

# Behind our books

Behind every NZ book, are thousands of Kiwis who work in publishing. We asked a group of them what would happen if the industry could no longer afford to produce new, local content.

**Alex Hedley**  
Publisher

"There will be no one to record the cultural and historical narrative of New Zealand"

**Jenna Todd**  
Bookseller

"If we don't stock local content, people are less likely to visit bookstores. Many could close."

**Marama Muru-Lanning**  
Anthropologist

"It would be devastating for Māori communities, who want to be able to share their stories with other New Zealanders."

**Zak Waipara**  
Illustrator

"I wouldn't be able to use my art to tell NZ stories. It would also impact my ability to support my family."

**Paolo Curray**  
Digital animator,  
education resources.

"I will lose my job."

**Manu Kaur**  
Customer services, distribution

"My family would not be able to read about New Zealand culture."

**Elizabeth Jones**  
Librarian

"Our young people would lose the ability to see themselves in the books they read; their lives, their culture and their experiences."

**Paula Morris**  
Author

"If people don't have to pay to copy from books, it will be even harder for writers, to make any sort of living."



52%

of Kiwis read one book by an NZ author last year

(NZ Book Council Horizon 2017 report)

81%

of teachers want at least 40% of resources to be NZ specific

(NZ Teacher, 2016 CLNZ Teachers Survey)

2000

Local titles published per year

(PANZ manifesto 2018)

4,929

Total FTEs in the publishing industry

(PWC 2015)

**\$69 MILLION**

EDUCATION PUBLISHING'S ANNUAL CONTRIBUTION TO GDP

**\$330 MILLION**

TOTAL ANNUAL TURNOVER

# CHANGING COPYRIGHT COULD CHANGE LIVES



Let's make sure it's right.

#GetitRightNZ



LET'S MAKE SURE  
KOBÉ HAS SCHOOL  
BOOKS THAT EXPLAIN  
HIS WORLD.



*Kobe Kaino  
Primary School Student*

LET'S MAKE SURE  
SERENA HAS THE  
LOCAL RESEARCH SHE  
NEEDS TO CHANGE  
OUR UNDERSTANDING.



*Serena Young  
Biomed Student*

LET'S MAKE SURE  
MARK HAS THE GO  
TO REFERENCE WORK  
FOR ENGINEERS.



*Mark Foster  
Design Director*

LET'S MAKE SURE  
SHAUN IS ABLE TO  
SHARE HIS FINDINGS  
ON THE WORLD STAGE.



*Shaun Hendy  
University Professor,  
Physics*

*Local content  
shapes nations.*

Our local publishing industry employs thousands of Kiwis. From authors, illustrators, and researchers to businesses including publishers, printers, distributors and booksellers; they all rely on the industry to survive.

Copyright serves as the guardian that protects this fragile economic ecosystem. Loosening the parameters of the Copyright Act, to enable increased copying and sharing of content, without paying for it, will see businesses close. Kiwis will lose their jobs. What's more, we risk losing the means to tell New Zealand's stories.

*For prosperity's sake*

Local content enables us to share knowledge and much of New Zealand publishing is devoted to creating educational material. Printed books and electronic resources enable students to learn from other New Zealanders about our culture and history. It helps forge and sustain our national identity. This is something that needs preserving for future generations.

*Let's make sure it's right.*

The Publishers' Association of New Zealand, the NZ Society of Authors, and Copyright Licensing NZ welcome discussions about future-proofing New Zealand's copyright law. We only ask that careful consideration is given to the significant impact that changes could have for this vital industry, and the Kiwis whose livelihoods depend on it.

*Join the conversation*

#GetItRightNZ  
[www.copyright.co.nz](http://www.copyright.co.nz)