

CREATIVE RIGHTS



= CREATIVE READS



Creative rights, like copyright, are critical to Aotearoa New Zealand's book sector.

Over the next few pages, this illustrated story about an author and her work sets out why these rights are so important, how they work in the book sector, and how when we value the rights of people who make books, we all benefit.

Stella's Story was commissioned by Creative Rights = Creative Reads, a book sector initiative led by the New Zealand Society of Authors, the Publishers Association of New Zealand, and Copyright Licensing New Zealand. The story was written by Toby Morris, illustrated by Ezra Whittaker and first appeared on thespinoff.co.nz. Find out more about the campaign at www.creativerights.nz



This is Stella. Stella is a reader.
A curious kid who travels the
world in books.



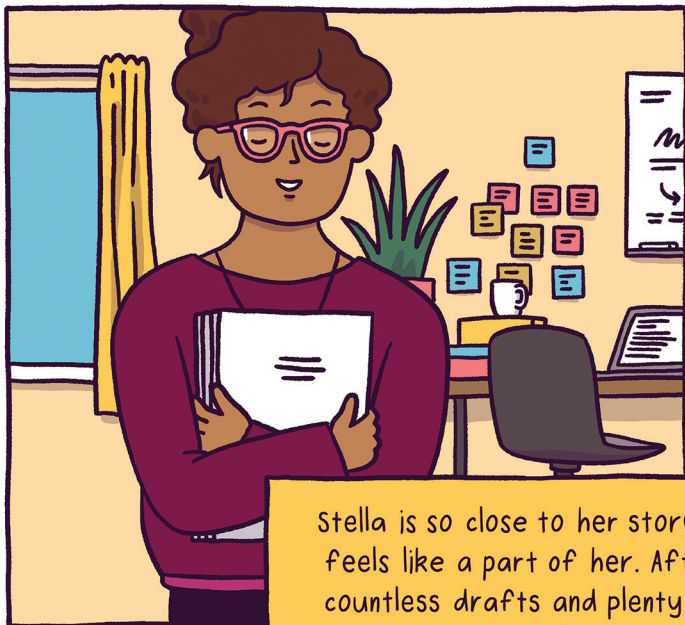
Some of them light fires in her –
ideas about who she is, where she is
and what she could become.



Others show her distant places, new
people and different lives. She keeps
reading. The fires blaze.

She becomes an author and starts to write her own story. It's hard work: she pours years of reading, research, conversations and life experience into it. The pages slowly fill up.





Stella is so close to her story it feels like a part of her. After countless drafts and plenty of work, it's nearly ready.

A publisher reads it and helps her fine-tune her story. Now a few other people, an editor, designer and illustrator add their skills to transform Stella's work into a book.



The book is printed and promoted. Soon boxes full of Stella's world begin to arrive at bookshops and libraries around the country.

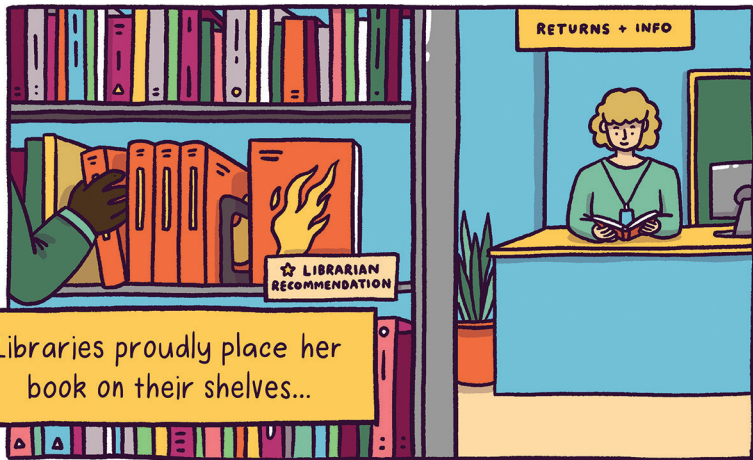
Finally Stella's work is an object that people can pick up, buy, take home, read and read again.



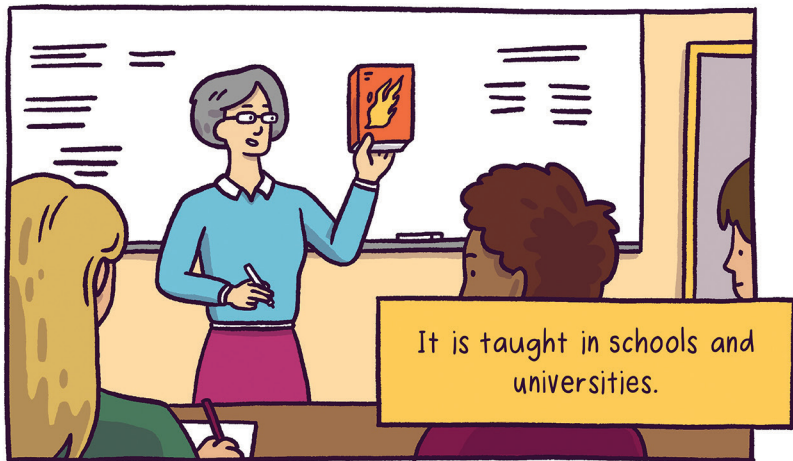
Each time someone buys a copy, Stella receives a payment, a slice of the cover price.

The buzz grows. Stella joins authors from all over the world to talk about the ideas in her book, and theirs, at a writers' festival...





Libraries proudly place her
book on their shelves...



In classrooms, kids write essays on Stella's book. At home, people draw pictures of their favourite characters.



And lines from it start cropping up in conversation.

The book lights fires in other creative people. There's talk of a stage adaptation, a movie, a tv series.



The story says something about us that on some deep level influences our culture and the way we see ourselves. It's bigger than a book now.

But it's also moving further and further away from Stella and all the people who worked so hard to create it.



creative rights, like copyright,
keep them in the picture.



When a production company wants to turn it into a movie, the publisher is there to negotiate the rights. They keep Stella involved – so she can keep earning from the success of her work and stay connected creatively.



creative rights make sending work out into the world like this rewarding. Everyone feels valued, respected and recognised for their work.



And somewhere out there, in bedrooms and libraries and classrooms around the country, Stella's book is lighting fires in other young minds.



Young minds now dreaming of writing their own books.

And Stella, feeling strong, is ready to sit down and start writing her next story.



Our books and copyright

Books and stories written and published in Aotearoa New Zealand teach, inspire, ignite our imaginations and contribute to literacy and wider wellbeing. They are taonga and provide a cultural legacy that helps us make sense of who we are and of our life here.

The book sector is a mainstay of our country's creative economy, contributing millions of dollars every year and supporting thousands of jobs.

Aotearoa New Zealand's copyright regime is critical to this. It encapsulates and upholds the rights of authors, illustrators and publishers to own and earn from their work — rights upheld by the Human Rights Act.

A copyright regime that respects and values the rights of creators — and incentivises creativity — ensures that we all get more: more creativity; more of our own stories in homes, classrooms, libraries and bookshops; more inspirational ideas; and more access to more local knowledge.

Our vision of a fair copyright regime is a system that:

1. Sets the legal framework to incentivise Aotearoa New Zealand storytelling.
2. Enables the creation of quality local content that forms the basis for our education system and underpins our culture, written for our diverse communities in te reo Māori, in English, and in Pasifika and other community languages.
3. Ensures that authors are able to earn from their work and can decide how their work reaches readers — and at what price.
4. Underpins the creative ecosystem — from authors and illustrators to publishers, from editors to designers, from printers to booksellers — to enable local storytellers to turn ideas into books that inspire and excite audiences to buy, read and read again.
5. Protects mātauranga Māori and delivers on the Crown's obligations under Te Tiriti o Waitangi.

6. Fosters a flourishing intellectual property marketplace where ideas become books, and where those books inspire movies, games, plays, theatre and other creative works.
7. Encourages multi-format storytelling, where print and ebooks, audio and broadcast, film and television scripts, adaptations and more, work alongside each other under the same set of rules.
8. Supports licensing solutions that enable access in cases where individual producers and consumers are unlikely to establish a market.
9. Limits copyright exceptions to special cases where there is robust evidence that the marketplace and/or licensing don't work; and compensates authors and publishers for the value provided to Aotearoa New Zealand from any exceptions.
10. Sets laws and rules that are clearly understood, thereby maintaining integrity and respect for the law, and provides affordable and timely access to justice in circumstances where authors and publishers' rights are infringed.



www.creativerights.nz