

# Books Alive builds on last year's results

National bestseller lists were again dominated by Books Alive titles during the second Books Alive campaign, which ran nationally from Friday 31 July to Sunday 15 August.

According to Nielsen BookScan, the Australian book market grew 5.6 per cent by volume compared with the same period last year. The market had already grown 13.9 per cent by volume during Books Alive 2003, compared with the same period in 2002. These figures exclude the Books Alive titles.

Sandra Yates, chair of Books Alive, congratulated all involved in the campaign's success. 'These strong national sales in its second year demonstrate the continuing support for Books Alive by the book industry, and clearly shows that the campaign again hit the mark with consumers.'

## Books Alive titles: bestseller rankings

week ending			title
7 July	14 July	21 August	
1	2	5	<i>White Gardenia</i> by Belinda Alexandra
3	5	7	<i>The shark net</i> by Robert Drewe
4	3	3	<i>Au Revoir</i> by Mary Moody
5	4	4	<i>Shiver</i> by Nikki Gemmill
6	6	6	<i>Selby the wonder dog</i> by Duncan Ball
7	7	9	<i>Blacktown</i> by Shane Weaver

source: [Nielsen BookScan]

Other results from the 2004 campaign include:

- 270 000 Books Alive editions printed
- More than 7000 people attended eighty-three Books Alive author events
- Books Alive authors visited twenty-nine towns and cities across Australia

- Books Alive raised more than \$124 000 for The Smith Family's 'Learning For Life' literacy programs
- The Books Alive website averaged more than 10 000 hits per day during the campaign
- Almost one million copies of the '50 books you must own' booklet distributed with increased sales for these books during the Books Alive period.

The campaign was backed by a \$1.9m television and print advertising campaign.

## Books Alive donates \$124 000 to the Smith Family

The Smith Family's *student2student* and *Books for Christmas* literacy initiatives today received a boost, thanks to Books Alive.

Fifty cents from every Books Alive title sold during the 2004 campaign was donated to The Smith Family, making a total donation of \$124 537.50. This represents a direct contribution from the publishers and booksellers involved in the campaign.

Minister for the Arts and Sport, Senator the Honourable Rod Kemp, on behalf of the Australian Government, congratulated Books Alive and the Australian book industry for their generosity and initiative.

The Smith Family's *student2student* program, part of the Learning for Life program aims to boost the literacy skills and self-esteem of students. Running for six years, the program pairs students who are reading below their reading age with literacy mentors, usually volunteer high school students, via telephone.

The Smith Family aims to raise \$1 million to sponsor a further 2000 disadvantaged students on the *student2student* program. Donations to the appeal can be made by calling 1800 633 622.



## ALIA Forum on Purchasing Agreements and Licensing

Friday 4 February 2005, 9:30am-4:30pm, Dixon Room, State Library of New South Wales, Macquarie Street, Sydney

ALIA has co-ordinated a one-day forum which will bring together purchasers and suppliers to discuss the issues of concern in the acquisition of online resources.

Through presentations by invited speakers, panels and interactive discussion in small groups the forum will explore consortia and purchasing models, licensing issues and effective negotiation and collaboration. Speakers and panel members will be drawn from a range of library and information services sectors and vendors.

Following on highly successful forums in Melbourne, Adelaide and Brisbane, the fourth Forum on Purchasing

Agreements and Licensing is presented by the ALIA Purchasing and Consortia Reference Group.

The forum will aim to build knowledge, understanding and trust between purchasers and suppliers. It will inform participants about current developments in licensing, co-operative and consortia arrangements and service and business models. The forum will have a practical focus on identifying key issues relating to licensing for electronic resources and on successful negotiation and collaboration.

Who should attend?

- Those who are concerned with the terms of licenses and purchasing

agreements for electronic resources and/or have responsibility for negotiating licences.

- People from both the vendor and library sectors who want to increase their knowledge and understanding of the business and service environments for electronic resources.

The cost is \$100 for ALIA members (GST included), \$135 for non-members (GST included). Lunch, morning and afternoon tea and information package for delegates is included in the registration price.

For more information contact Susan Magnay, ph 02 6215 8225, susan.magnay@alia.org.au.