

Proposal for:

John Readings National Booksellers Conference and Fair

CASE STUDY



The College for
Adult Learning

Table of Contents

Introduction.....	3
About the National Booksellers Conference and Fair.....	5
Potential Attendees.....	5
Registration and Tickets.....	6
Sponsorships and Sponsorship Opportunities.....	6
Conference Component.....	8
Keynote and Guest Speakers	9
Venue Requirements.....	10
Additional notes	10
Proposed Sessions	13
Fair Component.....	19
What happens at a book fair?.....	19
Potential Exhibitors	21
Exhibitor Options	22
Marketing Opportunities	25

Introduction

To date, John Readings has been a very successful retailer, but largely only in Australia and New Zealand.

The new five-year strategic plan (which you can review in more detail by downloading the JR Expansion Strategy) anticipates expansion in three new business directions:

1. Store market expansion into Asia, specifically Japan, China, Malaysia, Thailand and Indonesia,
2. Online market expansion globally (commencing with Asia Pacific and growing from there to South American and Russia),
3. Take-over of two primary market competitors in Australia (with the aim of increasing store numbers by one third and revenue by 22.6%).

For the past seven years, John Readings has successfully hosted a number of small book fairs in a variety of local communities throughout Australia. Management has decided that, as part of their strategic plan for store market expansion, they will be hosting a National Booksellers' Conference and Fair.

To facilitate the new national conference and book fair, the company has formed a steering committee comprising the

Chairperson	John Readings CEO
Secretary/Acting Treasurer	
Honorary members	Sponsor representative
Other members	Senior manager from: Marketing and promotions, finance, and online divisions
Conference Coordinator	

About the National Booksellers Conference and Fair

The space and place of the humble bookshop has shifted dramatically over the past fifty years. The traditional physical space of the individuals, chains, market-stalls and superstores now create a common place with virtual stores, eReaders and tablets. This is largely due to digital technologies that have removed problems of distribution and access as well as fundamentally called into question what it is that is being bought and sold and who owns that item being exchanged.

Potential Attendees

International	International guests should be sourced and invited from the publishing industries within Japan, China, Malaysia, Thailand and Indonesia, as part of the store market expansion plan into Asia	20
Federal/State/Local Government Representative/s	Federal, state and local government VIPs should include representatives in the areas of education and small business	12
Sponsors/Partners	VIP representatives should also be sourced from John Readings' major sponsors and partners	10
Delegates	Should include anyone who is involved with the creation, distribution, sale or treatment of content, including authors, talent scouts, editors, designers, eCommerce/eBooks digital gurus	Up to 1,500 over three conference days
General Public	Exhibition/fair only	Up to 3000 Over two days

Registration and Tickets

- VIP, international guests, and keynote speakers will be sourced, invited, and registered by the conference coordinator,
- Delegates will require registering for the conference component, and any additional sessions that include a fee. Registration will provide free access to the fair component,
- General public. Entry tickets to the exhibition/fair will be available via the conference, the website (for online purchases) and at the venue @ \$12.50 per person. Pre- and group bookings of 10 or more will be charged at \$10.00.

Sponsorships and Sponsorship Opportunities

This conference is currently jointly sponsored and organised by John Readings and the Australian Booksellers Association, with a total budget of \$75,000. This may not be sufficient to cover the costs of the conference/fair, so the conference coordinator should endeavour to source further sponsorships where possible.

Sponsorship opportunities include:

	Item	Detail	Number Offered	Value
1	Show Sponsorship – Level C <ul style="list-style-type: none"> • Show tickets. 	Logo on show ticket	1 only	\$250
2	Show Sponsorship – Level A <ul style="list-style-type: none"> • Cafe table, 		1 of each	\$500 Art work to be provided

	<ul style="list-style-type: none"> • Toilet mirrors, • Foyer banners. 			
3	<p>Show Sponsorship – Level B</p> <ul style="list-style-type: none"> • Lanyards, • T-shirts, • Outdoor directional banner. 		1 of each	\$2500
4	General Sponsorship	Logo on website sponsor page and newsletters, email footer.	3	\$250
5	Preferred Supplier	<p>When invoice is sent to new exhibitors:</p> <ul style="list-style-type: none"> • You will be mentioned as a preferred supplier, • Links will be placed in the email, • Links in newsletters and emails footer as preferred supplier, • Full Page articles on website as preferred Suppliers, • Reminders in newsletters. 		\$500

6	Conference Sponsorship <ul style="list-style-type: none"> • Getting published, • Bloggers, • Pitchfest Australia. 	<ul style="list-style-type: none"> • Logo display on website and event guide and all communication material, • In foyer of fair, • Conference rooms, • Listed as a preferred supplier (if applicable), • One full page on website, • Monthly article in newsletter. 	1 per Conference	\$2500 per conference
7	Brochure Display	Your brochures on a table within the foyer and show bags (3000)		\$100 in foyer only \$500 for foyer and show bag
8	Floor Decals – to booth	From foyer to your booth	1 only	\$500

Conference Component

From new booksellers to publishing veterans, the conference aims to bring together the world of independent booksellers, with a focus on how technology is changing the way the industry performs. The National Booksellers Conference and Fair will offer a variety of workshops, seminars, exhibitors and other programs, which bring new roundtables, advanced bookselling education, publishers, authors, networking, and special events, which are outlined in the draft proposed schedule.

It has been decided the theme for the conference will be: readers in a digital age.

The conference duration will be four days (Thursday through to Sunday). Conference days will be Thursday to Saturday. The fair will commence Saturday and end Sunday. Dates have yet to be decided. However, it is proposed that the event will occur early next year. Actual dates will be based on other conference/events of a similar nature scheduled around that time, as well as the availability of invited VIP and international guests.

Keynote and Guest Speakers

These will need to be sourced, based on theme and topics of the conference activities. See proposed program/sessions where speakers are required.

Venue Requirements

- The venue should have the capacity to run five consecutive sessions at any given time (seminars, workshops, technology, etc.) with a maximum of 120 capacity (seated) per session,
- Shuttle services from parking areas,
- Augmented parking facilities,
- Restaurants and snack bars,
- Central control room. To provide specific information and assistance to visitors regarding lost/found, products and services available at the event,
- Business information centre. A modern and electronic reference library with around 6000 publications, periodicals and directories needs to be operational within the venue. The centre will also have computerised trade information with a trade portal. Specialists, who can provide basic information on economy, exports, joint ventures, investment opportunities, custom procedures, government policies and status of various industries, need to man the centre,
- Special facilities for those with physical disabilities should be available at the conference.

Additional notes

The committee has agreed on the following for the inaugural National Booksellers' Conference and Fair. To be reviewed prior to the next one.

All the costs should be recouped through registrations or corporate sponsorship.

- The duration will be for four days,
- Plan for 270 delegates (12 international from various Asia/Pacific regions), VIPs, keynote speakers, who will require registration into the event programs,
- Speaker's fees and airfare will be covered by a grant from the association,
- International delegates' airfares will be paid for from the budget of the conference,

- Speaker's airfare is to be booked so they arrive one day before the conference and leave the day after the conference,
- Accommodation for delegates, VIPs and speakers will be paid for from the budget of the conference component,
- Local speakers will be paid for from the budget of the conference,
- You will report to a committee and are required to have the following tasks completed within the following time frame,
- You will need to organise a dinner for the first day and arrange for entertainment.

The committee have also determined the following constraints. Where an issue has not been addressed, it should be decided at the discretion of the conference coordinator.

- The main entrance (foyer) of the venue should contain the welcome desk, ask John Readings, and the consultation station, which should all be operating during the hours of the conference and Fair (8.00 am to 5.00 pm),
- Seminars should be organised to run for a maximum of three hours (including question/answer time). Registration fee: onsite attendance \$65 fee pp., webinar attendance \$22, all sessions to be recorded on video. Morning sessions should provide lunch, the cost of which should be added to the registration fee for onsite attendees,
- Education/lunch sessions should run from 8.30 am to 12.30 pm. Lunch to be provided onsite. No registration fees. Webinar attendance not applicable,
- Education workshops will run for a maximum of four hours (with a 15-min prep before and after each session). Registration: onsite attendance \$65 fee pp., webinar attendance \$22, all sessions to be recorded on video. Morning sessions should provide lunch, the cost of which should be added to the registration fee for onsite attendees,
- Technology session will run for a maximum of four hours each. It is recommended that the same room be used for both sessions, as this will cut down on set up and 'take down' time for each session. Registration: onsite attendance \$65 fee pp., webinar attendance not applicable,

- Idea exchange sessions should run for no more than four hours each session. Registration: onsite attendance \$45 fee pp., webinar attendance not applicable,
- Plan to run two debrief sessions (three hours each), to cater for numbers. No registration fees.

Proposed Sessions

The following proposed program/sessions require further assessment and action by the conference coordinator (CC). Refer to 'additional notes' for more information on how each session should be organised.

All Day (Foyer Area)
<ul style="list-style-type: none"> • Welcome desk arrivals/registration: located in the main foyer areas, with a minimum of four attendants available during peak registration times, and a minimum of two off peak. The desk should be open for the duration of each day of the conference and fair, • Ask John Readings: located in the main foyer areas, with a minimum of three representatives, from the organisation, available to answer any questions about John Readings and/or The National Booksellers Conference and Fair, • Consultation Station: the consultation station offers booksellers the opportunity to meet with representatives from John Readings' affiliated business solution partners, POS vendors, and other service providers. [The list of consultation station participants and contact information will need to be developed by the conference coordinator].
Seminars
<ul style="list-style-type: none"> • Seminar: Retail of the Future. Delivered by the keynote speaker. Discussion on innovative leadership, ranging from merging online and in-store operations and having staff use digital devices on the floor, to rethinking the company's operations and logistics. Includes a discussion on the future of bookselling, some of the highlights of recent changes in the industry, and the new emphasis on customer service, • Seminar: Introduction to Retail Bookselling. Aimed at anyone interested in opening a bookstore, covering the essentials of opening a new bookstore or buying an existing one. The workshop is open to conference members and employees of member stores. Limited to three booksellers per member company. Lunch included. Pre-registration required:

Onsite attendance \$119 fee pp., webinar attendance \$65, session to be recorded on video,

- **Seminar: Time Management for Small Stores.** Managing a small store can be overwhelming. Effective delegation and consistent employee training are challenges for owners with part-time staff and full-time business responsibilities. This session, led by a time-management expert familiar with small businesses, will offer tips and ideas for better managing daily operations,
- **Seminar: Converting Social Media to Sales.** Social media is here to stay, but no one platform is invincible. Algorithms can change overnight. For example, if Facebook disappeared tomorrow, your following would evaporate with it. Luckily, you are already investing in one online presence you do control: your website. This panel will review how to use social media to drive traffic to your website and e-newsletters – regardless of which social media platforms you prefer or how they can change – and how to leverage your social followings to meet your store's marketing goals,
- **Seminar: Bookstore Finance.** Pre-registration required, no fee. Lunch included. Open to registered booksellers, this 101-level seminar will cover the fundamentals of budgeting, understanding cash flow, business financing, bookkeeping, and financial statements. The workshop will include a segment focusing on strategies for achieving higher profits and improving cash flow. The program will conclude with an interactive group discussion, working through an example of how booksellers can use their store's financial information to make sound business decisions. The seminar will concentrate on bookstore finances as opposed to bookstore accounting, and though it will be helpful for attendees to be familiar with basic bookstore finances, deep financial experience is not required,
- **Seminar: The Lifecycle of the Book.** Every title on the bookstore shelf goes through a similar cycle: author; agent; editor; publisher investments including sales conference, budgeting, marketing, jacket design, and sales; bookstore buyer; and bookstore sales. This session will feature industry professionals discussing each aspect of the lifecycle of the book and will give attendees a larger perspective on their part in the process,
- **Seminar: Creating and Managing Your Store Brand.** Creating and committing to your brand reassures your customers, vendors, and others with whom your store does business.

It also sets you apart and provides distinction for your store in the local community and among your bookselling and publishing colleagues. An expert in store branding and an accomplished bookseller will review and discuss the finer points of creating and managing your store brand,

- **Seminar: Budgeting for Cash Flow.** Creating, managing, and regularly using a cash flow budget is your map to meeting financial goals and the key to survival for any business. Having a good cash flow budget is the difference between holding your breath during weekly payroll and knowing that not only is payroll not a problem, neither are your plans for a big event later in the month or the holiday bonuses you want to provide your staff. This session is an introduction, as well as a refresher, for this important topic,
- **Seminar: Bookselling 101: Working with Publisher Reps.** Creating and nurturing relationships with publisher representatives is key to building a thriving business. Panel members in this session will provide an overview of how publisher representatives work with independent bookstores and steps booksellers can take to capitalise on and grow these relationships.

Education and Lunch

- **Education and Lunch for Authors.** Developed for author guests at The National Booksellers Conference and Fair, this lunch panel features booksellers who have formulated best practices for working together to create events that benefit both stores and authors. This session will cover a number of issues, from author publicity to dealing with pre-event nerves. Lunch included. Pre-registration required: onsite attendance \$119 fee pp., webinar attendance \$65, session to be recorded on video,
- **Education and Lunch for VIP and International Guests.** Developed for VIP and international guests, this lunch panel features representatives from John Readings and its major sponsor and discusses opportunities for expansion into global markets. Lunch included. Pre-registration required: by invitation only, no fee. Session to be recorded on video.

Education Workshops

- **Education Workshop: Understanding and Fostering Your Store Culture.** Pre-registration required. What does your store culture say about your mission, your brand, and your business ideals? Do employees know why you started your store, and more importantly, do they care? Your store culture is an extension of your brand. Booksellers will be led through a series of exercises to help them better understand and foster store culture. Attending booksellers should be able to concisely explain their brand in order to fully utilise the information in this session,
- **Education Workshop: Leadership for Owners and Managers.** Full-day workshop will introduce principles and competencies for developing leadership skills in yourself and others. The program will help participants better understand the challenges facing their businesses and identify ways to make progress on these tough issues. Lunch included. Pre-registration required \$125 pp., webinar attendance \$65, session to be recorded on video.
- **Education Workshop: Managing Managers.** Pre-registration required, no fee. This session is open to John Readings member store owners and managers only. One of the most important hires for any retail operation is a manager. Whether for the entire store, a section, or a key function, managers take pressure off owners, allowing them to focus on big-picture business decisions, secure in the knowledge that day-to-day operations will continue successfully. In this session, owners will learn strategies for communicating, delegating, training, and thriving through skilfully empowering managers.

Technology

- **Technology: Google Analytics for E-Commerce.** This session will lead booksellers through the basics of Google Analytics to evaluate key metrics on who is visiting your website, what pages they are reading, how far they go into the site, where they drop off before buying, what you can do to prevent that, which channels drive the most traffic,

and how they work together. We will also walk through the basics of setting up conversion tracking and confirming Google Analytics is set up correctly,

- **Technology: Local Search Engine Optimisation.** Local search is an independent bookseller's friend. We will review the importance of local search in Google desktop and mobile results, as well as voice-command. We'll then go through the basics of setting up and optimising a bookseller's local search presence on Google My Business and related directories, and how to connect your Google My Business listing with your website. This session looks at the latest trends in local searches and mobile users, which is the largest group of people using mobile search.

Idea Exchange

- **Idea Exchange for Stores 1000 Square Feet and Under.** A roundtable for stores 1,000 square feet or under will provide an opportunity for owners and staff to discuss the specific needs of smaller stores, to brainstorm, and to share best practices,
- **Idea Exchange: Best Tech Ideas for Booksellers.** Have you found a tech tool that has saved you time, eliminated aggravations, or changed the way you approach a specific task? Are you interested in learning what other booksellers have discovered? This roundtable discussion will allow booksellers to share tech experiences and learn from each other.

Entertainment

- **Entertainment: Young Professionals After-Party.** Dinner included. A meet and greet for young professional in the book business, with opportunities to meet fellow industry professionals from across the country, make new friends and a great opportunity for fun and engaging conversations about bookselling and the industry.

Additional

- **Rep Picks Speed Dating Lunch.** Enjoy lunch with reps and learn about great upcoming titles from the publisher sponsors. Seats are assigned,
- **The National Booksellers Conference and Fair Debrief.** What did you learn at The National Booksellers Conference and Fair? Whom did you connect with? What session or topic gave you clarity and excited you about possibilities? This debrief is a chance to process your Conference and Fair experience and to plan for implementation in your store,
- **Closing Reception.** The National Booksellers Conference and Fair closes with one more party and lots more book signings! Enjoy a final drink and conversation with your colleagues while meeting more than a dozen authors published by The National Booksellers Conference and Fair's small and university press sponsors. Hors d'oeuvres and refreshments will be served.

Fair Component

What happens at a book fair?

A major function of professional books fairs is to be a **market place** for trade professionals. Book rights are bought and sold, and agents pitch new titles to publishers. Generally, the people selling book rights at book fairs are located either on publishers' stands or in a special rights centre, while the buyers move around the fair from meeting to meeting.

A book fair is also an **exhibition**. Publishing companies as well as firms from the wider publishing industry for example, distributors, technology companies, use fairs as a showcase for their brand and as a shop window for their products and services.

Book fairs serve an important **educational** purpose for book trade professionals, making them aware of key trends through seminars, panel discussions and presentations. Book fairs also offer a range of events designed to facilitate **networking**.

Many book fairs are geared towards attracting large numbers of the general public. These fairs represent an important **sales and or marketing and communications platform** for publishers. Authors participate in public events and visitors are often able to buy books at special discounts.

Some fairs exclusively allow trade attendees, for example, retailers, online resellers and so on - some are designed for the general public, and others are hybrids, often separating their fair into professional and public days. At the Frankfurt Annual Book Fair, for instance, the first three days are trade days while the public attends on the final two days.

The fair component will run consecutively to the conference activities, featuring a number of exhibitors, based on the following themes:

Author Readings and Appearances. Publishers will have an opportunity to showcase their authors through readings, discussions and book signings in their own space at the fair.

Able Readers. The National Conference and Fair, as recommended by some members of the committee, will create a dedicated space for special needs readers where large print books, audio books, and other technologies and formats to facilitate reading will be featured.

Culinary Programs. Culinary programs have proven increasingly popular with the public in connection with cookbooks and books on food, wine and gastronomy at the Readings local fairs

throughout Australia and would be an attractive feature of the National Fair. The Melbourne model (among others at Brisbane and Perth) of a cooking square with celebrity chefs and live demonstrations proved very popular and could be easily duplicated.

Public Workshops. There is a strong interest from the general public on writing and in developing an understanding of the business side of getting a book published, whether in traditional or e-form. The Fair would feature programs aimed at the public on various genres of writing and on how to develop a manuscript, get an agent or publisher, and more. This will complement industry workshops and panels.

Book Sales. Publishers have made a clear call for their need to be able to connect directly with the public, to find ways to engage the public with their roster of books and authors and to encourage the discoverability of books and engender the excitement of being in contact with authors.

Booksellers. While many publishers have indicated that they would like to sell their books directly to the public at the Fair, bookstores will participate in two ways: first, as representing and selling books for publishers who are unable to attend themselves or who do not wish to sell directly themselves; secondly, specialty booksellers will be encouraged to rent space to showcase and sell their niche and specialised books. Publishers who do not wish to sell directly themselves will have the added option to sell their titles through their distributors present at the Fair.

Digital Zone. The fair will include a dedicated space that will explore and discuss innovations in the digital distribution of books, and highlight digital development, trans-media projects, new technologies and applications. The digital zone will include programs that will concentrate on film, television, gaming and other cross-media potential and opportunities.

Professional Development. Professional development seminars and events will offer industry delegates with wide-ranging, in-depth educational workshops, seminars and demonstrations. Topics and experts will provide insights into new skills as well as greater knowledge of industry issues. Dedicated networking events will also be made available for a number of learning opportunities.

Featured Country. Following the example of a number of major international book fairs, the Fair will feature each year a different country or groups of countries, providing them with a dedicated space to exhibit their culture, showcase their authors, and sell their books. The featured country will have the opportunity to connect with Australia's multicultural communities and will contribute

to the Fair's literary programming. This featured country component will enable Australian publishers to interact with the cultural industries of a foreign nation, discover new books and works, and consequently enhance their own international program.

Featured Australian Region. Each year a region of Australia will be featured at the Fair. This will provide, on a rotating basis, a chance for publishers from across Australia to receive special focus and promotional opportunities. It is recommended that Melbourne be the Featured Region for the inaugural Fair. In addition to highlighting publishers, books and authors from each region, programming potential exists to link regionally focused culinary events and other cultural programs.

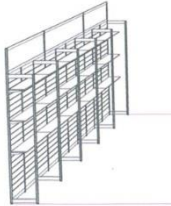
Potential Exhibitors




Representation should be sourced from the national publishing industry, from the giant houses, to the smallest independent, including publishers of blockbuster novels and academic texts, and the producers of children's books and graphic novels.

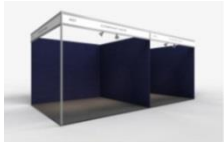
A key part of the exhibition is the increasing number of tech players who explore the myriad of ways in which content can now be treated and delivered online. Therefore, mobile companies, gaming start-ups and content-hungry tech companies, should also be sourced.

International exhibitors also welcome.

Exhibitor Options

<p>Book Shelf</p>	<p>Price Per Title</p> <ol style="list-style-type: none"> 1. Top Shelf: \$30, 2. Second Shelf: \$25, 3. Third Shelf: \$20, 4. Fourth Shelf: \$15, <ul style="list-style-type: none"> • Bookshelves are only for display of books, • If you are an exhibitor this can be used to drive people to your booth, • If you cannot attend the fair, this can be used to drive people to your website, or online sales distribution, • Shelves can be hired by the metre and the number of books displayed will be dependent on size of book, • Shelf heights can be varied, • All books should have a <i>typed</i> label inside the front cover listing: <ul style="list-style-type: none"> • Current retail price, • Link to where the book can be currently purchased, • Books will not be returned unless return postage is included. Books from the shelves will be offered for a discounted price from midday 	
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	<p>Saturday to delegates. Funds will be deposited to bank accounts in Australia, PayPal accounts for overseas.</p>	
<p>Professional Counter</p>	<p>Price – \$350 Free Tickets – 10</p> <ul style="list-style-type: none"> • 1 x curved information counter – L1400mm x D500mm x H 1030mm, • 1 internal shelf – 1 x bar stool – 1 x company name sign, • NO POWER – NO BACK WALL. 	
<p>Dual Author Table</p>	<p>\$350 Full Table Free Tickets – 10</p> <p>\$175 Half Table Free Tickets – 5</p> <ul style="list-style-type: none"> • 1.8m trestle table – L1800mm x H730mm X D750mm, • 2 chairs per full table – 1 chair per half table, • NO POWER – NO BACK WALL. 	
<p>Booth: 2 x 2</p>	<p>Price – \$650 Free Tickets – 10</p> <ul style="list-style-type: none"> • 2.4mH x 2m wide: velcro-compatible fabric covered walls in black. 1m side walls, • 1x single PowerPoint every two stands, • PowerPoint is positioned on the joining wall between stands, • 1 trestle table L1800mm x H730mm X D750mm, 	

	<ul style="list-style-type: none"> • 2 x Chairs, • NO LIGHTING INCLUDED – NO SIGNAGE INCLUDED, • Options - signage showing company name at cost of \$32 + GST. 	
<p>Booth 3 x 3</p>	<p>Price – \$1950 Free Tickets – 20</p> <ul style="list-style-type: none"> • 2.4mH black velcro-compatible fabric covered walls, • Polished aluminium fascia, 300mm deep on all aisle frontages, • All open aisle frontages will have a fascia sign consisting of company name and stand number, • Standard lettering in colour (max 30 characters), • 2x track spotlights per 9sqm, • Lights are mounted on the inside of the front fascia, • 1x single PowerPoint per stand, positioned in the rear corner, • Furniture – 1 x trestle table and 2 chairs. 	

Marketing Opportunities

Networking and the Face-to-Face Encounter. Perhaps most importantly, in a virtual world, book fairs are a place where the vital “non-virtual” face-to-face encounter can take place. The internet has made a difference to the way rights are sold, which means that there is less of an emphasis on the big rights fairs. However, publishers and agents have noted that nothing replaces face-to-face meetings.

Book Sales. Industry research has shown that the ability to connect and sell directly to the public is one of the most important aspects they want from the book fair.

Multi-Platform Potential. One of the exciting opportunities that has emerged from the digital revolution is the ability to garner revenues from the sales of cross-applications in other media. A Fair is perfectly positioned in the Australian marketplace to take advantage of this growing potential. The Fair could host events that bring groups together and leverage the possibilities of convergent media by developing a critical marketplace for multi-platform adaptation sales. The ability to bring together major local media players at the Fair would also be a draw for attendance by some international publishers and agents.

International Profile. While it will take some time for the Fair to gain recognition on the international stage, it has the potential, with the right mix of participants and programming, to position itself as a significant addition to the international literary scene. Australia’s concentration of media and gaming industries is a unique business opportunity that has potential to develop this international opportunity further. Featured country and fellowship programs will also bring an international spotlight to Australia, and its publishers and authors, which can be built on over time.