

McGraw-Hill Australia Pty Ltd

Within the Productivity Commission's Discussion Draft the central recommendation of limiting territorial copyright to 12 months would signal reduced investment in Australian educational textbooks and digital teaching and learning resources.

This recommendation would result in:

- Less meaningful, relevant quality Australian content for teachers, academics and students.
- Less textbook choice for Australian teachers, academics and students.
- Less digital teaching and learning 'objects' for Australian academics, teachers and students to utilise with the associated course textbook.
- Reduced Australian competition to provide high quality, relevant content and resources for teaching and learning.

The conceptualisation, development and production of a textbook and its closely linked teaching and learning materials is expensive. It requires long-term, sustainable investment to deliver quality educational outcomes. The education publishing revision cycles are between three and five years therefore this investment is recouped over this period and beyond; not in the first twelve months.

Within a portfolio business, any decline in imported revenues would result in an increase in the allocation of overheads borne by a new or revised textbook proposal, potentially rendering it unprofitable and therefore not worthy of that investment. The comprehensive support provided to educational institutions, teachers and academics would also be affected under this scenario.

The existing state curriculum requirements and the proposed new National Curriculum means that school publishers would find it very difficult to work within this limit of 12 months to recoup investment; this partnership needs to be sustainable over the life of the curricula.

At the recent round-table and in our earlier submission we have discussed the additional reasons for our concerns that any significant change in the current competitive market conditions would result in poorer quality content options for teachers, academics and students.

We still maintain that investing in local authors, developing Australian intellectual property and disseminating Australian content and research in textbooks for student consumption are vital to Australia becoming an integral part of the knowledge economy of the 21st century. The revolution in education can and should be fuelled by access to high quality Australian content and learning resources.