



EXPORTS OF NEW ZEALAND PUBLISHED BOOKS

A study for the Ministry for Culture and Heritage by Dialogue Consultants Ltd

CONFIDENTIALITY

No individual data collected in this survey will be published. Following Department of Statistics' practice, no tables will be published in which the number of entries in a cell is so small that the data for individual businesses can be identified or calculated.

1 Write in the total number of New Zealand book titles published and the number of those which were exported (including sales of rights and for which royalties were received) in the calendar year 2002 in each genre (if none, please write in "nil"):

	Total	Exported
Biography		
Children's fiction books		
Drama		
Educational		
Fiction		
General non-fiction		
History		
Poetry		
Reference and trade		
Professional/Technical		

2 Write in your total turnover from NZ book publishing (including sales of rights and royalties) in your financial year ending in 2002 to the nearest \$10,000:

\$ _____ **see over**

3 Write in the approximate percentage of this income that was derived as foreign exchange earnings from book exports, sales of rights and royalties:

_____ %

4 Write in the total number of staff in New Zealand in full time equivalents:

5 Tick one of the following that best describes your firm
 Wholly New Zealand owned
 Part New Zealand owned
 Wholly overseas owned

6 Write in the year your company was founded in NZ.

7 Tick any of the following that your company has done in the last 12 months for NZ books:

- Made an overseas sales trip
- Sold books overseas via the Internet
- Sold e-books overseas via the Internet
- Sold rights overseas
- Received royalties from overseas
- Represented at/attended overseas book fair

8 Tick one of the following:

- Definitely will export in 2003-2005
- Possibly will export in 2003-2005
- Definitely will not export in 2003-2005

9 Please complete the following about yourself:

First Name: _____

Surname: _____

Position: _____

Phone: _____

e-mail: _____

Any questions? - See over for help

Definitions

Book: a document with an ISBN. It includes electronic publication if the document has an ISBN.

Published: A publisher, other than the author, is making a sale or income from the book, or the author is obtaining an income from a book after undertaking significant publishing actions beyond authorship.

Full time equivalent: portion of time of full time worker worked by part-timer e.g. half time = 0.5FTE. Add up all part timers.



If you have any queries please do not hesitate to call either:

Murray Ellis, phone: (4) 564 3296, or

Dr Peter Phillips, phone: (9) 420 4046

We can also be contacted via e-mail at: murray@dialogue.co.nz and peter@dialogue.co.nz

Please return all completed questionnaires, even if you are no longer publishing, to:
Dialogue Consultants Ltd, P O Box 302 426, NORTH HARBOUR

Thank you

A handwritten signature in black ink, appearing to read "Murray Ellis".

Murray Ellis
Project Manager

Question 2

Yes, we appreciate that turnover is a sensitive issue. The main reason we are asking it is because the total economic activity and export earnings are important issues in the advocacy by different industries that goes on to attract attention and seek various forms of support. Just think how other industries trumpet their contribution to the economy. One of the objectives of this study is to show how big the publishing of New Zealand books really is.

The other reason we are asking is that in the second stage of the study we want to get a good cross-section of publishers. We have two indicators of the size of the businesses on the form, turnover and number of employees. Together they will enable us to define a good sample.

The figure you supply will be treated in the strictest confidence and no individual information will be released by Dialogue Consultants to any other party. The turnover figures will be grouped into a number of classes covering ranges of turnover (e.g. \$500,000 - \$999,999) before they are reported to the Ministry.

Thank you for your assistance

A handwritten signature in black ink, appearing to read "Dr Peter Phillips".

Dr Peter Phillips
Managing Director