

The new *inCite* and you

YOUR FEEDBACK is just as important as it ever was. But the story you write for *inCite* may need to be different in its emphasis, for national readership, from the report you publish in your Branch or Section newsletter—or in *ALJ* or *AARL*.

As a news magazine we want to increase the pictorial content of *inCite*. Keep that in mind at the time of your next professional event and take plenty of photos with an eye to publication. Readers across Australia want to see how their colleagues look: a good photo and a lively account of a meeting (what was said, by whom, what its significance was) are the next best thing to being there.

Pack your contributions for *inCite* carefully. Simply writing 'PHOTOGRAPHS DON'T BEND' on an envelope seems to inspire some postmen to prove that they do! Write clear descriptive captions, but not directly onto the back of the photo where the ink strikes through or pencils cause corrugations.

Most of your contributions have been typed or prepared on a word

processor. We want to avoid re-keying contributions, and we can do this by scanning your typed manuscript into the computer or by borrowing your computer disc. Good black copy on white paper is essential for scanning, and a large mono-spaced typeface (Courier or similar) helps, too. Computer disks are better still (any capacity 3.5" Mac or IBM disks, or 5.25" IBM 360Kb disks), please include a note about what software was used. We shall accept no more contributions for *inCite* by fax, except for *Events* which have to be re-typed

anyway. Send *Events* to the 'old' fax number, (06) 282 2249.

Entries for *Events* and all general editorial inquiries should be addressed to the Editor (who is in the ALIA Office most mornings). All advertisements and bookings of inserts are now being handled from Sydney by Simon Hazelbrook, ALIA's former Financial Controller. Contact him on (02) 361 6277. But when you actually send the inserts, send them to the ALIA National Office and not to our mailing house.

Peter Judge

***inCite* deadlines for the rest of 1992**

Deadlines are 10 am (ie., first post. NOT 'close of business') on the dates shown.

Issue	Copy	Ads/Events	AllAppointments	Cover date
2	7 Feb	17 Feb	26 Feb	9 Mar
3	6 Mar	13 Mar	25 Mar	6 April
4	3 April	13 April	22 April	4 May
5	1 May	11 May	20 May	1 June
6	29 May	5 June	17 June	29 June
7	26 June	6 July	15 July	27 July
8	24 July	31 July	12 Aug	24 Aug
9	21 Aug	31 Aug	9 Sept	21 Sept
10	11 Sept	21 Sept	30 Sept	12 Oct
11	16 Oct	26 Oct	4 Nov	16 Nov
12	14 Nov	23 Nov	2 Dec	14 Dec

The G.S.T. hits the F.A.N.

A 15% fall in demand for books in return for a 15% increase in price?

THE AUSTRALIAN Booksellers and Publishers Association reports that the book industry reaction to the release of the Federal Opposition's proposals for a Goods and Services Tax has been low key to date, with concern focused chiefly on the potentially disastrous consequences for local educational publishing.

John Hewson's package was released as the ABPA executive met in Melbourne last month and ABPA President Garry Eastman said the association 'felt unable to come to any real decisions until it had more detailed information on the GST proposal and was more fully briefed on its effects.' Mr Eastman said the association 'is particularly worried about the effect of GST on the school book-list system throughout Australia.'

Industry concerns in the educational field focus on the proposed exemptions for educational materials. At present it is not clear whether direct purchases of books by parents would decline in favour of tax-exempt class-set purchases by schools. Mr Eastman said 'the worry is that if schools were exempt but not parents, schools would move further to class-set and book hire purchase and this in turn would threaten the viability of much textbook publishing.'

The National Book Council, which has long opposed any tax on books, said it would accept party platforms including GST but would, according to Executive Director Jan Smark Nilsson, lobby for a zero-rating on books. The issue promises to be the source of much lively debate as many in the publishing industry feel it is slightly ridiculous to claim tax-exempt status for books on the

grounds that intellectual debate and the free flow of information should not be taxed, when pulp, mass-market, romance, diet and gardening books would escape tax along with educational material and 'literature.'

An important, recently commissioned report indicates that in the UK and US there is very little price elasticity in demand for books. That is, percentage price rises are generally reflected in similar percentage falls in demand. Studies show a distinct possibility of a 15% fall in demand for books following the imposition of a 15% GST. A further point raised in recent surveys is that nett revenue derived from the GST imposed on books could fall far short of that expected. Actual nett GST revenue could be diminished by the high proportion of educational books, books produced for export, or books sold to government bodies and would be further offset by sales to professional bodies for whom a tax credit could be claimed. International trends show that among EEC countries, Britain and Portugal have zero-rated books, while other member nations have taxed books at reduced rates. It is said that many of these countries have experienced significant administrative problems as a result of attempting to classify books for GST purposes.

One recent report goes so far as to claim that 'it could very well be the case that the compensation required (for government bodies, schools, libraries, low-income earners, etc.) will be greater than the GST collected in certain areas.'

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