



SENATOR THE HON KIM CARR

**MINISTER FOR INNOVATION, INDUSTRY,
SCIENCE AND RESEARCH**

Mr Angelo Loukakis
Executive Director
Australian Society of Authors
Suite C1.06, 22-36 Mountain Street
ULTIMO NSW 2007

21 JUL 2011

Dear Mr Loukakis

Thank you for your letter of 21 June 2011 to the Hon Nick Sherry and me concerning recent remarks attributed to Senator Sherry about the future of bookshops in the digital and online age. I am responding as the Minister with responsibility for the book industry.

At the core of Senator Sherry's comments was that businesses of all sorts need to recognise and adapt to the changing marketplace to ensure that they stand out among their competitors. They need to be innovative, develop new niche markets and new business models. Many bookstores are already being proactive and adapting to the digital and online age by building their capacity to sell online and providing the capacity for customers to access digital books in store.

I share your enthusiasm for the vital role that booksellers play in the Australian cultural landscape. Like you, I am confident that there will continue to be loyal customers for bookstores for the foreseeable future.

The Government is committed to ensuring that Australia's book industry remains sustainable and thrives in the digital economy. The Book Industry Strategy Group (BISG), of which you are a member, has proven to be a valuable forum for industry participants and government to meet and discuss the challenges of the increasingly digital industry. The outcomes from the BISG process will provide industry and Government with a collective framework for strengthening all parts of Australia's book supply chain. I congratulate you and the BISG for working closely with the retail book industry to explore the range of options available to retail bookstores to help them adapt to technological change and remain sustainable into the future.

Thank you for taking the time to bring this to my attention.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Kim Carr', with a long horizontal flourish extending to the right.

Kim Carr