



Independent publishing conference

2018

22-24 November

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the SmallPressNetwork

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Chair's Welcome



I'd like to welcome you to the 2018 Independent Publishing Conference, the Small Press Network's annual signature event and the must-attend forum for publishing professionals, researchers and those entering the industry.

This year's program is focused on issues that have engaged the trade through the year – some controversial, most practice-based, all presented by industry professionals whose time and contribution is much appreciated, as is the organisation undertaken by SPN's board, staff, contractors and volunteer academics and associates. Putting the conference together has been a collective effort by individuals with a shared interest in publishing and the issues facing it. I appreciate the efforts of all of them.

In addition to the contribution by individuals, I'd also like to acknowledge the continued support of SPN and the annual conference by the broader book industry itself. We would not be here today without the support of Copyright Agency's Cultural Fund, our major funder, as well as The Australia Council, Swinburne and Melbourne universities, Thorpe-Bowker, Ligare/Optus, Ingram, Melbourne City of Literature and the Australian Booksellers Association. My thanks to them all for their ongoing support.

At the end of the conference I'd welcome your feedback and any suggestions you feel might improve next year's program. In the meantime, please enjoy the next three days.

Michael Webster, SPN chair

The Small Press Network acknowledges the Wurundjeri people of the Kulin nation as the traditional owners of the land on which we work and hold the Independent Publishing Conference.



Grattan Street Press
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and Social Sciences

INSIDE STORY THE FIRST TEN YEARS

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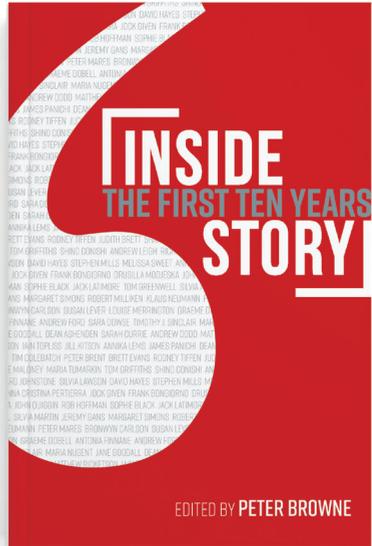
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WHAT WILL YOU PUBLISH?



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Quiet Spaces

If you need time away in a quiet place you are very welcome to work, read or rest in the WritersVictoria Library on Level 3 of the Wheeler Centre.

Find SPN online



smallpressnetwork



smallpressau



small_press_au



smallpressnetwork.com.au

Take part in the online discussions at and about the Conference, and about independent publishing, using the hashtag:

#IndPubCon

Venue

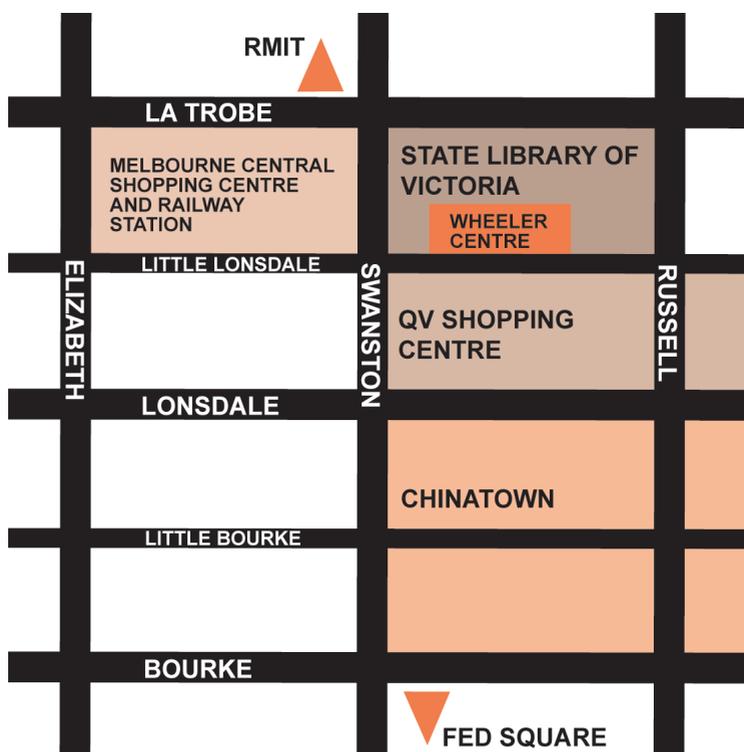
The Wheeler Centre for Books, Writing and Ideas
176 Little Lonsdale Street, Melbourne

Disability Access

The Wheeler Centre is accessible by a ramp to the east of the entrance on Little Lonsdale Street, about 25m along.

There are disability metered street carparking spaces on the north side of Little Lonsdale Street.

Service dogs and carers are very welcome.



Getting There and Accessibility

Bicycle

There are several bike racks close to the Wheeler Centre where you can lock up your bike.

Tram

Trams stop at the superstop outside the State Library on Swanston Street, between Little Lonsdale and LaTrobe Streets.

Train

Melbourne Central Station is directly opposite the State Library of Victoria's front entrance. Most metro trains stop there.

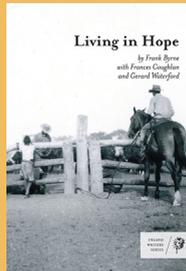
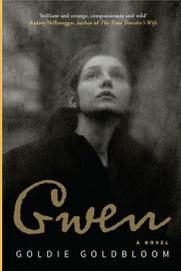
Bus

The nearest bus stops are on Lonsdale, Russell and Exhibition Streets.

Car

There are several paid car parks close to the Wheeler Centre, including at Melbourne Central and QV shopping centres. There is two-hour on-street parking on Little Lonsdale Street.

#MUBA 2018



Who will win the 2018 Most Underrated Book Award?

Join us for an evening celebrating the 2018 shortlist and discover which book will be named the 2018 winner.

The shortlist

- *Gwen* by Goldie Goldbloom (Fremantle Press)
- *Living in Hope* by the late Frank Byrne with Frances Coughlan & Gerard Waterford (Ptilotus Press)
- *Plane Tree Drive* by Lynette Washington (Midnight Sun Publishing)

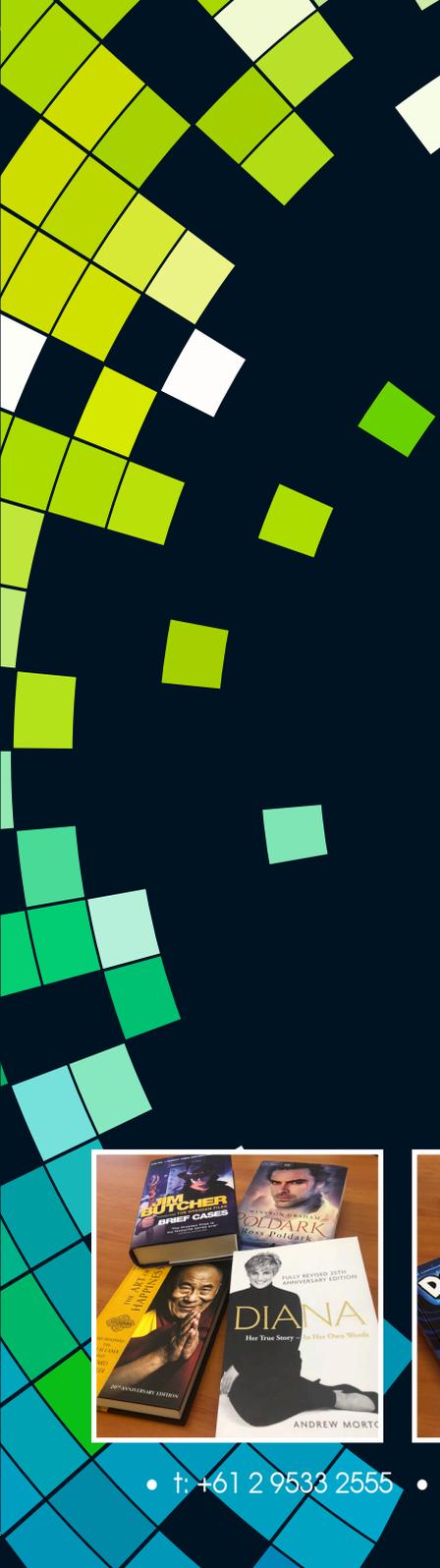
The event

Thursday 22 November 2018

6.15pm

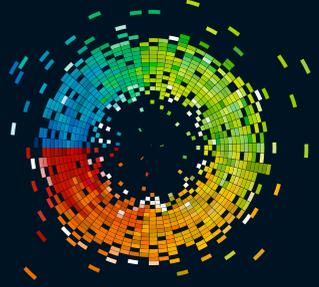
The Wheeler Centre

This is a free event but booking is essential – even for Independent Publishing Conference attendees! Book online through the Wheeler Centre's Most Underrated Book Award event page.



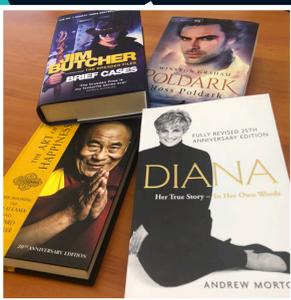
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Performance Space

8:15
am

Arrival, registration, coffee, tea

8:45
am

Welcome and acknowledgement of country
Millicent Weber and Alexandra Dane

9:00
am

DISRUPTING EXPECTATIONS
Emmett Stinson (Deakin University)
'Self-publishing highbrow literature'
Alexandra Dane (University of Melbourne)
'The politics of eligibility and the laws of literary prizes'
Beth Driscoll (University of Melbourne)
'Actions and reactions at the cardboard Frankfurt Buchmesse'

SLV CONFERENCE SPACE 9:30 | OPEN YOUR EYES TRAINING

Please note, this special training session runs from 9:30am to 1pm in the State Library of Victoria Conference Space.

Convenor: Jax Jacki Brown

Presented in partnership with Writers Victoria and Arts Access Victoria

Writers Victoria and Arts Access Victoria are thrilled to offer disability awareness training tailored specifically to the publishing industry at the heavily subsidised rate of \$25 (over 80% discount).

The training will cover:

- Best practice language
- The Social Model of Disability
- Barriers to participation and how the arts can 'open doors'
- Knowing your organisation's legal obligations
- The creative case for inclusion, beyond compliance

Our facilitators are artists with disability, skilled at using their creative talents to illuminate complex issues around access and inclusion.

This training will equip you with the skills and tools to engage confidently with people with disability to create environments of equality and authentic representation.

Spaces are limited so booking is essential. Contact publishability@writersvictoria.org.au

This training is supported by The State Library of Victoria.

10:30
am

Morning tea

Workshop Space

9:00
am

PUBLISHERS' OBLIGATIONS

Alexandra Payne (University of Queensland Press; Queensland University of Technology)

'The lawlessness of publishers'

Sybil Nolan (University of Melbourne)

'The culture of the institution influencing the Grattan Street Press list'

Sophie Masson (University of New England)

'Signing on the dotted line: the lived experience of publishing contracts'

Performance Space

11:00
am

PUBLISHING AND POLICY

Andy Fuller and Nuraini Juliastuti (Reading Sideways Press)
'Reframing Indonesian-Australian cultural policy through publishing'

Per Henningsgaard (Curtin University)

'The conventions of the research that informs Australian cultural policy about writing and publishing'

Jo Ritale (State Library of Victoria) and Libby Cass (National Library of Australia)

'Legal deposit in the 21st century'

12:45
pm

Break

1:30
pm

Keynote Address

#NOTALLPUBLISHERS – THE CASE FOR RETHINKING AUTHOR CONTRACTS

Rebecca Giblin (Monash University)

2:30
pm

ROUNDTABLE: TEACHING PUBLISHING; TEACHING PRESSES

Per Henningsgaard (Curtin University)

Tracy O'Shaughnessy (RMIT University)

Sybil Nolan (University of Melbourne)

Meg Vann (University of Queensland)

3:30
pm

Afternoon tea

Workshop Space

11:00
am

DIGITAL AND POST-DIGITAL PUBLISHING

Mark Davis (University of Melbourne)

'Data as law: literary tastemaking and the case of Amazon'

Claire Parnell (University of Melbourne)

'User-generated writing platforms in the post-digital publishing ecosystem'

Millie Weber (Australian National University)

'Regulating literary engagement online'

Performance Space

4:00
pm

PUBLISHING PRACTICE

Jan Zwar (Macquarie University)

'Key findings from a three-year study on the contemporary Australian book industry: Authors, publishers and readers in a time of change'

Laurel Cohn (University of Queensland)

'Education or entertainment? Effect and intent in books for the young'

Jodi McAlister (Deakin University)

'Not quite YA, not yet adult: The short but complex history of "New Adult" fiction'

5:30
pm

Thanks and close

Performance Space

8:30
am

Arrival, registration, coffee, tea

8:45
am

Welcome: Michael Webster (SPN)
WELCOME TO COUNTRY: Aunty Joy Murphy Wandin

9:00
am

SALESTRENDS REPORT

Bianca Whiteley (Nielsen BookScan), Michael Webster (chair)

Nielsen BookScan tracks Australian book sales throughout the market. Hear about this year's best-performing categories and get the most up-to-date analysis in children's, nonfiction and fiction sales.

10:00
am

AUSTRALIAN PUBLISHING: SWOT ANALYSIS

Rosanna Arciuli (Copyright Agency), Michael Gordon-Smith (APA), Sophie Masson (Small Press Network), Yvette Holt (FNAWN), Juliet Rogers (ASA), Jackie Tang (chair)

Our panellists identify the strengths, weaknesses, opportunities and threats for Australian publishers.

10:30
am

Morning tea

Workshop Space

Trade Day Friday 23 November

9:00
am

POETRY

Ellen van Neerven, Kent MacCarter (Cordite), Yvette Holt (chair)

With thanks to Australian Poetry, join poets and publishing professionals Ellen van Neerven, Kent MacCarter and Yvette Holt to explore the recent increase in publication of collections by First Nations writers; reception of and demand for these locally and internationally; and best practice in acquiring and editing these works.

This is a free event, but booking is required.

10:00
am

SPECULATIVE FICTION

Rose Michael (RMIT), Sam Cooney (Brow Books), Angela Meyer (Echo Publishing), Joel Martin (chair)

Clare Coleman's *Terra Nullius* (Hachette) was shortlisted for the Stella Prize, Jane Rawson's *From the Wreck* (Transit Lounge) was longlisted for this year's Miles Franklin and Voss Literary Prize, and Brow Books has had much critical acclaim for *The Island Will Sink* (Briony Doyle) and *The Town* (Shaun Prescott). So, is speculative fiction ... going mainstream?

Performance Space

10:45
am

KEYNOTE

Danika Isdahl (Sarabande Books)

Danika Isdahl is appearing at the Independent Publishing Program with the support of the Melbourne UNESCO City of Literature Office.

11:45
am

FINDING THE WRITERS

Rebecca Lim (Voices from the Intersection), Sophie Black (The Next Chapter), Hella Ibrahim (chair)

From philanthropic development, to volunteer initiative to community NGO, meet the non-publishers who are helping the industry discover and develop new voices.

12:30
pm

BEST PRACTICE

Robert Watkins (Hachette), Karen Tayleur (Garratt Publishing), Jonathan Seifman (Booktopia), Caitlin Yates (chair)

Does your next junior hire really need a university degree? Does the industry's growing reliance on freelancers present an opportunity to diversify our lists? Could your team be more productive working fewer hours? And what software out there is going to help you bring it all together?

1:15
pm

Lunch break

Workshop Space

Trade Day Friday 23 November

11:45
am

FICTION

Rachel Bin Salleh (Magabala), Jax Jacki Brown (Publishability, Writers Vic), Danika Isdahl (Sarabande Books), Kate Cuthbert (chair)

Book fair attendees agree that Own Voices are in demand. Our panel discuss developments so far, how a publisher can 'get it right' and the debated role of authenticity readers in developing diverse casts of characters.

12:30
pm

CHILDREN'S

Alexandra Yatomi-Clarke (Berbay), Rebecca Lim (Voices from the Intersection), Leesa Lambert (The Little Bookroom), Clair Hume (Affirm kids), Melissa Keil (chair)

Thinking of starting a children's list? Affirm Press did and they survived to tell the tale. Hear all about it, as well as news from the coal face of children's bookselling, developments in Own Voice children's publishing – and catch up on the latest trends from Bologna and Shanghai, as reported by award-winning children's book publisher Berbay.

1:15
pm

SMALL PRESS NETWORK AGM LUNCH

This session is open to Small Press Network members only. Light refreshments provided.

1:30
pm

Lunch break

Performance Space

2:30
pm

INTERNATIONAL TRENDS

Khadija Caffoor (Text Publishing), Alexandra Yatomi-Clarke (Berbay), Alex Adsett (chair)

Get up to speed on the world of rights: trends at Frankfurt, who wants Australian titles, what the next big thing is, the genre everyone has had enough of – as well as trends and impressions from Bologna and Shanghai.

3:15
pm

PUBLISHING'S #METOO MOMENT?

Alexandra Dane (University of Melbourne), Beth Driscoll (University of Melbourne), Kirsty Wilson (chair)

In a recent *Books+Publishing* survey of Australian book industry professionals, more than half of respondents reported they had experienced sexual harassment, with those in marketing and publicity being most likely to have experienced harassment. Our panel discusses the vulnerability of publicists responsible for 'author care' – and the wider industry's view of these roles.

4:00
pm

Afternoon tea

Workshop Space

Trade Day Friday 23 November

2:30
pm

AUSTRALIA AND THE WORLD

Nathan Hollier (Monash University Publishing), Stephanie Siriwardene (Scribe Publications), Sam Cooney (Brow Books), Tim Coronel (chair)

Hear from Australians who have taken part in fellowships and delegations to Asia, India, the UK and the United States: Nathan Hollier is researching opportunities for and obstacles to book publishing in the Asia Pacific region with a Copyright Agency fellowship; Stephanie Siriwardene has visited India as part of the Australia Council India Exploratory Program; and Sam Cooney's research trips to the US and UK have informed his thinking on the not-for-profit model as a possible way forward for small press publishing in Australia.

3:15
pm

NONFICTION

Rachel Bin Salleh (Magabala), Marika Webb-Pullman (Scribe Publications), Nicholas Pullen (HWL Ebsworth Lawyers), Alexandra Payne (chair)

Information is money – except when it costs you. Our panel discusses the payoffs (and payouts) of nonfiction; best practice in protecting yourself from legal action or costly recalls; as well as the process of deciding what makes a good nonfiction acquisition, how to market it and what the market is hungry for right now.

Performance Space

4:15
pm

REACHING YOUR AUDIENCE

Glen Jones (Amazon), Pooja Desai (Hardie Grant Egmont), Olivia Fleetwood (Hardie Grant Egmont)

Your audience is discovering books online, but where and how these days? What does that mean for your campaign approach, design choices and where you put your marketing resources? Our panellists share their advice on reaching audiences in the digital realm.

5:00
pm

'DISTRIBUTION': DISCUSS

Glen Jones (Amazon), Jonathan Seifman (Booktopia), Tim Coronel (chair)
Dennis Jones & Associates represented the titles of many small presses. In the wake of its demise, what are independent publishers' options for distribution?

5:45
pm

Networking drinks

6:15
pm

KEYNOTE IN CONVERSATION: PUBLISHING IN THE AGE OF TRUMP

Danika Isdahl (Sarabande Books), Per Henningsgaard (Curtin University), Emmett Stinson (chair)

Sarabande Books has drawn attention to the role of the US National Endowment for the Arts (NEA) in supporting its publishing, and campaigned against the Trump administration's repeated proposals to reduce this funding. Sarabande's Danika Isdahl will discuss publishing in Trump's America with Per Henningsgaard, who has worked at publishing houses in both New York and Portland, and US-born publishing researcher Emmett Stinson. Join them to hear about the role of publishers operating outside of the New York hub, and their survival in the current US political environment.

6:45
pm

Close

Performance Space

8:00
am

Arrival, registration, coffee, tea

8:15
am

PUBLISHING TERMS 101

Michael Webster (SPN)

Maybe you know your ISBN from your ISSN, but what about your ONIX, CiP, ELR, PLR, DRM, or DOI? If you're unsure, join chair of the Small Press Network Michael Webster for a guided tour of the acronyms of publishing, and the terms you will likely hear often during the course of the day ahead.

8:45
am

WELCOME AND ACKNOWLEDGMENT OF COUNTRY

Michael Webster (SPN)

9:00
am

BUSINESS BASICS

Alex Adsett (Alex Adsett Publishing)

Publishing is a business all its own, but it's still a business. Start with the right advice from publishing consultant and literary agent Alex Adsett.

9:45
am

RESPONSIBLE PUBLISHING

Rachel Bin Salleh (Magabala Books), Jax Jacki Brown (Publishability, Writers Victoria), Kate Cuthbert (chair)

With great publishing comes great responsibility. Our panel takes you through key considerations a good publisher will make before acquiring a work and during the editing process.

10:30
am

Morning tea

Performance Space

11:00
am

GETTING YOUR BOOKS TO BUYERS

Debbie Lee (IngramSpark), Leesa Lambert (Neighbourhood Books),
Tim Coronel (chair)

Choosing a distribution option is an important and often fraught decision for small publishers. Hear about the sector from two distribution experts – and from an expert bookseller – about how to give your titles the best chance once they reach the bookshelf.

11:45
am

THE RIGHTS STUFF

Anne Beilby (Text Publishing), Catherine Lewis (Wild Dingo Press),
Alex Adsett (chair)

For many new publishers international rights sales can be an afterthought. But approached as an integral part of your business, they can help take some of the risk out of risk-taking publishing.

12:30
pm

KEYNOTE

Zoe Dattner (Private Media)

1:00
pm

Lunch break

Performance Space

2:00
pm

COVER DESIGN

Regine Abos (Australian Book Designers Association)

Back by popular demand, Regine Abos will guide you through common mistakes to avoid when designing your cover – as well as advice on design in the age of social media.

2:45
pm

BOOK LAUNCH ADVICE

Chris Gordon (Readings) in conversation with Tim White (Australian Booksellers Association)

Firstly, don't leave it to the last minute. What else do you need to know to pull off a great book launch? Get some advice from the experts.

3:30
pm

Afternoon tea

Performance Space

3:45
pm

MARKETING

Anna Lensky (Pitch Projects), Shalini Kunahlan (Text Publishing), Claire Miller (chair)

Strategy, lead times, media contacts, social networks – hear from marketing experts about what you need to do and when.

4:30
pm

GETTING INTO THE LIBRARY

Patricia Genat (ALIA), Belinda Bolliger (Australian Standing Orders), Rachel Bin Salleh (Magabala Books), Rachael McDiarmid (chair)

How do you get your books ordered by public libraries, into book clubs, included by Australian Standing Orders, or onto school curriculums? Our expert panel aren't making promises but they will give you their best advice.

5:15
pm

WHAT THE SMALL PRESS NETWORK CAN DO FOR YOU

Tim Coronel (Small Press Network)

General manager Tim Coronel will outline the many benefits of SPN membership, from discounted services from providers such as Nielsen, Ingram, Thorpe-Bowker and NetGalley, to the SPN Christmas Catalogue, free prize entry and community support.

5:30
pm

Close

Presenters

Alex Adsett is a publishing consultant and literary agent who offers commercial contract advice to authors and publishers. She serves on various boards around Australia and talks regularly on copyright and contracts.

Alexandra Dane researches contemporary book cultures, focusing on the relationship between gender, literary consecration and the influence of formal and informal literary networks.

Alexandra Payne is a freelance publisher and editor and has worked in the publishing industry since 1995. From 2007 to 2018 she was the Non-fiction Publisher (Trade) at UQP. She has commissioned books that have won awards such as the Prime Minister's Literary Award for Non-Fiction, the Qld Premier's Literary Awards Non-Fiction Book of the Year and the NSW Premier's Literary Award for History. She has a keen interest in activist publishing and is also undertaking a doctorate at QUT on the future of the publisher in a post-digital culture.

Alexandra Yatomi-Clarke began her publishing career at Reed Books Australia. She has worked at many of the major publishing houses in Australia including Cengage, Macmillan and Oxford University Press. She has also worked overseas at other publishing houses including Harper Collins and Conrad Books London. In 2009, after a trip to Europe with her young family and inspired by the quality and imaginative books children were reading in Europe, Alexandra launched

Berbay Publishing – a dedicated children's publishing house located in Melbourne. Berbay publishes original books that are as beautiful as they are unique; books that will inform, delight, charm and challenge children with intelligence, ingenuity and fun. In 2017 Berbay Publishing was recognised for its editorial choices and won BOP for Best Children's Publisher of the Year (Oceania) in Bologna.

Andy Fuller is a freelance researcher, writer and editor with interests in literature, sports and urban culture. He is an Honorary Fellow at the Asia Institute, The University of Melbourne. He is a co-founder of Reading Sideways Press, a Melbourne-based independent publisher of books on art, literature and sport.

Angela Meyer's writing has been widely published, including in *Best Australian Stories*, *Island*, *The Big Issue*, *The Australian*, *The Lifted Brow* and *Killings*. She has previously published a book of flash fiction, *Captives* (Inkerman & Blunt). She has worked in bookstores, as a book reviewer, in a whisky bar, and for the past few years has published a range of Australian authors for Echo Publishing, including award-winners and an international number-one bestseller. She grew up in Northern NSW and lives in Melbourne. *A Superior Spectre* is her debut novel.

Anna Lensky has been promoting books, authors and writing to a wide range of audiences for nearly fifteen years. She has had a hand in launching two of Australia's key cultural organisations – The Wheeler

Centre and *The Monthly* magazine – and now, along with Dina Kluska and Terri King, she runs Pitch Projects Communications. Pitch Projects' clients include artists, authors, festivals, government, not-for-profits, university faculties and businesses. Anna has worked on campaigns for agenda-setters and change-makers, for kids books and apps, arts companies and universities here and in North America. Her experience covers event planning, publicity and marketing, literary awards, brand development and rights management.

Anne Beilby has been at Text Publishing since 2004. She is the Rights Manager and responsible for all contracts – acquisitions, foreign sales, film and audio. She has attended more than twenty international Book Fairs including those held in Frankfurt, Bologna, London and Taipei. She is also a committee member for the Australia Council for the Arts' Visiting International Publishers (VIPs) program and lectures at both RMIT and the University of Melbourne.

Astrid Edwards is a Director at Bad Producer Productions, an independent podcasting company founded to tell good stories. Bad Producer Productions reached one million downloads in 2018. Astrid is also the host of *The Garret: Writers on Writing* and teaches professional writing at RMIT University. Astrid is a National Advocate for MS Australia and the former Deputy Chair of Writers Victoria.

Belinda Bolliger has worked in children's publishing for over 25 years as an editor and publisher for Hodder Headline (now Hachette), ABC Books and HarperCollins. During this time, she has been lucky to

work with many wonderful, award-winning authors and illustrators, including Alison Lester, Libby Hathorn, Frances Watts, David Legge and Glenda Millard. Belinda is now the Editorial Manager for Australian Standing Orders, a part of Scholastic Australia, where she has worked for the past eight years selecting children's picture books and novels for Australian school libraries. Belinda lives in Sydney's inner west with her two children and two crazy dogs.

Beth Driscoll is Senior Lecturer in Publishing, Communications and Arts Management at the University of Melbourne, where she is Program Director of the Master in Arts and Cultural Management. Beth's research on the contemporary publishing industry has been published in her book, *The New Literary Middlebrow* (2014) and in journal articles including 'Sleaze-o-Meter: Sexual Harassment in the Publishing Industry' (2018, co-authored with Claire Squires) and 'The Publishing Ecosystems of Contemporary Australian Genre Fiction' (forthcoming in *Creative Industries Journal*, co-authored with Lisa Fletcher, Kim Wilkins and David Carter).

Bianca Whiteley started her career in publishing at Murdoch Books in 1999 and spent seven years in various roles including Inventory Management. She joined Nielsen Book in 2006 where her latest role is Senior Account Manager (Publishers). For the past 11 years she has helped publishers and retailers make the most of the data and is currently working on establishing Nielsen's ebook sales tracking service across Australia and New Zealand. She is passionate about books, data and the Australian publishing industry.

Caitlin Yates is the publishing director at Black Inc., where she has worked since 2001.

Catherine Lewis founded Wild Dingo Press ten years ago to bring more diverse voices to the Australian literary landscape, including those who have been silenced and disenfranchised. The first title released by WDP in 2008, a best-seller, *The Rugmaker of Mazar-e-Sharif*, was widely acclaimed and on the VCE English Text List for study for four years. Many subsequent titles have been award-winners or shortlisted. Previously she was Managing Director of the English textbook publishing company Insight Publications, a position she took up after a 20-year career as a lecturer in Sociology at Monash University, Melbourne.

Chiara Priorelli is the Senior Acquisitions Editor at Wavesound – Australia's premier audiobook publisher, and part of the global group RBMedia, the largest independent audiobook publishers in the world. They produce physical and digital editions for the library and retail markets, work closely with the key digital retailers (Audible, GooglePlay, Bookchoice,

etc.) and the group recently acquired global retailer Audiobooks.com. Chiara joined Wavesound in 2015 to build the Wavesound audio imprint, specifically dedicated to Australian authors – a list that has quickly become the new home for Australia's top talent, from bestsellers including Jane Harper, Tim Winton, Michael Robotham and Graeme Simsion, as well as exciting new names such as Affirm Press' Christian White with his bestselling *The Nowhere Child* and Fremantle Press' Alan Carter and his recent Ngaio Marsh Award-winning *Malborough Man*.

Chris Gordon is the Events Manager for Readings, a role she has enjoyed for many years. She was a founding member of the Stella Prize and is a board member of the Readings Foundation. She writes cookbook reviews for the *Readings Monthly* and reviews for various other publications. Chris is a champion of Melbourne writers, artists and performers believing it is these people that make out city our home.

Clair Hume is commissioning editor at Affirm Press.

Claire Miller has been a marketing and communications professional for over 20 years, with more than a decade's experience in small publishing. She has worked in the marketing department for Lothian Press and in 2008 joined Fremantle Press, where she is currently the Marketing and Communications Manager. Other roles include working as an event manager and marketer for Tourism WA and the University of Western Australia. She has a Bachelor of Arts with Honours and a Postgraduate Certificate in Journalism and PR. Claire is a member of the Public Relations Institute of Australia.

Claire Parnell is a PhD candidate in the School of Culture and Communication at the University of Melbourne. Her thesis is on digital publishing platforms and diversity in romance fiction. She is a research assistant for the ARC Discovery project 'Genre Worlds: Australian Popular Fiction in the Twenty-First Century' and has an article forthcoming with the *Australian Literary Studies* journal entitled 'Models of Publishing and Opportunities for Change: Representations in Harlequin, Montlake and Self-Published Romance Fiction'. Previously, she has taught publishing and marketing at the University of Melbourne and digital media at Deakin University.

Danika Isdahl is a poet and designer. Named a *Publishers Weekly* Rising Star Honoree in 2018, she is the production manager at Sarabande Books, an independent literary press established in 1994. Sarabande publishes poetry, essay, and short fiction and is based in Kentucky, United States. Isdahl has designed the books of award-winning authors such as Sandra Cisneros, Kimiko Hahn, and Heather McHugh. Her poetry can be found in *Pacifica Review*, *Sonora Review*, *Spilled Milk Magazine*, and others. Danika is appearing at the Independent Publishing Conference with the support of the Melbourne UNESCO City of Literature Office.

Deborah Lee is Senior Manager, Content Acquisition and Business Development with Ingram Lightning Source. Formerly an academic publisher and a trade sales representative, Debbie has seen the world of publishing change dramatically over her 30-year career. She considers the advent of print-on-demand and global distribution among the most significant contributing factors, giving the indie author and smaller

press the same capabilities and access to market as the traditional, mainstream publishing house.

Elizabeth Flux is an award-winning writer and editor whose fiction and nonfiction work has been widely published. She is a past recipient of a Wheeler Centre Hot Desk Fellowship, and in 2018 is an editor for Melbourne City of Literature's 'Reading Victoria' project.

Ellen van Neerven is a young Yugambah writer from South East Queensland. They are the author of the poetry volume *Comfort Food* (UQP, 2016) and the fiction collection *Heat and Light* (UQP, 2014), which won numerous awards including the 2013 David Unaipon Award, the 2015 Dobbie Award and the 2016 NSW Premiers Literary Awards Indigenous Writers' Prize.

Dr **Emmett Stinson** is a Lecturer in Literature and Writing at Deakin University. He is the author of *Satirizing Modernism: Aesthetic Autonomy, Romanticism, and the Avant-Garde*, and is a co-author of *Banning Islamic Books in Australia*. He has also edited two collections of essays on Australian publishing: *By the Book?*

and *The Return of Print*. He researches on publishing cultures and modern and contemporary literature. He is currently a chief investigator on the Australian Research Council Discovery Project, 'New Tastemakers and Australia's Post-Digital Literary Culture'.

Fiona Harmon is the founder and Managing Director of Regency Media. Her family heritage encompasses critical milestones of Australia's film and recording history – the world's first ever feature film, *The Story of the Kelly Gang* (1906); the world's first law court recordings; Australia's first reel-to-reel music duplication – to name a few. Armed with entrepreneurial skills and such an impressive family tradition, Fiona turned a small manufacturing facility into one of Australia's leading independent fully integrated media companies encompassing licensing of audio and filmed content, manufacturing of entertainment media and offering 4PL services to the entertainment industry.

Gary Pengelly has worked within the publishing industry for 32 years holding finance and operational roles at HarperCollins and McGraw-Hill before starting PacStream, the industry e-commerce business, which he ran for 15 years before accepting his current role of General Manager, Thorpe-Bowker.

George Dunford is a writer and digital strategist living in Canberra. He recently worked with Toni Jordan on digital promotion of her latest novel, *The Fragments*. He has written for *Meanjin*, *Australian Book Review*, *Lonely Planet*, and *The Big Issue*, among others.

Glen Jones is the Head of books at Amazon Australia and was responsible for launching the category last year. Before Amazon, he spent time working in a number of industries, with the majority of time spent in publishing sales at Bauer Media.

Hella Ibrahim is an Egyptian-Australian Muslim editor with a passion for activism through writing and publishing. She works as a project editor at an education publishing company on weekdays and is the founder and editorial director of Djed Press, an online publication that provides a paid platform for creators of colour.

Jackie Tang is the former editor of Australian book-industry publication *Books+Publishing* and has worked in the book industry as an editor, writer and data analyst.

Dr Jan Zwar worked as a Postdoctoral Fellow on the ARC project 'The Australian book industry: Authors, publishers and readers in a time of change' led by Professor David Throsby. In 2015 she served as a member of the judging panel for the business stream of the Australian Book Industry Awards. In 2013 she assisted the Book Industry Collaborative Council in drafting their final report on the future of Australia's book industry.

Jax Jacki Brown is a disability and LGBTI rights activist, writer and educator. She is the Publishability Project Officer at Writers Victoria. Publishability, delivered in partnership with Arts Access Victoria, aims to create cultural change within the publishing industry by supporting four talented emerging writers with disability to develop their manuscripts and bring their

work to the attention of publishers, while delivering tailored disability awareness training to the publishing industry. Jax is passionate about the capacity of #ownvoices writing to promote pride, resilience and connection for people with disabilities.

Jo Ritale is Head of Collections at the State Library Victoria. She is a member of the National and State Libraries Australia (NSLA) National edeposit steering group.

Jocelyn Hargrave is employed as Teaching Associate in the School of Languages and Linguistics at the University of Melbourne. Her doctorate, awarded in March 2017, studied the evolution and application of editorial style in early-modern England; her current research relates to book production in colonial Australia. Jocelyn has published eight articles derived from her Masters and PhD research since 2012 in such peer-reviewed international journals as *Publishing Research Quarterly*, *Journal of Scholarly Publishing* and *Script & Print*. She is also Reviews Editor for the *Australasian Journal of Victorian Studies* and a general council member of the Bibliographical Society of Australia and New Zealand. Jocelyn has also worked in educational publishing for twenty-one years, nineteen as an editor.

Dr **Jodi McAlister** is a Lecturer in Writing and Literature at Deakin University. Her research interests include representations of romantic love in popular culture, and popular fiction as both a textual and industrial phenomenon. She is also an author:

her young adult novels *Valentine* (2017) and *Ironheart* (2018) have been published by Penguin Teen Australia, with *Misrule* to follow in 2019.

Joel Martin is a fantasy writer based in Melbourne but originally hailing from Wanganui, New Zealand. Along with traditional fiction, Joel works as a video game writer, manuscript assessor and structural editor. He specialises in fantasy, and his love of the genre spans from sword and sorcery to epic fantasy and he is currently working on a weird fiction novel. He is the host of the literary podcast *The Morning Bell* and the director of *Speculate*.

Jonathan Seifman currently heads up Booktopia Publisher Services (BPS). He has previously worked in senior management roles at Wolters Kluwer, one of the world's leading publishers of professional content. He has previously served as General Manager for CCH Hong Kong (2004–2007), Managing Director for CCH South Asia (2007–2011) and as Managing Director – Books, Education and Mobile Content for CCH in Australia and NZ (2011–2013). In 2013, Jonathan co-founded *Bulletpoints*, a revolutionary start-up that provided a marketplace for lawyers in Australia to complete their professional development requirements. Since 2014, Jonathan has been running his

own consulting business called Lexify and has specialised in helping publishers and media businesses solve some of their most critical commercial issues. He came on board to head BPS in May 2018. In his spare time, Jonathan plays drums in The Hummers (a semi-professional rock band who sometimes actually get paid), follows the mighty Sydney Roosters and gives in too much to his three beautiful young children.

Aunty **Joy Murphy Wandin** AO is the senior Wurundjeri elder of the Kulin alliance in Victoria. She has given the traditional welcome to country greeting at many events and to many distinguished visitors.

Juliet Rogers is CEO of the Australian Society of Authors (ASA). Juliet has had a long career in publishing, including Managing Director of Random House (NZ and Australia) and CEO of Murdoch Books. Before joining the ASA, Juliet ran her own small publishing and consultancy business, The Wild Colonial Company. She has chaired Booksellers New Zealand and the Indigenous Literacy Foundation and been President of the Australian Publishers Association.

Karen Andrews is the author and creative director of karenandrews.com.au, one of the most established and well-respected parenting blogs in the country. She is also an author, award-winning writer, poet, editor and publisher at Miscellaneous Press.

Karen Tayleur has worked in the publishing industry – newspapers, magazines and book publishing – since 1996. She has written over 40 books for children and young adults, published in both Australia

and internationally, and is currently the Publishing Director at Garratt Publishing.

Kate Cuthbert is the Program Manager at Writers Victoria. Previously, she worked for more than a decade in trade publishing, notably initiating the Escape Publishing imprint of Harlequin Australia, and serving as its Managing Editor for almost seven years. She is also an award-winning book reviewer and critic, and is currently pursuing a PhD examining rural settings in Australian popular fiction.

Katherine Day has been working in the publishing industry for over fifteen years. She was an editor at Penguin Group Australia for eight years before freelancing for Penguin Random House, Allen and Unwin, University of Queensland Press, Rockpool Publishing, Working Title Press, and Thames and Hudson. She is currently a sessional course coordinator and lecturer in the School of Culture and Communications at the University of Melbourne and is completing a PhD, researching the publishing contract, at RMIT.

Kent MacCarter is managing editor and publisher at Cordite Publishing Inc. His publishing career began at University of Chicago Press in 2000, and since then he has worked with educational publishers Cengage Learning and Curriculum Press in Australia. He's the author of three poetry collections – *In the Hungry Middle of Here* (Transit Lounge, 2009), *Sputnik's Cousin* (Transit Lounge, 2014) and *California Sweet* (Five Islands Press, 2018). In 2012 he received a Fulbright Travel Award to attend writing festivals and lecture at Indonesian universities.

Khadija Caffoor is the Rights and Export

Coordinator at Text Publishing. She has worked in the book industry for seven years and was formerly manager of the Book Groups program at the Centre for Adult Education in Melbourne. She speaks three languages and loves poodles.

Kirsty Wilson has worked in the book industry for 25 years – as a new and antiquarian bookseller, State Library author touring officer, publicist and publicity manager, and, for the last nine years, as Sales and Marketing Director at Text Publishing.

Laurel Cohn is a developmental book editor who has been working in the publishing industry for over 25 years. She has a PhD in literary studies and is currently a Post-completion Fellow in the School of Communication and the Arts at the University of Queensland.

Leah Jing McIntosh is a writer and photographer from Melbourne. She edits *Liminal Magazine*, a space for the exploration of the Asian-Australian experience. She also works in Digital Communications for Writers Victoria. In 2018, Leah is a Wheeler Centre Hot Desk Fellow, and part of the FCAC Emerging Cultural Leaders Program.

Leesa Lambert has owned and operated The Little Bookroom – Australia's oldest children's specialist bookshop – with her parents Ian and Lesley for ten years. She is passionate about raising the profile of picture books, and forging connections between the book industry and the reading community. This winter, Leesa opened a general indie bookstore in Northcote – Neighbourhood Books – to bring to a grown-up audience a thoughtfully curated

collection and events to build community. Leesa is on the ABA's Committee of Management and is deeply invested in the future of the book industry.

Libby Cass is Director of Australian Collections Management at the National Library of Australia. She is a member of the National and State Libraries Australasia (NSLA) National edeposit steering group.

Dr **LJ Maher** teaches in the School of Culture and Communication at the University of Melbourne. She was awarded a PhD by Monash University in 2016 for '99 Problems; An Exploration of Writerly Ontologies in Transmedial Life-Writing.' She examined transmedial life-writing by musicians focusing on their explorations of self and otherness in relation to their creative output and their relationships with their audiences. She has previously taught literature at both Monash and Deakin Universities, lecturing across supernatural literature, children's and YA literature, genre studies, narratology and adaptation studies.

Marika Webb-Pullman has been working in publishing and online media for more

than a decade, across roles in marketing, editorial, and digital strategy. Currently, she's an associate publisher at Scribe Publications.

Mark Davis is coordinator of the Publishing and Communications program at the University of Melbourne. His research focuses on issues of mediation and cultural gatekeeping, and the role of the book in digital networked culture. He is lead investigator on the ARC funded Discovery Project, 'New Tastemakers and Australia's Post-Digital Literary Culture'.

Meaghan Dew is the Podcast Coordinator for local lit and culture publication *Kill Your Darlings*. She began scripting, producing and editing the podcast five years ago in an attempt to save friends and family from her incessant book nerdery, and continued despite realising she has more than enough book talk to go around. Meaghan currently works as a Community Programs Officer at North Fitzroy Library, following stints in publishing and bookselling.

Meg Vann is a sessional academic, research assistant, and MPhil Creative Writing student at The University of Queensland, where she is also Publisher at the newly established Corella Press. Meg is a crime thriller writer who founded the renewed Queensland chapter of Sisters in Crime and is a board member of the Australian Crime Writers Association. Her work is published in literary journals and interactive platforms, including *The Review of Australian Fiction*, *The Writing Platform*, and *Story City*.

Melissa Keil is a writer and children's book editor. Her most recent role was as a commissioning editor at Five Mile publishing, and she has worked in children's

publishing for over ten years. She is the author of three YA novels: *Life in Outer Space*, *The Incredible Adventures of Cinnamon Girl* and *The Secret Science of Magic*. Her short story, 'Sundays', is featured in *Begin, End, Begin*, the #LoveOzYA anthology.

Michael Gordon-Smith is the CEO of the Australian Publishers Association. He has worked for more than 20 years in Australian media and communications industries as a director, a government regulator and the CEO of industry associations. Michael has led projects or policies from media ownership to mobile telephones, from copyright to digital television. He has been CEO of the APA since 2013. He would like to be a faster ocean swimmer and a better player of Go.

Michael Hanrahan's father was a writer, so he grew up in a house overflowing with books. He has inherited his father's love of words and writing, which is why he chose to work in publishing. Michael completed his Diploma in Professional Writing and Editing at Deakin University in 1997 and has since worked in-house and as a freelancer. He has held the positions of editor, editor and production coordinator, and managing editor for Wrightbooks (Australia's leading publisher of business and finance titles) and John Wiley & Sons Australia. He has worked with many best-selling authors, and has experience in publishing, writing, editing and design for a wide range of clients, including Oxford University Press, Australian Book Review, Bystander Press, Southern Cross Care (Vic), Overland, RMIT Publishing, John Wiley & Sons Australia, Random House and the Australian Institute of Family Studies. Michael has also been a presenter at the annual SPN publishing conference.

Michael Mohammed Ahmad is the founder and director of Sweatshop: Western Sydney Literacy Movement and award-winning author of *The Tribe* (Giramondo, 2014) and *The Lebs* (Hachette, 2018).

Small Press Network Chair **Michael Webster** has over 40 years' experience in publishing and academia, including board membership of the Australian Publishers Association, the Australian Booksellers Association, Copyright Agency and the Literature Board of the Australia Council. An Adjunct Professor at RMIT University's School of Media and Communication, he researches and lectures on book sales trends and remains a consultant to Nielsen Bookscan, which he introduced to the Australian and New Zealand book trades. A recipient of George Robertson Award for services to the book industry, Michael is currently Chair of Melbourne Writers Festival, and serves on the boards of RMIT Training (a business of the university) and Liberty Victoria.

Millicent Weber is a Lecturer in English at the Australian National University. She researches the intersections between live and digital literary culture and is the author of *Literary Festivals and Contemporary Book Culture*, published by Palgrave Macmillan in 2018.

Dr **Nathan Hollier** is Director of Monash University Publishing, sits on the board of the OL Society, publishers of *Overland*, is a past editor of that magazine (2002–7), a member of the Scholarly and Journals Committee of the Australian Publishers Association, and was a founding member and Chair of the Small Press Network.

Nicholas Pullen is a partner at HWL Ebsworth Lawyers.

Nicola Evans is the Head of the Copyright Agency's Cultural Fund. She has worked in the literature sector for over twenty-five years, as an editor; as Program Manager for the Literature Board of the Australia Council, and as Program and Communications Manager for the Australian Publishers Association.

Nuraini Juliastuti is a researcher and co-founder of Kunci Cultural Studies Centre in Yogyakarta. She is also co-founder of Reading Sideways Press, a Melbourne-based independent publisher of books on art, literature, and sport. RSP was founded by Nuraini and Andy Fuller in 2018.

Olivia Fleetwood is the Marketing Manager for Hardie Grant Books and Hardie Grant Travel, working across a diverse list of non-fiction books. She began her career as a bookseller at My Bookshop by Corrie Perkin and has also previously worked as a publicist at Hardie Grant, and in marketing for audiobook publisher, Bolinda.

Patricia Genat has 20 years' management experience

within the Australian and New Zealand book industry including publishing, distribution, on-line services and printing. Her wide experience is built on a solid business and educational base, including a Master in Business, and a Graduate Diploma in Information Studies. She is Director of ALS Library Services and works closely with her staff and with an eye always on the future trends in the bookselling, publishing and library industries. Patricia is currently privileged to sit on the Board of the Australian Booksellers Association and the Indigenous Literacy Foundation.

Dr **Per Henningsgaard** is a lecturer in professional writing and publishing at Curtin University. Prior to arriving in Perth, he was the director of the master's degree in book publishing at Portland State University in Portland, Oregon. He recently authored a book chapter titled 'Types of Publishing Houses' to be included in the forthcoming *Companion to Publishing and Literature*. His research interests include editing and publishing, especially by independent publishers outside London and New York City, even though he used to work for a multinational, educational publisher in New York City.

Pooja Desai is the Design Manager at Hardie Grant Egmont. She has worked in publishing for six years and loves creating beautiful, engaging books for children, such as this year's ABDA award-winning *Tales From A Tall Forest* by Shaun Micallef. In her spare time she works on brand strategy and design with not-for-profit groups Road to Refuge, Footscray Community Arts Centre and ShareGift Australia.

Rachael McDiarmid has been in the book

industry for over 28 years in a variety of product, sales, marketing and senior management roles. She has spent time on both sides of the fence, in academic and scholarly publishing (Maxwell Macmillan, Pearson, Bloomsbury Academic) and in library supply as publisher relations manager for James Bennett, working with print, digital and multimedia supply chains as well as heading up their distribution business, Inbooks and working globally with owners Blackwell Book Services (until December 2009) and Baker & Taylor/YBP (post December 2009). Rachael now runs RM Marketing Services, which provides outsourcing solutions for publishers, predominantly in sales and marketing, as well as consulting services for publishers, small and large, local and international. She has decades of experience working in publishing, distribution, new title and bibliographic workflows, channel sales (library, retail, B2C, B2B), marketing and selling print and digital products. Through her business she is also the ANZ contact for publishers for Ebook Central, formerly the library platforms EBL, ebrary, and MyLibrary, which are now part of Proquest.

Rachel Bin Salleh is a Nimunburr and Yawuru woman from the Dampier Peninsula in the Kimberley of Western Australia. She grew up in the pearling town of Broome, in a Muslim-Catholic household, and took up an editorial internship at Magabala Books in 1993. Rachel has worked with Indigenous writers, storytellers, poets, yarners, songwriters, playwrights, performers and illustrators from across Australia. She is an experienced editor and has worked in various roles including Sales and Administration Manager, Marketing

and Production Co-ordinator, part-time bookseller, manager of a remote construction company and has previously been a director of Magabala Books. Rachel is passionate about publishing First Nations creators on a national and international literary stage.

Dr Rebecca Giblin is an ARC Future Fellow and Associate Professor within Monash University's Law Faculty working at the intersection of law and literary culture. Her written work includes the books *Code Wars* (Edward Elgar, 2011) and *What if we could reimagine copyright?* (with Kim Weatherall and others, ANU Press, 2017). She has held visiting appointments at Columbia, Berkeley and Sciences-Po (Paris) and addressed academic, NGO and industry audiences across five continents. She is currently leading research to investigate what copyright law could look like if it actually took authors' interests seriously (authorsinterest.org; @authorsinterest), and to understand the legal and social impacts of ebook lending in public libraries around the world (elendingproject.org; @elendingproject).

Rebecca Lim is a Melbourne-based writer and illustrator and the author of eighteen books, including *The Astrologer's Daughter* (A *Kirkus* Best Book of 2015 and CBCA Notable Book for Older Readers) and the bestselling 'Mercy' series. Her work has been shortlisted for the Prime Minister's Literary Award, INDIEFAB Book of the Year Award, Aurealis Award and Davitt Award, and longlisted for the Gold Inky Award and the David Gemmell Legend Award. Her novels have been translated into German, French, Turkish, Portuguese and Polish. She is a co-founder of the

Voices from the Intersection initiative and a co-editor, with Ambelin Kwaymullina, of *Meet Me at the Intersection*, a groundbreaking anthology of YA #OwnVoice memoir, poetry and fiction.

Regine Abos is an award-winning book designer and founder of Studio Regina, a design consultancy based in Melbourne with a focus on publication design, branding, image-making and art direction. Her passion and expertise lie in book design, having worked extensively with publishers such as OUP, Macmillan, Black Dog Books (an imprint of Walker Books) and UNICEF. She also regularly lectures at RMIT and Billy Blue College of Design.

Robert Watkins is Head of Literary and Head of Illustrated at Hachette Australia and has worked in books for over 20 years including stints in sales, marketing & publicity. He's published fiction and non-fiction award winners and bestsellers including Sarah Schmidt's *See What I Have Done*, Maxine Beneba Clarke's *Foreign Soil* and *The Hate Race*, Michael Mohammed Ahmad's *The Lebs*, and Steven Amsterdam's *The Easy Way Out* alongside many others.

Rosanna Arciuli is Manager, Member Communications and Stakeholder Engagement at Copyright Agency. Rosanna has worked in various roles at Copyright Agency since 2006.

Rose Michael is a lecturer in the Masters of Writing and Publishing program at RMIT. She was previously commissioning editor at Hardie Grant Books and co-founded Arcade Publications in 2007. She has been published in *Griffith Review*, *Best Australian Stories*, *Island*, *Cultural Studies Review*, *Review of Australian Fiction*, *Sydney Review of Books*, *Meanjin* and *Overland*. Her first novel, *The Asking Game*, was a runner-up for the Vogel and received an Aurealis honourable mention. Her second, *The Art of Navigation*, is out now.

Sam Cooney runs the literary organisation TLB, which includes the independent book press Brow Books and quarterly literary magazine *The Lifted Brow*. He is publisher-in-residence at RMIT, teaches sessionally at various universities, and is a freelance writer and literary critic. In 2017 he took part in the Australia Council's 'Future Leaders' professional development program, earlier this year he was a part of the Australia Council publishing delegation tour of India, and he recently undertook funded trips to the United States and the UK to research not-for-profit trade publishing.

Shalini Kunahlan is Marketing Manager at Melbourne-based independent Text Publishing. She has worked in publishing for over a decade – her interests include digital marketing and bettering diversity outcomes within publishing. She is the inaugural winner of the ABIA Rising Star Award (2018).

Shaun Larkin is a Senior Arts Officer at Creative Victoria, where he works to deliver a number of funding programs for independent artists and small arts organisations, including the VicArts Grants program and the newly developed Creators Fund initiative.

Sophie Black is Head of Publishing at the Wheeler Centre where she has worked on projects such as the new national writers scheme The Next Chapter, The Messenger podcast (Grand Trophy and two Gold Medals, New York Festivals Radio Awards 2017; UNAA Media Award for Best Radio Documentary; Walkley Award for Radio/Audio Feature; Australian Human Rights Commission Media Award) and the ABC Radio National program Talkfest. Previously she was Editor in Chief at Private Media, where she headed up titles such as *Crikey*, *Women's Agenda*, *Daily Review* and *SmartCompany*. In 2013 she delivered the Adelaide Festival of Ideas as Director. She sits on the advisory board for Melbourne University's Centre for Advancing Journalism and the human rights publication *Right Now*. Sophie is the former editor of *Crikey* and regularly appears on ABC local radio and television, most recently as a regular panellist on ABC TV's *Screen Time*.

Sophie Masson is the award-winning and internationally-published author of over sixty books for children, young adults and adults. Sophie is a founding partner and co-director of Christmas Press, an acclaimed publisher founded in 2013, producing children's picture books and children's and YA fiction in several imprints. Sophie has served on the Board of the Australian Society of Authors, the Literature Board, and the Book Industry Collaborative

Council, and is currently Chair of the New England Writers' Centre. A regional NSW resident, she is currently undertaking a PHD at the University of New England. She has been on the SPN Board since 2015 and brings her extensive experience across several sectors of the industry to discussions. Her research piece, 'Going over to the other side: the new breed of author-publishers', initially presented as a paper at the 2016 Conference, has appeared as a book chapter in *Publishing Means Business* (Monash University Publishing, 2017), and another research piece, 'Crowdfunding and small publishers', will appear in a forthcoming Monash University Publishing book.

Stephanie Siriwane works across editorial and rights at Scribe Publications and Scribble Kids' Books.

Dr **Sybil Nolan** is the coordinator and one of the founders of Grattan Street Press, the teaching press at University of Melbourne. She is a lecturer in publishing studies, and the program coordinator of the Master of Publishing and Communications.

Tash Besliev has worked in publishing for over 15 years across small, medium and large houses, independently owned, foreign owned and joint venture ownership businesses. She's worked across most functions of the publishing pipeline, but specialised in marketing, sales, children's publishing and brand licensing. Over an eight-year period she went from marketing coordinator to managing director of Hardie Grant Egmont, where she led the marketing and sales effort that created the best-selling junior fiction series 'Billie B Brown', 'Hey Jack!', 'Go Girl!' and 'Zac Power'. In her last role, she was CEO of

Bonnier Publishing Australia where she led the successful marketing and sales strategy for 2018's best-selling adult fiction title, *The Tattooist of Auschwitz*. Today she is Commercial Director of Five Mile, where she works closely with her longstanding partners including ABC Kids, The Wiggles, Sally Rippin and Trace Moroney.

Tim Coronel is the general manager of the Small Press Network. He has been involved in the book industry for 30 years – variously as a bookseller; a journalist and commentator on the book trade; a writer, editor and publisher of books, magazines and online content; and as a publishing consultant. He is a sessional lecturer and subject co-ordinator in the University of Melbourne's school of culture and communications. He was the co-ordinator of the Independent Publishing Conference for the Small Press Network in 2013 and 2014.

Tim White is the co-owner of Books for Cooks, a specialist culinary bookstore selling new, old and antiquarian books on wine and food right in the heart of Melbourne. Over the past 18 years, Books for Cooks has run hundreds

of offsite pop-up event bookstores and book events, been the official bookseller for the Melbourne Food & Wine Festival 2008–2015; and held hundreds of in-store and offsite author events. Tim is responsible for the social media marketing and programming of events at Books for Cooks. Tim is also a longstanding member of the ABA board.

Tracy O’Shaughnessy is a trade book publisher with over twenty years’ experience. Throughout her diverse career she has worked at a number of Australia’s leading publishing houses, including Hardie Grant Books, Melbourne University Press as the Miegunyah Publisher, and Allen & Unwin. She is currently Program Director of RMIT University’s Master of Writing and Publishing and publisher of the student-led Bowen Street Press.

Wenona Byrne is the Arts Practice Director, Literature, at the Australia Council for the Arts. In that role Wenona advocates for writers and literary organisations to develop projects that benefit the sector including Council’s peer-assessed grants program. Prior to joining the Australia Council Wenona worked in publishing for 11 years, nine years as Rights Manager with independent publisher Allen & Unwin, working closely with Australian authors and agents to pitch titles to international publishers in North America, UK, Europe and Asia.

Yvette Henry Holt is a national multi-award winning poet, academic, comedienne and Chairperson of FNAWN (First Nations Australia Writers Network) whose works have been widely published and anthologised, both in print and online. Yvette’s debut collection of poetry titled

anonymous premonition (UQP 2008) has been awarded the David Unaipon Award (2005), Victorian Premier’s Literary Prize for Indigenous Writing (2008), Scanlon Poetry Prize 2008, and Kate Challis RAKA Award (2010).

Zoe Dattner is a publisher at Private Media where she leads their flagship business publication, *SmartCompany*. Previously, Zoe spent 15 years in the book trade, as co-founder of Sleepers Publishing and founding member of the Small Press Network, where she was general manager for five years.

Glossary

Commonly used acronyms and terms of the book industry

AB&P

Australian Bookseller & Publisher. See B+P.

ABA

Australian Booksellers Association.

ACBA

Australian Campus Booksellers Association.

Advance

A payment to an author by a publisher against which future royalty earnings are offset.

Agent

A person or organisation commissioned by a publisher or distributor to sell books to retail outlets. May also be a person or organisation who represents the 'interests of an author' to a publisher.

Agency model

Where the publisher set the selling price of its eBook to the eRetailer and the eRetailer agrees not to discount the book.

ALIA

Australian Library and Information Association.

AMCOS

See APRA/AMCOS

APA

Australian Publishers Association (formerly the ABPA, Australian Book Publishers Association).

APRA/AMCOS

APRA: Australian Performing Rights Association.
AMCOS: Australasian Mechanical Copyright Owners Society.

Archival paper

Specialised paper designed to last without

deteriorating.

ARP

Australian Recommended Price (also see RRP).

Artwork

Graphic or text material prepared for reproduction.

ASA

Australian Society of Authors.

Asana

Asana is the leading project management software for large and small organisations.

Assignment (of copyright)

The transfer or sale of the ownership of copyright in a work from the creator to another party.

Auction

Where a manuscript is submitted by an agent to a number of publishers for the highest price or best offer.

AUSBIP

Australian Books in Print.

Australian Title

A book that is listed or will be listed in the Australian National Bibliography and which has an ISBN. May be a local printing of a major title or a local adaptation of an overseas title.

B+P

Books + Publishing. Quarterly book industry magazine established in 1921 (see AB&P).

Backlist

Titles which have been available on the market for a significant period of time. See Frontlist and Midlist.

Barcode

A scannable code which provides information on a particular title. Includes a graphic representation of the ISBN. Also see EAN.

Barcode Solutions

Supplier of bookshop stock and sales management software in Australia and New Zealand.

Basecamp

Publishing software that combines all business operations in one place.

Berne Convention

The international agreement made in 1886 to protect Literary and Artistic content.

Bestseller

A title that is included on top-selling lists based on sales figures and industry statistics.

Bibliocloud

Bibliocloud is a general management and royalty system for large and small publishers.

BIC/BASIC

A set of basic Book Industry Communication classifications and standards.

Bleed

A term used for an illustration or image which extends beyond the trimmed page.

Blue Newsletter/Blue News

See WBN.

Blurb

Publisher's description of a book, usually printed on the cover or jacket of a book.

Bookbub

A book marketing and discovery platform that promotes limited time discounts for eBooks.

Book clubs

Mail order operations through which selected books are sold direct to the public, eg. Scholastic Book Club.

Book Council of Australia

Announced by the Prime Minister in December 2014 as the peak advocacy body for publishers and writers. Scrapped in 2015.

BookData

Properly Nielsen BookData Online. Supplier of global bibliographic information to the Australian book trade, especially Nielsen BookScan. Competitor to Bowker's Books in Print.

Book fairs

Exhibitions and conventions used by publishers as locations for meetings and business dealings. The most important international book fairs are Frankfurt and London, Bologna children's book fair and the American Booksellers Association (ABA)'s BookExpo.

Books in Print

Properly Bowker's Books in Print, the global database of over 20 million titles, including all Australian and New Zealand (in print, out of print, forthcoming, etc.), including books, eBooks, audio books, and multimedia.

BookNet

Inventory management software from UniLink Data Systems.

Bookseller, The

The *Bookseller* is the weekly business magazine of the UK and international book industries.

BookScan

Properly Nielsen BookScan. The book sales monitoring and

measurement system used as the basis of most bestseller lists in Australia, as well as industry analysis. Previously BookTrack.

Book tokens

Gift vouchers with monetary values redeemable at bookshops.

BookTrack

See BookScan.

book2look

Online marketing tool for publishers and booksellers.

Camera-ready artwork (CRA)

A printing industry term for camera-ready artwork in digital form.

Camera-ready copy (CRC)

The text of a title supplied to a printer for reproduction and printing.

Capital expenditure

Outlays on capital equipment included all costs capitalised in the account books of a business.

Chains

One of the three general market retail channels in the Australian book trade, joining Independents and DDS (Department and Discount Stores). Chains include Dymocks, QBD, Harry Hartog, etc., as well as online stores such as Booktopia.

CiP

See Pre-publication Data Service.

Citation

Acknowledgement or reference to ideas, facts or opinions from another publication.

Consignment

Books sold on consignment are paid for as they are resold rather than being invoiced to the customer.

Commissioning editor

A person employed in a publishing house to seek out authors to write particular books

for publication; sometimes referred to as an acquiring or acquisitions editor.

Copyediting

Checking a manuscript for grammar, spelling and typographical errors, and inconsistencies in style. This process often follows a structural or developmental edit.

Copyright Agency Limited (CAL)

Properly the Copyright Agency. By appointment of the Australian Government, the Copyright Agency collects fees and distributes royalties to creator members for the reuse of text and images. It manages licenses in education, government, and commercial areas, and also manages the Resale Royalty scheme for artists, and the special provisions for institutions assisting people with print. Distributes over \$100 million a year to copyright owners.

Counterpack

A presentation pack placed on or beside a bookshop counter to encourage impulse purchases.

Creative Commons (CC)

An international non-profit organisation that provides free licences and tools that copyright owners can use to allow others to legally share, reuse and remix their material.

CrossRef

CrossRef is a not-for-profit independent membership association founded by publishers with a mandate to connect users to primary research content. It's also the official Digital Object Identifier link registration agency for scholarly and professional publications.

DataPage

Datapage is an extension of the APA's TitlePage service.

DDS

Department and Discount Stores. Includes Kmart, Target, Big W, Myer, David Jones, etc.

Discount

A percentage of the recommended retail price

of a book subtracted by the publisher when supplying the book to a retailer.

Distributor

Company that supplies other publishers' books to retailers, either nationally or at state level.

Distribution Centre

Location where orders from booksellers are received and processed and where books from publishers are stored and dispatched.

DOI

Digital Object Identifier. A digital identifier of objects which is often described as the ISBN for digital content.

DRM

Digital Rights Management. Developed for piracy prevention and now controls viewing, copying and printing of material.

Dumpbin

A presentation stand, usually containing 20–40 copies of a book, used for point of sale merchandising in bookshops.

EAN/UPC

European Article Number/Universal Product Code (see also ISBN).

Easy royalties

Royalty accounting software.

eBook

Electronic book. A book-length publication in digital form, consisting of text, images, or both.

EDI

Electronic Data Interchange.

Edit-EUR

The trade standards body for the global book, eBook and serials supply chains.

Electronic Ink (also called e-paper/ iINK)

Electronic ink allows changeable text and image displays. Used for applications such as eBooks.

ELR

Educational Lending Right (see PLR).

EPOS

Electronic Point of Sale.

ePUB

E-book file format. Although one of a number of formats/standards, ePub is increasingly being accepted as the industry standard for eBook production.

eReaders

Any device on which eBooks can be read, including dedicated readers (Kobo, Kindle etc), tablets (iPad), smartphones, notebooks, laptops.

eRetailers

Refers to local and overseas resellers who sell eBooks online. Includes some brick-and-mortar local booksellers, international companies with Australian offices (eg Kobo, Google), global companies (Amazon, Apple).

Firm sale

Books supplied by publisher that may not be returned unsold by booksellers.

FOB

Freight on Board. Used with overseas sales when the seller (the Australian publisher) pays the freight for the books to go to the overseas publisher's/bookseller's shippers in Australia, then the buyer (the overseas publisher or bookseller) pays the rest of the cost (freight, insurances, etc.) to get the books to their door. Also referred to as Free on Board.

Folio

Page number:

Formats

Book sizes. Usually expressed in depth then width.

Frontlist

New books, or books that are less than 12 months old (see Backlist and Midlist).

Full-colour

Printing using the four-colour process.

Global Books in Print

See Books in Print.

Google settlement

Google, without the permission of copyright owners, was scanning in-copyright books and other material held in the USA and was displaying excerpts without permission. Authors and publishers filed a class suit in the USA to stop the practice. The 'Google settlement' allows Google to continue the practice with works published before 5 January 2009 but allows copyright owners to 'opt out'.

Hard copy

A printed version of a manuscript or other text.

HTML

HyperText Markup Language.

HTTP

Hypertext Transfer Protocol.

Imprint

The name of the publisher under which a title is issued, or the term which represents a publishing brand rather than a publishing company in its own right. Also used to refer to the printer's name and address which by law must appear in all printed books.

Imprint page

Usually the reverse page of a book's title page. Carries information such as CIP data, including the book's ISBN, copyright notice, publication date, as well as information about the publisher and printer.

Incopy

Properly Adobe InCopy, it allows writers and editors to style text, track changes and make simple layout modifications to a document.

INCOTERMS 2000

The international rules for the interpretation of the most commonly used terms in foreign trade. States the points at which risk and responsibility change between parties.

INDECS

Interoperability of Data for Electronic Commerce Systems. A standards infrastructure for e-commerce.

Indent

To import for sale a legal edition of a book from a source other than the Australian copyright holder.

Indies (Independents)

Usually applied to privately owned bookshops with fewer than five stores operating in fewer than three states/territories eg Readings, Mary Ryan.

IngramSpark

IngramSpark is specifically designed for small publishers/indie-authors. Titles can be printed on demand – one at a time or as many as required and at a number of different sites throughout the world, depending where stock is required.

IPC

Independent Publishing Conference. The only publishing conference held in Australia. Organised by the Small Press Network and held annually in November.

ISBN

International Standard Book Number.

ISSN

International Standard Serial Number.

Issuu

A digital publishing platform that allows publishers to create and sell professional looking eBooks and other publications around the world.

Inventory

The total stock in trade of a bookseller or publisher.

Large print

Editions of existing titles redesigned for reading by those with impaired vision.

Leading Edge

Properly Leading Edge Group. A buying and marketing group that includes over 100 independent booksellers.

Legacy publishers

A term used to describe traditional publishers, usually within the eBook debate.

Legal Deposit

Statutory provision to ensure that a copy of all publications in Australia is lodged with the National Library of Australia and other statutory deposit libraries (most often state libraries).

Licence (exclusive/non-exclusive licence)

The right to use a creator's work in specific and defined ways, on an exclusive or non-exclusive basis, for a period of time, usually the life of copyright. Unlike assignment, ownership of the work does not pass.

Literary/Business agent

This refers to a person or company who looks after the interests of author clients and manages the exploitation of rights in an author's work.

Manuscript/MS

The handwritten/typed/word processed copy of a book.

Market

The potential readership for a title and/or the territories of the world in which a title may be contractually sold.

Mass market/mass market paperbacks

Sales channels that extend beyond traditional trade outlets to include newsstands, discount stores and supermarkets. Mass market paperback covers are designed to attract a mass audience, and the books are usually printed on less expensive paper than trade paperbacks.

Metadata

The electronic bibliographic information about content, such as author, title, ISBN, publisher, publication date, description. Used to display content on search engines and other digital media.

Midlist

Titles that are financially viable but are unlikely to sell in very large quantities. Most books published in Australia are midlist (see Backlist and Frontlist).

Moral Rights

A creator's right to have their work attributed to them, and the right to protect the work from alteration.

NetGalley

NetGalley is a website where book reviewers, booksellers, librarians, etc., can access books for review before they are published, in e-galley or digital galley form.

NLA

National Library of Australia.

New edition

This can be a reprint of an existing title, or a republication of a title which has been out of print for a substantial period.

Newslink

Major bookselling newsagent chain (owned by Hachette).

NLA

National Library of Australia.

ONIX

Online Information Exchange. A

book industry-specific XML format for metadata.

Open Access

Resources that are openly available to users with no requirements for authentication or payment.

Operating profit before tax

Total income plus closing stock, minus total costs and opening stocks.

Packager

Third party company that creates and originates, sometimes manufactures, books for publishers.

Pacstream

With Pacstream software, retailers can send orders electronically to their suppliers and receive back acknowledgements and invoices.

Page proof

Proof of the made-up pages in a book. A page proof is often used not only to check accuracy of typesetting but also as an advance promotional tool.

pBooks

Printed books, as distinct from electronic books (see eBooks).

PDF

Portable Document Format.

Peer Review

Assessment of material submitted for publication (usually in a journal) by an editor and one or more experts who are professional peers of the author.

Plagiarism

Copying other peoples' ideas and work without acknowledgement.

PLR

Public Lending Right.

POD

Print on Demand.

Publishing Perspectives

A free, emailed newsletter with news and

commentary on all aspects of the book industry throughout the world. Published daily from New York.

Publishers Weekly

Commonly known as PW, *Publishers Weekly* is a weekly news magazine focused on the US and international book publishing business.

Prepublication Data Service

Formerly Cataloguing in Publication (CiP).

Profit margin

Operating profit before tax as a percentage of total turnover.

Pressbooks

Simple software that lets authors and small publishers create print-ready PDFs and eBook formats.

Recto

A right hand page of an open book, or the front of a loose document (see Verso).

Referencing

The practice of acknowledging sources of information and ideas used in a publication (see Plagiarism).

Reprint

A second or subsequent printing of a title with no/minimal alteration to the text and or artwork (also see New Edition).

Resale Royalty

The scheme, also called a *droit de suite*, which entitles the artist to a royalty payment when a work of art he or she has created is resold.

Returns

Unsold books returned to the publisher or distributor.

Re-exports

Exports from Australia of books originally imported into Australia by an Australian publisher.

Rights

The permission to use an author's work in different ways, such as the right to sell it in foreign countries, to publish all/part in magazines, to broadcast etc.

Royalty

Payment due to a copyright owner for the exploitation of a copyright work (see advances).

RRP

Recommended Retail Price. Sometimes ARP (Australian Retail Price).

SAN

Standard Address Number. The unique seven-digit identifier used to signify a specific address of an organisation in (or served by) the publishing industry.

SOR

Sale or Return.

SPUNC

Small Press Underground Networking Community (see SPN).

SPN

Small Press Network (formerly Small Press Underground Networking Community). Membership organisation dedicated to advancing the interests of new independent publishers in Australia (see APA).

SRDP

Short Run Digital Printing.

STM

Stands for the Scientific, Technical and Medical publishing sector. It is also the name of an international organisation based in the Netherlands which represents the interests of STM publishers.

Stocks – opening/closing

Stocks of material and of finished goods and work-in-progress at the beginning and end of a period covered.

Submittable

Cloud based system for writers and publishers to

send/receive submissions and track progress.

Subscription

The process whereby a title is sold to booksellers in advance of publication. Also pre-purchase of a number of issues of a journal or magazine.

Sunset clauses

Clauses in publishing contracts that can be revisited as mutually agreed times. Applies in particular but not exclusively to electronic (eBook) rights.

Supplier

Somebody who supplies books to retail outlets. May be a publisher or distributor.

Terms of trade

The terms, including discount and returns policy, under which a publisher or distributor supplies books to retail outlets.

Theme

A development of the Onix system of subject classification.

30/90-day rule

The Copyright Act's parallel importation provisions that mean any book first published overseas after 23 December 1991 must be published in Australia within 30 days of its overseas publication date or the copyright owner 'forfeits the right to control importation permanently'.

Thorpe-Bowker Identifier Services

Publisher and provider of

key data and information for the book industry, including being the Australian ISBN Agency. Thorpe-Bowker is an affiliate of ProQuest Group.

Title Page

The Australian Publishers Association's online stock confirmation and ordering system.

Total operating costs

Sum of all costs items, ie wages and salaries paid to own employees, royalties and fees paid, costs of printing, landed costs of books imported, advertising and promotional costs, distribution and other marketing costs and 'other' costs.

Total turnover

Sum of all turnover items, ie sales of books, sales of other products, receipts from royalties, sale of rights, government grants, PLR, Copyright Agency income, etc.

Typeface

The design of the individual characters making up the text of a book.

UniLink

UniLink Data Systems is a systems developer that provides the BookNet bookshop inventory management systems used by campus and independent booksellers.

Verso

A left-hand page of an open book, or the back of a loose document (see Recto).

Viscopy

The not-for-profit artwork rights management organisation representing Australian and NZ artists and thousands of overseas visual artists. Now merged with Copyright Agency.

Woodfree

Paper made from chemically treated woodpulp and used for good quality book production.

Versioning

Multiple versions of content. It may involve publishing an existing work in a different format, or reconfiguring existing content to produce a new work.

WBN

Weekly Book Newsletter. Properly *Books+Publishing's Weekly Book Newsletter*.

Wholesale Model

Where publishers set the recommended retail price of their books (e or eBooks), the retailer is given a discount off the recommended selling price and the retailer can choose the price they charge customers.

XML

Extensible Markup Language. A general-purpose markup language.

Member Benefits

SPN is always on the lookout for businesses and organisations to partner with to offer our members benefits and discounts to important services that will help businesses. Here are some of the benefits on offer:

- NetGalley: discounted access to upload your titles onto the global online book review service
- Books+Publishing: discounted subscriptions and advertising
- Ingram Spark: discount offers with the global print-on-demand provider and book distributor
- Nielsen: discounts on the Book2Look online marketing suite and BookScan sales reports
- ABA Australia Post: access discounted postage via SPN's associate membership of the Australian Booksellers Association
- ASA Model Publishing Agreement: use the industry-standard contract template to simplify and professionalise relationships with your authors (full members only)
- Free entry for up to five titles to the Victorian Premier's Literary Awards (full members only)
- Closed Facebook group for confidential peer advice and discussions
- Christmas catalogue: get your titles in front of booksellers and library suppliers around the country

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