



Finance: The Follow-up (for non-specialists in book publishing)

Sydney: Tuesday 19 August 12.30 – 4.30 at Allen & Unwin, 83 Alexander Street, Crows Nest, NSW 2065

Melbourne: Friday 22 August 12.30 – 4.30 at Thorpe Bowker, Level 1, 607 St Kilda Road, Melbourne 3004

This workshop has been developed as a result of feedback from participants on the Core workshop, *Finance: The Foundations* (for non-specialists).

Your Presenters will be:

Peter Eichhorn who was, for over 25 years, the Finance and Distribution Director for Allen and Unwin. He was one of the founding partners in the company's management buyout. Peter is the director responsible for the operation of Alliance Distribution Services and is currently a director of UNSW Press. He brings significant practical experience to this seminar.

David Martin currently holds the position of Director of Finance and Administration at Allen and Unwin and started his finance career as an income tax investigator. David has held various positions over the last 26 years within the industry, both in Australia and the United Kingdom.

Workshop content

This workshop provides a unique opportunity for you to gain a deeper understanding of the fiscal context in which you are operating in your organisation.

PART ONE: Topics

- An appreciation of company viability and title profitability is essential to an overall grasp of the challenges that face the book publishing industry. There will be a further chance to discuss how what *you* do impacts on the results and the profitability of your company.
- Key issues will be explained, including royalty contracts, advances, WIP and consequent impact on profitability.
- Industry threats and future challenges will be discussed, including digitisation, e-books, e-readers, Google, print on demand, distribution costs, royalties, publicity, advances.
- Key financial terms will be reviewed.

PART TWO: Making a Difference to how you work.

What have you always wanted to ask about? What do you wish you could understand? What's bugging you??!

There will be small group activity and discussion based on situations which we invite you to submit to the APA within a week of the workshop. This will give you the chance to discuss and evaluate with colleagues some of the issues about which you would like a better understanding.

Please submit your enquiry, or examples of situations you would like explained or discussed by 13 August (Sydney) and by 19 August (Melbourne)

Workshop protocol re-assurance: *The APA and the presenters assume that complete confidentiality will be observed at these sessions, as with all our workshops. Open and free discussion will enable learning, but does not require any sensitive information to be shared.*

Who should attend:

Particularly those who have attended the *Finance: The Foundations* workshops in 07/08.

Any level up to managers.

Administration; Sales; Marketing; Publicity; Accounts; Production & Design.

Those of you wanting to improve your grasp and understanding of the costs of the book, whether you massage the figures or not.

Venues:

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Venue: Thorpe-Bowker, Level 1, 607 St Kilda Road, Melbourne, VIC 3004

Cost (GST inclusive):

\$190 APA members, Society of Editors & Society of Authors members

\$250 Non-members

Morning refreshments are included on this course.

To Register:

Fill in the **Registration/TAX INVOICE** form at <http://www.publishers.asn.au/training.cfm>

and fax FAO Dee Read to 02 9281 1073

or email to dee.read@publishers.asn.au