



Australian Library and
Information Association



Publishers and libraries work together to make it easier to promote books to Australian readers

1 August 2016: The Australian Publishers Association (APA) and the Australian Library and Information Association (ALIA) have come to a landmark agreement to allow libraries to use book covers to promote books and authors without seeking permission each time.

The Australian Publishers Association and the Australian Library and Information Association have agreed on the value of an environment in which libraries can be confident, for promotional purposes, to reproduce images of book covers whose copyright is owned by Australian publishers.

It will make it easier for libraries to create displays, posters, websites and social media, and free them to be able to focus more on the promotion of books and reading rather than confirming copyright clearances every time.

Michael Gordon-Smith, Chief Executive of APA, said: "It's a simple commonsense approach. Publishers and authors have nothing to lose. They may even reach more readers or make more sales as a result. We're delighted to be working with ALIA, and to show that we can make things easier without damaging the fundamental property rights of authors or the businesses of publishers. This is the first step in what we hope will be a longer project to improve mutual understanding."

Sue McKerracher, Chief Executive Officer of ALIA, said: "Libraries, especially public and school libraries, need clarity. We can now use book covers to promote reading without wondering whether we need to seek permission from each individual publisher. It has been a long term problem for libraries and we are grateful to the publishers for their willingness to work together with us on resolving this and other issues to make copyright work for us all."

The APA and ALIA will be holding meetings in September for further discussions.

ENDS

Contacts for Media

Organisation	About	Contact
ALIA	ALIA is the professional organisation for the Australian library and information services sector. With 5,000 members across Australia, we provide the national voice of the profession in the development, promotion and delivery of quality library and information services, through leadership, advocacy and mutual support. www.alia.org.au	Heather Wellard Communications Manager: heather.wellard@alia.org.au 02 6215 8225 0409830 439
APA	The Australian Publishers Association (APA) is the peak national body of the Australian publishing industry. Established in 1948, the Association is an advocate for all Australian publishers - large and small; commercial and non-profit; locally and overseas owned. Its members include publishers from all sectors of the publishing industry - trade and children's, schools and academic publishing.	Sarah Runcie Strategy and Policy sarah.runcie@publishers.asn.au 02 9281 9788 0402 107 043