

**SOUTH AFRICAN BOOK DEVELOPMENT COUNCIL  
SABDC**

**Draft National Book Development Plan  
2009**

**1. INTRODUCTION**

The Draft National Book Development Plan serves as a dedicated plan to grow and develop local book publishing in South Africa. It is the aim of the Book Development Plan to outline the interventions to be implemented to achieve the objectives of the Draft National Book Policy. This document should be read together with the Research Report into Book Development Internationally 2008.

The National Book Development Plan is guided by the expansion of local and international demand that will be stimulated through the increased investment into the book sector as strategically important in South Africa. The South African Book Development Council will facilitate the implementation of the plan and its targets through providing strategic support to industry and cultural organisations.

In keeping with the national agenda of the country and the policy imperatives of the Draft National Book Policy, the plan also aims to increase the economic and cultural diversity in the sector and to build a strong, sustainable and financially viable sector.

The objectives of the Draft National Book Policy are outlined below and are an important point of departure in developing the plan.

**The Objectives of the National Book Policy**

1. To obtain priority status for the book publishing sector
2. To encourage literary creation (writing) with South African content for both local and international readership, thereby increasing access to the printed word
3. To establish an appropriate legal framework for the protection of authors' rights through adequate copyright legislation and implementation

4. To address the reading needs of people with print disabilities in a properly structured manner
5. To provide fiscal, credit and administrative incentives to the book value chain
6. To stimulate the development of local authorship
7. To stimulate diversity in ownership, employment and product across the entire book value chain
8. To create an environment that would stimulate exports of South African products
9. To ensure an adequate, affordable and accessible supply of books for all segments of the population, including people with print disabilities
10. To facilitate nationwide distribution and unimpeded international circulation of books
11. To facilitate and coordinate reading promotion activities
12. To develop an infrastructure of human resources trained in the different skills involved in the book sector
13. To ensure the participation of previously marginalised individuals, with particular emphasis on black women, the youth and the disabled, including people with print disabilities
14. To ensure that book publishing mirrors the rich cultural heritage and diversity of South Africa

The Draft National Book Policy 2005 furthermore identifies priorities across the value chain to give expression to these objectives. The next section of this plan outlines the policy priority as per the Draft National Book Policy, with corresponding interventions as per the Research Report on Book Development Internationally. Based on this, interventions are then proposed for South Africa. Recommendations from The Factors Influencing the Cost of Books in South Africa 2007 are also incorporated into the plan.

Where necessary, detailed plans are attached for the recommended interventions, such as the Transformation Framework and the Export Programme.

## 1. AUTHORS

| <b>Draft National Book Policy Priority</b>   | <b>Intervention</b>                         | <b>Country</b> | <b>Strategies and Activities</b>  | <b>Comments</b> |
|--|---|----------------|---|-----------------|
| <b>Copyright Protection</b><br>To ensure adequate copyright protection for writers and publishers  | Revision of Copyright Act                   |                | Set up copyright work groups.<br>Partner with ANFASA, PASA, APA and contribute to the changes.  |                 |
|  | Public Lending Rights                       | Australia      | Partner with and contribute to ANFASA's lobby for PLR which is to start in 2009.<br>Draft PLR document to DAC Library Branch<br>Baseline survey of public libraries followed by an annual survey<br>Develop criteria for PLR.<br>Establish minimum number of copies per title and lending rates for authors and publishers respectively                                   |                 |
|  | Educational Lending Rights                  | Australia      | As per PLR  |                 |
| <b>Taxation</b><br>To ensure that the current system of taxation does not lead to double taxation of writers   | Tax Incentives                              |                | Review of current taxation system on creative workers<br>Tax incentives on royalties, to be integrated with the Transformation Framework and to be linked with local content and languages  |                 |
| <b>Reprographic/-productive Rights Organisation</b><br>To establish and legislate a regulatory framework for an RRO in South Africa, representative of literary owners | Legislate a Regulatory Framework for an RRO |                | Integrate with the revision of the Copyright Act<br>DTI to legislate a Regulatory Framework to manage the task of disbursing royalties and permission fees collected.<br>Develop a mechanism within the RRO for enforcement to ensure that creators, primarily authors, receive their fair share of reimbursement for the use of their works.<br>Incorporate PLR and ELR. |                 |

| Draft National Book Policy Priority   | Intervention                                 | Country     | Strategies and Activities  | Comments |
|---|--|-------------|--|----------|
| <b>Writers' Organisations</b><br>To establish and strengthen writers associations in order to realise greater negotiating power for writers                       | Assistance Scheme to Voluntary Organisations | India       | DAC to assist the establishment of writers and other associations  |          |
|   | Formation of industry bodies                 | Philippines | Develop a subsidy scheme for a 2-3-year period for these associations.<br>Establish schemes to assist these associations in organising seminars/training courses/workshops/annual conventions, etc., with the objective of promoting books and creating a paying membership base.<br>Establish a Grant for Travelling Abroad Programme for associations.<br>Develop criteria for participation in this scheme.<br>Applicable to other industry/cultural associations as well |          |
| <b>Local Language Writing</b><br>To increase writing in local languages. This should not only include translations from English or Afrikaans into local languages | Educational Textbook Subsidy Scheme          | Australia   | Develop and implement an Indigenous Publishing Project. <b>See Annexure 1.</b>   |          |
|   | Residential Grants                           | Greece      | Partner with author organisations for training and development workshops integrated into the policy intervention for Writers' Organisations  |          |
|   | Book Purchase Scheme                         | India       | Establish a Residential Grant Scheme (Fellowships) for authors   |          |
|   | Schemes of Publications                      | India       | Establish an independent centre for literary development.  |          |
|   | Centre for Literary Arts & Publishing        | Singapore   | Establish a tertiary education textbook scheme, with discounts for locally produced books.<br>Develop criteria and a monitoring mechanism for the grant schemes.   |          |

| Draft National Book Policy Priority   | Intervention   | Country     | Strategies and Activities  | Comments |
|---|--|-------------|--|----------|
| <b>Fellowships for Writers</b><br>To establish and strengthen fellowships to writers as an incentive to improve and increase South African writing including academic writing | Residential Grants   | Greece      | Establish a Residential Grant Scheme (Fellowships) for authors as per policy intervention for <b>Local Language Writing</b> .<br>Establish a Grants for Travelling Abroad Programme.<br>Establish an independent centre for literary development as as per policy intervention for <b>Local Language Writing</b> .<br>Establish a tertiary education textbook scheme, with discounts for locally produced books. |          |
|   | Grants for Travelling Abroad   | Greece      |  |          |
|   | National Centre for Children's Literature Training Programme for Reading Clubs and Creative Writing for Children | India       |  |          |
|   | Training for professionals in the book sector  | Kenya       |  |          |
|   | Writers' Seminar-Workshops from the President's Social Fund  | Philippines |  |          |
| <b>Diversity</b><br>To achieve diversity at all levels of creation, including writers, illustrators, graphic designers, translators, photographers etc.                       | Book Sector Charter  |             | Finalise Transformation Framework for South African Book Sector. <b>See Annexure 2.</b><br>Implement Transformation Framework.<br>Link framework to grants, schemes and Indigenous Publishing Project.<br>Link centre for literary development with MAPPP Seta programmes.<br>Establish an independent centre for literary development as as per policy intervention for <b>Local Language Writing</b> .         |          |
|   | Residential Grants   | Greece      |  |          |
|   | Grants for Travelling Abroad   | Greece      |  |          |
|   | Schemes of Publications  | India       |  |          |
|   | Professional development   | Canada      |  |          |
|   | National Centre for Children's Literature  | India       |  |          |
|   | Writers Seminar-Workshops from the President's Social Fund   | Philippines |  |          |

## 2. PUBLISHING

| Draft National Book Policy Priority  | Intervention  | Country   | Strategies and Activities   | Comments |
|--|---|-----------|---|----------|
| <b>Ownership</b><br>To achieve sufficient diversity in ownership                             | Investment Canada Act (Canada)  | Canada    | Finalise Transformation Framework for South African Book Sector. <b>See Annexure 2.</b><br>Implement Transformation Framework.<br>Link framework to grants, schemes and Indigenous<br>Develop and implement Publishing Project<br>Implement alternative marketing practices for educational publishing to limit barriers to entry for smaller enterprises.  |          |
|  | Book Importation Regulations (Canada)   | Canada    |   |          |
|  | Retail Price Law (Greece)   | Greece    |   |          |
|  | Import Policy (India)   | India     |   |          |
|  | Nigerian Enterprises Promotion Decree (Nigeria)                               | Nigeria   |   |          |
|  | Community Initiatives for SMME's  | Greece    |   |          |
| <b>Employment and Skills Development</b><br>To achieve diversity at all levels of employment | Business Planning   | Canada    | Finalise Transformation Framework for South African Book Sector. <b>See Annexure 2.</b><br>Implement Transformation Framework.<br>Link framework to grants, schemes and Indigenous<br>Develop and implement Publishing Project.<br>Workshops with SMME's to identify key challenges<br>Develop a grants programme with MAPPP Seta linked to SMME skills development as per the Transformation Framework.<br>Develop a comprehensive skills development plan with MAPPP Seta as part of Transformation Framework.<br>Exploit EDI technologies for SMME development.<br>Provide training on new technologies. |          |
|  | Publishing Internships  | Canada    |   |          |
|  | Community Initiatives for SMME's  | Greece    |   |          |
|  | Professional Development  | Canada    |   |          |
|  | Design and implement Training Programmes for Continuous and Lifelong Learning | Greece    |   |          |
|  | Training in Book Publishing   | India     |   |          |
|  | National Centre for Children's Literature                                     | India     |   |          |
|  | Training for Professionals in the Book Sector                                 | India     |   |          |
|  | Centre for Literary Arts & Publishing   | Singapore |   |          |

| <b>Draft National Book Policy Priority</b>   | <b>Intervention</b>                                      | <b>Country</b> | <b>Strategies and Activities</b>   | <b>Comments</b> |
|--|--|----------------|--|-----------------|
| <b><sup>1</sup>Product</b><br>To achieve greater output of indigenous books beyond the school market | Educational Textbook Subsidy Scheme                      | Australia      | Develop and implement an Indigenous Publishing Project. <b>See Annexure 1.</b><br>Establish the IPP as an Aid to Publishers' Grant Programme.<br>Establish a Book Purchase Scheme with booksellers and the library sector.<br>Develop criteria and a monitoring mechanism for the grant schemes. |                 |
|  | Aid to Publishers  | Canada         |  |                 |
|  | Book Purchase Scheme                                     | India          |  |                 |
| <b>Exports</b><br>To realise the full export potential of South African heritage and culture         | Grants to Overseas Book Publishers                       | Australia      | SABDC to establish an Export Programme to promote South African Books Abroad. <b>See Annexure 3.</b>   |                 |
|  | Literature on International Market Development Programme | Australia      |  |                 |
|  | Export Marketing Assistance Programme                    | Australia      |  |                 |
|  | Association for the Export of Canadian Books             | Canada         |  |                 |
|  | Promotion of Greek Books Abroad                          | Greece         |  |                 |
|  | The European Stand                                       | Greece         |  |                 |
|  | Promotion of Indian Books Abroad                         | India          |  |                 |
|  | International Rights Exhibition                          | India          |  |                 |
|  | Book Exporters Association                               | Phillippines   |  |                 |
| <b>Finance</b><br>To achieve adequate and alternative industry financing schemes to assist SMME's    | Aid to Publishers  | Canada         | Workshop with SMME's to identify key challenges<br>Establish and implement the Indigenous Publishing Project as an Aid to Publishers scheme.   |                 |

<sup>1</sup> Special priority to products that foster greater awareness of SA's rich cultural diversity; particularly, products that promote greater participation from PDI's, including local languages.

| <b>Draft National Book Policy Priority</b>  | <b>Intervention</b>  | <b>Country</b> | <b>Strategies and Activities</b>  | <b>Comments</b> |
|---|--|----------------|---|-----------------|
| <b>Research</b><br>To identify and ensure ongoing research as a basis for strategic intervention  | Australian Bureau of Statistics – Book publishers; Booksellers | Australia      | Develop a Monitoring Framework to establish both cultural and economic trends in the book sector.<br>Develop a central database to store the data collected across the different studies.<br>Implement National Reading Survey.<br>Broaden scope of Annual Industry Profile Study to include more indicators such as book production, genres, languages, target markets etc. for mainstream activities.<br>Implement a research project to collect data from small and self-publishers who are not part of mainstream activities.<br>Update and expand the database on reading promotion activities in the country.<br>Finalise research on EDI and POD technologies and implement.<br>Research electronic publishing and alternative licensing models. |                 |
|   | Books Alive Campaign – Book reading and buying patterns        | Australia      |   |                 |
|   | Industry Research Programme                                    | Canada         |   |                 |
|   | Book Monitoring Unit   | Greece         |   |                 |
|   | Greek Books in Translation database                            | Greece         |   |                 |
|   | Book Industry Research   | Philippines    |   |                 |
| <b>LTSM Book Selection Policies</b><br>To ensure good quality, diverse LTSM materials are procured while ensuring a thriving book publishing sector   | Book Purchase Scheme   | India          | Develop a book selection policy to be submitted to the LTSM Forum.<br>Include price as an evaluation criterion<br>Training to relevant DoE officials on book selection and evaluation.<br>Link book selection policies to Transformation Framework.   |                 |
|   | Schemes of Publications  | India          |   |                 |
|   | Workshops on Quality Control                                   | Nigeria        |   |                 |
| <b>LTSM Coordination</b><br>To achieve maximum coordination in procurement systems in order to reduce capacity constraints along the book value chain | Supply-Chain Initiative  | Canada         | Develop an agreement on timeframes for submissions across the value chain to LTSM Forum.<br>Implement EDI technology.   |                 |
|   | Schemes of Publications  | India          |   |                 |



### 3. BOOKSELLING

| Draft National Book Policy Priority   | Intervention   | Country     | Strategies and Activities  | Comments |
|---|--|-------------|--|----------|
| <b>Diversity in ownership</b><br>To achieve sufficient diversity in ownership   | Investment Canada Act (Canada)                                     |             | Finalise Transformation Framework for South African Book Sector. <b>See Annexure 2.</b><br>Implement Transformation Framework.<br>Link framework to grants, schemes and Indigenous.<br>Implement Publishing Project<br>Implement Book Purchase Schemes   |          |
|   | Book Importation Regulations (Canada)                              | Canada      |  |          |
|   | Retail Price Law (Greece)  | Greece      |  |          |
|   | Import Policy (India)  | India       |  |          |
|   | Nigerian Enterprises Promotion Decree (Nigeria)                    | Nigeria     |  |          |
| <b>Employment and Skills Development</b><br>To achieve sufficient diversity at all levels of employment across education, trade and academic bookselling.   | Community Initiatives for SMME's                                   | Greece      | Finalise Transformation Framework for South African Book Sector. <b>See Annexure 2</b><br>Implement Transformation Framework<br>Link framework to grants, schemes and Indigenous Publishing Project<br>Workshops with SMME's to identify key challenges<br>Develop a grants programme with W&R Seta link to SMME skills development as per the Transformation Framework.<br>Exploit EDI technologies for SMME development. |          |
|   | Community Initiatives for SMME's                                   | Greece      |  |          |
|   | Professional Development   | Canada      |  |          |
|   | Training for Professionals in the Book Sector                      | Kenya       |  |          |
| <b>Distribution Network</b><br>To establish efficient distribution systems (bookstores, outlets and other distribution facilities) throughout the country as distribution is highly concentrated in middle-class urban centres. | Business Planning, Collective Initiatives, Marketing and Promotion | Canada      | Develop a business marketing and promotion funding mechanism for bookselling.<br>Implement a Book Purchase Scheme.<br>Implement EDI technology.<br>Implementation IPP.<br>Implement National Book Week and other reading promotion projects.<br>Implement alternative Procurement Models such as the DIMP in Uganda.<br>Promote the coordination of programmes within DoE, DTI and DAC.                                    |          |
|   | Book Purchase Scheme   | India       |  |          |
|   | Establishment of Book Outlets                                      | Philippines |  |          |
|   | Decentralisation of Instructional Material Project (DIMP)          | Uganda      |  |          |
| <b>Professionalising Bookselling</b><br>To achieve greater professionalism in the trade, with specific reference to the educational sector  | Business Planning  | Canada      | Develop a Code of Conduct for the Book Sector.<br>Submit Code of Conduct to LTSM Forum and NCLIS.  |          |
|   | Establishment of Book Outlets                                      | Philippines |  |          |

| Draft National Book Policy Priority   | Intervention   | Country     | Strategies and Activities   | Comments |
|---|--|-------------|---|----------|
| <b>LTSM Coordination and Tender System</b><br>To achieve maximum coordination in procurement systems in order to reduce capacity constraints along the book value chain | Supply-Chain Initiative                                  | Canada      | Develop an agreement on timeframes for submissions across the value chain at LTSM Forum.<br>Implement EDI technology. |          |
|   | Workshops on Quality Control                             | Nigeria     |   |          |
|   | Schemes of Publications                                  | India       |   |          |
| <b>Exportation of Books</b><br>To encourage and increase the exportation of South African products within Africa and globally   | Grants to Overseas Book Publishers                       | Australia   | SABDC to establish an Export Programme to promote South African Books Abroad. <b>See Annexure 3.</b>                  |          |
|   | Literature on International Market Development Programme | Australia   |   |          |
|   | International Marketing Assistance Programme             | Canada      |   |          |
|   | Export Marketing Assistance Programme                    | Canada      |   |          |
|   | Foreign Rights Marketing Assistance Programme            | Canada      |   |          |
|   | Export Marketing Assistance Programme                    | Canada      |   |          |
|   | Foreign Rights Marketing Assistance Programme            | Canada      |   |          |
|   | Visiting International Publishers (VIP)                  | Australia   |   |          |
|   | Association for the Export of Canadian Books             | Canada      |   |          |
|   | Promotion of Greek Books Abroad                          | Greece      |   |          |
|   | The European Stand                                       | Greece      |   |          |
|   | Promotion of Indian Books Abroad                         | India       |   |          |
|   | International Rights Exhibition                          | India       |   |          |
|   | Book Exporters Association                               | Philippines |   |          |

| <b>Draft National Book Policy Priority</b>  | <b>Intervention</b>     |        | <b>Strategies and Activities</b>   |  |
|---|-------------------------|--------|--|--|
| <b>Finance</b><br>To achieve adequate and alternative industry financing          | Supply-chain Efficiency | Canada | Develop a Book Purchasing Scheme<br>Funding for increasing access to electronic communication, inventory management technology and bibliographic data<br>Develop a business marketing and promotion funding mechanism for bookselling.   |  |
| <b>Research</b><br>To collect data on an annual basis for strategic interventions | Industry Research       |        | Develop a Monitoring Framework to establish both cultural and economic trends in the book sector.<br>Develop a central database to store all the data collected across the different studies.<br>Implement National Reading Survey<br>Broaden scope of Annual Industry Profile Study to include more indicators.<br>Update and expand the database on reading-promotion activities in the country. |  |
| Australian Bureau of Statistics – Book Publishers; Booksellers                    | Australia               |        |  |  |
| Books Alive Campaign – Book Reading and Buying Patterns                           | Australia               |        |  |  |
| Industry Research Programme   | Canada                  |        |  |  |
| Book Monitoring Unit  | Greece                  |        |  |  |
| Greek Books in Translation Database   | Greece                  |        |  |  |
| Book Industry Research  | Philippines             |        |  |  |
| Authors and Publishers Database   | Singapore               |        |  |  |

#### 4. PRINTING

| Draft National Book Policy Priority   | Intervention   | Country     | Strategies and Activities  | Comments |
|---|--|-------------|--|----------|
| <b>Diversity in Ownership</b><br>To achieve diversity in ownership of investment to decrease concentration of book printing facilities.                                 | Investment Canada Act (Canada)   | Canada      | Finalise Transformation Framework for South African Book Sector. <b>See Annexure 2.</b><br>Implement Transformation Framework.<br>Link Framework to grants, schemes and Indigenous Publishing Project.<br>Criteria for all book development programmes to include preferential procurement with small and independent printers to increase price-competitiveness in the printing sector.   |          |
|   | Book Importation Regulations   | Canada      |  |          |
|   | Retail Price Law   | Greece      |  |          |
|   | Import Policy  | India       |  |          |
|   | Nigerian Enterprises Promotion Decree  | Nigeria     |  |          |
| <b>Raw Material</b><br>To establish the cost of raw materials and its contribution to the cost of books.<br><br>Priority needs to change as Cost of Book study was done | Importation of Tax- and Duty-free Raw Materials for Book Publishing              | Australia   | Remove import tax on printing plates.  |          |
|   | Tax and Duty Exempt Importation of Spare Parts and Supplies on Capital Equipment | Philippines |  |          |
| <b>Technology/Equipment</b><br>To achieve greater investment in capital equipment and technology to improve productivity, quality and the cost of books                 | Tax and Duty Exempt Importation of Spare Parts and Supplies on Capital Equipment | Australia   | Remove import tax on printing plates.<br>Supply-chain Efficiency Grant for Printers and Publishers to use new technology<br>Design and implement a Printing Industry Competitive Scheme where raw material imports receive rebates of 4% or impose duties on the importation of books to enable the local industry to compete with well-developed international industries.<br>Grants to smaller printers to standardise software used between printers and publishers.<br>Develop print-on-demand capacity through making incentives available for this technology.<br>Make incentives available for the purchase of new and more efficient equipment through specialised financial packages. |          |
|   | Printing Industries Competitive Scheme includes a Skills Development Programme   | Australia   |  |          |
|   | Program Supply-chain Efficiency  | Canada      |  |          |
|   | Importation of Tax- and Duty-free Raw Materials for Book Publishing              | Philippines |  |          |
| <b>Employment and Skills Development</b><br>To achieve greater diversity at all levels of employment in book printing specifically                                      | Community Initiative for SMME's  | Greece      | Develop a comprehensive skills development plan with MAPPP Seta as part of Transformation Framework<br>Develop a grants programme with MAPPP Seta link to SMME skills development as per the Transformation Framework.<br>Develop book printing and binding skills.<br>Business planning   |          |
|   | Printing Industries Competitive Scheme includes a Skills Development Programme   | Australia   |  |          |
|   | Professional development   | Canada      |  |          |

## 5. LIBRARIES

| <b>Draft National Book Policy Priority</b>  | <b>Intervention</b>                 | <b>Country</b> | <b>Strategies and Activities</b>  | <b>Comments</b> |
|---|-------------------------------------|----------------|---|-----------------|
| <b>Access</b><br>To achieve greater distribution and resource equity within the public library sector   | Book Purchase Scheme                | India          | NCLIS Competency.<br>SABDC ex officio seat on NCLIS<br>Implement Book Purchase Scheme.  |                 |
| <b>School Libraries</b><br>To establish a network of operational school libraries in Section 20 and Section 21 schools                                      | Grants to Primary School Libraries  |                | Donations to school libraries during National Book Week<br>Identify nodal areas for book donations.   |                 |
|   | Book Purchase Scheme                |                | Training and development of school librarians for province of choice  |                 |
| <b>Responsibility of Libraries</b><br>To achieve effective uniformity in the shared responsibility of libraries across the provincial and local authorities | Coordination & Support of Libraries | Greece         | NCLIS Competency<br>SABDC ex officio seat on NCLIS  |                 |
| <b>Book Spend</b><br>To have clearly defined procurement and book spend policies for public libraries   |                                     |                | Develop a book selection policy to be submitted to the NCLIS.<br>Training to relevant DAC officials on book selection and evaluation<br>Link book selection policies to Transformation Framework. |                 |
| <b>Training</b><br>To achieve sufficient diversity at all levels of employment  | Library Administration              | Philippines    | NCLIS Competency<br>SABDC ex officio seat on NCLIS  |                 |
| <b>Needs of the Visually Impaired</b><br>To decrease the time it takes to get books published for the blind   |                                     |                | Revision of copyright law to accommodate the needs of the visually impaired   |                 |
| <b>Legal Deposit</b><br>To ensure that all book titles are deposited as per the Legal Deposit Act of 1997   |                                     |                | Promotion of LDA to all stakeholders including writers' associations, self-publishers, etc.   |                 |

## 6. READING PROMOTION

| Draft Book Policy Priority   | Intervention  | Country                 | Strategies/Activities   | Comments |
|--|---|-------------------------|---|----------|
| <b>Reading Habits</b><br>To conduct a systematic survey of reading activity, preferences and barriers  | Books Alive Campaign – Book Reading and Buying Patterns | Australia               | National Reading Survey every 3-5 years as per Research Programme   |          |
|  | Social Weather Stations – National Reading Survey       | Philippines             |   |          |
|  |   |                         |   |          |
| <b>Reading Campaigns</b><br>To develop and implement a national, coherent campaign that promotes reading in all segments of the population                       | Books Alive Campaign                                    | Australia               | National Book Week<br>Develop National Reading Campaign.  |          |
|  | National Book Week Festival                             | Kenya, Uganda, Tanzania |   |          |
|  | Get Caught Reading                                      | Greece                  |   |          |
|  | Baklatan Sa Bayan                                       | Philippines             |   |          |
|  | Get Caught Reading                                      | Philippines             |   |          |
|  | Book Development Month                                  | Philippines             |   |          |
| <b>Facilitating Coordination of Reading Promotion Activities</b><br>To achieve coordination between development interventions based on a national strategic plan |   |                         | Expand reading promotion database.<br>Identify gaps in reading promotion.<br>Create reading promotion packages. |          |

| <b>Draft Book Policy Priority</b>  | <b>Intervention</b> | <b>Country</b> | <b>Strategies/Activities</b>  | <b>Comments</b> |
|--|---------------------|----------------|---|-----------------|
| <b>Funding and Capacity</b><br>To increase funding of and support to reading promotion within the Book Publishing Sector                 |                     |                | Implement a reading promotion grant scheme.   |                 |
| <b>Training and Development</b><br>To achieve comprehensive capacity-building as an ongoing activity and to support employment diversity |                     |                | Establish an independent centre for literary development.<br>Implement a Readership Enhancement and Advancement (READ) Programme for trainers.<br>Implement Reading Tents and Book Reading Centres during National Book Week. |                 |