customers expect experiences that reflect the use of these new technologies for their benefit in terms of convenience, efficiency and individualism.

World Wide Worx reports that e-commerce in South Africa as a percentage of total retail sales is still under 3%. E-commerce world-wide is growing at between 21–25%. Online retail of books in SA by the well-known SA Booksellers members seems to be tracking the global trend.

The e-commerce channels of booksellers is trending towards more mobile access. Some new developments that have led to up to 50% of browsing being done via mobile devices are:

1. The ubiquity of mobile smartphones, faster (data-speed) network coverage and even cheaper data consumption devices (Smart Tablets with a useable browser dropped in price to under R1000 this year) by mobile network operators have bolstered the trend.
2. Government initiatives to roll out free WiFi hotspots in metropolitan areas (and on commuter busses) that are subsidised by municipal service-fee collection efforts (eg. Project IsiZwe, Free Tshwane WiFi).
3. Harmonisation of book metadata feeds through Onix and new (more specific) categorical descriptions of titles (with locally derived variants) beyond ISBN/BISAC style towards Thema standards. This is, in part due to the whole-sale commodification of large computing capacity and storage by cloud vendors such as Amazon, Microsoft, IBM and Google that provide Amazon Web Services, Azure, Bluemix and Google Cloud respectively as SaaS, IaaS some Machine learning and artificial intelligence technology stacks.
4. At e-Commerce Africa 2015 held in Capetown, Amazon Web Services (AWS) was able to create an online

bookshop stocking more than 150 000 titles for sale (with cover images) in under three minutes using the computing power (EC2) and Elastic Load Balancing algorithms over global WANs. That demo runs three times faster today.

5. At the same time, IBM partnered with the Department of Trade and Industry (DTI), the Council of Industrial and Scientific Research (CSIR) and Universities like Wits to leverage their big data capabilities over 10 years in creating new opportunities for start-up and tech entrepreneurs. Included in the R700m investment were bursaries for 56 students to study computing at Bachelor level and funds for research at post-graduate.

“The e-commerce channels of booksellers is trending towards more mobile access. Some new developments have led to up to 50% of browsing being done via mobile devices.”

General books online

General online bookshops faced stiff competition from giant conglomerates led by Amazon, Apple and Google. For such big online retailers, books are often seen as the low-hanging fruit in attracting customers to use their online services for other goods and services. A popular general trade title can be sold at a significant discount in order to capture a user. The life-time value of a user to an online retailer is seen as more profitable than any initial loss on a title. Online marketplaces where users can sell second hand books have also seen increasing usage as a means to monetize under-utilised domestic goods during a depressed economic cycle. SA Booksellers members have risen to the challenge by:

- Differentiating their offers more clearly
- Providing a curated experience for repeat customers
- Rewarding loyalty
- Social media engagement.

Educational e-book and e-learning platform variety

Information and Communications Technology (ICT) in education has been more aggressively pushed in the Free State and Gauteng than most other provinces as a solution to up-skill learners with technology concepts as well as an alternative distribution method for CAPS and supplementary materials. The MECs concerned, Tate Mekgoe and Panyaza Lesufi respectively have employed different funding models to develop the appropriate education eco-systems. Whereas Gauteng likely has a bigger budget from the State Treasury, Free State has relied on some Local and International Aid which employs some overseas components.

Snapplify, a SA Booksellers member won the business to provide the e-book deployment platform and several bon mots for a period of three years from August 2016–2019. Snapplify is the implementation partner for Bongani Rainmaker Logistics who were the successful bidders for the +R600m contract with the Gauteng Department of Education. Bongani Rainmaker is contracted to provide project management services and the development of an online resource management system (an application) for LTSM and e-LTSM logistics ie. Project managing the procurement, packaging, and distribution. Develop and implement a system for requisitioning, management, monitoring and tracking of orders, deliveries and utilization of all materials provided to schools in Gauteng Province.

The Western Cape Education Department endorses private initiatives like Siyavula and open access materials including exam past papers via free (zero-rated by Mobile Network Operators) and classic works in the public domain on platforms like WorldReader which work on cheaper feature phones.

Various players in the market have developed a plethora of ICT solutions for schools and booksellers are advised to evaluate the requirements and needs of their communities and potential clients thoroughly before embarking on a change to their business model or investing in

technology partnerships that may initially have years of low yield. Based on feedback from SA Booksellers' members trading in the private sector, e-book deployment at schools was enforced in the bigger education group divisions as part of a long term strategy for the education groups to capture more value from their own ICT infrastructure. This led to frustrations from parents having to buy devices, conflicting license terms for content between publisher and end-user, security costs for transporting and storing equipment, ill-equipped or untrained teachers left on their own to provide support. Good teachers (technology champions) jumping ship for greener pastures as they become more employable.

Curro Holdings plans to add 38 more campuses before 2020 from 42 currently. This will be around 200 private primary schools (90 000 children) and at least two private tertiary institutions in the group.

The PSG group that owns Curro has a significant stake in ITSi which implies that these schools may be inclined to the ITSi e-learning eco-system.

AdvTech has 78 schools on a similar number of campuses however their tertiary education business is focussed on the rest of Africa where the returns seem better.

Inspired Group has 11 super-premium schools in SA and are planning more in addition to tertiary. They use high-end apps from Apple and Google for e-learning.

In Higher Education, more than eight tenders have circulated so far into 2017 for ICTs hardware including Limpopo (Lephalale), Eastern Cape (Ingwe), North-West (Vuselela, Orbit), Western Cape (False Bay) and so on.

All of this makes for a compelling case for booksellers to prime themselves for continuous public interest in e-learning materials including supplementary content like revision aids in electronic format. Electronic format has the advantage of facilitating student's remote learning or self-directed study more efficiently due to audio-visual explanatory material beyond a classroom teacher's capabilities as well as self-marking assessments in real time.

Recent moves in digital

As with printed books, 2017 has shown an increasing propensity for Publishers to enter into agreements with Government Departments directly to supply e-LTSM. Publishers have side-stepped local booksellers to pitch their own e-learning



SA Booksellers Digital Chair, Melvin Kaabwe, presents the Education Publisher of the Year (Large) to Brian Wafawarowa of Pearson Education.

solutions or have been summoned by e-LTSM Directorates as a body (Publishers Association of South Africa, PASA) which side-lines the local bookseller from participating.

The SA Booksellers Association should make itself heard to be in vehement protest with such an exclusionary and anti-competitive approach by public departments. Since booksellers are likely to have local knowledge and experience in their own communities.

Amazon continues to grow its cloud services business and is preparing for a second office in SA. Their strategy was always to use books as the worm on the hook to introduce customers to other services via their Amazon Prime offer. They have invested in more physical infrastructure and acquired some bricks-and-mortar physical retail outlets in order to have access to the daily grocery market. Independent book-sellers in the US have benefitted from this.

Van Schaik Bookstore, Southern Africa's largest academic bookshop chain has introduced its very own Mobile Virtual Network Operation (MVNO) that has a specific bundle of services directed at students. The Van Schaik Bookstores mobile network is deeply

integrated into a rewards program that provides benefits, including third-party offers, at clothing retailers, fast-food restaurants, additional airtime and WiFi access to students that buy textbooks from the retail chain.

Publishing houses have seen long-serving staffers of good repute with viable contacts leave to join technology vendors particularly in education. Notably, Mark Seabrook (formerly at Penguin Random House) has joined Snapplify, Renaye Keus (formerly Pearson) and Suzann Prinsloo (formerly Via Afrika and Lapa Uitguwers) have joined ITSi while Bernita Naudé (formerly of MacMillan Education) has joined Cylo. Naazir Abrahams from Oxford University Press was appointed to head the local Vitalsource team by Ingram Content Solutions EMEA office in the UK. Julia Lhuillery-Moulder left Oxford for Reveleo.net.

It is quite clear that the e-book space is entering a formidable period of competition. Some of the platforms to watch are ITSi, Snapplify, SmartSWOT, myeBook, Vitalsource and EraOnline. Booksellers should therefore strive to be well-acquainted so as to serve their customers with quality offers from such a veritable smorgasbord of edtech options.

Pretty gloomy with no resilience in the market

Trade sector report

By OLINKA NELL,
SA Booksellers, General Trade Chairperson

The general book trade struggled in the first half of 2017, as consumer confidence slumped and food prices continued to rise. Andrew Marjoribanks of Wordsworth described the period as “pretty gloomy, with no resilience in the market”. The only reprieve came from a fairly stable currency, which saw book prices flatten out or even decline. A pound cost R16.90 on 1 January, and R17.00 on 30 June. However, unit sales continued to decline as customers tightened their belts. The market contracted by nearly R22 million in the first six months of the year, with 278 552 fewer books sold. Emile Johnsen, MD of C.U.M. Books commented that “The economy is pushing consumers to downgrade from more expensive shops to affordable outlets. That explains the performance of the Steinhof brands that are growing currently while high end retail is suffering.” John O’Sullivan, owner of Bargain Books, felt the same: “The general level of despondency and lack of confidence is definitely impacting books, which are a discretionary spend.” Benjamin Trisk, CEO of Exclusive Books, described the year so far as “Very tough, with volumes marginally up; no big books, which is always a factor; prices down with no real impact on demand.”

“Exclusive Books reported a marked shift in the market, with their Pan-African writers list showing more than 60% growth.”

Unit sales in all categories declined. The market sold a higher value of children’s fiction books, but this was driven purely by a price increase of 6.9% in this category. Adult non-fiction sales contribution dropped by nearly 2%, perhaps due to some lists no longer being available in the market. The last year saw agents PSD and Trinity close shop, with only some of their lists finding new homes, while Real Books discontinued many of their book lists to focus on Moleskine. To quote Andrew Marjoribanks on the loss of

Panel year-on-year comparison, weeks 1–26 (excl. school and academic)

EXTENDED PANEL	VALUE	QTY	ISBN	ASP
2017	663 365 238	4 349 986	219 249	152,50
2016	685 089 048	4 628 539	218 482	148,01
YEAR-ON-YEAR % GROWTH PANEL				
2016–17	-3,17%	-6,02%	0,35%	3,03%

Category analysis, weeks 1–26 (excl. school and academic)

2017	VALUE	% VAL	QTY	ISBN	ASP
Total	663 365 238	100%	4 349 986	219 249	152,50
Adult Fiction	153 869 424	23,20%	907 416	52 286	169,57
Adult Non-Fiction	317 192 332	47,82%	1 721 795	96 204	184,22
Children’s Fiction	71 125 832	10,72%	524 439	24 300	135,62
Children’s Non-Fiction	59 749 973	9,01%	557 392	22 538	107,20
2016	VALUE	% VAL	QTY	ISBN	ASP
Total	685 089 048	100%	4 628 539	218 482	148,01
Adult Fiction	156 245 049	22,81%	964 118	51 842	162,06
Adult Non-Fiction	340 394 607	49,69%	1 936 314	92 223	175,80
Children’s Fiction	69 879 763	10,20%	550 441	25 061	126,95
Children’s Non-Fiction	62 473 562	9,12%	603 248	22 173	103,56

Top 10 titles, weeks 1–26 2017

POS	TITLE	AUTHOR	IMPRINT	QTY
1	War Cry	Smith, Wilbur	HarperCollins Publishers	16 944
2	Born a Crime	Noah, Trevor	Pan Macmillan South	14 401
3	Republic of Gupta	Myburgh, Pieter-Louis	The Penguin Group	8 968
4	Apartheid, guns and money	van Vuuren, Hennie	Jacana Media	7 958
5	The Book of Joy	Lama, Dalai; Tutu, Archbishop Desmond; Abrams, Douglas	Hutchinson	7 559
6	Diary of a Wimpy Kid: Double Down	Kinney, Jeff	Puffin	6 378
7	The Bikini Body 28-Day Healthy Eating & Lifestyle Guide	Itsines, Kayla	Bluebird	5 698
8	Into the Water	Hawkins, Paula	Doubleday	5 697
9	No longer whispering to power	Gqubule, Thandeka	Jonathan Ball Publishers	5 632
10	The Alchemist	Coelho, Paulo	Thorsons	4 521

these agents: “We miss their variety and expertise”. With Jonathan Ball no longer representing Taschen, access to range is becoming harder and harder. Protea reported an uptick in children’s book sales, especially sales of remaindered

titles. Bargain Books started focusing more on full-priced books, which pushed up their average selling price. Exclusive Books reported a marked shift in the market, with their Pan-African writers list showing more than 60% growth.

Sheer Reading Pleasure

Brought to you by

PAN MACMILLAN

**PICADOR
AFRICA**



Dikeledi
Achmat Dangor
September 2017



The Way I See It
Jürgen Schadeberg
September 2017



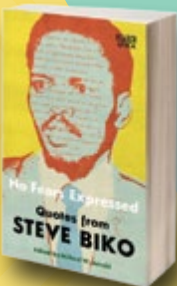
Dare Not Linger
Nelson Mandela
& Mandla Langa
October 2017



The Blessed Girl
Angela Makholwa
October 2017



**The Testimony of
Steve Biko**
Millard W. Anthony (Ed.)
September 2017



No Fears Expressed
Millard W. Anthony
September 2017



**Bantu Holomisa:
The Game Changer**
Eric Naki
November 2017



Bare Ground
Peter Harris
October 2017

For publicity contact: Eileen Bezemer at
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The usual mix of big name fiction, local politics and evergreen core titles made up the top 10 (below). The Christmas success of Trevor Noah and *The Book of Joy* continued deep into the year. Kayla Itsines' lifestyle book was the only real surprise. Lower down in the rankings, another surprise success was the raunchy self-published *Hlomu* trilogy by Dudu Dubisani Dube. New SA Bookseller Association member C.U.M. saw the unit sales of Bibles and Afrikaans books grow, while English book sales were down significantly. The top-selling book in their stores was Rick Warren's *Purpose Driven Life*, now reprinted with the new title *What Am I Here For?*

On the news front, distribution reshuffles continued to happen, with sporadic supply chain interruptions. With Booksite of greatest concern, it came as good news to the trade when systems were finally integrated, although electronic ordering for all their vendors is not yet possible. C.U.M. moved their Struik Christian Media leg of the business into their Vereeniging

warehouse, by all accounts a smooth and painless transition.

The first six months of the year saw a few bookshops closing, but also some opening. Exclusive Books shut down their operation in Westville, but opened a stunning new store in Ballito. C.U.M. did not close any branches, and opened up shop in Ballito and Port Elizabeth. Bargain Books closed in Northgate and Boardwalk (Port Elizabeth), and opened in Springs, Walmer (Port Elizabeth) and Randridge. Protea moved their Rondebosch branch to Sir Lowry Rd and renamed it Protea Cape Town. CNA closed their branch in Klerksdorp city centre.

Staff changes in the general trade included:

- Grant Pattison was appointed the COO of Edcon, and will step into the role of CEO in February 2018.
- Ingeborg Pelsier joined Exclusive Books as manager of the Stellenbosch branch.
- Linda Nell took over from Meryke van Niekerk at Exclusive Books Waterfront.

- Marlize de Jongh was welcomed back to Exclusive Books as manager of Hyde Park.
- Matthew Noel-Barnam is now the National Operations Manager at Bargain Books.
- Bianca Adendorff became the Marketing Manager at Bargain Books.

The trade was tragically robbed of two legendary booksellers this year: Maria Lastrucci of Phambili, who died after a long illness, and Carol-Anne Wright of Wordsworth, who passed away shortly after her retirement.

Key challenges in the sector at present include the escalating theft of books, now on a cross-border scale, and a critical shortage of skills. Book prices settled somewhat and landlords were more amenable, but with the economy showing no signs of improvement, this remains a hard trade to be in.

All statistics courtesy of SAPnet.



macmillan
education

NEW

HERE WE GO!

ECD Big Books

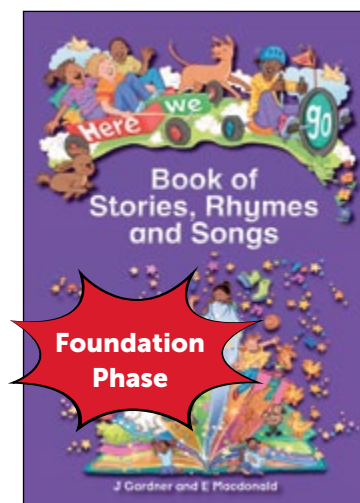
10 full-colour Big Books.
Available in Afrikaans, English, IsiXhosa,
IsiZulu, Sepedi, Sesotho and Setswana.

Book of Stories, Rhymes and Songs

**Foundation
Phase**

ECD Poster Pack

20 full-colour, A1 size posters with labels in all 11 languages.

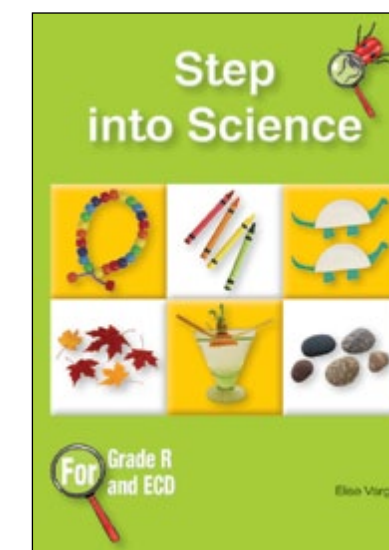


STEP INTO SCIENCE

NEW

Grade R and ECD

Foundation Phase



NEW

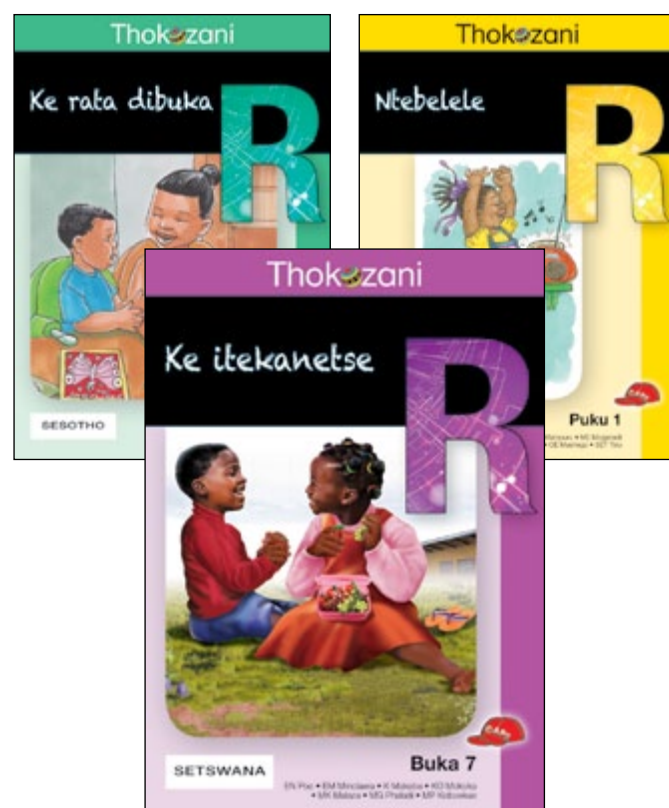
THOKOZANI

Grade R Readers

40 Graded Readers.
Available in IsiXhosa, IsiZulu, Sepedi, Sesotho and
Setswana (Home Language).

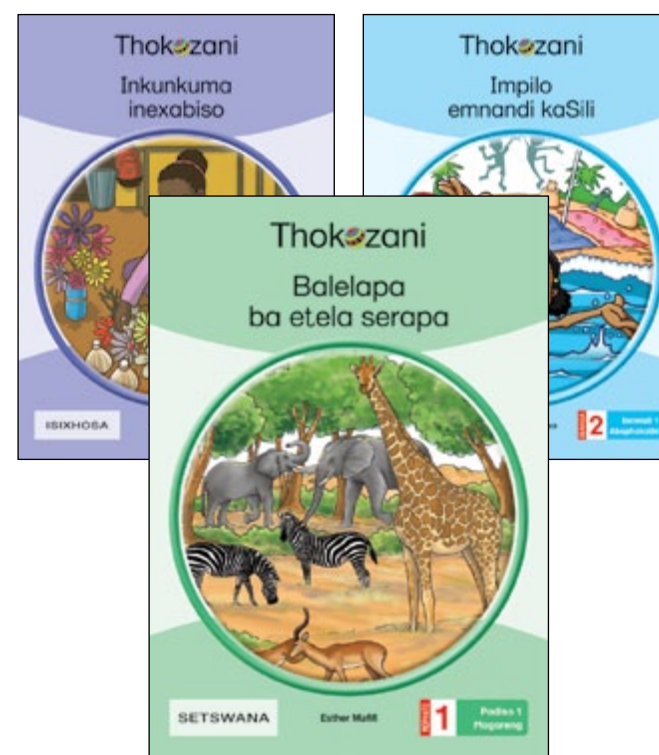
Grade R Big Books

4 Big Books.
Available in IsiXhosa, IsiZulu, Sepedi, Sesotho and
Setswana (Home Language).



Foundation Phase Graded Reading Scheme

Nine readers per grade.
Available in IsiXhosa, IsiZulu, Sepedi, Sesotho and
Setswana (Home Language).



MATHS GAPS

Foundation Phase Intervention Programme



NEW

Maths Gaps will also be available in Afrikaans, IsiXhosa,
IsiZulu, Sepedi, Sesotho and Setswana in October 2017.

The Booksellers' Choice

Born a Crime by Trevor Noah

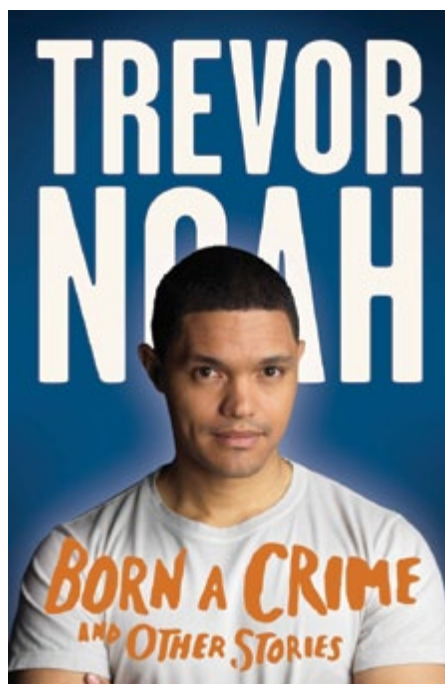
The Nielsen Booksellers' Choice Award is bestowed upon a local author for a South African published book that booksellers most enjoyed selling or that sold so well that it made a difference to the bottom line of booksellers across the country.

The prize this year went to Trevor Noah for his book *Born a Crime and other stories* published by Pan Macmillan in South Africa. Noah was not present to receive the prize at the convivial awards evening on the 22 August, however his publishers were there, bursting with pride. Andrea Nattrass, Noah's publisher at Pan Macmillan had arranged for him to record a short acceptance speech, which was shared with the audience at the awards. Noah thanked booksellers, publishers and the sponsors Nielsen Book for the award, along with his English teacher who inspired him to read.

Once a year the booksellers and publishers of South Africa gather at co-joined Annual General Meetings to discuss the industry at large.

"By bringing booksellers from around the country together annually to discuss matters pertinent to the business of bookselling, we are able to identify many concerns in the industry and work together towards solutions," explains Guru Redhi, President of the SA Booksellers Association, which organizes the AGM with the Publishers' Association of South Africa (PASA).

The AGM's are designed so that while booksellers meet to discuss getting high quality South African books into the hands of book buyers, the publishers are meeting to discuss the creation of these books just next door.



"The SA Booksellers Association strives toward working with PASA to encourage healthy trade relations recognising the respective roles within the book value chain, of the publishers as creators and wholesale distributors, and booksellers as the retailers of books," says Redhi.

"The AGMS are co-located to encourage PASA and SA Booksellers members to have closer networking opportunities and share ideas. This process happens in formal and informal settings to foster deeper discussions on issues that affect the business operations of these two important stakeholders in the book value chain," says Mpuka Radinku of PASA.

On the evening of the 22nd members of both associations congregated for the Sefika and Nielsen Booksellers' Choice

Awards evening to celebrate the roles they all play in promoting literacy and a culture of reading by producing and selling quality books in South Africa.

The following booksellers were awarded:

- Academic bookseller of the year: Van Schaik Bookstore
- Education bookseller of the year: Adams Bookshop
- Library supplier of the year: Hadedu Library Suppliers
- Trade bookseller of the year (chain stores): Bargain Books
- Trade bookseller of the year (independent): The Book Lounge.

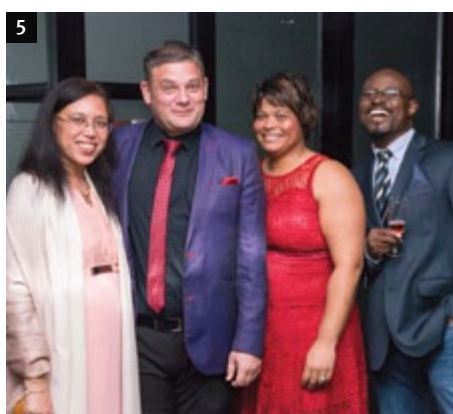
Publisher's awards went to:

- Trade: Penguin Random House
- Education (Large): Pearson Education SA
- Education (Small): The Answer Series
- Academic: Juta & Company.

The short-listed books for the Nielsen Booksellers' Choice Award 2017 were:

- *Born a crime and other stories* by Trevor Noah, published by Pan Macmillan
- *Emily Hobhouse Geliefde verraaier* by Elsabe Brits, published by Tafelberg
- *JAN A breath of French Air* by Jan Hendrik van der Westhuizen, published by Struik
- *Kook saam Kaaps* by Koelsoem Kamalie and Flori Schrikker, published by Lapa Uitgewers
- *Koors* by Deon Meyer, published by Human & Rousseau
- *My own liberator* by Dikgang Moseneke, published by Picador Africa.





1 Eric Rajkoomar of Adams Bookstore accepts the Education Bookseller of the Year award. **2** Mpuka Radinku (President of PASA), Stephen Long (Nielsen UK), Freda van Wyk (SAPnet), Guru Redhi (President of the SA Booksellers Association) and Brian Wafawarowa (PASA Chair). **3** Hyreath Anderson of Juta & Company accepts the Academic Publisher of the Year award. **4** The Penguin Random House team with their Trade Publisher of the Year award. **5** Rowena Unthank of PASA, MC Alan Committie, SA Booksellers National Office manager Samantha Faure, and Melvin Kaabwe of Van Schaik. **6** Koelsom Kamalie and Flori Schrikker, authors of *Kook saam Kaaps*, with publisher Tania de Cock of Lapa Uitgewers. **7** Winning Education Publishers of the Year: Pearson Education SA. **8** Brian Wafawarowa presents the Academic Bookseller of the Year award to Stephan Erasmus of Van Schaik. **9** Angelique Muller of Bargain Books accepts the award for Trade Bookseller of the Year (Large).

Lunch at the Social Kitchen

With Benjamin Trisk

I had lunch this past week with a publisher and her author. As circumstances would have it, this was the week in which I took a decision to return, to another publisher, the recently released book *From A to B* by Bonang Matheba. While there was much praise for our decision, owing to sloppy editing and a large number of grammatical and other errors, there were also, as usual, a number of vociferous critics. The critics saw our decision in racial terms.

It is a sad indictment on where we are in South Africa right now that even a decision like this, intrinsically tied-in to a poor product badly produced in which the central purpose of our decision (to not knowingly sell to our customers a book that is below par in terms of its representation of text) should nevertheless attract critics who are racially motivated. We need to get beyond this.

Our decision, as the leading bookseller in the nation is to always do our best for our customers; and it hardly behoves any bookseller to launch, present, promote and advocate a book in which the English language is so poorly treated. Our approach to this particular work had nothing to do with race. Indeed, it should be apparent to anyone interested in good writing that our recent release of a catalogue covering Black writing across the Continent and the Diaspora, is testimony enough to our adherence, first, to quality writing and, second, to our recognition that Black writing, at its pre-eminent level, is as enthralling, as interesting and as powerful as anything else by any other person regardless of colour.

What I find most interesting is that an event like this is put under the racial spotlight when, really, the focus should be literary. The question arises, of course, as to what we would have done if the book had been written by a White person and the publisher had been, as is mainly the case, a majority White organisation. The unpleasant truth, for everyone, is that we would have taken the same decision. We would have taken the same decision because, ultimately, delivery of good product and respect



Exclusive Books' new store in Ballito.

“What I find most interesting is that an event like this is put under the racial spotlight when, really, the focus should be literary.”

for our customers is the most critical aspect of our business. We respect our customers and, I hope, that they, too, acknowledge us in the same light. In some profound sense, our job is to curate the nation's taste. There is no more profound commentary on this than to point out to the reader that no more than 15% of our revenues come from the top 100 Best Sellers. Our income is generated by range and we adhere to this precept even before we recognise the almighty dollar which, no doubt, is the impulse for our existence.

None of this means that we do not see books with the occasional typo.

Sometimes a passage may have a non-sequitur or even refer to an event not previously narrated. These things happen. However, if a text is so badly edited that the errors jump out at you from page after page, then we have to do something about it.

And why do we only do something about it when our customers point out the errors to us? The reason is simple enough but not easily understood by the buying public. It is because we sell, in the course of a year, around 125,000 different titles. We rely on the publisher to sell to us a product that has been properly and methodically reviewed and edited. It is impossible for any bookseller to read and review every title that one sells. We would need an army to read every text.

In the end, we rely on our customers and I am grateful that they are so quick to point out mistakes. We know that the price of a book can always be put to other uses by the consumer and it is for this reason that we have the respect we do for all readers.

The Cape Town Book Sale

A great success

At the Cape Town Book Sale (CTBS) in June this year a number of local bookshops gathered to sell a huge selection of multilingual, multi-cultural books to book lovers at the lowest prices available in Cape Town.

Run under the auspices of the South African Booksellers Association, participants Bargain Books, Wordsworth Books, Books 24/7, Wilstan Books, Hargraves Library Suppliers and Caxton Books reported good sales and are excited to be part of what the Association plans on making an annual event.

The V&A Waterfront Head Office promoted the event across all its platforms and the Aquarium promoted the event to its 13 000 members, put on a puppet show and sold their book series too.

Just under 3 000 people attended the sale, which for a first-time consumer event with a limited marketing budget, was very good.

“We had a good Book Sale. There were some teething problems. The venue was on two levels, which proved unexpectedly problematic for some who never discovered the upper level in spite of huge signs. The Friday of the sale was chaotically busy and the Saturday less busy. The Father’s Day promotion together with the sale specials made for a busy Sunday. We will definitely participate again. It was good for books and good for us,” commented Andrew Majoribanks from Wordsworth Books.

“I found the event very pleasant. It was good to interact with my peers and directly with customers,” said Peter Wilstan of Wilstan Book Supplies.

“I walked away with a profit. I met two potential government contacts and potential clients with whom I registered. I also partnered with an author to distribute her book. I will definitely participate next year although I do think we need a more centralised area in the Waterfront even if we have to pay more for a display stand.”

Jonathan Ferreira from Caxton Books approached the CTBS wanting to learn how ‘book sales’ work and what sells on these sales.

“We enjoyed ourselves and learnt a great deal,” he enthused.



“Just under 3 000 people attended the sale, which for a first-time consumer event with a limited marketing budget, was very good.”

“There is still a challenge to make the finances of the event work without making it too expensive for small bookshops to sell at the CTBS or too expensive for consumers who want to attend the event. Ideally we should find a sponsor, charge a low entry fee and donate most of the entry fee to literacy initiatives.”

Dusanka Stojakovic from New Africa Books also enjoyed the Book Sale.

“I felt part of a community. The participation of book people at all levels was inspiring. We did not move all the stock we wanted at the sale, but made some useful contacts. An order for

multiple copies of our children’s books in English, Afrikaans and Xhosa made it particularly worthwhile.”

“The first day was very busy, the next two days less so. I loved the venue. However would have limited the hours to between 10h00 and 18h00.”

Bargain Books also participated at the fair and Managing Director John O’Sullivan said “It was great getting close to the coalface for a few days. It was also great to see the sheer delight on customers faces after they have found a book at a knock down price.”

“We decided to clear stock below cost on the Sunday rather than take it back to the warehouse so we met our targets. We thought it was very well attended considering it was just a sale without any other events to attract customers.”

All participants have indicated that they are interested in participating next year and being experienced hand-selling booksellers, they enjoyed the interaction and participation most of all.

Waves of change

A groundswell of book development

by the SABDC

The re-designed South African Book Fair (SABF), under the auspices of the South African Book Development Council (SABDC), takes place from 8–10 September 2017, in Newtown, Johannesburg. The SABF has now been incorporated into the successful annual National Book Week (NBW), which has carved its space in the first full week of September in our annual calendar. The Fair is taking place at Museum Africa, The Market Theatre and Market Square, all in close proximity to the Newtown Junction.

With their focus on providing a strong platform for the book industry, NBW and the SABF share the following broad objectives:

- Promoting a reading culture and increasing access to books.
- Forging and promoting partnerships across the industry, both locally and continentally.
- Showcasing books, authors and the book industry in general.
- SMME and entrepreneurial development.
- Enterprise and skills development across the value chain.
- A lively, captivating literary festival based in Gauteng every September.

National Book Week

Behind National Book Week (NBW) and the Book Fair stands the belief that books remain the most cost-effective means of developing South Africa and its people.

NBW is implemented through the provincial library services of South Africa, which partner with the SABDC to host numerous reading-promotion occasions. The fact that these events happen in largely rural and township communities is indicative of how invested the library services are in their communities.

#BUYABOOK

NBW's #BUYABOOK campaign offers individuals the opportunity to help develop South Africa through the simple and cost-effective means of buying and donating a book.

The campaign runs from 30 August to 7 September. Selected titles, selling

for as little as R20, will be available at Bargain Books, Exclusive Books and Takealot throughout this period. They have generously been made available for the campaign by NB Publishers, Pan Macmillan SA and Penguin Random House.

The exhibition

The SABF welcomes the following exhibitors to Museum Africa this September:

- **Associations – the driving force behind change:** The associations represented at the Book Fair are the SABDC, the Academic and Non-fiction Authors' Association of South Africa (ANFASA), the Paper Manufacturers' Association of South Africa, the Alliance of Language and Media Practitioners (LAMP), the Publishers' Association of South Africa (PASA), the Library and Information Association of South Africa (LIASA), the National Library of South Africa (NLSA) and the South African Library for the Blind (SALB).

“We are committed to uplifting SMMEs in the publishing sector in order to grow small businesses and ensure the sustainability of their businesses for the future.”

- **Events:** The Jozi Book Fair and the Polokwane Literary Festival will be part of this year's Fair.
- **Educational publishers:** Educational publishing is being represented by Kips Learning Solutions Pvt. Ltd, Macmillan Education South Africa, Oxford University Press South Africa (OUP), Pearson, Shuter and Shooter Publishers, Via Afrika and Vivlia Publishers.
- **General trade publishers:** A wide variety of general trade publishers is coming to SABF 2017: Bookstorm

(Pty) Ltd, ChinAfrica Media & Publishing, Real African Publishers, Parrésia Publishers Ltd, Jehovah's Witnesses, Jonathan Ball Publishers, Pan Macmillan, South African Heritage Publishers, South African National Lexicography Units, Xact Studio International.

- **Booksellers:** The booksellers represented at the Fair are African Flavour Books, Bargain Books, Exclusive Books and Van Schaik Bookstore.
- **Scholarly presses:** Scholarly presses are making a big appearance at the Fair. They are the HRSC Press, Oxford University Press South Africa, UCT Press, UKZN Press, Unisa Press and Wits University Press.
- **Libraries:** The National Library of South Africa is exhibiting at this year's Fair.
- **Ancillary services:** Also exhibiting is DALRO – the Dramatic, Artistic and Literary Rights Organisation.

Enterprise development programme

The SABDC, through its programmes, enables growth in the South African book sector that is closely aligned to broad-based black economic empowerment (BBEE).

“Our aim is to contribute to the creation and production of high-quality books that meet the needs of all South Africans while bringing small, medium and micro enterprise (SMME) publishers and entrepreneurs closer to mainstream activity,” says Elitha van der Sandt, CEO of the SABDC.

A main aim of the Fair in relation to SMMEs is to encourage engagement, joint ventures and skills sharing. In order to facilitate such developments the SABDC, in association with the Publishers' Association of South Africa (PASA) and the Fibre Processing & Manufacturing Seta (FP&M Seta), is introducing its new Enterprise Development Programme (EDP) at this year's national Book Fair.

“The FP&M SETA is proud to be involved with the South African Book Fair and in the facilitation of the



SA Book Fair 2017 – Our Stories authors: From left to right (top row) Deon Meyer, Mbali Vilakazi, Justice Malala, (2nd row) Ayobami Adebayo, Christian Robinson, Angela Makholwa, (3rd row) Zakes Mda, Lauren Beukes, Mandla Langa.

Enterprise Development Programme. We are committed to uplifting SMMEs in the publishing sector in order to grow small businesses and ensure the sustainability of their businesses for the future. This programme will open up a host of opportunities for job creation and expose small, local businesses to international opportunities and represent South African publishing on a global scale,” says FP&M Seta CEO, Felleng Yende.

By means of exhibitor subsidies, the programme is assisting 65 SMME publishers, new writers, illustrators and an experienced cadre of indigenous language editors in the book sector to participate in the Fair.

Business-to-business programme

This programme has been curated to contribute towards a united publishing and bookselling industry in South African, and to ensure that diversity is nurtured. Most of the sessions under the programme will be closed industry events, and participants to whom they pertain are wholeheartedly encouraged to attend them.

The literary programme

This year at the SABF, African philosophers and writers will be debating the state of the world, Africa and South Africa, and where we all are in relation to justice and equality.

The SABF would like to encourage a pan-African debate on the role of writing in a democratic society, as the politics of democracy influence the South African book industry and have an effect on the local and African book markets.

Organisers are very proud to have many highly acclaimed African writers on our panels at the Fair to interrogate topics such as global dystopia, nationalism and xenophobia. This means there will be a wealth of intellectual contributions and discussions on future scenarios for South Africa; and on how we can achieve a truly African style of democracy. And also, on whether a ‘writing revolution’ can be relied on as the right vehicle for this.

Open Book

Seven years in

Now in its seventh year, the Open Book Festival has established itself as one of South Africa's most innovative and leading book festivals. It is committed to creating a platform to celebrate South African writers, as well as hosting top international authors. The festival strives to instill an interest in and love of reading among young attendees, while the programme of more than 100 events over five days is designed to resonate with the festival-goers long after the event. Elements of the festival programme include talks by international authors and South African writers, poetry, a comics marketplace, panel discussions, book launches, outreach reading initiatives, youth programmes and writer sports. The festival has been recognised internationally and was shortlisted twice for the London Book Fair Excellence Awards in the category of Literary Festivals. In 2016, Open Book hosted nearly 10 000 visitors at the 125 events with 251 local and international authors.

Hosted by the Book Lounge and the Fugard Theatre, with events also taking place at the A4 Arts Foundation, District Six Homecoming Centre and Central Library Cape Town, the Open Book Festival will take place from 6–10 September.

"We have once again worked hard to bring you a phenomenal line up of South African and international authors across a range of genres talking about topics that are engaging, relevant and thought-provoking," says Festival Director Mervyn Sloman.

"The nature of the open discussions and debates between authors and audiences and the conversations that continue beyond the event, are what make the Festival unique."

Key to the success of the festival has been collaborations with partners and 2017 is no different. There is a series of four events focusing on access to land curated by PLAAS and audiences can look forward to a similar segment of programming themed around cities curated by the African Centre for Cities. In addition to the strong political content the festival has become known for, there are multiple opportunities to engage



with your favourite local writers as well as some exciting voices from around the world. Paul Beatty, the current Man Booker winner will be a highlight for many. A strong selection of writers from other parts of the continent will also be featured – names to look out for include Chibundu Onuzo, Fiston Mwanza Mujila and Ayobami Adebayo.

There are several books that will be launched at the festival, including Pumla Gqola's *Reflecting Rogue*, Glynnis Breytenbach's *Rule of Law*, Sizwe Mpofu-Walsh's *Democracy and Delusions*, Mark Shaw's *Hitmen for Hire* and Prince Mashele's *Fall of the ANC Continues*.

Following the enormous success of the collaboration between Poetica and #cocreateSA last year, #cocreatePOETICA will once again be part of the seventh Open Book Festival. #cocreatePOETICA provides a platform for readings, performances and poetical discussions and features a diverse range of poets from established names through to those at the beginnings of their careers.

The aim of the partnership with #cocreateSA and Poetica is to use the art form of RAP and the spoken word to co-create solutions to mutual challenges by providing a platform that voices the concerns of the youth, by the youth.

Last year saw Dutch and South African artists collaborate to create a shared experience and performance pieces on issues pertaining to history, language and culture. In 2017, #cocreatePOETICA takes this further with a three day series of interactions exploring place, language and identity.

This will culminate in an event on the programme where those involved can feed back to the public about the process.

"With the inaugural run of #cocreate-POETICA last year, we saw how the power of the spoken word can break down language and cultural barriers and unite us in our differences, to celebrate our identity through the art of poetry," says Dutch Consul-General, Bonnie Horbach. "In particular, poetry provides an outlet for the voice of a younger generation who are often marginalised or misunderstood."

"Working with #cocreateSA has allowed us to grow what is a vital part of the festival in very exciting ways. #cocreatePOETICA is all about meaningful collaboration and exploration," says Frankie Murrey, Festival Coordinator.

The popular Comics Fest takes place under the Open Book umbrella on 9 and 10 September. With an array of activities, workshops, discussions and demonstrations, the sizzling hot programme is cooking with events that will delight fans of comic books, illustration and design – professional or amateur, young or old. The Open Book Comics Fest will again be running from the D6 Homecoming Centre and surrounding venues in Cape Town.

Seasoned illustrator Andy Mason will be hosting the Monster Battle Draw Off throughout the weekend, a friendly competition that starts on Saturday where you will be drawing flat-out for 6 rounds! Aspirant comic artists are welcome. The winner will go through to Monster Battle 3 on Sunday. Drawings will be auctioned to raise funds for future drawing workshops for young artists. Spectators are welcome.

The Open Book School Library Project also continues this year at St Mary's Primary School where seven 'Open Boxes' have thus far been placed. The Grade 7 class will receive their Open Box later in 2017. In an effort to extend the reach of the Open Book Mentoring Project, a two-day skill-sharing workshop was run with a number of Cape Town librarians to enable them to run writing programmes in their own spaces.

Voices in your head

The art of good narration

By KIRSTON HOETS

Listening to audiobooks is a skill. It is a skill that can be learned and the more one listens the more one wants to listen. The more one satisfies this appetite the more one marvels at the skill of the narrator.

Narrating audiobooks is a specialist skill and falls to the professional voice artist to convey the words of the author, verbatim, in a form that is catching, meaningful and visual. One remembers the expression: *theatre of the mind*. However, in today's world: *screen of your mind* might be more appropriate.

The depth a good narrator gives to a story is remarkable. They say the characters jump out of the pages, but good narration is much more than that. Not only do the personalities show up on the screen of the listener's mind, but all their intangible qualities too and, with the words, subtleties of pace, tone and use of pause, an interpretation of the backdrop to the story will develop including: location, weather, mood, etc. The scenes will show up in vivid technicolour. Suddenly the listener's imagination is creating and directing the film of the story. The narrator has been the conduit for this transfer. A good test of the narrator's power is to view the film of the story (if it is available) after having heard the audiobook. Invariably, the direction of the film will be a surprise and will contrast with the listener's own interpretation.

Narrators are generally international actors/actresses of stage and/or screen whose names are familiar. Mostly the audiobook is a single voice recording.

Some narrators just tell the story in a clear, fluent and easy style. Others will perform their delivery while still following the text. Such actors are remarkable in dialogue giving each character a clear personality through a constant distinctive accent or dialect, style and timbre. It is almost unbelievable to hear one actor working each personality in the story so consistently.

Audiobook enthusiasts enjoy well narrated audiobooks. Audiobooks are all well-narrated, but each listener will have favourites, personal preference really. Over and above these favourites there are those narrators that stand head and shoulders above the others. Here are some examples:

Richard Burton – *Under Milk Wood* by Dylan Thomas. Burton's rich voice and use of pace and pause makes this recording a collector's item.

William Dufris – *A Season in Purgatory* by Dominic Dunne. A gripping novel to which the narrator does justice. Unputdownable: worth a second listen just for the delivery.

Robert Hardy – *Vile Bodies* by Evelyn Waugh. Writers are skilled in the written word. Waugh's satire was rewarded by the narrator's ability to understand the author's intent and give full colour to the characters and the setting of this story. Hardy was a superb narrator of audiobooks. His sense of timing, his interpretation, his characterisations were superb. The audiobook simply had to be heard a second time just to soak up the skill of the narrator. To have had the luck to have crossed paths with the rendering of this story on audio must have been a

privilege. Hardy was known as a great raconteur. He clearly included this ability in his delivery when recording. Sadly, Hardy passed away in August 2017, in the UK, and will no longer perform with his story-telling. But the wonderful fact is his recordings will live on.

Laurence Olivier – *The Old Testament* (dramatized). This is an incredible recording, with additional authentic music. Laurence Olivier's experienced and authoritative style, sense of pace and use of pause makes for a powerful and magnetic listen. A collector's item.

In your view, which narrators are your favourites and which narrators tower above the others, and why? Please let the editor know.

Kirston Hoets is the MD Audiobooks, Booktalk – the authorised reseller for OverDrive in South Africa. booktalk@booktalk.co.za, Tel: 011-325-2266 ext 2.

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SA Booksellers south AGM

Not without a fight

The regional Chairs of the South African Booksellers Association have regular meetings with their local members to discuss issues pertaining to the trade.

The Southern Region AGM is held annually in July. Organised this year by Hentie Gericke, Maureen Hargraves and Samantha Faure, it is always very special. Last year Tim Noakes spoke to us about his book and the media grilling he was facing as a result of his attempts to share his philosophies with the wider public.

This year, Helen Zille, author of *Not Without a Fight* (Penguin Random House), regaled attendees with the process she went through in the writing of her book and insider anecdotes around the political manoeuvring that went on around her and how she reacted. *Not Without a Fight* is essentially a story

about South Africa in a critical transition period in a complex time of change.

Not Without a Fight sold around 17 000 copies at the time of going to print and successfully put R6 million in booksellers' tills country wide.

“They are invested in growing and supporting an educated and reading nation.”

The last two chapters of the book look at the politics of race in South Africa followed by economic issues and how we need to focus on the economy in the future. They are essentially the beginning of a second book she is busy with about

the politics of race. Zille also has plans for a third book on societies in transition.

“I have tried my best in the time that is available to me to make a contribution,” she said towards the end of her speech.

The past has shackled the majority of South Africans. We need intervention for redress but the intervention has to be aligned to the medium and long term objective of growing this economy and educating our children to be part of a knowledge economy.

After the Premier left, the booksellers got down to the serious business of reporting on and discussing trade in their various sectors be it general trade, library supply, education or academic. They are invested in growing and supporting an educated and reading nation. That too is very clear.

Legendary bookseller

Carol Wright

By ANDREW MAJORIBANKS,
Wordsworth Books

Carol Wright joined Wordsworth Books in 1995. She was working for The Bookworm in Somerset West at the time. We were about to open a branch in Somerset Mall – our third shop. Carol applied for the job of manager. I seized the opportunity to employ her because, as everyone in the trade knows, a great manager is hard to find. We had no sooner opened the shop when Struik Publishers approached Carol to join them as a rep. I managed to persuade her that she would be happier with us.

Carol soon showed herself to be a great manager. She was fiercely loyal to her staff and to the company, and was deeply interested in books and the book trade. The Bookseller was her bedtime reading, and she loved the innovation and the commitment that the book selling business affords.

Carol went to the London Book Fair for us and attended all the lectures and talks. She decided to spend a sabbatical

in London, working for Ottakar's Bookshops. She loved everything about being in London and the UK book trade. She learned so much in those six months and when she returned, was invigorated and brimming with ideas that we could use in our shops. Carol was always an inspiration to her staff and colleagues.

Carol had an encyclopaedic knowledge of books and the book trade. Her particular passion was Children's books and Mind Body Spirit books. She was constantly in demand both to review and recommend children's books, and for many years did a feature on Radio Helderberg on books and reading. She initiated book club meetings in the shop, and had one of our staff members, an ex-English lecturer, lead the discussions.

Carol was like a mother hen with her staff: nurturing and protective. She managed to get the best out of her people. She expected them to give their best. She had a drive to educate them and

often managed to lift people above their circumstances.

After Carol retired she came back to the shop to work limited hours and again gave the shop her valuable input.

As well as books and bookselling, the loves of Carol's life were her children, Craig and Janice, her grand-daughter Madeline and her partner Steven. Several years ago Carol and Steven built a beautiful house on the De Zalze estate and were planning their retirement and travel. Carol loved travelling around South Africa and they had bought a mini Nomad caravan to just wander around the country. She and Steven had planned a trip to Iceland just before she died.

The Carol we will remember was enthusiastic about the books she loved and full of joy in the people around her, whether it was reps or customers. We will miss her bright, smiling face and I know all who knew her will feel that void in their lives.

Harmony High

Getting reluctant teens reading

By Cover2Cover staff writer

FunDza Literacy Trust and Cover2Cover Books conceptualized the Harmony High series, set in a fictional township, to get reluctant teens reading. Authors who were identified and mentored by the FunDza's Literacy Trust wrote three of the most recent in this page-turning series.

"Having stories written for young black South Africans by young black South African writers is what we wanted to achieve. Young writers know what their audience will relate to in terms of character, plot and language. They bring a colloquial, authentic voice to readers who see these writers as role-models. This kind of initiative boosts our young writers' confidence and in turn gives other potential writers the confidence to try," says Roz Haden from FunDza.

"FunDza's Developing Young Writers programme offers young aspiring writers, Fundza Fanz, an online platform to publish their writing. FunDza also runs writing workshops and this is where we have found some gems! We have mentored many young writers and have commissioned two of these writers to write Harmony High novels, including Sicelo Kula (*Taking Chances*) and Zimkhitha Mlanzeli (*Blood Ties*).

Roz Haden and Dorothy Dyer wrote the first few Harmony High titles and thoroughly enjoyed writing page-turners for teens. They loved collaborating, the fact that the teens loved them and that they were getting it right.

The action moves from Cape Town to Limpopo in the latest of the Harmony High series, *Playing with Fire*. The author, Sello Mahapeletsa, a writer and a teacher from Mangata village, Limpopo, was already a published writer when he first wrote for FunDza as a FunDza fan.

Mahapeletsa sent his novel proposal to Cover2Cover and Haden invited him to send a story to FunDza Literacy Trust. This story, "Young Love" was then published on the FunDza mobi site and the FunDza Fanz comments encouraged Mahapeletsa to write more. We chatted to Mahapeletsa about his process.

Your first young adult novel, *When Lions Smile* was prescribed for Grade 10 and 11, and in 2006 you published your



Writers of three of the most recent Harmony High series novels: Sello Mahapeletsa (*Playing with Fire*), Zimkhitha Mlanzeli (*Blood Ties*) and Sicelo Kula (*Taking Chances*).



second novel, *Tears of an Angel* (both Kwela Books). How did you first get published?

I wrote my first novel, which I sent to a publisher who strongly recommended that I send it to another publisher. I did and the next time I saw it, it was a complete book. That motivated me a lot! I just couldn't get my eyes off that copy, for weeks.

What's the most helpful thing you've ever been told?

My friend and my brother always told me that I should be a writer when I was still in school. Their words gave me courage to keep on believing that I can do it, even when some people thought I wouldn't because I was from a dusty village in Limpopo. It wasn't easy to believe that I could be a writer when I'd never met even a single writer before. So, those words of encouragement were like treasure.

What's the nicest thing anyone has ever done for you?

There was this woman who was working as a maid. Her boss was a fan of Danielle Steel and every time she (the boss) finished reading a book, she would give it to her, not knowing that she couldn't read

English. She took the books and gave them to me. I became a published author because of the inspiration I got from reading those books!

What was writing a Harmony High book like for you?

Having to take someone's character and give it a new life was fun. Something I've never done before. Writing can be a lonely job but with Harmony High I felt like I was working with a team.

Do you prefer to write on computer or by hand, and why?

I prefer using a computer because when I write, I drown in my stories. Sometimes I even wonder if what I was reading was really written by me. I can start a story with a certain plot but end up with a different story. It becomes easier to edit the story on the computer – you write without worrying about spelling mistakes and just follow your characters as they grow in their fictitious world.

How do you build your characters?

I like to experiment with characters. Sometimes I find myself doing things that I never thought I could. As long as it's not illegal and doesn't hurt people!

Multilingualism

Supporting secondary South African language acquisition

By SARAH OHLSON DE FINE

Sarah Ohlson de Fine, owner of the online educational resource shop, Learning Tools, recently attended a talk on Multilingualism given by the Professor Heila Jordaan. She shares a few of the salient points from the talk and her own experience below.

Living in South Africa, multilingualism is part of our fabric (multilingualism is defined as the ability to communicate in more than one language). It is part of who we are to a greater or lesser degree. Many of us have a smattering of a few of the 11 South African official languages, but what does it mean to be truly multilingual? And how can we achieve this?

The goal for multilingualism is more than being able to communicate orally in the second language. To be truly multilingual we need to be able to read, write, think and learn in a second language.

Being multilingual has both educational and cognitive advantages. Learning another language enriches our brains, and there are other benefits in terms of the executive function of our frontal lobes. Socially, living in South Africa, being multilingual gives children a huge advantage in terms of identity, and ability to integrate in society.

Given that the majority of the South African education is given in English, most of our children are forced into being multilingual whether they are motivated to or not.

Second Language Acquisition is not a fast process. It takes time, and there is a process that needs to be followed. Learners need the time and space to go through the stages of learning the second language. The factors that affect Second Language Acquisition are:

- The QUALITY of the language instruction – this is the key cornerstone to learning a language
- The quantity of time spent on the language
- The motivation of the pupil
- The personality of the pupil
- Language learning aptitude
- And the level of development of the first language.

It was the last point that really resonated with me. We often see cases where the



African Voice offers two products that assist with Second Language Acquisition: Conversation Station and Viva Vocab.

mother tongue has been abandoned in favour of the new language. The idea behind this is to assist the child with acquiring the new language. But interestingly, research points to the fact that this approach leads to a detriment in the development of both languages.

“The relationship between the first language and the second language is critical.... The effects of multilingualism are positive when BOTH languages are developed and maintained.”

The relationship between the first language and the second language is critical. There is a Threshold Theory which I would encourage you to look into if you are interested, but the gist is – the effects of multilingualism are positive when BOTH languages are developed and maintained.

The resounding point is – don't stop the first language to help the child learn the second language!

African Voice offers two products that assist with Second Language Acquisition. These products are used to introduce and enhance the acquisition of a second language. They can be used, for example, to introduce a rural child to English, or introduce an urban child to Zulu. They



are also designed to enhance vocabulary development and to stimulate critical thinking and conversation in the second language.

African Voice products currently support English, Afrikaans, Zulu and Xhosa, but are able to support any South African language needed.

The development of the African Voice products is based on this concept of building a solid foundation of vocabulary in the second language before tackling other aspects of the language.

Conversation Station – This game is all about stimulating conversation, and building vocabulary. Each card has a truly South African photo on the one side, and critical thinking questions in all four of the target languages on the reverse. It also has a list of vocabulary words along the bottom. The questions are asked initially in Mother Tongue, and the vocabulary is introduced in the Second Language.

Viva Vocab – a specialised vocabulary building game. It is a flash card game – with a picture of an object on the one side, and the vocabulary word on the reverse. The vocabulary is repeated in the target languages. Viva Vocab has over 250 of the CAPS vocabulary words. These words are categorised, and each category is colour coded. The phonetic transcription of the word is included with each language. This assists the learner to begin pronouncing the word in the right way.

SA Booksellers

ASSOCIATION

The Executive Committee of the SA 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
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