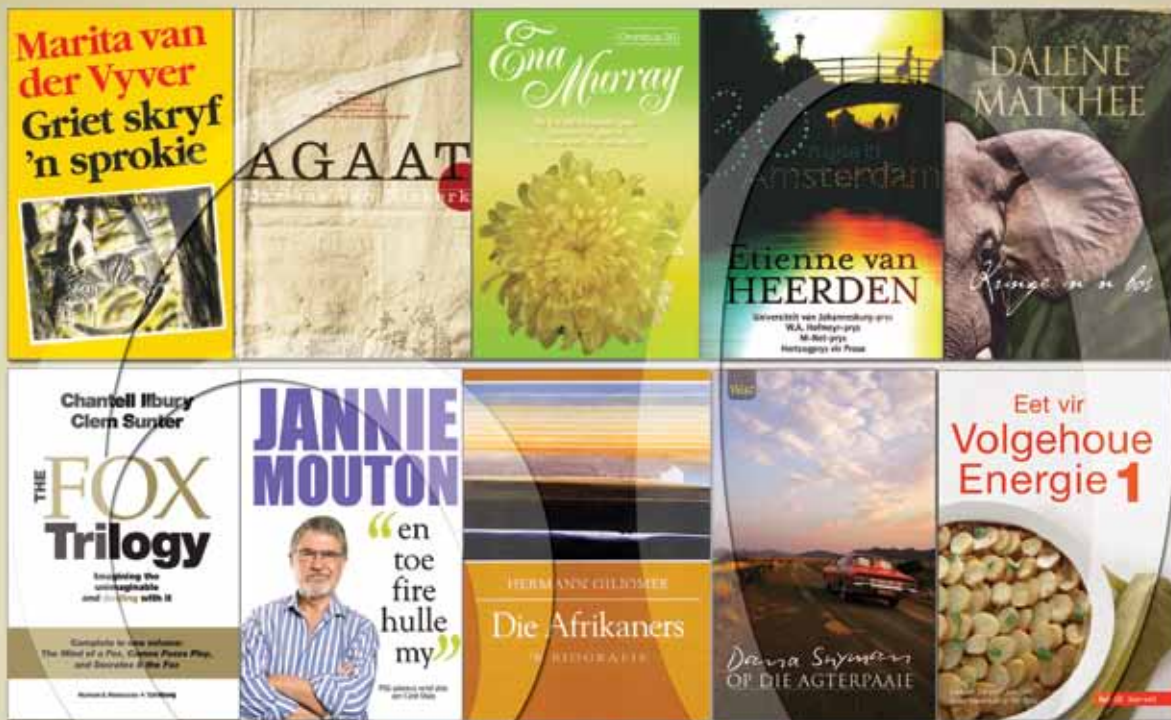


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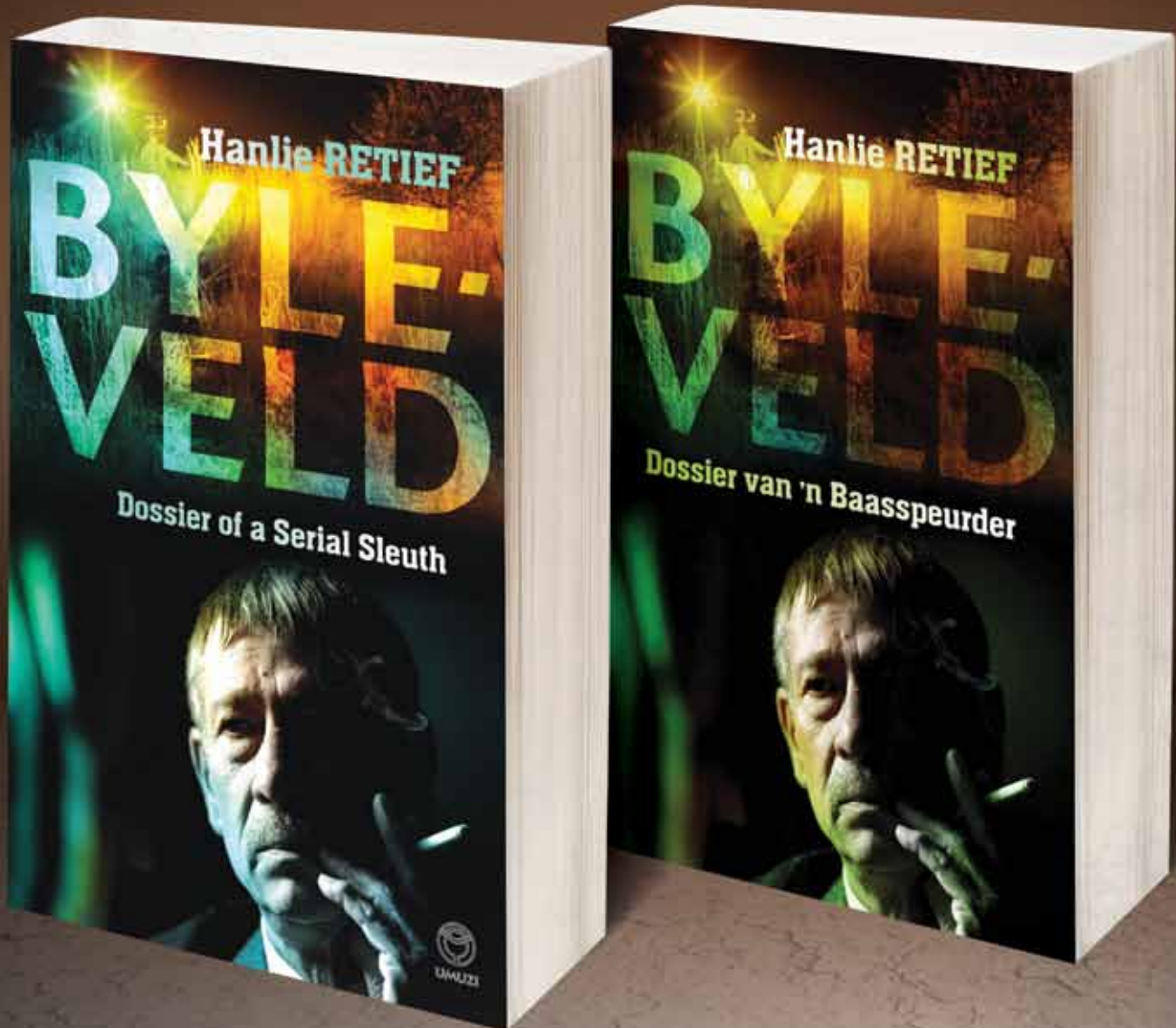
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CONTENTS

Regulars

- 4** From the President's desk
- 6** SABA National Executive Committee
Bookmark
The SABA Office
About the South African Booksellers' Association (SABA)

Feature

- 8** **The annual PASA/SABA AGM**
In earnest discussion of the future

Ebooks

- 9** **SABA Ebook Interest Group Report**
Period August 2010 – July 2011
- 10** **How to enter the Ebook market**
Insights from kalahari.com
- 11** **On the Dot**
Enabling publishers to go digital
- 12** **Where is digital going in SA?**
Van Schaik tests the mobile market
- 13** **And what of the little people?**
Children's books in the digital age
- 14** **Digital Developments**
RHS goes superdigital
Kobo goes global
Kalahari's millionth shopper
The publishing IT Department

General Trade

- 15** **SABA General Trade Report**
Period August 2010 – July 2011
- 16** **National Book Week 2011**
The Book That Changed My Life
- 17** **The Eastern Cape does it in style**
This is what happens at a regional AGM
- 21** **General Trade News**
No special treatment for VAT on books in SA
Struik turns 50
Jacana Literary Foundation
Juta acquires Atlas
Attendance at UK Lit Festivals on the up
Open Book Festival
Bangkok elected World Book Capital 2013
Wall of Days
And the winners are
Sifiso Mzobe scoops Sunday Times Fiction Prize

Education and Academic Trade

- 23** **SABA Education Interest Group Report**
Period August 2010 – July 2011
- 24** **SABA Academic Interest Group Report**
Period August 2010 – July 2011
- 25** **Doing it for Mandela**
Cambridge makes a difference

26 Education and Academic News

SABA CSI leads to many good reads
African Education Week
Charter to rejuvenate Human Sciences
Digital migration in Schools
Avusa's exemplars a great support
Pearson's ebook pilot
CUP's third year as CIDA's partner
The more you read the more you know

Libraries

- 28** **SABA Library Interest Group Report**
Period August 2010 – July 2011
- 30** **Gauteng Community Library and Information Services**
Working towards an empowered, fair and inclusive citizenship
- 31** **News on Libraries**
Ladysmith Literary Festival
British Library launches 19th Century iPad app
Brazil's literary translation

Directory

- 29** Member listing

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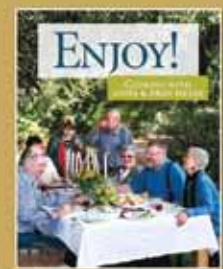
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From the President's desk

Introducing Sydwel Molosi Newly elected President of the South African Booksellers Association

Pivotal is the role of a President in any organisation, for upon him rests the onus of ensuring that the body generates activities that will promote and accelerate the attainment of desired objectives. Whilst the Office is looked upon with distinction and honour, it is primarily a post of service. As a result of the strength of his leadership qualities, Sydwel has won the confidence of the bookselling fraternity and hence, has been entrusted with this responsibility. He has been chosen as the person most able to give effective leadership.

Sydwel Molosi was born and brought up in the small town of Qumbu in the Eastern Cape. He attended the Nxotwe Junior Secondary, St Batholomew Secondary and Gcisa Senior Secondary Schools. This successful businessman is the owner of President Bookshop, which he established in 1997. The business has since grown to such an extent that it now has branches in Libode, Lusikisiki, Maluti and Umtata.

Sydwel is a member of the Royal family. He is the Nkosi of Amampondomise in the Great House of the Dosini Clan.

He has great insight into the vision of SABA, and during his tenure as its Chairperson, the Eastern Cape Region has forged ahead of the other regions in terms of organisation and control. He has built up a comprehensive knowledge of the education department in the Eastern Cape and has kept abreast with developments in education policy matters. This will hold him in good stead in many of the decisions he will be called upon to make as head of SABA. His undoubted intellect will serve him well in assessing book related issues and will enable him to guide the organisation in choosing the correct course of action to solve the many problems facing the book industry today.

The contribution of the outgoing President, Guru Redhi, has been legendary and Guru has laid a great foundation. Sydwel will continue the path set by Guru, because he has the three vital I's – imagination, ingenuity and industry. The leadership of SABA is in very safe and capable hands. We wish Sydwel every success.



Dear Members,

Thank you to all who attended the Annual General Meetings in Cape Town recently. Many important issues were raised and I, as your new president will endeavor to improve the position of booksellers around the country as I work on the issues that face us. I think in particular of booksellers in the Western Cape, whose business with schools is now being done at unsustainably low prices. It will take time for traders to realize this and it will take time for us to rebuild mutually beneficial relationships with the Department of Education. This is one of the important tasks before us.

The Annual General Meeting is the time when members express their democratic views. The difficult situation of school booksellers around the country was reflected in the robust discussion at times.

Edusolutions continues to grow and take business from booksellers in areas of the country. The changes in the Eastern Cape after the installation of Sect 100 administrators have led to re-examination of many things and a number of personnel changes. Booksellers have been unable to pay publishers when some schools have not paid them and are being pressed to disclose the identity of the defaulters. This they are reluctant to do as the customers might feel betrayed. There are concerns that there could be changes in methods of book supply but booksellers believe they provide a valuable service and will remain part of the supply chain.

Much discussion at the meetings centred around the competition to traditional booksellers from Internet Booksellers and ebooks. We saw a presentation on education in schools by Nelia Prinsloo. Via Afrika have developed books for the new Grade 10 syllabus which are full colour throughout, and give students the ability to see how to work out the answers to their tests after they have done them. The teachers books give

additional related material to brighten up classes.

Academic booksellers were worried by publisher's approaches to universities offering to sell class sets of textbooks with online support. Trade booksellers are concerned that all market growth is being taken away by growing internet sales. Entry into the digital book market is not simple and the traditional booksellers are concerned that they are not part of the rapidly growing market. Trade booksellers wonder also whether the publishers who sell books on the internet at discounted prices appreciate that they are undermining their more important sales channel-the traditional bookshop. Publishers and booksellers need to work together to market books successfully and selling in competition to booksellers at discounted prices undermines the co-operative relationship we need.

I encourage all booksellers to support the national initiatives which encourage reading. National Book Week (5th to 10th September) will be an opportunity. Jay Rangiah's report on library usage shows that library usage is much lower in low income areas and there is a need to encourage the enjoyment of books, particularly among young adults. Good reading skills open many doors and will remain essential for achieving good academic results.

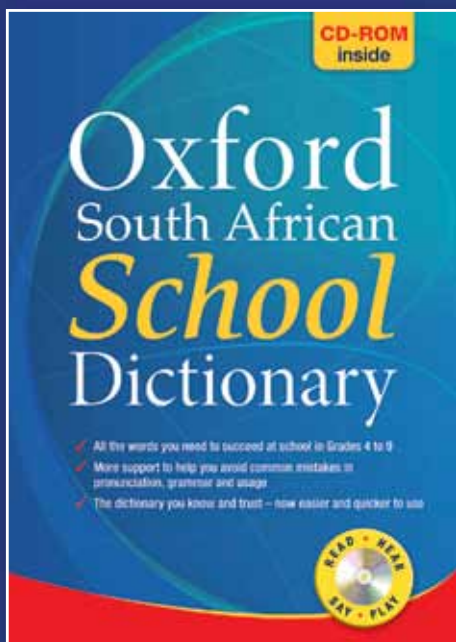
With so many challenges facing booksellers we need to make our position clear to others who share our interests. It is likely that the Dept of Trade and Industry and the labour unions will share our concern about the loss of jobs if the publishing and bookselling industries are reduced to a shadow of their present size. The Department of Arts & Culture will also mourn the loss of capacity in these industries as the range of books and good distribution are essential for the arts to flourish. PASA & SABA are therefore co-operating to produce a position paper which will show the importance and contribution of our sector. We will need to collect information from all our members and I appeal to you to give information in good time when we ask for it.

Finally let me thank Guru Redhi for serving SABA as its President since August 2004.

I look forward to helping SABA make a difference.

S Molosi

Sydwel Molosi
President
South African Booksellers' Association
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Bookmark

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About the South African Booksellers' Association

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

The annual SABA AGM has historically been co-located with the Publishers Association of South Africa (PASA) AGM. The AGM is open to all members of SABA 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.

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

More than 50% of SABA members are previously disadvantaged and SABA is well positioned to lobby government on all issues pertinent to the book trade.

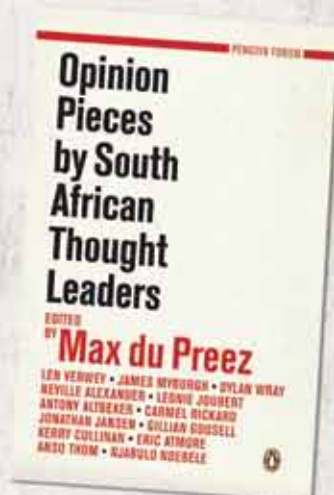
SABA provides access to information for all its members, through the commissioning of research papers and the gathering of news, to the effective dissemination of this information via the industry magazine Bookmark and through www.sabooksellers.com.

Bookmark, the official magazine of SABA, 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 SABA 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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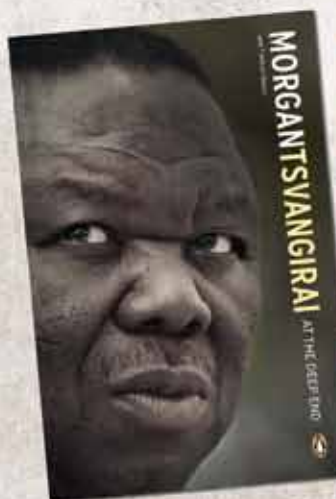
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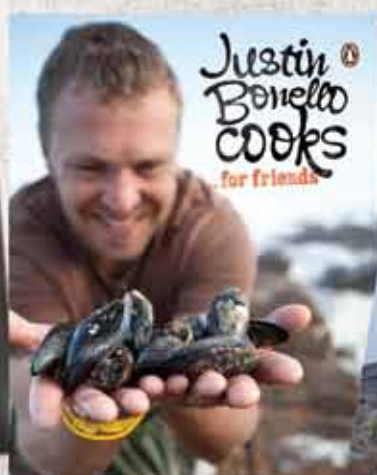
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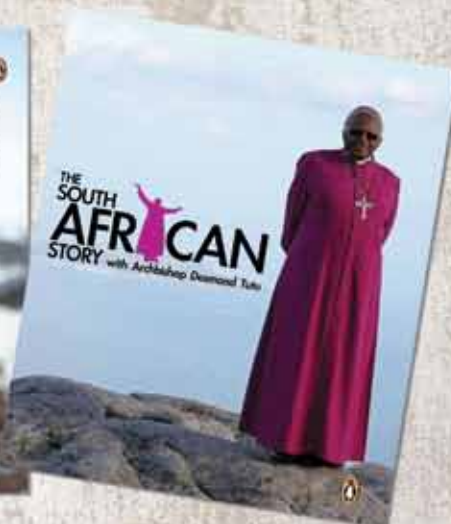
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The annual PASA/SABA AGM

In earnest discussion of the future

The SABA and PASA Annual General Meetings held at the Vineyard Hotel in Cape Town this year, were a hotpot of debate. The co-located AGM's are a platform for members to table and then discuss issues pertinent to their business, be their focus education, academic, general trade, libraries or ebooks. Publishers and booksellers fill two separate conference rooms ready to receive information about the industry in which they operate their businesses and then to hotly debate it. Booksellers pop into the PASA sessions that are of interest to them and publishers are regularly present at the SABA meetings. Mohamed Kharwa of who has been on the SABA executive for a year now, conveyed the significance of such gatherings as such:

'During the three days of the meetings, people think as a committee, as an industry and as a community. We debate things from multiple perspectives and there is a mutual respect for one another. The element of trust that is apparent as competitors share experiences and ideas for the benefit of the industry as a whole is very important.'

I couldn't agree with him more. Members of the executive give tirelessly throughout the year at cost to their businesses, family and sometimes sanity as they participate

in teleconferences, meetings and presentations, compile reports and answer a never ending stream of emails.

Approximately 50 booksellers from across the country attended the meetings this year as the executive did their level best to balance time across different priorities and give equal attention to the sectors and regions, a hard task indeed. Reports from the executive are included in the following pages according to their interest groups and for a day to day report on the AGM, visit www.sabooksellers.com.

The annual Sefika Awards, hosted by PASA and SABA during the AGMs are a wonderful opportunity for industry players to engage on a social level. As peers applaud one another for the efforts put into making the industry operate on a professional level, much banter is exchanged. Our host for the evening, Stephen Johnson, Managing Director at Random House Struik at one stage even told a table full of rowdy RHS employees that they were behaving in a 'career limiting manner'. This was obviously met with much amusement.

Hargraves Library Services won Library Supplier of the Year for the fourth year in a row, Bargain Books took the Trade award, African Book Connection won

Education and Protea Boekwinkel won in the Academic category.

The Sefika Booksellers Choice Award 2011 was won by Alex Smith for *Four Drunk beauties* published by Umuzi, a RHS imprint. Alex was speechless upon acceptance and still rather rattled when I spoke to her a few minutes afterwards. She was sure of course, that she should not have won at all and wondered if maybe the booksellers were in fact drunk when they voted.

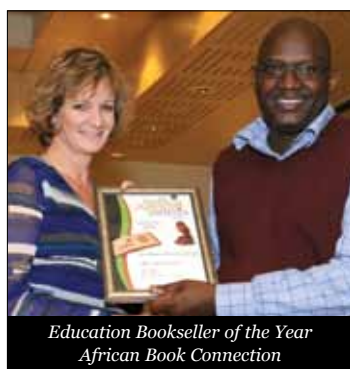
'We wish Alex Smith warm and sincere congratulations on this achievement. In doing so we must also express our gratitude to both Nielsen and especially to the booksellers in this country. It is their sustained interest in promoting local writers that makes what we spend much of our lives doing as worthwhile as what it is,' commented Stephen after the event.

SABA would specifically like to thank our sponsors for this wonderful event: Geodis Wilson who contributed much more generously, Premeir Freight for their deep pockets, Booksite Afrika, On the Dot, Nielson, Bookdata/SAPnet and Creda Communications.

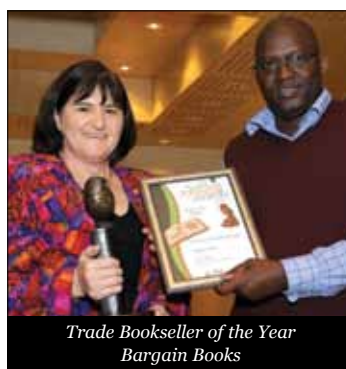
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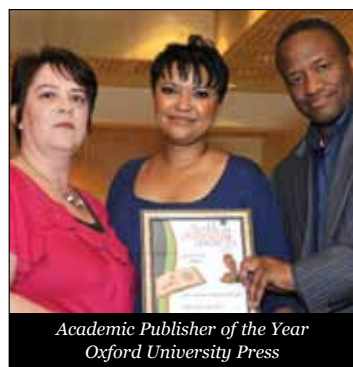
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Via Afrika



Trade Publisher of the Year
Penguin Group



Alex Smith wins the
Nielson Booksellers Choice Award

SABA Ebook Interest Group Report

Period August 2010 – July 2011

The London Book Fair Digital Conference: *The Digital Now*, held on Sunday 10th April 2011 was a huge success. There was much information conveyed and although some of it is not yet relevant to the South African market, it soon will be.

The main question that needs to be answered is of course: How do regular South African Booksellers enter the ebook market? Can the book industry learn from the mistakes made in the music and movie industries?

Free vs Pay

The future trend will be for retailers to offer immediate access to content via any device and to offer both free and paid downloads. The idea is to make money on the advertising side through sponsorships while creating a loyal customer base through the enticing offering of free content. Paid customers give you more loyal revenue, but they mainly come through initially being unpaid customers.

Devices

Bricks and mortar retailers, and this is where booksellers need to prick up their ears, need to offer a full range of ereading devices to their customers. The range is key as devices are constantly evolving and the devices are currently one of the main drivers of the ereader market.

Gordon Wiloughby from Kindle Europe talked about how one can optimize business through different devices. As he said, digital transition is happening faster than we thought it ever would. The role of the Kindle or any other device is to offer the customer a platform that enables them to read a book from wherever they want. Kindle books on Amazon are selling more than both hard and paper back books. This is on the back of a paper book business that is still growing by double digits in Amazon.

Platform

Each device on the market has an operating System (OS) and different applications (Apps), all of which constitute the ereader platform. This ultimately controls what the reader can and cannot do.



Caroline Nixon

Mobile Market

The good thing about the mobile market especially in South Africa is that it is huge and well developed. Customers' credit card details are also already logged with the service provider which makes purchasing a simple one or two click operation.

The mobile market is populated by successful new retailers, not just operators. Coupons delivered via mobile phones are great assets in growing ones business. All products created should be social.

Building a web presence

Your website or online shop is a vital tool for getting your message out. The idea is to create and maintain web pages that are non technical and fully hosted, which means you should have your IT department in house. This will reduce reliance on agencies and speed to market.

Your website must be current and be a true reflection of your available products. This is key, you must have automated every day updates and downloads from publishers to sellers updating what has been sold, what the latest prices are. Everything has to be accurate. Consistency is vital.

Future for Trade Pbooks

Pbooks is the new term for paperbacks. The future is reduced print runs and increased pbook costs. Publishers need to think about the covers of the books and making them communicate well to the market, while booksellers must be inventive regarding how to market the books going forward.

Pricing

Pricing operates differently and effects customers differently in the ebook

environment versus the pbook environment. The costs of running an ecommerce business are obviously different to those of running a bricks and mortar trade and different factors must be taken into account such as the physical cost of downloads.

One should look at what the other opportunities in that environment are and how you can get customers interacting in all the product offerings from books to ebooks, music and video downloads. You must focus on list leaders to hook in your customers to make them more loyal to your platform or ecommerce business.

South Africa

Jane Tappuni said that in 2011 only 10% of publishers have reached the ebook milestone, which was expected to have been reached three years ago. Internationally, publishers are falling behind. In South Africa, consumers are ready and devices are becoming more prevalent and easier to get hold of. Publishers need to move ahead. Booksellers need to investigate a digital platform.

Top tips for would be ebook sellers

Have your digital team in house. Booksellers need to step outside the traditional confines of bookselling. Invest in an IT professional to take you into the digital era.

Draw social networking facilities into your website. You don't have to build them, they already exist, all you need to do is use them. Make a facebook page for your bookshop, join LinkedIn and discuss industry concerns with your peers, Tweet on Twitter and join the groups relevant to your sector. The extra time will be well spent and you will learn so much from industry leaders.

Metadata is vital. Ronald Schild, CEO of MVB Marketing, the German ebook distributor, believes this could be as important in the digital arena as booksellers are in the physical.

The market is changing all the time. Don't go exclusively with any one system, it is important to have as wide a reach as possible.

Caroline Nixon
Chairperson Ebooks, SABA

How to enter the Ebook market

Insights from kalahari.com

A certain kind of electricity hums through the air at the kalahari.com headquarters. It's a positive kind of buzzing like that made by thousands of bees in a hive.

Kalahari is 100% owned by the MIH Group, which is in turn a subsidiary company of media giant Naspers. A quick look at the history and company structure of Naspers shows that it is indeed as large, complicated and well structured as a human sized hive that is globe – big.

Naspers keeps its print arm, the bicep of which is Africa's leading publishing group Media 24, separate from its pay-TV and internet offerings, which sit under MIH. Naspers started as a publisher of newspapers and magazines in 1915 and later expanded to books before the advent of pay-TV and the internet, and the company has remained loyal to print through all of its growth in the digital arena.

Established in 1999 as an online retailer of books, kalahari.net as it was then called, soon expanded its product offering to include music, DVDs and games. Today the ecommerce company also sells ebooks, ereaders, cameras and other electronics. Kalahari also recently bought the domain kalahari.com and has quietly re-branded itself as such with a view to further expansion into Africa.

The great thing about working for a company that operates within such a huge conglomerate is that the support and expertise that comes in from above can be hugely beneficial.

'MIH is excellent at exposing its key personnel to the latest trends worldwide,' Caroline Nixon, Chairperson for Ebooks, SABA and Head of Merchandising at kalahari.com tells me. She has recently returned from Poland where she met with people from all the other MIH interests worldwide in a kind of brain storming session facilitated by the Harvard Business School. Caroline introduces me to Marcel Welman, Category Manager for kalahari.com who basically heads up the entire digital side of bookselling for kalahari.com and who has just returned from attending *The Digital Now*, the Digital Conference at the London Book Fair, once again a trip sponsored by MIH. This is a company that likes to invest in its employees. This is a

company that is going places. I am there to quiz Marcel about the ebook market.

'Customers want content,' says Marcel. 'The device they receive it on or access it through is inconsequential.'

Digital customers it seems are less concerned about ownership.

'What they desire,' says Marcel, 'is that access to their content be ubiquitous over all of their devices from their desktop to their ipad to their ereader, as well as their iphone or blackberry.'

Ubiquitous is obviously a new catchword in the digital world. I highlight it and do a google search when I get home. Wikipedia tells me that 'Ubiquitous computing is a post-desktop model of human-computer interaction in which information processing has been thoroughly integrated into everyday objects and activities,' like reading a book.

First though, the book must still be written and published. Most publishers both local and abroad offer some form of digitized material and if they are not, we can only hope that they are working on a solution because one thing has not changed. The value chain even of ebooks, starts with content generation.

The two most popular formats used to create and publish ebooks are Epub and PDF. The .epub format is an open standard for ebooks created by the International Digital Publishing Forum (IDPF) and as of 2011 is the most widely supported vendor-independent XML-based ebook format. It can be read on pretty much every device on the market except for Amazon's Kindle, but rumours have it that this too will change soon.

Adobe's Portable Document Format or PDF, is a well known format originally designed to provide a standard form for storing printable documents containing a set of page images. Since the format is designed to reproduce page images, the text traditionally could not be re-flowed to fit different screens. Adobe has addressed this drawback by adding a re-flow facility to its Acrobat Reader software .pdf files are supported on most ebook readers. The main factor in a successful ebook format is that it has re-flowable text.

The next thing to consider is Digital Rights Management or DRM. Publishers

of ebooks use DRM restrictions to limit copying, printing and sharing of ebooks. Adobe's Adept DRM is fast becoming the industry standard.

'Amazon is the big player in the ebook space,' says Marcel. This is thanks to the huge amount of content they sell and also back up. The problem with Amazon though is that they lock customers into their device, the Kindle and that is going against current consumer trends.

So how does kalahari.com measure up against a big player like Amazon.com? Kalahari.com position themselves as the place to sell and purchase locally produced ebooks and by so doing, create a loyal customer base who also purchase international bestsellers with them.

Kalahari are now also selling an ereader. It is called the Gobii. It is part of a range of well priced electronics and retails for only R899.00. For kalahari.com, selling a product like the Gobii makes sense because in order for more South Africans to purchase digital content they need devices and they need devices delivered to them locally at competitive prices.

Kalahari is currently the biggest South African online bookstore, but it is still a bookstore. The business model they work on is basically the same as a bricks and mortar business. The publisher gives the books in .epub / .pdf format, protected by DRM, to an aggregator and then the online bookstore, in this case kalahari.com, markets and sells the book to the public.

The basic bookselling model is still there. Fundamentally nothing has changed and the same companies play the same roles they always have as long as they are not device specific. Anyone who wants to remain device specific will lose market share. Especially those who choose bound paper as their device. Kalahari are without doubt 10 steps ahead of most other South African bookstores, though the bigger chains are set to catch up fast with Exclusives and CNA leading the charge. Van Schaik is doing interesting things in the Academic sector. What of the other SABA members? We can only hope that you are seriously considering a digital strategy and that you are making it a priority.

Jessica Faircliff
Editor, Bookmark

On the Dot

Enabling publishers to go digital

Enabling publishers to get their media products to the market has always been the main focus for On the Dot. It was therefore a logical decision to expand the current service offering to include digital fulfilment.

By capitalising on its logistics experience gained from distributing books, magazines and newspapers in the physical environment, On the Dot developed its own digital platform to offer the same services in the digital environment such as business to business logistics, order taking, warehousing, order fulfilment and debtor management.

'On the Dot strives to enable content owners to reach as many market channels as possible and while the products and customer remained the same, the format and platform for digital products changed. It has always been our strategy to provide our clients with a seamless service offering, therefore going digital was always part of our plans,' says Ulandy Gribble, Commercial Manager: Ebooks.

As the leading multichannel media logistics company in South Africa, On the Dot started investing in software, hardware and most importantly skills to ensure that once the market was ready for ebooks, so was a trusted logistics platform. Investing in a digital platform has required significant investment and has been a learning curve as there are no local providers of these services and to compete globally means that constant investment in software, development and hardware is needed. On the Dot established an in-house research and development team focusing on web application development, mobile



Ulandy Gribble

development and content management. Continuous investment is needed to keep up with technological improvements and in South Africa it is challenging to secure limited resources in a fast paced environment. To be at the cutting edge investigating new ways for Digital Rights Management, market strategies, new applications and expanding the market is the order of the day.

'Although things seem to be changing, and very quickly, the biggest difference when it comes to ebooks between South Africa and the global market is that the adoption of ereaders and ebooks in general lags behind the curve. On the Dot has assisted most, I feel, in understanding that these are still early days, sticking through the 'slowish' sales and providing a solid aggregator platform for local content.

It helps to have a human to be able to speak to and deal with when it comes to uploading titles, versus a completely automated system, which can be alienating. Often we've had to upload titles urgently or change information or metadata quickly, and due to having a human on the other end of the line as opposed to a machine or online interface, we've been able to turn things around very fast,' says Wesley Thompson, Publisher at Pan Macmillan.

To successfully compete in the ebook market a large digital footprint is needed. The On the Dot digital warehouse grows by more than 500 titles per week and as more publishers embrace ebooks this number will rise significantly.

Kalahari.com was the first South African online retailer that sold titles enabled by On the Dot. With consumers demanding more ebook titles and a platform that offers the widest variety, On the Dot is in the process of integrating our digital platform with the book retailer, CNA to ensure that consumers will have a great selection of titles to choose from. As integration with different retailers is key to growing the market successfully, the On the Dot digital platform was developed in such a way to ensure that integration with different retailers can be done effectively.

A new market yet the same rules apply to ebook distribution as with physical distribution. The only difference may be the fast pace at which digital businesses operate, you therefore need a logistics partner with the necessary resources to stay abreast of changes and to be at the cutting edge.

www.onthedot.co.za



Where is digital going in SA?

Van Schaik tests the mobile market

The success of the first mnovels (mobile phone novels) Van Schaik Bookstore released through MXit in 2011, has been unprecedented and reflects the extent to which mobile technology has become integrated into modern lifestyles as a multiple communication medium.

Van Schaik launched its mnovel mobile phone offering in April 2011, and within the first two months of release, received more than 5000 registered readers expressing interest in the novels, which are only accessible by mobile phone download.

Of these, more than 10% have downloaded the complete stories. This has translated into a case study for a viable business model although the release was initially meant to be a literacy initiative.

Launched to provide some support to matric learners that were studying Romeo & Juliet as a setwork, the mnovel was written by acclaimed Writer/ Theater

Director Mark Dornford-May in a language that would appeal to young adults. Certain passages of the novel are written completely in the mobile messaging short-hand format that teens growing up in the very connected world love to use.

The mnovel allows for users to interact with the content in ways that a paperback cannot. Readers are able to post comments and to rate the chapters in terms of enjoyment. The popular MXit platform allows the reader to buy a chapter at a time for the equivalent of R1 or 100 MXit 'Moolah'. An additional advantage of MXit is the ability to develop book-club style discussions around the characters and themes explored in this Shakesperian tale.

'Van Schaik is always looking for new ways to meet its customers' needs in the academic information environment. It is important for us to explore new technologies and investigate new business models that

allow us to interact with our customers on their terms - mnovels and ebooks make books accessible to our market in a variety of ways beyond print,' comments Melvin Kaabwe, digital manager in the Van Schaik Bookstore Group.

The mnovel fits well in the ordinary South African student's eco-system of academic gadgets without any new hardware costs (no smart-phone required) or expensive licenses. It can be read on the phone once the MXit app is loaded at: mxit->tradepost->mBooks -> Romeo + Khunjulwa as well as on line via downloadable software at mxit.com which is free.

Kaabwe is optimistic about the future of the mnovel: 'As we see more people appreciate content delivered in this manner, so we will develop more content and supply the stories in other local languages to our audiences.'

vanschaik.com



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And what of the little people?

Children's books in the digital age

Booksellers are watching the sales of Ebooks increasing steadily. Already people are blandly talking about the printed book becoming obsolete. The 'modern child' is bombarded with glittering information about the joys of the computer, the notebook, the all-purpose cell-phone, and hand-held readers like the Kindle. All of which may be fine and useful but they do require two ingredients: electricity (or battery) and money. Look instead at the situation of schools and young learners in South Africa and you may realise that books are going to be with us for a long time to come.

The young people of our country desperately need books. They need books in order to make friends with the whole idea of books. They need picture books, books in their own mother tongue, books for relaxation, books to feed their imagination, books for research – and basic textbooks.

Sure, it's often easier to do research via the Internet, instead of using a bulky encyclopedia that was printed some years ago. But even supposing you have access to a computer, you need to be able to read first. It is actually easier to learn to read with a real live teacher and a real book in your hands. The sadness is how few of our children possess a book of their own.

All praise, therefore, to people like Gary Hirson. He has launched a Sponsored Book Roll-out in which he seeks corporate sponsorship. His challenge is: Provide the money to produce 1000 books and have your own logo printed on the front. The Little Healthcare Group has been the first to respond, so a thousand copies of Gary's book are on their way to – pay attention! – to a thousand children, some of whom would quite likely never have got to own their own book.

Why is that so important? Let me tell you a story. When I first arrived at Somerset House School in Somerset West (over 35 years ago!) I was put in charge of the library. It consisted then of one bookcase filled with faded, battered cast-off books donated to the school. I tried making posters challenging the children: I DARE YOU TO READ A BOOK WITH A DULL COVER! Forget it. They weren't fooled. So instead I announced a sale. All the dingy books would be sold off at 10c a volume. They bought



The next generation

the lot! Then they settled down in corners to read the books. They refused to do so for free – but when they owned the book, they wanted it.

That's very powerful psychology. Fill a classroom with bright, well-produced, quality picture-books. Tell the children that these are their books – a gift to the school. Persuade the teacher to let them do nothing but read for a period. I guarantee that those books will be read. According to their ability, the children will read the pictures or the words or both. Each book is in their own hands. They have the power. They turn their own pages, gaze as long as they like, show the book to their neighbour, laugh, explore, enjoy. They are on their way to falling in love with books. That's something that no gadget of the digital age is going to replace.

Consider this one aspect. (There are many more.) A book is a physical object. It can be handled, stroked, hugged, loved. When that same story is put onto a computer or a Kindle gadget, it becomes merely a program. When you finish reading, you switch it off and it disappears. It was never with you in the first place. So a story, however well told or illustrated, is merely there on a screen. You never own the story.

I believe powerfully in the importance of the physical presence of books. Children must handle them. I've seen children enter (the much improved) Somerset House library and gaze around in bewilderment. There are too many books! The neat shelves are daunting. So I used to make a rapid selection, pile the books on a table and invite the children to help themselves. They

fell on those books like housewives in a supermarket bargain sale. They could take one away, dip into it, bring it back, try another. Taste for free! But usually, once a book was actually in their hands, they wanted to read more of it.

There is one condition. They have to be good books – well written, well illustrated, well produced. We are lucky. South African children's literature is of high quality. Probably the best in the continent. Our local books have a relevance that Harry Potter can never have. Consider, written by Ingrid Mennen, illustrated by Katrin Coetzer. It's an inviting picture-book which includes the new Greenpoint stadium, aspects of Robben Island, glimpses of the Bo-Kaap and Table Mountain and – beloved of all – football! Young readers can identify with a story like that.

What worries me is the way that our Department of Education seems to be going all out for speed of production and cheapness. That's not the way to create good books. Our children will not fall in love with reading if the books in front of them are not lovable.

So, please, Mr Bookseller – choose carefully the books you place on your shelves. As much as possible, go for South African books which are quality material and relevant to the readers, who happen to be our children, your children. And let this Digital Age look after itself.

Jay Heale

Freelance reviewer specialising in youth literature from South Africa and around the world. Editor of www.bookchat.co.za

Digital Developments

RHS goes superdigital

Random House Struik (RHS), the leading publisher of general books in South Africa, recently announced an innovative venture in response to the rapidly advancing new technology in book publishing. Their brand new, 'straight to digital' imprint, eKhaya, will take books straight from the edited typescript to an electronic book and then sell this online.

eKhaya is unique in its approach in the South African book market, bringing professionally produced books directly into digital format and trading solely on the internet.

'The growth of ereading in South Africa over the last six months has been very strong, and as the range of local ebooks and the availability of ereading devices increase this growth is set to continue. It is very exciting to launch eKhaya as a direct to digital imprint, taking advantage of the growth of ereading and making new authors available in this medium across our multiple ebook retail partners,' Says Mark Seabrook, Digital Director of RHS.

eKhaya released its first title in August, *For Honour* a volume of short stories and the debut of author T.O. Kenani. Louis Greenberg, eKhaya's Commissioning Editor says that they have received great feedback so far and that the main challenge now is in marketing the ebook.

The ebook goes through the normal book production cycle and then is printed in ePub and PDF format rather than on paper. RHS' digital team look after the software including DRM (Adobe Adept of course) and there are four more books currently in production.

eKhaya books can be found at several ebook retailers, including

Kalahari.com, Exclusives.co.za, Littlewhitebakkie.co.za, and Amazon.com.

randomstruik.co.za



Kalahari's millionth shopper

Almost 12 years after throwing open its digital doors for business, local ecommerce pioneer Kalahari.com officially registered its one millionth member in July this year. This achievement will however, not see the ecommerce company resting on its laurels as ecommerce is only now going mainstream in South Africa. It predicts the tipping point will be provided by the widespread adoption of mobile commerce.

'A country is recognised as achieving a critical ecommerce milestone when online sales contribute more than 1% of retail sales. Currently, we are sitting at 0.4% in South Africa. With six million connected locals, South Africa boasts a 12% Internet penetration. It also has a 16.7% credit card penetration and a very promising 92% mobile penetration. All positive ecommerce indicators,' comments Gary Novitzkas, CEO of Kalahari.com,

Novitzkas points out that in developing countries such as South Africa where mobile phone penetration outnumbers fixed Internet users 5:2, the mobile screen is the only screen for many. As smart phones start entering the mainstream, a new generation of Internet user is emerging. Coined the mobile-only Internet Generation, they do not, or very rarely also use a desktop, laptop or tablet to access the Web.

'The figures speak for themselves. Our future is mobile. This is where retailers in South Africa and indeed Africa can expect to see their most prolific growth,' concludes Novitzkas.

kalahari.com



Kobo goes global

Canadian upstart Kobo has set its sights on a global strategy and according to all reports, this should come as no surprise. Launched in December 2009, the Kobo platform reached the one million user mark

within 10 months. Now, less than two years later, its customer base is up to 4.2 million, with readers in 200 countries at that. Before its latest German launch, Kobo already had localized stores in Canada, the UK, Hong Kong, and Australia, along with a retail presence in New Zealand. And according to Kobo, this is just the first in a series of international rollouts, with plans to launch local-language ebookstores in France, Spain, Italy and the Netherlands, all hopefully by the end of the summer.

publishingperspectives.com



The publishing IT Department

Cloud-based book publishing will grow to permeate every aspect of the publishing process and fundamentally change the role of the publishing IT professional.

This refers of course to the ongoing migration of technology infrastructure from the proprietary platforms of our PCs and company servers, to the shared platform of software services on the internet called the 'cloud.' Also known as Infrastructure as a Service (IaaS), the impact of cloud-based book publishing will be felt by every worker in the organisation as the book industry remakes some of their most fundamental editorial, production, marketing, and sales processes.

In recent years we have already witnessed how basic business tools like word-processing, email, presentation software, and spreadsheets have been reinvented as cloud services (i.e. Google Docs). Evidence abounds of increasingly specialised cloud-based software applications for publishers — applications that may have once lived on company servers, but are now accessed through shared platforms on the Web.

Cloud infrastructure will force a change in the role of the publishing IT department from that of a service shop that builds and maintains infrastructure, to that of a consultant whose job it is to understand how new digital tools and practices can have the greatest impact within the organization and then act as an agent for change.

publishingperspectives.com



Louis Greenberg

SABA General Trade Report

Period August 2010 – July 2011

The past year has been an extremely challenging year for the book trade in general and the trade sector in particular, as the economy continues in the doldrums, and ebooks grow in popularity. Despite this, revenue for the past year (July 2010 – June 2011) was up 3,39% and volumes were up 3,22%. Revenue in the second half of 2010 was 4,3% up on the same period for 2009, due to a 1,5% increase in unit sales and slightly higher selling prices.

The first 24 weeks of 2011 showed a 2,2% increase in revenue over the same period in 2010, despite a 5,2% increase in unit sales. A reason for this anomaly is due to the average selling price for the first 24 weeks being R118.22, down from R121.64 for the same period in 2010. The drop in the average selling price is indicative of the drop in prices of imported books due to

the strengthening of the rand over the past year, as well as a fewer higher priced books released in 2011. This is after the large number which were produced for the 2010 World Cup. Ironically booksellers have lamented the reduction in prices, as they have to sell more books in order to achieve the same turnover!

Ebooks continue to be the hot topic as the book trade grapples with how to avoid the errors of the music industry and retain control over such a valuable asset. There is no doubt that ebook sales are growing dramatically, but the million dollar question is: how big is that market?

A matter of concern for trade booksellers, who supply schools, is the increase in the number of publishers who are supplying books directly to schools at discounts ranging from 10% to 30%. This is putting

publishers in direct competition with their own customers, and in many cases has forced school suppliers to increase the discounts which they have to offer schools.

Despite the various difficulties of selling trade books in the current tough economic climate, we always look forward to the next surprise bestseller. We can also look forward to the Open Book Festival in September 2011. The Cape Town Book Fair is still set for June 2011. Let us hope organisers garner the support required to implement this important event for South Africa's international reputation. SABA for one will definitely be there representing our members.

Janine O'Connor

Chairperson Trade, SABA

(With thanks to Nielsen Bookscan for the sales stats.)



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National Book Week 2011

The Book That Changed My Life

With the aim of promoting and sharing the joy of reading books, the South African Book Development Council (SABDC), in association with the Department of Arts and Culture (DAC), will host the 2nd annual National Book Week 2011 (NBW), which is running countrywide from 5-10 September.

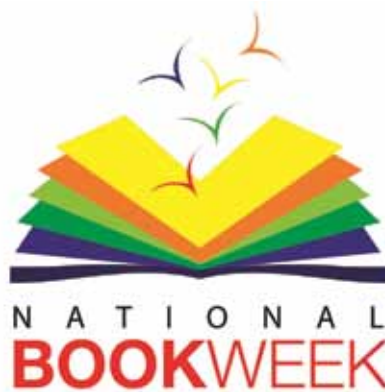
With only 14% of South Africans being active book readers, and a mere 5% of parents reading to their children, National Book Week is an important initiative to encourage citizens to view reading as a fun and pleasurable activity, and to show how easily it can be incorporated into one's lifestyle.

National Book Week aims to celebrate books and promote the love of reading, while promoting South African and African writers, publishers, booksellers and related businesses.

'It is in our interest to invest in reading promotion and increasing access to books,' says SABDC CEO Elitha van der Sandt. 'We launched National Book Week last September to instill a sense of national pride and encourage South Africans to read books, be they books in English or in our own languages.'

In this ever dynamic world of ours, the digital space has enjoyed a huge share of the world's attention and now the introduction of social media has shrunk the world even smaller.

NBW has joined the revolution and can now be found on three of social media's leading networks. Find National Book Week 2011 on Facebook where the SABDC would like to engage and share some facts and figures around the culture of reading and the state of the book industry in South Africa.



National Book Week TV on YouTube will feature some great footage from the NBW campaign shoot as well messages from ambassadors. To get some NBW tweets find National Book Week at @NBW_2011 on Twitter and give us your thoughts on the reading culture of South Africans.

The Department of Arts & Culture has pledged unwavering support for National Book Week and has identified the campaign as one of the priorities in the DAC's Strategic Plan. The DAC would like to see NBW become a platform for all stakeholders to collectively work towards a National Reading Campaign for South Africa.

The New Growth Path of Government requires a more informed citizenry, capable of recognising opportunities being created by various programmes, empowered to actively participate in building a prosperous democratic country. The book remains one of the best mechanisms to help achieve this.

Through its emphasis on reading promotion and access to information, National Book Week is a key strategy in government's New Growth Path as it has the potential to influence scientific,

technological and industrial advancement, while at the same time also placing emphasis on socio-cultural development, public private partnerships, fostering an informed citizenry to the benefit of government, industry and civil society alike.

In a recent Quantitative Research Survey conducted by the South African Book Development Council, it was deduced that a whopping 51% of South African households did not have a single book in their homes.

Another significant finding is that 45% of the poll felt that books were too expensive, while 27% said they do not read because there is no library nearby, and 22% said that books are too difficult to read.

With its call to action of 'BUY a Book, READ a Book, SHARE a Book', schools, libraries and other venues across the country will host various outreach and book donation programmes during National Book Week 2011, to highlight the fun of reading and increase the public's access to books. A strong programme of activities will take place from 8 – 10 September at Museum Africa and includes the Book Week Exhibition, Magic Tents for children, Reading Tents for adults and youth and a wide range of training sessions. A Demo Library will be hosted by the City of Joburg Library Services to teach visitors how easy and fun it is to use a public library.

The theme of National Book Week 2011 is 'The Book That Changed My Life', and the organisers call on all South Africans to experience how cool it is to be a bookworm, and help others to discover that pleasure as well.

nationalbookweek.co.za



Books on Bikes @ NBW 2010



*Elitha van der Sandt,
CEO South African Book Development Council*



NBW 2010

The Eastern Cape does it in style

This is what happens at a regional SABA AGM

The Eastern Cape South African Booksellers Annual General Meeting held at the Blue Lagoon Hotel in East London on 22 July is an excellent example of a well organised regional AGM.

Chairman Sydwell Molosi welcomed the members to the meeting and thanked the sponsors Via Afrika and Freedom Stationers for their generosity. Reports from SABA's four interest groups were given followed by the Chairman's report covering the events which took place over the year.

Johan Smith, Marketing Manager of Via Afrika then gave the sponsors address. Numerous Via Afrika books were on display for booksellers to peruse. The full colour, glossy books were written and designed specifically for the Curriculum and Assessment Policy Statements (CAPS) Documents. They support a 'Quality teaching and learning' program. The Via Afrika Teachers Guides have a very useful 'flipbook' on CD in the back of the book.



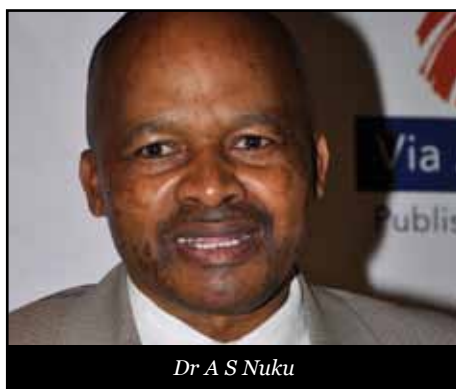
Vice Chairman Johan Smith and Chairman Sydwell Molosi, SABA Eastern Cape

The serious business of the elections was done by Frikkie Nel, SABA's National Manager. Once the executive had been decided upon, Frikkie, explained that SABA's four interest groups should meet quarterly to discuss matters pertinent to their sector of business. Their reports are sent to members on a provincial level and to the National Office.

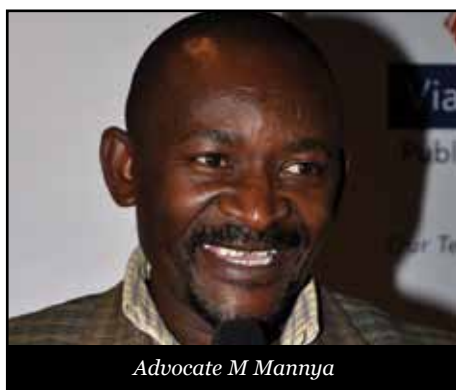
Dr A S Nuku from the Department of Education introduced the 'Quality Learning & Teaching Campaign' which aims to turn about the culture of learning and teaching in our schools. His address was followed by Advocate M Mannya, HOD of Education in the Eastern Cape. His department has been instructed by the Executive Council of the Province to turn around the education system. The children



Our Teachers. Our Future.



Dr A S Nuku



Advocate M Mannya

are entitled to education and each child must have a book on every subject. He asked suppliers to assist him in meeting his mandate to supply education to the children, who are his main focus.

Various prizes were handed out during the days proceedings. Gifts were received from Freedom Stationery (Pty) Ltd, Via Afrika, SABA and Via Afrika Idem Smile.

In closing, Sydwell thanked the members for re-electing him as Chairman although he asked that a successor be groomed to take over in 2012. He highlighted



Mary Bothma, Secretary SABA Eastern Cape, with Frikkie Nel, SABA's National Manager and Mr Zulu Sowazi



Ms Nosisa Beyele, Mr Zulu Sowazi and Mr Sandile Sanda (Executive Publisher Representative)



Mr Alan Pillay from Ikhezi Computers and Ms Shirley van der Bergh from Freedom Stationery

the challenges that booksellers face and implored members to be technologically up to date. He wished all members success and asked that they uphold SABA's code of ethics through all of their business dealings.



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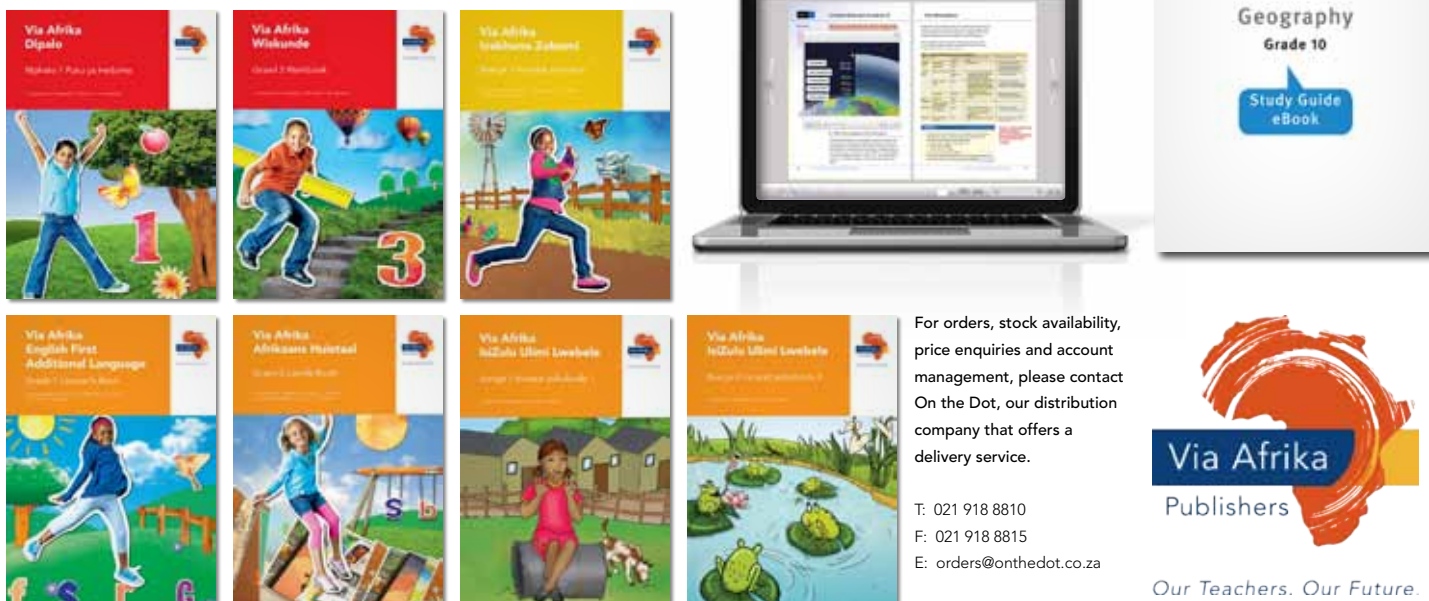
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General Trade News

No special treatment for VAT on Books in SA

In March last year, the IPA launched its first annual global survey on VAT on books and epublications. It is now launching an updated version of this annual survey. Eighty eight countries have been surveyed. In a global context where standard VAT rates are on the rise, special treatment for books remains the norm in most of America and Europe. South Africa stands out as one of the few countries that do not give special treatment to VAT on books.

As far as epublications are concerned, a small number of countries have already adopted a real non-discriminatory, consistent tax regime. The study concludes that Korea, which boasts the world's 8th largest publishing industry, should serve as a model in this respect.

'Lower VAT rates for publishers are justified because they help publishers and bookshops offer more diverse and better books at affordable prices. It is a proven and effective tool to promote literacy and encourage reading. Lower VAT rates on books help secure a stronger national publishing industry with more employment, supporting local bookshops, and small and medium-sized publishing companies,' says IPA Secretary General Jens Bammel.

internationalpublishers.org

Struik turns 50

In August 2008 Random House South Africa and Struik Publishers announced their merger to create a significant new player in the African book publishing industry. The new company, known as Random House Struik (Pty) Ltd, brought together two of the country's most prominent book publishers under the leadership of Managing Director, Stephen Johnson. This year, Struik celebrates its 50-year heritage of its illustrated imprints, Struik Nature, Struik Lifestyle, and Struik Travel & Heritage.

Cornelius and Johanna Struik came to South Africa to apply the skill and expertise gleaned in their native Holland to develop a

bookselling business at the Hollandsch Afrikaansche Uitgevers Maatschappij, or HAUM, in Stellenbosch. When that company became more exclusively associated with a particular religious grouping, to the exclusion of most other material over time, the Struiks decided to set up on their own. Their first publication was by an American journalist, one Edward S. Munger. The Struiks printed 300 copies of his *African Field Reports 1952-1961*.

Africana was of particular interest to Cornelius Struik, but he was a publisher of universal tastes and extraordinary vision and the list expanded steadily to encompass a wide and varied range of books. Quality production and design standard quickly became a hallmark. The company flourished as its lists grew remarkably over the next three decades. Following the international publishing explosion in illustrated books, Gerry Struik imported skills and expertise from abroad that saw Struik in Cape Town 'read the way' in South African illustrated publishing.

randomstruik.co.za

Jacana Literary Foundation

Jacana Media recently formed the Jacana Literary Foundation (JLF). The JLF seeks to promote and foster excellent writing from South and southern Africa, and to advance the writing of fiction in the region through a number of initiatives, one of which would be creative writing workshops. Through the generous seed-funding of MAGI (the Multi-Agency Grants Initiative), the JLF will be able to publish fiction that may not be easily marketable for one reason or another.

The award which was formerly known as the European Union Literary Award, awarded annually for best first novel in South Africa, will now be known as the Jacana Literary Award and will be administered from within the JLF.

The inaugural Sol Plaatje Poetry Award supported by the European Union will also be administered through the JLF. The first title that will receive funding from this foundation is *The Zombie and the Moon: More Tales*

from the *Shaman's Record* by Peter Merrington

Jacana.co.za

Juta acquires Atlas

Atlas, the Western Cape niche retailer of textbooks, stationery and university-branded apparel and memorabilia was the brainchild of Spiros Mavraganis. Spiros started his enterprise in 1995 from his father's garage at the age of 19 with a R7000 loan when he was a first year B.Bus.Sc. (Marketing) student at the University of Cape Town.

Equally entrepreneurial, Juta and Company was started in 1853 in cramped quarters in Wale street as a book retailer and publisher catering for the student, education, legal and professional markets and has since become an iconic South African brand with national reach having diversified beyond publishing and retail to include training and learning and information solutions.

Commenting on the acquisition, Lynne Du Toit, CEO of Juta and Company said 'The Atlas stores will fit seamlessly with our existing infrastructure while extending our reach in the Western Cape to students and academics at the key institutions of UNISA, Stellenbosch and UCT. We look forward to working collaboratively with these universities to better service their communities, building on our existing relationships as a retailer, local academic publisher and publisher of the scholarly UCT Press imprint. I am confident that the Atlas acquisition will augment our established business in the region which already caters for a multitude of tertiary institutions and schools.'

juta.co.za

Attendance at UK Lit Festivals on the up

Alex Hippisley-Cox reports on Publishing Perspectives that the literary festival scene in the UK is booming. 'It seems hardly a week goes by without some kind of literary programme being staged and the public's thirst for these types of gatherings seems to grow

General Trade News (cont)

with each new event. As publishers and publicists now start to plan their authors' personal appearances during those all-important pre-Christmas months, the first question they will no doubt ask themselves is: what literary festivals are taking place around the publication date, and how can we get our authors involved?'

So why is this happening and how has 'the literary festival' become such a must-attend attraction? 'As far as the authors and publishers are concerned, it comes down to plain economics. The best literary festivals are well-organized, have ready-made audiences, generate substantial PR (often on a national level) and, generally, sell plenty of tickets. And good tickets sales almost guarantee the author will sell a healthy number of books. So the bottom line is that signing up to events at these festivals makes good financial sense — they get a good 'return' for their author's time and they shift some copies too,' says Alex.

On the other hand, public turns up in numbers because going to a literary festival is still incredibly good value. Tickets for the Hay Festival for example cost between £5 and £10. 'Where else would you be able to listen to the likes of Rob Lowe, Bob Geldof, Howard Marks and Alexander McCall Smith for those kinds of prices?' asks Alex.

South Africa is also witnessing its own growth in Literary Festivals with the inaugural Open Book Festival approaching in Cape Town September, and both KZN and Franschhoek having seen great increase in interest and attendance earlier this year.

publishingperspectives.com

Open Book Festival

The first 71 events for Open Book Cape Town are up on the Open Book website openbookfestival.co.za, check them out. Tickets are available through Computicket if they haven't been sold out yet. Organisers are so swamped that to get any information out of them is rather difficult, but suffice it to say that we will certainly be interested in listening to Lauren

Beukes quizzing Jane Bussman about her worst date ever. Earl Lovelace will be there promoting his best seller *Is just a movie*, and Paul Harding is going to have a chat with Mervyn Sloman from the Book Lounge. The line up is amazing and we are sure it will be a sell out. See you at the Fugard Theatre in late September.

openbookfestival.co.za

Bangkok Elected World Book Capital 2013

Bangkok was named as the 'World Book Capital 2013' at the conclusion of the selection committee meeting, which was held on 27 June 2011 at UNESCO's Paris headquarters. The city of Bangkok was selected 'on account of its willingness to bring together all the various stakeholders of the book chain and beyond, for its community focused programme and the high level of commitment through the proposed activities'.

The IPA is also delighted that Bangkok has offered to host the 2014 IPA Publishers Conference the format of which will be decided by the EC in Frankfurt this October.

internationalpublishers.org

Wall of Days

The novel *Wall of Days* by debut novelist Alastair Bruce, published by Umuzi in 2010, is heading for big things.

The novel was chosen by Amazon.com as one of only twelve annual Amazon Rising Stars. And on Wednesday 10 August 2011, it was included in The Guardian's longlist for the 'Not the Booker Prize'. In South Africa it was shortlisted for the Commonwealth Writer's Prize, Best First Book, Africa Region.

André Brink wrote of it: 'Seldom in recent years have I been so deeply impressed by a first novel as by Alastair Bruce's visionary and profound *Wall of Days* ... [It is] told by a consummate storyteller who appears well set to become a defining novelist of our time.'

randomstruik.co.za

And the winners are

The M-Net Literary Awards invites entries in all eleven official South African languages. In the English category, one of the country's most prominent writers, Ivan Vladislavic received the award for *Double Negative*, while Afrikaans author, Ingrid Winterbach, completed a hat trick with her innovative latest novel, *Die Benederyk*.

It was a first win at the M-Net Literary Awards for K.J. Sekele who won the Sotho category. His arresting novel about adoption and family roles in African families, *Lehutšho*, was also a strong contender in the film category.

In the Nguni category, popular Xhosa novelist, Ncedile Saule, added another M-Net Literary Award to his collection with *Inkululeko Isentambeni*.

The much-contested film category was won by debutant, Cynthia Jele, who told the audience in her acceptance speech how *Happiness is a Four Letter Word* had been written in response to Oprah Winfrey's Book Club. She decided to read every single novel recommended by the famous talk show host, but was so dampened by the 'heaviness' of so many of the stories, that she decided to write the book she, and many young women like her, would want to read. Jele's novel tells the story of sistas and fashionistas without shame who frequent the malls in the Northern suburbs of Johannesburg.

mnetcorporate.co.za

Sifiso Mzobe scoops Sunday Times Fiction Prize

Sifiso Mzobe, author of *Young Blood* (Kwela Books), won the much coveted Sunday Times Fiction Prize for 2011. The ceremony took place on June 25 at Summer Place in Hyde Park, Johannesburg. *Young Blood* tells the story of seventeen-year-old Sipho who is caught up in a world of car theft, money, alcohol and greed in Umlazi, KwaZulu-Natal. Mzobe had the following to say on his win: 'I am surprised and incredibly grateful for both this award and for the amazing response I've received from the book.'

media24.co.za

SABA Education Interest Group Report

Period August 2010 – July 2011

Educational bookselling is under threat. Booksellers have to come up with innovative solutions to maintain our place in this market and for that we need the input of all booksellers.

Southern Region

Mid last year we heard rumours that the Western Cape Education Department (WCED) was going to channel all special projects to publishers. Your executive immediately met with the Head of Department (HOD) and Member of the Executive Council (MEC) for Education and was invited to submit a document on the value that bookshops could add to special projects.

Shortly after the SABA AGM in 2010 the WCED announced that all special projects would be purchased directly from the publishers, thus flatly ignoring our recommendations. That was a serious blow to booksellers as about a R100 million is spent annually on special projects.

A second blow for booksellers was when the WCED advertised a new tender for the supply of Learning Teaching Support Materials (LTSM) to section 20 schools. The conditions of the tender were unacceptable to SABA and we solicited legal advice. Advocate Norman Arendse and Attorney Paul Hart-Davies handled the case on behalf of SABA and this eventually led to the withdrawal of the tender. The WCED then decided on an open tender system on Source Link. Unfortunately booksellers played right into the hands of the WCED by offering higher discounts. The source link model and the high discount offered by booksellers, will undoubtedly lead to the closure of bookshops and the loss of jobs for many.

Central Region

In KwaZulu-Natal, there is a huge outcry that the workbooks published by government are yet to reach numerous schools in the province. Edusolutions continue to service the Section 20 schools via their three year tender. Bookshops have lost a huge percentage of their Section 21 school business to Edusolutions too because schools were pressurized to buy from them.

During July 2010 the Free State Dept



Guru Redhi

of Education issued a notice of intention to centralise the procurement of LTSM for all schools in quintiles 1 to 4, section 20 as well as section 21. SABA and other stakeholders objected and the decision was not implemented. Last month however, the same notice went out to schools. Again SABA and other role players objected. We have to wait and see what happens.

Eastern Region

The education and general book buying environment within which SABA and its members operate is undergoing change. During change, communication is key and we would like for the Department of Basic Education (DoBE) to communicate more effectively with our office so that we can in turn enable our members to act as successful booksellers.



Late orders from schools put undue pressure on booksellers to supply books with little or no time to spare. Delays are also caused by the necessary verification of school budgets. Schools are also very slow to pay, which puts pressure on cash flow. Unfortunately, absenteeism in schools by Principals is a common factor in the Eastern Region and communication with teachers is sometimes unclear.

Book orders coming in from different publishers at different times disturb distribution and as the supply to market, booksellers are blamed for delays.

Fly by night booksellers are sometimes a discredit to SABA and should be monitored. We are also deeply concerned that the DoBE does not acknowledge the vital role that booksellers play in South African Education.

Northern Region

Edusolutions are now supplying three of the northern provinces: Gauteng, Limpopo and Mpumalanga.

Booksellers in the North West reported that at this late stage the North West Dept of Education have not yet awarded tenders and the rumours are that Edusolutions may be the preferred suppliers in this province as well.

General

The first phase of the Curriculum and Assessment Policy Statements (CAPS) will be implemented next year. This would have been a wonderful opportunity for bookshops to make a bit of money, but yet another blow to booksellers: the Minister of National Education announced that CAPS procurement will be centralised. Your SABA Executive have requested a meeting with Minister Angie Motshekga to discuss the issue, but sad to say, our requests have been ignored.

As I said right at the beginning: educational booksellers are under threat. We have to demonstrate to the authorities the importance of booksellers in the supply chain so that we are not by-passed.

Guru Redhi

Vice-President, Chairman Education,
SABA

SABA Academic Interest Group Report

Period August 2010 - July 2011

During the past year academic booksellers had varied success. Overall it must be stated that the market conditions are tough, although more stable than other book sectors such as education and trade.

Sales performance

Sales in academic bookselling were regarded as good in terms of units, but bad in terms of unit pricing. Unit prices of books were affected negatively by the strong Rand as more than 30% of academic books are imported, and the Rand strengthened by 11% to the US Dollar and 13% to the British Pound from the previous buying period. Another factor is that some publishers increased prices marginally or not at all due to economic pressures. They hoped that keeping prices low would boost sales.

If, for example, 35% of what we sell is imported and paid in USD or GBP. Any exchange rate fluctuations directly influence selling prices. If the Rand weakens by 10%, it means a drop in price of overseas sourced books by 10%. A 10% drop in the selling price of 35% of sales relates to a 3.5% drop in total sales.

At some institutions, bursary amounts for books were reduced and/or paid to students in the form of cash allowances. These cash allowances are normally not spent on books resulting in a drop in bookstore sales at these institutions.

All of the above resulted in academic book sales not increasing by the required percentages to maintain profit levels. Academic booksellers have to look at other products and book sectors to maintain turnover levels. Cost inflation (e.g. rent, salaries, transport, electricity, etc) regularly outgrow sales increases. Academic booksellers are therefore caught in a narrowing band between rising costs and stagnant or low increasing sales.

Effect of Consumer Protection Act (CPA)

Most booksellers adjusted their return of goods terms to be in line with the act. Some booksellers experienced a considerable increase in customer returns due to the requirements of the act while some reported that no serious abuse was experienced.



Stephan Erasmus

Publisher supply and logistics

In general the supply was good, with only a few instances of stock shortages experienced. Bundling of books lead to some confusion in the market as customers insisted on buying only the prescribed book - they perceived the bundles to increase the cost unnecessarily.

Transport strikes and fuel shortages did fortunately not occur during peak delivery periods and had a minor effect on book delivery. Fuel prices and transport costs are increasing at above inflation rates. These costs will have to be monitored as book sellers may be forced to incorporate them in calculating selling prices.

UNISA news

Difficulties were experienced with the accuracy of the UNISA booklist. Data were incorrect and it took a long time to sort out the errors with UNISA. UNISA registrations are however, higher than previous years resulting in improved sales.

Bursary administrators and debtors

Intellicard has signed up various institutions and is now becoming a serious competitor to Eduloan. Although the service from Eduloan and Intellicard were generally better than in the past, some problems occurred with card machines not

working during peak sales periods.

More sales are done on debtor accounts every year. This is due to the increased amount of students funded by bursaries. Most of these accounts are payable from 60 to 90 days from invoice. The effect of this change in market behaviour is that more capital is required by booksellers to fund these debtors. It also places a strain on administration as more people are required to administer account sales e.g. reconciliation and collection.

Market interest in ebooks

Interest in ebooks was expressed by various institutions, libraries and a few individuals. A large portion of the market is confused regarding the term ebooks. In general the interest is there, but the market demand does not yet exist in South Africa. Issues preventing the availability of ebooks include: publisher concerns with digital rights management (DRM), territorial pricing, payment methods, online connectivity, download speeds, various operating systems software (Windows, IOS (Apple), Android, Blackberry) as well as availability of devices.

Direct supply by publishers

This issue is constantly experienced and even though booksellers understand that it does make financial sense to publishers in some instances, it must be understood that:

Booksellers are still the largest route to market for academic books.

Booksellers are under enormous financial strain due to various factors out of their control such as the cost of inflation being higher than book price inflation, coupled with the negative effect of exchange rates.

Booksellers do require the bulk supply deals to maintain profitability and service levels.

It is in the interest of publishers that a financially sound bookselling industry is maintained. Direct supply hurts bookselling and could ultimately lead to the bookseller's demise which would have a very negative impact on publishers.

Stephan Erasmus

*Honorary Treasurer, Chairman
Academic, SABA*

Doing it for Mandela

Cambridge makes a difference

Every quarter we spend hours sifting through content that we gather from news letters, press releases, websites and events that we have attended. We delete a lot of information that has dated, edit lengthy pieces into smaller digestible chunks, write, rewrite, edit, delete and so each edition of *Bookmark* takes shape. Sometimes though, as editor, I open up an email and simply think, 'Now that is a great story.'

I was lucky enough to sit next to the very charming Wonder Chabalala, Marketing Manager of Cambridge University Press at the SABA south annual breakfast in July this year and of course I asked him what news he could tell me of Cambridge. We could have discussed many things, from the CAPS issue to etrade strategies, but instead, Wonder decided to tell me about the CSI initiatives that he heads up for CUP. To say that he became animated when telling me of the good deeds that he is personally involved in through CUP, is an understatement.

I asked him to send me a press release and I received what is possibly my favourite story of the year:



One happy child

At Cambridge University Press African Branch we have a soft spot for children. As you will remember, we support two farm schools located in Robertson. In the past we have provided each child with school shirts, school shoes, Xmas gifts and books for each school. I visited the schools again recently and this time round we again donated shoes and scarves to every little boy and girl. As I parked my car I was immediately surrounded by boys who were willing to help me carry the boxes of shoes to the classroom. The first school we visited was Wynburg Primary



Ethel and kids



This joy I have

school and they have a total of 16 learners and the second school, Retreat Primary has 22 learners. Both schools have mixed grades in only two classrooms. Most of the children are born from parents who are farm workers on wine farms based in the area. With the little wage they earn they cannot afford most of the things that these children need for everyday schooling.

The staff of the African Branch got together and contributed to buying the 38 pairs of shoes. We also brought wool and knitting needles and every tea break staff members would meet and knit scarves. It took us two weeks to have all 38 scarves completed. We also collected empty toilet rolls in our office block. The idea was to encourage children to create artwork and educational projects. Being located in a rural, poor area means there is no money available to purchase educational resources. Both teachers and learners have therefore been encouraged to use recyclable and freely available resources.

It is always heart-warming when we do these donations and we are all happy knowing that each child is prepared to brave the winter cold in their new black shoes and bright blue, hand-knitted scarves!

Wonder Chabalala
Marketing Manager, Cambridge
University Press

You don't need a degree to find our new Juta Bookshop...
(...although we can help you get one if you visit us often enough).

NEW SHOPS

UCT CAMPUS BOOKSHOP Level 3, Steve Biko Building, Chemistry Lane, Upper Campus, UCT
Tel: 021 650 2486/7, Fax: 021 650 5771, Email: uctbooks@juta.co.za

STELLENBOSCH BOOKSHOP (Opposite the new McDonalds) Shop 4, Stelmont, c/o Andrius & Beyers Streets, Stellenbosch • Tel: +27 21 882 9068, Fax: +27 21 882 8003, Email: stelsbooks@juta.co.za

PAROW BOOKSHOP Unit 1 & 2 Parow Business Park, Jan Simonis Street, Parow (Next to UNISA Parow)
Tel: +27 21 911 2411, Fax: +27 21 911 2415, Email: pabooks@juta.co.za

CLAREMONT BOOKSHOP Ground Floor, Sunclare Building, 21 Dwyer Street, Claremont
Tel: 021 670 6680, Fax: 021 670 6793, Email: claremontbooks@juta.co.za

CARLTON CENTRE BOOKSHOP Shop 231, Lower Level, Carlton Centre, Commisarius Street, Jhb
Tel: +27 11 331 5140, Fax: +27 11 331 5079, Email: jhbbooks@juta.co.za

HATFIELD BOOKSHOP 1st Floor, Hatfield Plaza, 1122 Burnett Street, Hatfield
Tel: +27 12 362 5799, Fax: +27 12 362 5744, Email: ptaabooks@juta.co.za

TUT BOOKSHOP Pretoria West Campus, Building 4, No. G51, State Artillery Road, Pretoria West
Tel: +27 12 362 5916, Fax: +27 12 362 5499, Email: tutbooks@juta.co.za

UJ BOOKSHOP Shop 21, Entrance 6, 1st Floor, Student Centre, Academia Road, Auckland Park, 2092
Tel: +27 11 482 3566, Fax: +27 11 482 3565, Email: ujbooks@juta.co.za

Education and Academic News

SABA CSI leads to many good reads

SABA recently concluded a CSI project at Addington Primary School in Kwa-Zulu Natal. SABA contributed funds to the school for the purchase of books and also convinced several members to do the same. In the end R10,000 was collected, allowing the school to select many books for the school's junior primary library. Upon order, many publishers added to this and so a great haul of books was collected.



SABA celebrates with Addington Primary school

At the conclusion party the children sang in gratitude, selected books to take home to read and they had a fun time with enough sweets for all!

sabooksellers.com

African Education Week

African Education Week 2012, to be held at the Sandton Convention Centre on 2 - 4 July in Johannesburg will provide a forum for education representatives from across the continent from government to private companies, schools, FET colleges, universities, publishers, elearning organisations, safety & security, financial institutions and other suppliers to this sector to come together to find solutions to the issues facing the education sector.

The aim of this event is to provide delegates with a fresh perspective on the challenges facing education in Africa today, as well as skills and strategies necessary to address the challenges they encounter on a daily basis. Delegates will also have the opportunity to share their own stories, and learn from and be motivated by the success stories of their peers.

This multi-track event will incorporate

Basic Education, Early Childhood Development, Inclusive Education, Maths and Science Literacy, Teacher Training, Further & Higher Education, Corporate Social Investment and ICT in education. Delegates will also be able to attend pre-conference masterclasses, as well as an exhibition showcasing educational materials, products and services.

educationweek.co.za

Charter to rejuvenate Human Sciences

Higher Education and Training Minister Blade Nzimande appointed a team, led by Professor Ari Sitas from the University of Cape Town, and Dr Sarah Mosoetsa from the University of the Witwatersrand in October last year to consider how to 'rejuvenate and strengthen the humanities and social sciences.'

'After our encounters with more than a thousand colleagues in all the institutions of higher learning, and interested parties in government and civil society, we are convinced that Humanities and Social Sciences scholarship can be a repository of heritage, history, memory and meaning, as this society strives for peace, prosperity, security and socio-economic well-being,' said Sitas.

The report has identified six interventions to boost interest in the field. These include the formation of an academy of humanities and social sciences; an African renaissance programme and a framework to improve the academic integrity of the field.

'Now is the time for the teaching of and research in the social sciences and the humanities to take their place again at the leading edge of our struggle for transformation and development ... they must play a leading role in helping our people understand and tackle the current challenges such as unemployment, racism, discrimination and HIV and Aids,' said Nzimande, who invited the public and other relevant key partners to comment on the charter before it can be finalised.

education.gov.za

Digital migration in Schools

At its last meeting in Amsterdam, the International Publishers Association's Educational Publishers' Forum agreed to undertake an international survey on the use of digital resources in classrooms. The meeting agreed on a questionnaire that will be the basis for national surveys undertaken by national publishers' organisations. A number of national associations also agreed to contribute funds to pay for the international coordination, collation of data and a summarizing report. The first countries to complete national surveys are: France, Germany, Netherlands, Norway, and Portugal. Delegates from Russia, Slovenia, UK, and US have also expressed their interest in joining the survey later this year. First results are expected to be presented at the 2011 Frankfurt Book Fair. The IPA Educational Publishers' Forum also agreed to invite educational publishers for a special event in Frankfurt to discuss the challenges that educational publishers face around the world with respect to digital migration of content.

internationalpublishers.org

Avusa's exemplars a great support

Avusa Media's annual stand-alone 48-page tabloid supplement of matric exemplars and memoranda, was published in Afrikaans for the Western Cape Education Department and, for the first time the department has ordered a free copy of this much-needed supplement for every single matriculant in the Western Cape.

Every year Avusa commissions top teachers in their field to write new exemplars and memoranda which are checked and approved by curriculum advisors at the National Department of Basic Education. The supplement contains exemplars of exams and their answers for subjects that have the highest learner enrolment and gives learners the opportunity to test their exam readiness for the upcoming mocks and finals.

The supplement covers the syllabus for English First Additional Language, Physical Science, Life

Sciences, Geography, Accounting and Information Technology, with a focus on Mathematics; a crucial intervention considering that last year 60 percent of matriculants achieved lower than 40 percent for their final mark in this subject.

The supplement has also been used as a great resource in Matric intervention programmes in deep rural KwaZulu-Natal in Sisonke and Obonjeni. The Department of Education in KwaZulu-Natal, alone, ordered an additional 150 000 copies in 2010.

Grade 12 learners are also be able to access the supplement online at www.timeslive.co.za and www.learn.co.za.

avusa.co.za

Pearson's ebook pilot

Following international trends, the CTI Education Group in conjunction with Pearson and Mustek, launched South Africa's very first ebook Pilot in July this year. The pilot requires 20 CTI students to do a course online without any printed material.

This pilot will require students to shift from the familiar environment of using textbooks, to having all their text and information accessible from their notebooks. Not only will students be using their notebook in class for easy referencing and taking notes but they will also be able to utilise the dictionary and correct - pronunciation applications.

Thulisele Mevelase, a Business Management student and one of the students selected for the pilot, sees this application as a great way to integrate international learning techniques into South Africa's education system. Another selected student, Ruan Cronje, claims that this approach offered by the notebook application is so much easier than carrying around your physical textbooks all day.

pearsoned.co.za

CUP's third year as CIDA's partner

In the last 3 years Cambridge University Press (CUP) has done great



CIDA Extra Mile Award given by Wonder Chabalala to Getrude Kitongo

things for its Black Empowerment Partner Community and Individual Development Association (CIDA) City Campus. Over and above the dividend stream that CIDA receives, CUP also donated trade books to the value of R175 000, thanks to Exclusive Books and 250 Copies of Murphy's English Grammar in Use, thanks to a generous discount from ELT.



CIDA Graduation 2011 - 09 July 2011

'Colleen and I flew up to Johannesburg to attend the 11th Graduation ceremony of the University. All students received a Bachelor of Business Administration degree and some also received a Certificate from The School of Investment. The hall was filled to capacity and parents came from near and far - townships, villages, rural areas and squatter camps,' says Wonder Chabalala of CUP.

'It was all song and dance as parents celebrated their children's' success. The good news is that not a single graduate will be unemployed. All 155 graduates already have jobs with various companies, many of whom are partners of CIDA. We were proud once again to have contributed in such a direct way to helping these students to achieve their degrees

against such insurmountable odds.'

cambridge.org

The more you read the more you know

The CNA Readathon campaign officially kicked off on Wednesday 22 June at Hlakaniphani Junior School in Soweto. The campaign will run until the end of September with special focus from the 5th – 11th September. CNA, now the main Readathon sponsor, has supported the highly acclaimed campaign since 2003.

Innocentia Buthelezi, Group CSI Manager for Edcon, says the decision to continue CNA's support for the Readathon campaign is easy. 'The campaign is in perfect harmony with our community focus for the development of education. The campaign helps to develop a culture of reading, and it highlights the importance of literacy. A vital aspect is the distribution of Readathon materials and the Teacher's Handbooks that promote reading activities in the classrooms to 26 000 schools, 330 000 educators and more than 13 million school children across our country.'

'However, we look further than just schools. The campaign encourages reading and writing at home, too, and indeed everywhere. We believe that by doing so, we make a contribution towards South Africa's goal of a better life for all.'

A new focus for the CNA Readathon 2011 is to promote book clubs in South African schools. The most exciting thing about a book club is that if you provide books the learners really want to read and promote the books enthusiastically, many may learn to love reading. Another of the exciting aspects of the 'CNA Readathon 2011 - The more you read, the more you know' campaign is an interschool competition. The competition will find the best Readathon 2011 school, which will be one that can show it is creating a culture of reading.

There is also a journal-writing component that will enable learners to develop a way of expressing themselves meaningfully in writing.

cna.co.za

SABA Library Interest Group Report

Period August 2010 – July 2011

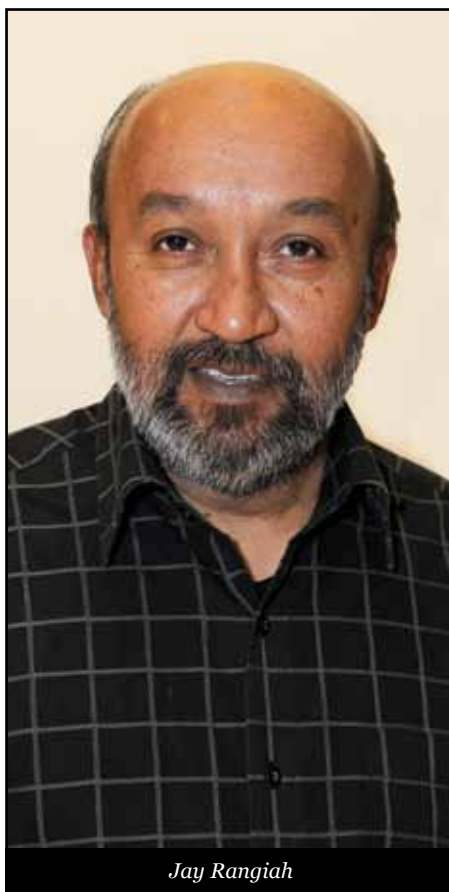
In order to cleave through a morass of involuntary ignorance and to conform to the requirements of the Constitution, the South African Booksellers Association believes that libraries be considered fundamental to the development and the upliftment of our communities since the academic performance of our people is largely dependent on the level of our reading skills. Reading can only be developed through the exposure of books. Books of a wide variety have to be made available to potential readers. Well stocked resource centres and libraries are therefore, vital to the development of readers. Likewise, having all the resources and the various library centres does not ensure that readership is going to register 'Manhattan Skyscrapers' on the readership graphs.

Urgently required are qualified and experienced librarians, teacher-librarians, enthusiastic management and support staff as well as consultants who assess projects and performances to capture new readers.

Gratifying, indeed, it is to note that with the waning of the euphoria experienced during the 2010 World Cup and the concomitant concern that monies allocated for the Library Services in the country would be channelled elsewhere, the dedication and zeal of all those belonging to library services countrywide have remained sharply focused on attaining their proclaimed objectives. This is exemplified by activities presently taking place in certain parts of the country in respect of tenders and exhibitions. In some parts of the country, however, we have seen very little activity to enthuse about.

KwaZulu-Natal

In KwaZulu-Natal, the role of public libraries in fostering behavioural change and the constructive use of leisure time by the youth and the wider public, is given great impetus. This province introduced the New Literacy Initiatives for 21st Century, a programme aimed to keep the youth gainfully occupied and to raise interest levels. 21st Century Literacy is the ability to use a range of tools and skills (technological, interpersonal,



Jay Rangiah

communication) to effectively participate in the workforce.

The KZN Department of Arts & Culture had received additional funding in 2011/12 for the continued provincialisation of public libraries. The purpose of the community conditional grant of R45m in the 2011/12 budget is to enable communities to gain access to knowledge and information that will improve their social, economic and political situation. While this department is expanding its infrastructure capacity to build new libraries, a significant increase over the 2011/12 period relates to a transfer to the eThekwin Metro for the building of a new state of the art mega- library.

In KwaZulu-Natal, we have seen the value of provincial libraries in their efforts to reach out successfully to rural communities. The mobile library units are being systematically introduced to promote services to remote rural areas where there are no libraries in the short term. The conditional grant will see the portability of the library services through

the introduction of the mobile library truck. The Mobile Library Truck Project (MLTP) was a major intervention for 2011 where four Mobile Library Trucks have been purchased. Each truck is placed in a region, aimed at reaching out to deep rural areas and provide access to the much needed information through internet access on the Mobile Library LAN.

In one exhibition in August 2010, 109 suppliers submitted 19 543 books for consideration and 249 830 out of 11 267 titles were ordered.

Rather than having book selections once or preferably twice a month, there is a preference, by various departments throughout the country (including KZN), for either one or two selection meetings a year. This causes severe bottlenecks when the books are supplied and consequently more selection meetings are cancelled.... an undesirable situation indeed! Public libraries cannot be treated as educational institutions which find it convenient to select once a year. It must be borne in mind that hundreds of new books are published weekly. If the selection meetings are held once or twice a year, then libraries will not have the opportunity to take into consideration all the titles that are on offer. The ultimate penalty is to be limited in choice, especially when suppliers are instructed not to submit more than a stipulated number of books at a time because of a lack of capacity in libraries.

The municipal libraries in KwaZulu-Natal, viz. eThekwin, Msunduzi, Ladysmith and Newcastle are well-structured, well organised and are run by highly efficient staff. These libraries also provide vital information outlets to complement the education departments in their respective areas.

Gauteng

The Gauteng's Department of Sports, Arts, Culture and Recreation's philosophy of 'Library access for all' is highly commendable. The municipalities autonomously spend grants according to their specific needs. This is essentially a positive outlook of the province. Community libraries have a special responsibility in implementing reading

and library programmes in collaboration with schools, day care centres and other institutions so that the culture of reading is promoted. The joy of reading is a 'skeleton key' that opens most doors to widen the horizons of learners who could become world leaders.

It is disappointing, however, when certain municipalities tend to use the provincial grant as the sole budget for purchase of library books rather than using it as additional funds to augment the purchase of more books to reach out to the needy rural areas.

Western Cape

In respect of the *Brocade Library Management System*, the Western Cape Library Service has migrated from the provincial automated library system to the upgraded state of the art brocade system from Belgium. Selection meetings take place on a twice monthly basis and two hundred titles are permitted per submission. The Cape Town City Library also uses the brocade system. This library's budget is on a three year tender and procurement is done through approved suppliers. The Carnegie Grant for the Kuyasa and Harare libraries expired in June this year.

In 2005, cabinet approved the implementation of an 'affirmative action' programme to give all South African schools an equal chance to provide quality education for all the learners. Called the Quality Improvement, Development, Support and Upliftment Programme (QIDS-UP), the programme, which was implemented in April 2006, is intended to provide basic resources to the poorest schools. The Western Cape Education Department must be complimented for the immaculate and efficient manner in which library resources were procured. Many of the other provinces seriously lag behind the Western Cape in respect of their advanced efforts in promoting QIDS-UP.

Free State and Northern Cape

In the Free State preference is given to suppliers within the province. It is sad to note that these suppliers have, through no fault of their own, neither the capacity

nor the necessary infrastructure to cope efficiently with the demands made on them.

There is very little activity, presently taking place in the Northern Cape.

North West

The purchasing system for the provincial library services in the North West Province is currently normal. Suppliers are required to submit fifty books for approval over a period of four days. Orders are then generated from this submission. This department follows a rotational system whereby suppliers are replaced at various meetings. At present very little activity is taking place in Limpopo. It is only when the finalisation of the process of determining the accredited suppliers who were required to complete the necessary tender documents has been sorted out, that there will be any progress in this matter. The old tender has expired and no new tender has been advertised. The Provincial Library Services in Mpumalanga has a limited budget and may only place a smaller order for the present financial year.

Eastern Cape

Due to the lack of school and educational libraries, provincial libraries in the Eastern Cape are having to use budget money to purchase much needed resource material for learners. Book displays were held in May this year at various venues around this province for librarians from this area

to select books.

Whilst the implementation of BEE is laudable, it is imperative to extend and widen the playing fields in so far as the tendering process is concerned. Certainly, it is imperative that the disadvantaged persons in the country need to be active participants in business transactions. In certain parts of the country, the education department's policy and protocol concerning tender procedure is flawed with inconsistencies and discrepancies. The awarding of multiple contracts to one supplier, and in this respect, a managing agent, is ethically unacceptable. It has an adverse and demoralising effect on the development and sustainability of small businesses and conversely results in the enriching of already developed monopolistic enterprises. This negatively impacts on the growth and development of the book sector.

Charity begins at home. There must be consistent and sustained attempts to grow our wonderful country. This would result in a superior nation with all round improved performances who would attain greater heights, grow the economy and thereby improve the living conditions for all. There would be no time lost on habitual confrontations, rather, a focus on industriousness which would then allow us to be benevolent to others in need.

Jay Rangiah
Chairman Libraries, SABA



Gauteng Community Library and Information Services

Working towards an empowered, fair and inclusive citizenship

Library access for all' is the provincial library slogan in Gauteng. Community Libraries are building stronger communities. As such they play a very important role in, and focus on programmes that enhance social cohesion and thereby contribute to the socio-economic development of communities. Hence, community libraries have been commissioned to achieve Provincial Outcome 12B : *'An empowered, fair and inclusive citizenship'*.

In Gauteng, the Library and Information Services falls under the aegis of the Department of Sport, Arts, Culture and Recreation. The vision of the Department is *'A home of opportunity for sporting, artistic, and cultural excellence that contributes to social cohesion and nation building.'* Unlike the other provinces in South Africa, Gauteng does not buy books and other information resources on behalf of municipalities, nor do the provincial library services operate libraries directly. Instead, funds are transferred to municipalities to purchase the books and resources for their libraries. This means that municipal library services must deal with the procurement of books in terms of the Municipal Finance Management Act and in terms of their Municipal Supply Chain policies. During the past financial year municipalities purchased approximately 150,000 new books and other resources. Each municipality is responsible for selecting books for its own libraries, based on needs as expressed by the different communities in Gauteng. One of the positive outcomes achieved by devolving this function to the municipalities is that these bodies may claim VAT back for books purchased. Monies saved by not paying VAT is utilised to buy a greater number of books.

The Gauteng Library Services has a very small Head Office and there are no Regional offices or libraries. The role of the Provincial Library Services is to provide the legal and operational framework for the function as well as to provide financial support to municipalities for the rendering of the service and to monitor the services that are rendered by municipalities.

The actual rendering of the library

services to communities is therefore the responsibility of Municipal Libraries. Currently there are 233 libraries in Gauteng that are administered by three Metropolitan Municipalities and nine Local Municipalities. These libraries have a staff complement of 1 922. Municipalities still contribute R379 million to the library function in spite of the fact that community libraries are, in terms of the Constitution of the Republic of South Africa, a Provincial Legislative Competency.

Although there is an average of about one library for every 48 000 people in Gauteng, the majority of the libraries are still in previously advantaged areas. There are many townships and informal settlements that do not have adequate or any services at all –especially the poorest of the poor who are still without services. Therefore, alternative ways of delivering services are continuously being explored to ensure equity. Mobile homes or container libraries serve rural areas and schools whilst mobile library outreach facilities serve informal settlements and schools. Smaller, permanent satellite libraries have been established in youth centres, old age homes, prisons or other institutions.

Community libraries have been tasked with the special responsibility of cultivating and promoting reading habits. The libraries in Gauteng are energetically engaged in the implementation of Reading and Library programmes in partnership with stakeholders like schools, day care centres and other institutions, in order to inculcate this culture of reading and critical thinking.

During the past couple of years important shifts in the use of libraries in Gauteng have been observed. The number of registered members has decreased. However, the in-house use of libraries for study purposes, reference and ICT has more than doubled. The circulation of books is decreasing whilst the use of internet services is gradually increasing. A large number of the youth use libraries to search for jobs advertised in newspapers and on line. They also apply for jobs and bursaries online.

The use of libraries by the white youth is declining dramatically. This may be

ascribed to the fact that more households have personal access to internet services thus making the library service provided, surplus to their needs.

Cell-phone and electronic technology appear to be the preferred mode of accessing library resources.

Libraries in the centre of towns such as Kempton Park, Johannesburg, Vanderbijlpark and Vereeniging are still perceived as being better equipped, in respect of resources and services, than libraries in the townships and are, therefore, better utilized. All the libraries in the centre of town now reflect the demography of Gauteng and are no longer perceived as a library for an advantaged community as it used to be.

Libraries are starting to close earlier because of municipalities having to pay overtime to staff and the security at libraries. Consequently, library attendance has dwindled dramatically through the lost time. There is now an increasing demand for library services to be offered on Saturday afternoons and Sundays.

Despite the fact that there is an ever increasing demand by the youth for access to internet services, not all libraries in Gauteng are equipped to provide this facility.

Libraries also receive an increasing number of requests from individuals and groups on how to publish on line or how to go about publishing books of first time authors.

As the majority of the population in Gauteng is younger than 30 years of age greater attention should be focussed on providing a service that would address their interests and requirements so that they would become more responsible and citizens of repute.

Despite all the problems it is gratifying to note that positive attempts are being made to address the inequities of the past. The progress may be frustratingly arthritic but there are certainly increasing moments of success.

Koekie Meyer

Director: Library & Archival Services

Edited: Jay Rangiah

Chairman Libraries, SABA

News on Libraries

Ladysmith Literary Festival

The Ladysmith Literary Festival was held from the 30 June – 1 July 2011 as part of our Annual Battlefields Heritage Festival at the Indoor Sports Complex in Ladysmith, KwaZulu-Natal and was attended by over sixty dignitaries and about 800 children from the deep rural areas of the Emnambithi / Ladysmith Municipality.

The purpose of this Literary Festival was mainly to create an awareness of books and reading among children and youth especially from the deep rural areas and encourage them to use public libraries.

On the first day of the festival, in an ambiance of curious excitement and a vibe of an autumn garden setting, 60 dignitaries, including our Mayor, Deputy Mayor, Speaker as well as the HOD of the Department of Arts and Culture, Mrs C.N.Khumalo, Senior Manager KZNPLIS, Ms Carol Slater, representatives from the Department of Education as well as authors and performers, were treated to a warm Mayoral breakfast.

The programme kicked off with the launch of the Provincial Mobile Library Bus, the first of its kind in this region. The bus is fully equipped with Internet facilities and library material. Children were given the opportunity to tour the bus throughout the day.

Zanendaba Storytellers from Braamfontein, founded by legendary storyteller and writer Gcina Mhlophe, entertained and educated children with their breathtaking storytelling performances, drama presentations, song and dance on both days creating a fun mood, taking all back to their roots. The success of their performances was evident from the booming applause they received.

Hargraves Library Services and Macmillan Publishers put up book exhibitions. Simangaliso Trust, an NGO that focuses on social development issues also set up an exhibit on the best authors of our time with a focus on South African literature. Poetry recitals and reading of short stories were done by a group of local writers

led by Zama Madinane.

Felicity Keats, founder of the Dancing Pencils Writing Clubs, gave a talk on writing and publishing. Several adult writers keen to get published, and a number of young very keen writers had a happy time unlocking their creative writing skills at a writer's workshop.

Zanendaba Storytellers also presented an interactive storytelling workshop to 50 librarians and educators from NKZN.

'Characters come alive' was performed by a group of local youth who displayed their love of reading by creating a fusion of drama, modeling and performance of excerpts from their favorite books. All children were inspired to read for fun and enjoyment by this performance.

NT3C sponsored our Literary Festival with additional funding coming from our local municipality. ABI sponsored cool drinks to all present at the Literary Festival.

This event is an integral part of our reading promotional efforts to encourage all members of the community to utilise public libraries for reading self-development and to enhance lifelong learning.

J.S.Maharaj:

Chief Librarian: Ladysmith Library Services

British Library launches 19th Century iPad app

The Bookseller reports that the British Library has launched an iPad app allowing subscribers to browse 45,000 books from its 19th century historical collection.

Subscription costs £1.99 per month and users can explore books from the likes of classic novels to science, travel writing and memoir from the era. Among the titles that can be read are an account of the exhumation of Napoleon's body, the memoir of a battlefield nurse during the American Civil War and an 1884 study of the

gypsies of the Scottish Borders.

The app was built by Bibliolabs and the British Library said it aims to have 60,000 titles available by the end of the year.

Mitchell Davis, a founder of BiblioLabs, said: 'This app makes 45,000 books from the Library's unrivalled collections available to users around the world, at a price that over 12 months is equivalent to just one hardback book. Those who prefer to dip in can do so for a month and have at their disposal, for barely the price of a magazine, a bibliophile's dream.'

thebookseller.com

Brazil's literary translation

Last year Brazil's Nation Library Foundation's 'Program for Supporting The Translation and Publishing of Brazilian Authors Abroad' invested US\$343,000 with foreign publishers to support literary translation. This resulted in 68 different books published in 18 countries, including Spain, Germany, England, France, Italy, the United States, Argentina, Mexico, Israel, and Croatia among others.

This sum is nearly eight times higher than 2009, when the Foundation spent just US\$44,871 to fund the translation of nine books. Compare that to 2002, when not even one cent was spent on the program, and you'll see how the commitment to spreading Brazilian voices overseas has grown.

On July 8, the Foundation, together with the Ministry of Culture, announced a special program that would make US\$1.73 million available to publishing houses interested in translating, publishing and promoting Brazilian literature abroad in advance of the 2013 Frankfurt Book Fair, where Brazil will serve as Guest of Honor.

Perhaps even more notable was the news that the general program supporting translations is expected to be funded continuously through 2020.

publishingperspectives.com

Buyers' Guide

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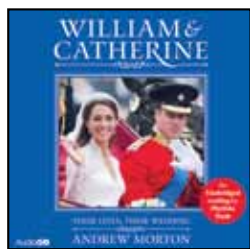
Phone: 011 325 2266

Email: booktalk@global.co.za

Website: Under Construction

Contact: Abigail Melunsky

Trade Orders: orders@booktalk.co.za

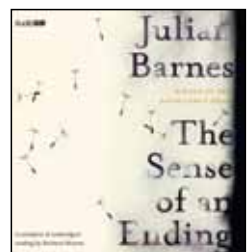


Title: William & Catherine: Their Lives, Their Wedding
Author: Andrew Morton
ISBN: 9781408469644

RRP: R 279.95 vat inclusive.

Publication Date: July 2011

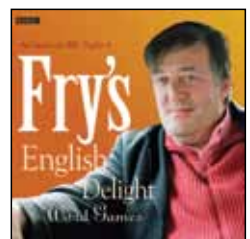
Content: Andrew Morton is unquestionably the world's foremost commentator on the royal family, his book is both a chronicle and a lasting memento of a day to remember. This Audio Book offers you the pleasure of 'reading' in a non-reading situation. In the car, in the gym, in the studio, in the bath...



Title: The Sense of an Ending
Author: Julian Barnes
ISBN: 9781408470787
RRP: R 279.95 vat inclusive.

Publication Date: August 2011

Content: A powerful, unsettling and beautifully crafted new novel from Julian Barnes, one of England's greatest contemporary writers. This Audio Book offers you the pleasure of 'reading' in a non-reading situation. In the car, in the gym, in the studio, in the bath...



Title: Fry's English Delight: Word Games
Author: Stephen Fry
ISBN: 9781408469019
RRP: R 171.95 vat

inclusive.

Publication Date: July 2011

Content: English actor, screenwriter, author, playwright, journalist, poet, comedian, television presenter and film director Stephen Fry has presented Fry's English Delight, a series on BBC Radio 4 about the English language since August 2008. As of 2011, it has been running for four series and 15 episodes. Stephen Fry celebrates the fun side of the English language in this exclusive extended edition of a BBC Radio 4 special.

This Audio Book offers you the pleasure of 'reading' in a non-reading situation. In the car, in the gym, in the studio, in the bath...

BOOK OF LIFE PUBLICATIONS

Phone: 012 807 1379

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Website: www.madeasy.co.za

Contact: Lily/ Kirsty

Trade Orders: On the Dot



Title: Ken Jou Verbruikersregte – Sakgids vir die Verbruikerswet
Author: Adv. N.J. Melville & K.A. Melville-Nieman
ISBN: 978-0-620-492768
RRP: R90

Category: Non-fiction

Presentation: A6

Publication Date: May 2011

Target Readers: All Afrikaans speaking consumers in South Africa

Content: This guide has been designed to be as user-friendly as possible. Its contents have been divided up into the different categories of consumer activities that the Act covers. This guide covers only those areas of consumer interactions that you are likely to encounter in typical situations on a day-to-day basis. Each topic is broken down into: typical scenarios that you may encounter while out shopping; what your rights are under the circumstances; what you should do and whom you can turn to if you are not able to resolve the matter there and then.

This book is special because: it looks at the Consumer Protection Act from a consumer's point of view. In a clear, concise way we tell you what your rights are under the Act.

BRIZA PUBLICATIONS

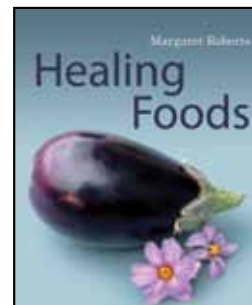
Phone: 012 329 3896

Email: books@briza.co.za

Website: www.briza.co.za

Contact: Christo Reitz

Trade Orders: David Koekemoer



Title: Healing Foods
Author: Margaret Roberts
Imprint: Briza Publications
ISBN: 978-1-875093-86-1
RRP: R275.00

Category: Health

Presentation: Soft cover with gatefolds 260mm x 210mm

Publication Date: September 2011

Publicity: Advertising/media/Internet/ review coverage

Content: More than 150 common and lesser-known vegetables, fruits, herbs, spices and other food plants that are the building blocks of good health are described in full, covering aspects such as the plant's history and origin, how to grow the plant, medicinal uses and major nutrients, cosmetics and household uses, etc.

This book is special because: it brings nature's pharmacy into our homes and into our lives and it is essential reading for each of us in our quest for health and energy in an increasingly stress-filled world.

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Centre for the Book	62 Queen Victoria Street, Cape Town	cbreception@isa.ac.za	021 423 2669	Maranatha Booksellers & Service	69A Voortrekker Street, Bellville, Cape Town	maranatha@iburst.co.za	021 949 0842
Chekkat	34 Beare Street, Kuruman	chekkat@telkomsa.net	053 712 3077	Marianhill Book Depot	St. Francis College, Abbot Francis Road, Marianhill, Durban	francoll@iafrica.com	031 700 2824
Clarke's Bookshop	211 Long Street, Cape Town	book@clarkesbooks.co.za	021 423 5739	MaverickTrading 437 cc	42 Dahlia Street, Idas Valley, Stellenbosch	maveric@telkomsa.net	021 887 8157
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Eastern Cape School Supplies	37 First Avenue, Norwood, Mthatha	krajabraham@gmail.com	047 534 2799	Mqetse Trading Enterprise	62 Makaula Street, Mbuque Park, Mthatha		047 535 0498
Easy Reach Stationers	Shop 3 ECDA Building, York Road, Mthata	easreach@intekom.co.za	047 532 2758	N&M Bookshop	150 Plantation Road, Cohnvaba	nazipasi@gmail.co.za	047 874 0012
ECA Bookshop	69 Sandpiper Avenue, Grassy Park, Cape Town	eca@netactive.co.za	021 706 4865	Naledi et al	15 Dazana, Mbuque Extension, Mthatha		083 359 7134
Edustats	Unit 3-5, Industrie Street, Enterprise Park, Kails River, Cape Town	admin@edustats.co.za	021 906 0027	Nande Tlas Trading	2402 Cuba Township, Butterworth	thabile.bam3@gmail.com	078 151 6118
Emanzini Business Lines	22 Commercial City, Queen Street, Durban	emanzini@worldonline.co.za	031 305 7446	National Office Supplies	68 Victoria Street, Durban		031 306 2732
Emanzini Business Lines	13 Prinsman Building, 327 Schoeman St, Pretoria	emanzini1@mweb.co.za	012 322 2992	Nazipasi Stationers	Plantation Road, Cohnvaba	nazipasi@gmail.co.za	047 874 0012
Essential Office Supplies	Unit No1, Motortown, 33 Main Road, Plumstead, Cape Town	eos@telkomsa.net	021 762 7075	NB Library Service	On the Dot Building, Sacks Circle, Bellville South, Cape Town	nblibrary@naspers.com	021 918 8638
Exclusive Books Head Office	1st Floor Rivonia Village, 3 Mutual Road, Rivonia, Johannesburg	reneb@exclusivebooks.co.za	011 798 0000	New Edition Bookshop	10 High Street, Butterworth	edition2005@webmail.co.za	047 491 0695
Faniza Business Enterprise	2326 Lancashire House, 216 Canyon Howden Drive, Montclair, Durban	sindyzwane@telkomsa.net	031 462 7778	On the Dot Distribution	Sacks Circle, Bellville, Cape Town	penny.snyders@onthedot.co.za	021 918 8500
Favourite Stationers	Central Car Park, Murchison Street, Newcastle	favouritestationers@crazyweb.co.za	034 312 7512	Onaku Trading	36 Royston Crescent, Highbury Park, Kuils River, Cape Town	onakutrading@netpoint.co.za	021 903 2784
Fogarty's Bookshop	Shop 20 Walmer Park, Main Road, Walmer, Port Elizabeth	resafogarty@gmail.co.za	041 368 1425	Oom Polla se Winkel	Paul Roos Grounds, Suidwal, Stellenbosch	info@oompolla.co.za	021 887 7149
Frank R. Thorold	3rd Floor Meischke's Building, 42 Harrison Street, Johannesburg	thorolds@icon.co.za	011 838 5903	Padayachee Bros	83 King Chaka Street, Stanger, Standerton	padbros@iafrica.com	032 551 1159
Frankie and Fred	41 Hume Road, Dunkeld, Johannesburg	LMB@netactive.co.za	011 786 0095	Paperback Shack	28A Oxford Street, East London	hjdave@mweb.co.za	043 742 0670
Fritz Booksellers	Shop 2 Salie Centre, Fairfield Street, Kraaifontein, Cape Town	fritzic@telkomsa.net	021 987 8989	Paradise Stationers	12 Bell Road, Vincent, East London	zakhemaseti@vodamail.co.za	043 727 0006
Geodis Wilson	Manhattan Road, Airport Industria, Cape Town	debi.dagnin@geodiswilson.com	021 386 0136	Parkhill Books	727 North Coast Road, Redhill, Durban	park@worldonline.co.za	031 563 8194
Hadedu Book Service	No 85, Hennopsrivier 4891Q, District Pretoria, Pretoria	rita@hadedubooks.co.za	012 659 0120	Pickwick Books	69 Lombard Street, Potchefstroom	mmwpstat@mweb.co.za	041 581 2741
Hancr Best Bookshop	44 Njolpi Street, Somers East, Somerset East	hancr@mweb.co.za	042 243 2024	Pillow Books	15 Ferngrove, Greenwood Park, Durban	thomas.pillowbks@gmail.com	031 564 3419
Hargraves Library Service	Shop 7, The Wembley Shopping Centre, cnr Commercial & Boom Street, Pietermaritzburg	bookden@mweb.co.za	033 342 7474	Planet Stationers trading as @office world	69 Lombard Street, Potchefstroom	mmwpstat@mweb.co.za	018 293 3469
Hargraves Library Service	5&7 Speke Street, Observatory, Cape Town	maureen@hargraves.co.za	021 447 5682	Play & Schoolroom	Shop 6 L, Rosebank Mews, Rosebank, Johannesburg	play-schoolroom@mweb.co.za	011 788 1304
Horizon Library Service	BMD Office Park, 108 De Waal Road, Diep River, Cape Town	vic@bookpro.co.za	021 707 5716	Premier Freight	90 Electron Avenue, Isando, Kempton Park	steyn@premierfreight.co.za	011 573 9000
				President Bookshop	Tilly's Building, 40 Cloete Street, Libode	babalwa@gmail.com	047 531 0319



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

BOOKSHOP	STREET ADDRESS	EMAIL ADDRESS	CONTACT NUMBERS
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Rainbow Academic Bookshop cc	Unit 5, 56 Hunslett Road, Phoenix Industrial Park Phoenix, Durban	rainbow@eastcoast.co.za	031 500 1579
Rainbow Booksellers	340 Kings Road, Idutywa, Dutywa	rainbow_booksellers@yahoo.com	047 489 1205
Red Ochre Stationers	Main Street, Elliotdale	npmulungu@yahoo.com	047 577 0186
Rynew Educational Enterprises	1 A De Wet Street, Bellville South, Cape Town	info@rynew.co.za	021 951 6904
Sakhisizwe Booksellers	302 Bashee Street, Cala		047 877 0753
Sankomsi Booksellers	Shop 2, cnr Wharf & Richardson Road, Nombabela Complex, Dutywa	sakie@hyperlink.co.za	076 689 2292
Scholars Bookshop	F11 Silverberg Terrace, Steenberg Office Park, Silverwood Close, Westlake, Cape Town	scholars@telkomsa.net	021 700 2578
Sikho Booksellers & Services	C 19 Philippi Complex, Philippi, Cape Town	sikhobook@mweb.co.za	047 534 0757
Simema Trading & Investments	36 Monticola Estate, Muller St South Buccleuch, Johannesburg	simphiwengcoba@gmail.com	083 6654 0996
Sizwe Books	343 Cape Road, Newton Park, Port Elizabeth	sizwebooks@mweb.co.za	041 365 1960
Sky Information Suppliers	488 Phoenix Parkway, Kyalami Estate, Johannesburg	skyinfo@mweb.co.za	011 468 2571
Solu Educational Service	5119 Sitahle Street, Khayelitsha, Cape Town	soluedu@webmail.co.za	021 361 2266
South Cape Academic Supplies	Tammy Jaubert Building South, Cnr Courtenay & Cradock Streets, George	scsaaccounts@mweb.co.za	044 874 7551
Spectra Upfront	32 Bushell Street, Queenstown	spectra@isat.co.za	045 838 1873
Sterkspruit Bookshop	57 Main Street, Sterkspruit	sipamli@telkomsa.net	051 611 0327

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Sunray Stationers	3rd Floor, Unit 24, 270 Stamford Hill Road, Durban	studyaids@iburst.co.za	031 303 3490
Surat Trading	53 Commercial Road, Louis Trichardt	patelbm@mweb.co.za	015 516 3981
Tabankulu Bookshop	201 Intsizwa Street, Mt Ayliff	tabbookshop@telkomsa.net	039 254 0705
The Corner Bookshop	80 Makia Street, Bruma Lake, Johannesburg	cornerbookshop@live.co.za	011 615 9449
The Mailboat	5 Grafton Ave, Craighall Park, Johannesburg	fernrenew@iafrica.com	011 442 5799
Time to Read	18 Calcite Road, Wilro Park ext 2, Roodepoort, 1724 Wilro Park, Roodepoort	timetoread@iburst.co.za	011 768 2162
Ulrich Naumann	17 Burg Street, Cape Town, 8001	buchhandlung@naumann.co.za	021 423 7832
Umtapo Booksellers	Shop no 3 NBS Centre, cnr Maxwell & Union Streets Empangeni	umtapo.b@telkomsa.net	035 772 2572
University Bookshop	27 Rue de Jacqueline Road, Somerset West	info@unibook.co.za	021 852 5903
Van Schaik Bookstore Head Office	2nd Floor East Wing, Delphi Arena, 1 Old Oak Road Tyger Valley, Cape Town	elouw@vanschaik.com	021 918 8400
Vivlia Publishers & Booksellers	1 Amanda Avenue, Lea Glen, Florida, Roodepoort	headoffice@vivlia.co.za	011 472 3912
Vryheid Bookstore	184 Church Street, Vryheid	stor1@lanth.net	034 982 2671
Vuyani Bookshop	46 Kings Street, Butterworth	thandeka.singata@za.sabmiller.com	047 491 3060
Vuyolwethu Bookshop	47 Main Street, Umzimkulu	andile.mbebe@gmail.com	039 259 0252
Western Cape School Supplies	1C Coronation Court, 9 VanWyk Street, Maitland Cape Town	wcss@taurenz.co.za	021 511 3459
Wordsworth Head Office	Suite 6, 23 Rotherfield Rd, Plumstead, Cape Town	accounts@wordsworth.co.za	021 797 5664
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