313. J Gough

**From:** John Gough

**Subject:** Removing CAL for Educational copying will be a massive disincentive for Education authors!

Commercial publishing royalties for Education authors is usually a pittance or nothing.

Education authors write and publish with the hope of writing an academic best-seller, especially of tertiary undergraduate textbooks. But the actual tertiary market is tiny and fiercely competitive.

Similar comments apply to school textbooks, where the market for sales is substantial, but the competition between publishers is fiercer, and massively dilutes actual sales, especially where state-based curriculum prevents national selling.

Apart from the extremely faint hope of earning good royalties from publishers' sales, there are two reasons Education authors persist with writing and publishing:

-- they want to make a difference to the nation's knowledge;

-- they know that CAL will provide fair compensation for any audited copyright use by libraries, universities, schools and other institutions.

Remove CAL and there is no longer any financial motivation for Education authors to write and publish!

I have been in Education long enough (beginning in the early 1970s) to remember the time when copyright was ignored by universities and schools, and widespread copying occurred.

If something existed in print, institutions would provide open-slather photocopies, roneoed, and reprinted handouts to students, rather than  require students to buy the existing printed material.

The result was a massive loss of sales of commercially published Education materials.

This was manifestly unfair to Education authors.

Removing CAL payments for Educational copying-use will be a return to this blatantly unfair open-slather PIRACY (!!) of commercially published materials.

It will also damage the contribution by Education authors to the nation's knowledge.

So much, then, for fostering the Clever Country, as Paul Keating once boasted.

CAL, as it has been operating, is one of the BEST INVESTENTS in the nation's FUTURE -- its current STUDENTS!!

John Gough