

Submission by Greg Holfeld  
to the Australian Productivity Commission  
Re: Copyright Restrictions on the Parallel Importation of Books

I am an illustrator of Australian children's books.

Without relying on my pencil and paintbrush, I am hard pressed to match the eloquence and cogency of the arguments submitted by the authors and publishers I work with, but I make my submission with equal conviction.

Removal of the current Parallel Importation Restrictions will gravely affect the industry I rely upon creatively and financially. Australian picture books are usually of a high production value and low print run. My publishers take a huge risk with every book, and were they forced to compete against cheaply produced imports, it stands to reason that they would minimize the number of risks they take.

I would be illustrating fewer books, and see the books I illustrate subject to the slippery standards of overseas editions. Unlike working directly with my Australian publishers, there is not the opportunity to work with the printer and designer to ensure the production value is of the highest possible quality. It does neither myself or the reader any service to see my work in a poorly produced edition. That edition may be slightly cheaper to the consumer, but they're likely receiving an inferior product and a lot less of that cover price will be staying in Australia. Certainly none of it will be supporting me or the author. From a number of angles, those cheaper books mean less value for money.

The income I earn from illustrating children's books would be described as modest. I persevere because of the tremendous satisfaction it provides and the pleasure of contributing to our unique literary culture. With the proposed removal of Parallel Importation Restrictions, Australian culture will be a lot poorer - along with our authors and illustrators.

Greg Holfeld  
Adelaide, South Australia  
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