



## *Interactive Publications, Pty Ltd*

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# Submission to the National Cultural Policy Consultation

## 1. Who We Are

This submission is made on behalf of Interactive Publications Pty Ltd (IP), an independent publishing house based in Brisbane and a full member of the Australian Publishers Association (APA). Operating primarily on a traditional royalty model, IP contributes significantly to Australian culture by discovering, cultivating, and publishing diverse local voices. Our catalogue focuses extensively on contemporary poetry, literary fiction, personal memoirs, and engaging children's picture books—genres that are vital to the rich tapestry of national identity but frequently underrepresented in mass-market commercial spheres. IP is also an industry leading force in digital content research, innovation and publication.

## 2. The Issues We See

The central pressure facing independent publishers today is the escalating economic and digital risk involved in bringing new Australian work to market. Independent presses face a compounding crisis of rising structural costs, including printing, paper, freight, and distribution, within a relatively small domestic market.

Because small, independent publishers are inherently undercapitalized, the significant upfront investments required for rigorous professional editing, premium design, and global metadata optimization carry acute financial risk. Culturally vital works—particularly poetry, literary collections, and specialized non-fiction—have uncertain commercial prospects and face steep discoverability challenges in crowded digital retail and library ecosystems. Furthermore, the rapid rise of unauthorized AI scraping and digital copyright infringement threatens to undermine the core intellectual property of local creators, destabilizing the economic foundation of independent literary innovation.

## 3. What Part of the Plan We Support

To sustain a vibrant, resilient literary ecosystem, IP strongly endorses the targeted measures outlined in the APA's submission to the National Cultural Policy. In particular, we support:

- **An Australian Book Fund:** To directly offset the high upfront risk of investing in new Australian titles, poetry, and culturally significant works that cannot be sustained by market returns alone.



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- **Copyright and AI Settings:** Establishing urgent regulations based strictly on consent, licensing, transparency, and fair payment to protect local creators and independent presses from exploitative digital scraping.
- **A Dedicated Books Australia Export and Rights Program:** Providing structured support for small publishers to project Australian stories onto the global stage at international book fairs, maximizing secondary rights revenue.
- **Investment in National Book Data and Supply-Chain Infrastructure:** Enhancing metadata tools to improve discoverability and ensure local books successfully navigate digital and physical retail spaces.

### **4. What Would Improve**

Implementing these measures would fundamentally stabilize the independent publishing sector. For IP, this strategic policy support would mitigate the financial exposure of championing commercially marginal but culturally essential literature. It would enable independent publishers to confidently back new Australian authors, invest in digital and multimedia storytelling innovation, and guarantee that distinctive, high-quality Australian voices remain accessible to readers both domestically and across the globe.