

Book Industry Strategy Group

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TERMS OF REFERENCE

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Background

The Minister for Innovation, Industry, Science and Research, Senator Kim Carr, is establishing a Book Industry Strategy Group to provide advice on the future development of the industry in the face of emerging digital technologies.

While the book industry will continue to produce printed books for a long time to come, we can expect books delivered on new digital platforms to command a growing share of the market. Digital technologies are also changing the way printed books are produced and distributed. Although providing readers with more choice, these technologies raise a number of issues for the authors, publishers, printers and booksellers who form the book industry's traditional supply chain. The Book Industry Strategy Group will address these issues. It will examine how the Australian industry can prosper in the digital marketplace. It will also consider the immediate challenge of making the supply chain for printed books more efficient, and explore how the print and electronic supply chains might be integrated through the development of viable business models.

The group will engage with other advisory bodies, organisations and Australian Government agencies that have an interest in this issue.

Membership of the group will be limited to 14 industry representatives plus an independent chair. The group will, however, be free to invite others to contribute and share in its deliberations. The Group may involve stakeholders by calling for written submissions and conducting public consultations and workshops.

Aim

The aim of the Book Industry Strategy Group is to work with industry and government to develop a comprehensive strategy for securing Australia's place in the emerging digital book market, while making the Australian book industry more efficient and globally competitive.

Terms of reference

The Book Industry Strategy Group will deliver a report to the Minister that tells us:

1. What digital platforms for books are available in Australia, how they work, what features they offer, and how extensively they are used.
2. How fast the market for digital delivery of books will grow in Australia and internationally, what factors might slow or hasten that growth and what is the relative position of printed books.
3. The potential size and structure of the Australian digital and printed book markets, taking into account (a) demand from individuals, libraries, government agencies, and research, educational and cultural institutions; (b) the needs of the aged and people with disabilities; and (c) the needs of regional and remote communities.

4. How the supply chain for trade, educational, scholarly, scientific and technical books has been and will be affected by digital technologies, taking into account the impact on authors, publishers, printers, wholesalers, retailers and consumers.
5. Options for encouraging efficiencies in the supply chain for printed books, integrating it with digital delivery of books on a global scale, and increasing the overall competitiveness of the Australian book industry.
6. (a) How business models are likely to change in the digital environment; (b) how this is likely to affect business models for printed books; and (c) what can be done to facilitate these changes.
7. Opportunities for the Australian book industry to participate more actively in the global marketplace for printed and digital books over the next decade, including by creating, adopting, and using new technologies.
8. How existing Commonwealth programs and activities can be refocused to support the industry's adaptation to new technologies.

Time

The Book Industry Strategy Group has twelve months from the time of appointment to complete its tasks.

Resources

The Department of Innovation, Industry, Science and Research will provide secretariat support and the group may approach Enterprise Connect for help with projects that address its terms of reference. It is expected that other Australian Government agencies will provide input to its tasks as appropriate.

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