

## Submission to ALRC

### *Addressing Question 29.*

Echo Educational Distributors Pty Ltd (t/as Ready-Ed Publications) has been a member of the Copyright Agency Ltd for over 20 years (Member No. 4990) and in that time has been the fortunate beneficiary of varying amounts of money as a result of the Education Statutory Licence annual distribution.

As required by our agreement with CAL we have passed on a percentage of these monies to authors and artists who we have contracted to create materials for us. The current distribution rate for our authors is 40% of the total attributed to materials created by them.

As a company, and as representatives of 72 contracted authors and illustrators, Ready-Ed Publications requests that the Education Statutory Licence and associated annual funds' distribution NOT be diluted in any way.

**1.1** We see the Education Statutory Licence as having considerable advantages for the Australian education sector, be it for teachers, students or parents. We base this opinion on the fact that our company has a long established policy of using some of the funds received each year for a special 'project' for the benefit of the education community. Recent examples of these projects are:

- **Funds received in 2010 year:** The new Australian National Curriculum for History was released in draft form to Australian schools during this year, with the expectation that it would be implemented over the subsequent 2 years. Effectively, the concepts that primary teachers were being asked to present to their students were, in many cases, new to teaching staff, who were acquainted with their relevant state Society and Environment / HSIE curriculum but not to the requirements of the new national curriculum.

Ready-Ed Publications saw this as an opportunity to reinvest CAL monies received into print and digital products and subsequently, during 2010, created and completed our Australian History Series for Foundation to Year 7 students – eight activity books that have proven to be popular and much valued by teachers; and have subsequently been made available as ebooks. Evidence of this is that to date nearly 16 000 of these books have been sold, either in hard copy or digital format, to the 6500 Australian primary schools, at an average of 2000 books per year level. As parts of these books are able to be photocopied the extension of this is that this CAL funded project has allowed 30% of Australian primary students to learn more about their country and, in doing so, meet the requirements of the new national history curriculum.

Naturally, this 2010 project, funded by proceeds of the Education Statutory Licence, generated revenue for our company and allowed the ongoing employment of staff working on the project. However, it also generated revenue for the 6 external authors who were engaged to create the materials and who worked on a contractual arrangement – their financial gain didn't stop with the completion of the materials as they are recipients of both royalties and distributions from CAL's annual sampling program in educational institutions.

- **Funds received in 2011 year:** From requests made to our company by teachers working in the secondary system it became apparent that there is a growing body of students in the 13 to 16 year old age range who can be seen as 'at risk' in terms of literacy and numeracy. Many teachers requested materials that were suitable in content and presentation for these students, but were pitched at a considerably lower skill level, i.e. while materials appeared to suitable for the middle school student the skills required to complete the activities were more appropriate for children of middle/upper primary school years.

Ready-Ed Publications saw this as an opportunity to reinvest CAL monies received into a set of interactive materials for the middle school target group, basically a set of four numeracy and four literacy books directed at areas identified as being essential for students to cope in Australian society. However, it was recognised that the provision of 'just another text book' was not going to motivate these under-performing students to achieve to their potential, so the books are accompanied by associated interactive activities to be available via the Ready-Ed website. Trials indicate that secondary teachers of these students find the interactive nature of the materials as vital to the success of the program as the online approach allows the students to work within an environment they are comfortable with and which they enjoy.

This project is still ongoing, but the continued provision of funds via the education statutory licence is absolutely necessary to ensure it is completed for the beginning of the 2013 school year. Likewise, these funds must be ongoing to ensure that similar projects and products are able to be funded in subsequent years.

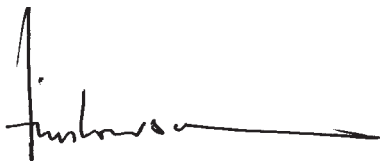
- **Funds received in 2012 year:** Following the success of the materials Ready-Ed Publications produced for the Australian National Curriculum in History (above), it was determined that the process could be repeated for the new Geography curriculum. Consequently, nine books are in the process of being created for all Australian schools to use in 2013 – from Foundation to Year 7 (2 books in this year).

Again, this project is being funded by proceeds of CAL distributions, specifically the education statutory licence.

**1.2** We also see the Education Statutory Licence as having considerable advantages for personnel within Australian education.

- It provides for equitable remuneration for those who contribute to Australian education by creating materials for schools and students to use. This used to be the responsibility of the various State Education Departments but creation of curriculum materials has now become the domain of educational publishers such as our company – it is only fair that payment be made to these creators and the Education Statutory Licence allows this to happen.
- It provides employment opportunities for many Australians, not only the creators of educational works, but also those working within small companies such as ours.
- In summary, it generates revenue to benefit a wide variety of Australian citizens.

**With this in mind we reiterate ... the statutory licensing scheme is entirely appropriate in the digital environment in which we now operate and should NOT be diluted in any way.**



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