



BOOK
PUBLISHERS
ASSOCIATION OF
NEW ZEALAND

The Publisher

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THE PRESIDENT'S FILE

Welcome to the latest edition of the *Publisher*.

The middle of the year is always a busy time in our industry as we celebrate excellence in a number of areas of publishing activity, come together for our Annual General Meeting and prepare for the hoped-for onslaught of the key Christmas trading period.

Firstly, I would like to congratulate all those who received recognition in the Montana New Zealand Book Awards. Whilst the awards attracted some controversy in a number of areas (and isn't that so much better than apathy?), they are still our premier vehicle for recognising literary excellence, and this year's finalists and winners certainly did the industry proud.

I would also like to congratulate the finalists and winners in the BPANZ Design Awards which once again demonstrated that book design in New Zealand is on a par with the best in the world. As usual these awards would not be possible without the support of our two sponsors, Spectrum Print and the *New Zealand Listener*, and we are grateful to them for their ongoing commitment.

Coinciding with the Booksellers Conference, we also held our AGM and it was pleasing to see such a good turnout of members for this important event. The council's proposal to drop the word 'Book' from the association's name caused some healthy debate and whilst the proposal was withdrawn at the meeting, the discussion will obviously go on.

The membership of the council for the next twelve months was confirmed and I would like to welcome Belinda Cooke of New Holland and David Ling of David Ling Publishing back onto the council for the new term. I would also like to thank our departing councillors once again, Chris Baty and Gillian Candler, for their sterling work on the association's behalf. Fortunately, both Chris and Gillian have agreed to remain involved with the association working in areas that are of particular interest to them.

At the AGM we were also delighted to be able to confirm Elizabeth Caffin's nomination for Life Membership. In his speech proposing the nomination, Kevin Chapman of Hachette Livre highlighted the many contributions that Elizabeth has made to the industry, and the unanimous support for the nomination confirmed the extremely high regard in which Elizabeth is held.

Preparations are well under way for our participation in this year's Frankfurt Book Fair. With the support from NZTE, our 'new look' stand will project an excellent image for New Zealand publishing. At the AGM we also discussed the question of our ongoing participation in the London Book Fair, and it now looks as though Anne de Lautour may have been able to secure funding support which will make this an affordable opportunity for participants. More news on this will follow as soon as we have it to hand.

As I write this the future of BookScan in New Zealand is hanging in the balance as one major retailer is threatening to withdraw unless another one comes on board. This is a slightly simplified summary of the situation, but is in essence correct. Having fought for years for the introduction of accurate point of sale data collection it would be a tragic

retrograde step for us to be plunged back into the dark ages in terms of this important information, and we await the outcome with bated breath.

Colmar Brunton is currently collecting responses for our annual survey of New Zealand publishing and I would urge those of you who have not yet submitted your data to do so without delay. The results of this survey are extremely valuable to BPANZ for highlighting the importance of New Zealand publishing to funding organisations and government bodies as well as giving everyone an excellent view on the health of our industry.

Finally, New Zealand Book Month will soon be upon us and will give everyone the opportunity to celebrate and promote the diversity that is New Zealand publishing. BPANZ wholeheartedly supports New Zealand Book Month and encourages all members to maximise the opportunity that it presents.

In the meantime I am looking forward to catching up with as many of you as possible at our member meetings and events over the next couple of months.

With best wishes

Tony Fisk

NEWS FROM BPANZ HQ

FRANKFURT BOOK FAIR 2008

We now have a good number of confirmed exhibitors for this year's fair and the design of the new stand is well under way. We have received funding from both New Zealand Trade and Enterprise and Creative New Zealand for which we are extremely grateful. We are employing a New Zealand designer and the design will be flexible so it can be transported to other fairs.

In response to feedback from last year's fair we have decided to have two distinctive areas on the stand, with education publishers occupying one area and general publishers the other. This will enable us to exhibit the titles more effectively.

FRANKFURT SUMMIT

Canada has invited us to participate in the Canadian, Australian and New Zealand Summit in Frankfurt, on Tuesday 14 October, prior to the opening of the fair.

The English-language publishing market is the largest in the world, but it is dominated by American and British publishers. How do Australian, Canadian and New Zealand publishers succeed in such a crowded international market? Are there opportunities for publishers from these three countries to work more closely? The Summit will tackle these questions, as well as highlight the similarities and differences between our publishing industries. Kevin Chapman and Teresa Garnett will be representing us on a publishers' panel.

The event will give those attending the opportunity to learn more about the Canadian and Australian markets and will enable them to meet with potential international publishing partners before the fair. Contact Anne de Lautour (anne@bpanz.org.nz) for an invitation.

BPANZ DIRECTORY

The new edition of the *BPANZ Directory* is currently being compiled and will be available late August.

INDUSTRY SURVEY

The annual industry survey compiled by Colmar Brunton is under way and if you haven't yet responded, please do so. This is the fourth year this survey has been undertaken so we are starting to collate a history of the industry, as well as a current picture of where it's at, making it a very useful resource.

PROFESSIONAL DEVELOPMENT 2008–2009

BPANZ recognises the need for the provision of a professional development programme to meet the specialist needs of its members. The organisation has undertaken considerable dialogue to establish particular areas of need, and we have investigated what other national publishing organisations do. Most notably we have consulted with the Australian Publishers Association, who have an impressive professional development schedule and who have offered us great support with information, knowledge and possibly even resources.

One area of need commonly identified by our members has been opportunities to socially network, share and gain information from one another, and for this activity to be appealing to newer, and often younger, industry members. To this end we have launched a series of quarterly After 5 events. The first of these was in June, held in a bar in Ponsonby. Those who attended were entertained and informed by a lively panel made up of Lorain Day (HarperCollins), Kevin Chapman (Hachette Livre) and Sam Elworthy (Auckland University Press), who spoke and jostled on *A Day in the Life of a Publisher*. The theme of the next one planned for September will focus on book design.

We need to hear ideas for other themes, venues, and participants for these events. And of course we want to take them beyond Auckland, which we especially need support for. We would be grateful if those from other cities could contact us with offers of help.

Through 2008 and 2009 BPANZ will continue to work with New Zealand Trade and Enterprise to produce courses relevant to our industry. It is likely these will be focused on exporting and business practice.

On courses which we generate, our intention is that we start with small steps. Any training needs to be self-funding and, ideally, slightly profitable. Presently BPANZ is not resourced to undertake a significant programme, and even what is tabled below is an ambitious plan and may not come to fruition without considerable extra help and support.

We propose to hold the following events, workshops and training sessions over the next year:

- After 5 series – to be held quarterly, with at least two outside Auckland.

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- Presentation Skills – a one- to two-day workshop, designed for editors, publishers, marketers and salespeople who need to present books. Depending on demand, this may be undertaken in two locations.
 - Editing Skills – this two-day course is yet to be completely defined, but is intended for mid-career editors. We are working with our Australian colleagues for help with content and personnel.
 - How To Sessions – of half to one day’s duration, each session will explore a very practical activity, such as ‘How to Create a Web Site for \$100’, ‘How to Write a Press Release’ and ‘How to Write a Blurb’. We would like to organise two of these.
 - We also acknowledge the need for a training session on digitisation.

It is not possible to do everything at once, but we are excited by what might be possible. We need to be clear that any course would only proceed if it was supported to the minimum requirement by a set deadline. The success or otherwise of a BPANZ Professional Development programme is therefore dependent on the widespread support of our membership.

Chris Baty

AND THE OSCAR GOES TO – WHO? THE UNSUNG HEROES OF THE NEW ZEALAND BOOK WORLD

The BPANZ Book Design Awards 2008, occurring as they do the night before the Montanas, are rather like the separate ceremony held before the Oscars which honours the technicians of the film world, away from the bright lights and glamour of the ‘main event’.

The annual book design awards gain very little traction in the press here, but let it be restated – these awards matter. It is the one night when the publishing industry gets together both to recognise the work of New Zealand book designers and to honour the collaborative process between the publishers and designers who bring us those treasured objects which sit quietly by our beds at night.

As the 2008 convenor of judges Guy Somerset says, ‘you could have the best writing in the world, but if it is packaged badly the experience of the reader is diminished accordingly – assuming you catch that reader’s eye in the first place’. And yet book designers, outside of the publishing and design sectors of New Zealand, are the invisible hand of the book world. How many New Zealand designers, typographers or book illustrators would even the most avid book lover be able to name? Why can’t New Zealand book designers be feted alongside the authors of our prize-winning books?

BPANZ have taken over the mantle from Spectrum Print as the chief sponsor of the book design awards, now in their 11th year. On 20 July the awards were celebrated at the Wellington Town Hall as part of the Booksellers New Zealand Industry Awards Dinner.

Penguins tumbling down the menus greeted the guests as all eyes turned towards the stage in anticipation of the announcement of the winners. And they are:

Best Book, Best Cover and Best Illustrated



Bill Hammond: Jingle Jangle Morning by Jennifer Hay with Laurence Aberhart, Chris Knox and Ron Brownson (Christchurch Art Gallery Te Puna o Waiwhetu)
Designer: Aaron Beehre

Best Non-Illustrated Book



Dear to Me: 100 New Zealanders Write About Their Favourite Poems by the Auckland Girls' Grammar School Amnesty International group (Random House New Zealand)
Designer: Alan Deare

Best Educational Book



Astronomy Aotearoa: NCEA Level 1 by Robert Shaw (Pearson Education New Zealand)
Designer: Marie Low

Best Children's Book



The King's Bubbles by Ruth Paul (Scholastic New Zealand)
Designers: Ruth Paul and Mary McIntyre

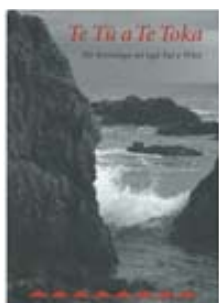
Sarah Byrne

MONTANA NEW ZEALAND BOOK AWARDS 2008

The 12th annual Montana Book Awards were held at the Wellington Town Hall on the night of Monday 21 July. The winning books were picked by judges Lynn Freeman, David Elworthy and Tim Corballis, and we quote from their report below.

Non-fiction books were particularly well represented. There was some controversy surrounding the shortlisting of only four fiction titles. The main winners on the night, Charlotte Grimshaw and Janet Hunt, were both awarded Montana Medals for their respective works.

Notable newcomer this year was the Māori language award. The award was won by the short story collection *Te Tū a Te Toka: He Ieretanga nō ngā Tai e Whā*, edited by Huriana Raven and Piripi Walker (Tōtika Publications). Category judge Hone Apanui says the award is a landmark for Te Reo Māori:



‘The Māori language award is important, for it acknowledges the viability of Te Reo Māori in the wider world of New Zealand writing; and it gives writers and publishers some incentive to write for a growing audience of Te Reo Māori readers.’

2008 WINNERS:

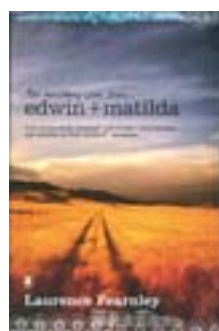
Montana Medal for Fiction or Poetry winner, and Fiction category winner



Opportunity by Charlotte Grimshaw (Random House)

‘*Opportunity* is the most structurally sophisticated book of fiction submitted. Its stories offer reflections on the art of writing and storytelling, its structure and its self-awareness don’t compromise the more traditional pleasures of fiction.’

Fiction runner-up



Edwin & Matilda by Laurence Fearnley (Penguin Group (NZ))

‘This is a warm, engrossing story, as much a personal quest as a love story.’

Poetry winner



Cold Snack by Janet Charman (Auckland University Press)

'In her highly economical writing, words act as gestures, indicating with small movements things much larger than themselves ... These poems are accomplished, perceptive, humorous and generous.'

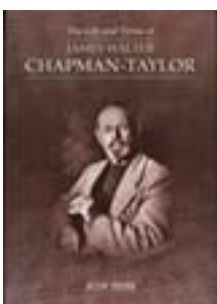
Montana Medal for Non-Fiction winner and Environment category winner



Wetlands of New Zealand – A bitter-sweet story by Janet Hunt (Random House NZ)

'The author (who also designed the book) and the publishers have done a superb job producing a fascinating book on a complex and important topic. With its pleasing layout, excellent captions, and thoughtful text this book was a genuine pleasure to read and assess.'

Biography winner



The Life and Times of James Walter Chapman-Taylor by Judy Siers (Millwood Heritage Productions Ltd)

'This is a big book in every way. Not only is it a splendid example of the publisher's craft, beautifully designed with copious photographs and architectural plans, but it is also a biography in the best possible sense.'

History winner



Te Tau Ihu o Te Waka Volume II: Te Ara Hou – The New Society by Hilary and John Mitchell (Huia Publishers)

'This book is a magnificent achievement, exhaustively researched, beautifully illustrated, and a model for Māori histories of other parts of Aotearoa. In addition to the well-chosen quotations, the book is skilfully illustrated and Huia have done their best to present it in the loving manner with which the whole project has been conceived.'

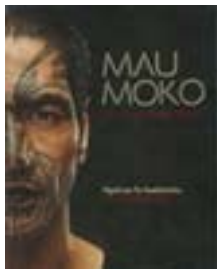
Reference and Anthology winner



A Nest of Singing Birds: 100 years of the New Zealand School Journal by Gregory O'Brien (Learning Media Ltd)

'Learning Media Limited and Gregory O'Brien are to be congratulated on the quality of this lovely book ... the author and designers have been extraordinarily skilful in pursuing not only the Journal's coverage of the general themes of our country's development, but also many of the more subtle and oblique aspects of our national character.'

Lifestyle & Contemporary Culture winner



Mau Moko: The World of Māori Tattoo by Ngahuia Te Awekotuku, with Linda Waimarie Nikora, Mohi Rua and Rolinda Karapu (Penguin Group (NZ))

‘The writing is impeccable and well-edited and while we had some issues with the layout, we appreciated the challenge of dealing with and packing in so much disparate information. We all agree that, in the words of Ann Packer, *Mau Moko: The World of Māori Tattoo* will “stand as a beacon on the subject for many years to come.”

Illustrative winner



Bill Hammond: Jingle Jangle Morning by Jennifer Hay, with Ron Brownson, Chris Knox and Laurence Aberhart, designed by Aaron Beehre (Christchurch Art Gallery)

‘The publishers have admirably met the challenge of printing these often large and detailed paintings in book form, and if some detail is inevitably lost, the gain of making the works accessible outside of the gallery is considerable.’

2008 BOOKSELLERS CONFERENCE, WELLINGTON

My weekend got off to a bad start with a delay on the flight from Auckland meaning I arrived at lunch on Sunday, having missed the morning sessions. However, the afternoon kicked off with a welcome from the Chair, Robyn Bargh, and then moved on to the keynote speakers.

The theme of the conference was ‘Embracing a Brave New Book World’, and the speakers reflected that spirit. Michael Holdsworth from the United Kingdom discussed the changes in the United Kingdom and American industries, and outlined the opportunities that will arise with digitisation of content, e-books and increasingly challenging technology.

Paul McNally from Canada gave an address on how he and his wife had built McNally Robinson into Canada’s largest independent bookseller – unfortunately cursed through the failure of the Powerpoint presentation so we couldn’t get a glimpse of what sounded like a fascinating and interesting bookshop.

The final speaker was local literary icon, Dame Fiona Kidman, who gave a very warm and supportive talk about her interaction with strong independent booksellers around the country, and then poked a sharp stick at the Montana Book Awards and how the selection and voting processes should be overhauled. She generated quite a bit of lively discussion and debate afterwards, both at the Conference and in the media, which was no doubt her intention.

Ka Meecham gave us all an insight into Nielsen BookScan and its progress. The figures look impressive, and to have actual sales figures to work with rather than gut feel will be of

enormous help to publishers and booksellers alike once access is open to the whole industry.

Then came the AGM, and nominations for the publisher slot were called for from the floor as no one had been nominated prior to the meeting. Eventually Mary Varnham from Awa Press accepted nomination and the voting proceeded. An old Booksellers Board face was reelected – Carole Beu from the Women’s Bookshop – and then the doors were flung open to allow everyone to join New Holland in celebrating their 10th Anniversary. A very convivial hour or so was enjoyed, and Belinda Cooke, Managing Director of New Holland, made a well-received speech, thanking booksellers and their staff for the support shown to New Holland over the past 10 years of growth for the company.

Frantic arrangements to change into dinner clothes ensued, and then the Conference Dinner and Industry Awards were underway. A great night was enjoyed by everyone who attended, and Random House appeared to be the runaway success of the year, winning a large number of the awards on offer for the night.

Monday’s business sessions got underway in a rather subdued light after the previous night’s exertions, but were soon in full swing with most publishers’ tables busy throughout the day. Closure on the dot of five was necessary as preparations for the evening’s Montana Awards had to begin – another story entirely.

It was a very worthwhile exercise, and for those of us staying on for the Paper Plus Trade Show it was a civilised introduction to a week’s worth of meeting, greeting and celebrating.

Jennie Brockie, Sales and Marketing Manager, New Holland Publishers (NZ) Ltd

KIWI TASTE SENSATIONS

It’s all about Kiwi Taste Sensations for New Zealand Book Month, September 2008. We recognise that New Zealand is not only a vibrant, diverse country, but is one that is packed full of individuals with personal attitudes, buying habits and, most importantly, tastes. Therefore, this year’s campaign is about expanding ways of appreciating, contemplating and choosing New Zealand books to suit all those different literary palates. Whether it is taking a bite of fiction, piling words onto your plate or using your lunch break to dig into reading, the main campaign will provide a talking point for all types of New Zealand writing. We’re looking to create emotive links with the reading palates of all New Zealanders so that they can compile a menu of reading.

With the success of last year’s top 50 book initiative, the 2008 campaign adds the taste theme as an extra layer to aid consumer selection. The list is broken up into 25 light bites and 25 meaty reads, along with a 25 top kids’ books menu, offering consumers a different way to select titles out of the promotion. It also provides stimulation for retail promotion. Furthermore, to take the Kiwi Taste Sensations message into the forefront of Kiwi minds, the New Zealand Book Month team is getting innovative with iconic Kiwi brands.

Some of the most popular iconic Kiwi foods will have a newfound association with literature during New Zealand Book Month, with various POS material appearing in book stores and libraries across the nation. A number of the top 50 New Zealand book titles will feature in POS this year teamed with items such as beer, dairy, bread, hot chili sauce, chocolate, ice cream and wine.

Brands will effectively contribute to the New Zealand Book Month campaign and generate an association for consumers who possibly have never contemplated reading a Kiwi book before. The New Zealand Book Month team has looked for creative matches that will extend sales, plus draw media attention to New Zealand Book Month, ultimately expanding the contemplation and appreciation of New Zealand books.

There are, of course, a banquet of large-scale events planned to highlight this campaign, including:

- The Te Papa Launch (Te Papa, Sunday 31 August, Wellington)
- Media Launch (Hopetoun Alpha, Monday 1 September, Auckland)
- A Word in His Ear – Men’s event (Concert Chamber, Friday 5 September, Auckland)
- The Sunday Star Times Literary Feast (Langham Hotel, Sunday 14 September, Auckland)
- The Kids Lunch Pack Prize Giving (The Civic, Wednesday 24 September, Auckland)



The New Zealand Book Month team has been working hard to encourage regional retailers to come on board and create their own versions of the taste theme. POS is being sent out this month and we are looking forward to a record-breaking level of involvement for our third New Zealand Book Month. Any queries can of course be forwarded to the New Zealand Book Month team via www.nzbookmonth.co.nz

Happy literary feasting!

Michele Powles, Project Manager, New Zealand Book Month

A DOCTOR'S DREAM

We love hearing our members' success stories and were thrilled to hear the progress that Kim Chilman Blair has made with her publishing project. Kim is taking time out from medicine this year while she launches her new series to the world. Last year Kim impressed us on the New Zealand stand at the Frankfurt Book Fair where she had a shelf display and a dream of developing a series of graphic novels for children through her company, Medikidz.

Since then, an international company has agreed to help fund the project and this year Kim is based in London working fulltime on making the series become a reality.

Kim explains:

Medikidz is a publishing company set up to deliver medical information to sick children and their families around the world, in a manner and format that kids can understand. Written by doctors with children in mind, there are currently six comic books in progress, with another 35 close behind.

The graphic novels, entitled *Medikidz Explain ... Leukaemia; ... Diabetes; ... Epilepsy; ... Food Allergy; ... Asthma; and ... ADHD*, will be first off the rank in October, with books on childhood obesity, fractures, eczema and brain tumours being completed by the end of this year. The graphic novels are 32 pages in length, fully illustrated, for children aged 8–12 years. Our illustrations are being completed by Virgin Comics (New York City), giving our graphic novels a very contemporary look and feel.

The Medikidz are five superheroes from planet Mediland (a planet shaped like the human body). The superheroes take each child on a journey of the human body, in order to explore and explain the mysteries of illness, investigations and treatments.

Medication that a child might take is also explained in our Medicine Information Pamphlets and investigations or procedures (such as *Medikidz explain ... MRI, CT scan, bone scan, x-ray, ultrasound and so forth*) are explained in our Investigation and Procedure Brochures. Subsequent to our book series, we also have an online offering. We are now working on a children's social networking site where kids with illnesses can meet and make friends with others suffering from similar ailments.

Furthermore, we are developing an online 3D virtual world – where kids can be transported to 'Mediland'. Our online offering is expected to be up and running by October, with the fully fledged virtual world ready at the end of the year.

EVENTS CALENDAR

AUGUST

- 30 August–7 September — Delhi Book Fair, www.indiatradefair.com

WELLINGTON:

- 8 August–8 November — Grimm stuff: folk tales and fairy stories, National Library Gallery, www.natlib.govt.nz

AUCKLAND:

- 9–10 August — International Sylvia Ashton-Warner Centennial Conference, University of Auckland, www.eenz.com/sa-w08
- August–September — Going West Books & Writers Festival, Waitakere City, www.waitakere.govt.nz/ArtCul/ae/goingwest/index.asp

TARANAKI:

- 31 August–3 September — Taranaki Children's Book Festival, www.pukeariki.com

SEPTEMBER

- 1–4 — Beijing International Book Fair, www.bibf.net
- 3–30 September — New Zealand Book Month, www.nzbookmonth.co.nz

Wellington launch: 31 August

Auckland launch: 1 September

- 9 September — Booker Prize Shortlist announced, www.themanbookerprize.com

CHRISTCHURCH:

- 5–7 September — The Press Christchurch Writer's Festival, www.chchwritersfest.co.nz

OCTOBER

- 14 October — Booker Prize Winner announced, www.themanbookerprize.com
- 15–19 October — Frankfurt Book Fair, www.buchmesse.de/en

NELSON:

- 16–27 October — Nelson Arts Festival, www.nelsoncitycouncil.co.nz/artsfestival

NOVEMBER

- 2–5 November — LIANZA Conference (Library & Information Association New Zealand Aotearoa), Skycity Convention Centre, www.lianza.org.nz



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PLEASE NOTE: If you would like to contribute to the upcoming issues of the *Publisher* or have any thoughts on topics you would like to read about in future issues, please contact: samanthabessielane@gmail.com.

The *Publisher* is produced by students
of the Diploma in Publishing
at Whitireia Community Polytechnic.

Next issue: September 2008

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