

PUBLICATIONS POLICY

What will the Club consider for publication?

The Club will consider all publications that have a particular focus on Western Australian natural history and which have little chance of being published otherwise, at the time of their being presented to the Club for consideration. Any publication that is likely to be of particular use to the Club' members (e.g. a field guide) will also be viewed favourably.

The types of formats the club will consider are: hard copy (e.g. paperback, fold-out guides), electronic (PDF format or web-based). We will not consider publication of apps.

How will the decision be made to proceed?

The Club's Council will discuss each project on a case-by-case basis and decide at a Council meeting and through subsequent electronic communications whether to proceed with the project.

Considerations in the decision will be:

- Costs of publication.
- Originality
- Expected salability/marketability of the publication and requested print volume. The Club must/should aim at a recoup of upfront costs in 5 years, unless reasonable alternatives are accepted at a council meeting.
- Prior publication experience of the author(s).
- Absence of conflicts of interest with the Club or other publications
- Is the publication well laid out, or can the author ensure that it will be? This may require that the author or the Club (if agreed) employs a professional editor to bring the manuscript up to publication standard.

Contracts with authors

The Council and Treasurer or Publications Officer should draw up the contract between the author(s) and the Club, which should include the amount the Club will expend on the entire project, how much of the marketing will be undertaken by each party, any agreements about storage, distribution, information on profit distribution, who carries ISBN related costs, etc.

Authorship issues: the Club as a (co-)publisher cannot be asked to be involved in an authorship dispute, so this must be included in the Contract.

The copyright of the publication shall remain with the author(s).

Access policy

The Club will allow Open Access under the following conditions:

- The cost of publication must have been recouped in full before we allow Open Access.

Copies of the publication will be donated to all local universities, in either hard copy or electronic form (depending on the institution's preference.)

A copy of the publication will be lodged with the State Library as required by law.

How many copies of the publication to print and storage

The size of the initial print run shall be decided by the Council, after consultation with the author(s).

The publication will be stored at one of more of the following locations: the Club's office (storeroom or office); the home of the Club's Publications Officer; the home of the author(s), or the printing company.

If a publication doesn't sell within a reasonable period of time (as defined in the contract), then the club will take steps to recoup/reduce any potential losses, in consultation with the author(s).

Insurance of publications

Insurance of stored publications shall only be covered by the Club's insurance policy if stored at the Club's office. Publications stored at private or other premises shall not fall under the Club's insurance liability.

Keeping track of stock

A tally of all publications in storage, at retailers, given to people/organisations for free, display or sale, and books sold shall be kept centrally in a file on Google Drive by the Publications Officer, in collaboration with the Treasurer. A stocktake will be carried at least once a year, prior to the club's end of financial year. This stocktake will include all other Club acquired publications (e.g. the Club's library, and at branches).

Keeping track of income and expenditure for a publishing project

The Treasurer shall be the primary person to keep a tally of what has been spent on a project and will also liaise with the Publications Officer to summarise what income has been generated by sales of the publication. The publications officer shall liaise with the treasurer/bookkeeper on providing ongoing invoices for all dispatched publications.

Sales of publications through on-line media and the office are linked to our financial database Xero. Sales of publications at monthly meetings shall be duly invoiced and cash receipts banked. A copy of the invoice is forwarded to the treasurer/bookkeeper.

Marketing

The Club may, in collaboration with the author(s), produce promotional flyers, a book launch, book reviews, a website page, social media posts, etc. in order to market the publication to the widest possible audience. The author is to provide an overview of potential markets for the publication.

Legal requirements

The Club's Librarian, in collaboration with other members of the Council, will be responsible for the submission of new books to National and State Libraries, as well as managing ISBN details for the new book.

Sales pricing

Wholesale and regular retail pricing will be set by the club in collaboration with the author(s), taking into account the percentage of stock that will need to be sold in order to recoup costs.

Reprinting guidelines

Reprint of publications not owned by the club shall be considered when asked for by the copyright holder. See decision to proceed section for consideration during this process.