



Frequently asked questions

The Ministry of Education publishes a wide range of resources for New Zealand schools. The following information is for illustrators, photographers, and writers interested in contributing to our teaching and learning resources.

Who to contact

A panel of preferred suppliers provides publishing services to the Ministry of Education.

Publishing services for English-medium resources are currently provided by:

Chrometoaster
PO Box 9966
Wellington 6141
Contact – Gillian Vosper (gillian.vosper@chrometoaster.com)

Cognition Education
Private Bag 92617
Symonds Street
Auckland 1150
Contact – Phil Coogan (pcoogan@cognition.co.nz)

CORE Education
PO Box 13678
Christchurch 8141
Contact – Christina Ward (christina.ward@core-ed.org)

Huia Publishers
PO Box 12280
Thorndon
Wellington 6144
Contact – Brian Morris (brian.morris@huia.co.nz)

Kiwa Media
PO Box 911152
Auckland 1142
Contact – Rhonda Kite (rhonda@kiwamedia.com)

Lift Education
PO Box 19088
Wellington 6149
Contact – Alex Collins (alex@lifteducation.com)

Publishing services for Māori-medium resources are currently provided by:

CORE Education
PO Box 13678
Christchurch 8141
Contact – Deanne Thomas (deanne.thomas@core-ed.org)

Haemata Limited
PO Box 603
Whakatāne 3158
Contact Hineihaea Murphy (hineihaea@haemata.co.nz)

Hana Limited
PO Box 12-594
Thorndon
Wellington 6144
Contact – Hana Pomare (hana@hana.co.nz)

He Kupenga Hao i Te Reo
PO Box 5301
Palmerston North 4441
Contact – Shirley Mullany (Shirley@kupengahao.co.nz)

Huia Publishers
PO Box 12280
Thorndon
Wellington 6144
Contact – Brian Morris (brian.morris@huia.co.nz)

Kapohia Limited
273 Rangiuru Road
Ōtaki 5512
Contact – Maraea Hunia (maraea@kapohia.co.nz)

➤How can new and relatively inexperienced writers be considered for commissions?

Huia Publishers and Lift Education are examples of suppliers that have writing competitions designed in part to identify talented new writers. Other educational publishers take a similar approach, for example, Scholastic. Check the websites of our suppliers for these writing competitions and the entry guidelines.

➤How can experienced illustrators, photographers, and writers make their availability known for commissioning?

Huia Publishers and Lift Education are also examples of suppliers that offer windows of opportunity for expressions of interest to experienced contributors who are interested in being commissioned. These windows are between fixed dates each year. This too is common practice in educational publishing. *The School Magazine* in New South Wales, for example, invites expressions of interest from illustrators in a similar way. Check the websites of our suppliers to find dates and guidelines for submitting an expression of interest.

➤ **Do established and experienced illustrators, photographers, and writers need to reapply each year?**

We recommend that you do. These are opportunities to update your CV and portfolio.

➤ **What should I include in my CV and portfolio?**

We publish teaching and learning resources across the curriculum, for a range of age groups, and in many different genres. For example, the *School Journal* publishes fiction, non-fiction, poetry, and short plays. It will assist the commissioning editors and designers if you provide examples of your different styles and areas of experience and expertise. If you specialise in writing science articles for students in Years 4–8, for example, say so in your CV and provide examples of this kind of writing in your portfolio.

➤ **Who should I approach to seek permission to include a commissioned image in my portfolio or a commissioned story in a collection of my stories?**

The Ministry of Education owns the copyright in the work commissioned on its behalf. For enquiries of this type, contact:

Copyright Permissions
Channels Group, Curriculum, Teaching and Learning
Ministry of Education
PO Box 1666
Wellington 6011
Email copyright.permissions@minedu.govt.nz

➤ **I'm interested in contributing to the Ready to Read series, the *Junior Journal*, the *School Journal*, the *School Journal Story Library*, and *Connected*. Who should I approach?**

Collectively, these are known as the Instructional Series. Lift Education is contracted to develop the Instructional Series for us through to October 2015. Information about the Instructional Series and how to contribute to it can be found on Lift Education's website: www.lifteducation.com

Lift Education offers the School Journal Writing Competition in part to identify talented writers it doesn't know about, as well new strengths of writers it is aware of.

Published writers and experienced illustrators and photographers are encouraged to submit expressions of interest in being commissioned (with CVs and portfolios of work) to Lift Education. The dates for expressions of interest in 2014 are:

17–31 March
20–31 October

For more details, see www.lifteducation.com

➤ **I write in a Pasifika language as well as English. Who should I contact to make my availability known for commissions in both my languages?**

For enquiries of this type, contact:

Alex Collins
Publishing Manager
Lift Education
PO Box 19088
Wellington 6149
Email alex@lifteducation.com

Lift Education is currently contracted to develop bilingual literacy resources for bilingual Pasifika new entrant students. Twenty titles in gagana Sāmoa and English are in development. The intention is to extend this project to four more Pasifika languages: gagana Tokelau, lea Faka-Tonga, Māori Kūki 'Āirani, and vagahau Niue.

➤ **Who chooses the illustrators, photographers, and writers to commission?**

The commissioning editors and designers at our suppliers choose writers, illustrators, and photographers for commissions. Though the Ministry of Education is the publisher, we contract the commissioning of illustrators, photographers, and writers to our suppliers.

Mentoring new talent

➤ **The *School Journal* has been a starting place for many writers and illustrators. Many of us have honed our skills with input from the *School Journal* editors and designers. Will the Instructional Series continue to mentor new talent?**

Lift Education offers a mentoring programme for Māori and Pasifika writers and illustrators who are interested in contributing to the *School Journal*. The mentors are Gavin Bishop, Joy Cowley, Patricia Grace, Gus Sinaumea Hunter, Witi Ihimaera, and the *School Journal* editors. If you would like to be considered, send your CV and a portfolio of your work to:

Alex Collins
Publishing Manager
Lift Education
PO Box 19088
Wellington 6149
Email alex@lifteducation.com

If you are relatively new to educational publishing, both Huia Publishers and Lift Education provide links to the New Zealand Society of Authors mentoring programme on their websites. You can find out more about this programme at: www.authors.org.nz (see, Programmes and Services).

Topic selection

➤ **How are topics for articles, stories, poems, and plays chosen before they are commissioned? How do you ensure that you get a wide coverage of topics across the curriculum areas?**

For particular publications, reference groups of content and curriculum experts and teachers support the work of the production team. They help the editors and consultants develop content plans, ensure curriculum coverage, and help to quality assure the work. Before a content plan is put into action, we review the advice about it from the reference group.

➤ **Do you have particular topics or themes you want people to write about?**

From time to time, we ask our suppliers to include a particular topic or theme in a publication. For example, for 2014 we asked the *School Journal* to include some First World War material in each issue. The *School Journal* editors commissioned material on this topic.

Once you've made your availability known for commissioning, and if you are offered a commission, you may be invited to illustrate or write about a topic such as this.

➤ **What kind of content – fiction or non-fiction, poetry or plays, content for students or teacher support material – is currently needed the most?**

Our suppliers are currently commissioning all these types of material and genres. When you make your availability known for commissioning, demonstrate your experience in each type of material or genre in which you have a publishing track record and interest.

Copyright

➤ Who owns the content when it is commissioned?

When one of our suppliers commissions work on our behalf, the Crown owns the copyright in the work. This means that:

- the Crown can use the material in a variety of ways and allow others to do so
- you won't receive further fees or royalties after you've completed the commission and been paid for that work.

➤ Will content be considered for publication if the Crown cannot own the copyright in it?

We have a strong preference for owning the copyright in the teaching and learning resources we publish for New Zealand schools. We want to maximise the ways in which teachers and students can use this material. Owning the copyright in the material future-proofs it for future developments in digital publishing.

After owning the copyright, our next preference is to use creative commons material. If you are unfamiliar with creative commons, you can find out more at www.creativecommons.org.nz

In exceptional cases we may make a separate agreement with the copyright owner.

Print + digital

➤ Is there an expectation that, increasingly, content will also be available digitally?

Yes, we intend to increasingly make more content available digitally. This supports our aim to allow all users (students, teachers, and whānau) access all our resources anywhere at any time.

We already provide a great deal of educational resources digitally on our website Te Kete Ipurangi (www.tki.org.nz). For several years, we have provided teacher support material and audio material for the Instructional Series digitally. We released the 2013 issues of *Connected* (our science, technology, mathematics, and literacy journal for students in years 4-8) in print + digital format. To explore these, go to www.connected.tki.org.nz

CORE Education and Lift Education are currently researching how our Ready to Read series and the *School Journal* could be delivered in digital format.

We are not currently planning to reduce the amount of printed resources we deliver to schools.

Storage, reprinting, reuse

➤ Are the illustrations in the *School Journal* and your other publications being archived? Will they be available to museums and galleries for retrospective exhibitions?

For illustrations up to and including 2013, we were provided with digital files of illustrations when Learning Media Limited closed. Where illustrations originally existed on paper, these original copies were also provided to us. We are storing these digital assets in secure digital storage. National Archives archive the illustrations on paper. From now on, panels of preferred suppliers provide publishing services to the Ministry. We are the publisher. As panel members complete their work on a project – for example, on an issue of the *School Journal* – we require the suppliers to provide us with digital files (and any original artwork on paper – though artwork is increasingly created digitally). We will continue to store these digital assets in secure digital storage. National Archives will continue to archive illustrations on paper. Galleries and museums that wish to mount exhibitions incorporating illustrations on paper should contact National Archives directly. For use of material stored in digital format, contact:

Copyright Permissions
Channels Group, Curriculum, Teaching and Learning
Ministry of Education
PO Box 1666
Wellington 6011
Email copyright.permissions@minedu.govt.nz

➤ Will the content in your publications be available for reprinting?

We do reprint our resources from time to time.

Increasingly, the content in our publications will be Crown copyright or subject to a creative commons licence (generally, attribution only and commercial). Copyright and creative commons licensing information can be found in the acknowledgements and, in the case of digital material, also in the metadata.

If another publisher wishes to ask permission to reprint content that is owned by the Ministry of Education (that is, which is Crown copyright), it will need to contact:

Copyright Permissions
Channels Group, Curriculum, Teaching and Learning
Ministry of Education
PO Box 1666
Wellington 6011
Email copyright.permissions@minedu.govt.nz

➤ With a growing online collection of Ministry-owned content, what protection is available to illustrators, photographers, and writers against misuse of the material, including misrepresentation and reuse by third parties?

Both our print and digital publications contain details of copyright ownership, rights and permissions, and creative commons licenses. Like all publishers, we expect the educational community and the general public to respect imprint notices such as, “Some rights reserved –

enquiries should be made to the publisher”. Be aware that there is an initiative across Government to make Crown-owned copyright material more freely available – given that the cost of its creation is taxpayer funded.

Preferred supplier panels

➤ **Is procurement of publishing and design services competitive?**

Procurement of publishing, design, and other production services is competitive and follows the Government's rules for procurement. There is a competitive process to become a Ministry of Education supplier, which is advertised through the Government Electronic Tenders Service (GETS). For individual projects, we invite tenders from panels of suppliers that have successfully completed this process.

Payment rates and royalties

➤ **Are illustrators, photographers, and writers paid competitive rates when they are commissioned?**

Our suppliers negotiate fair and competitive rates with the contributors to our resources. Current budgets reflect current commercial realities. These arrangements are commercial agreements negotiated between the supplier and you, the commissioned illustrator, photographer, or writer.

➤ **For contributors who received royalties from Learning Media Limited, what happens to those royalty payments now that Learning Media Limited has been closed and the Learning Media brand sold to Modern Teaching Aids?**

The termination clause in the publishing agreement that you signed with Learning Media Limited was probably triggered by the closing of Learning Media Limited. If you own the copyright in the text or illustrations in a book in a series such as Ready to Read and we wish to reprint it, we will negotiate the right to do so with you.

We have licensed Modern Teaching Aids (MTA) to use some Crown copyright material that was previously published by Learning Media Limited. If, for example, this is the layout and illustrations in a book in which you own the copyright in the text, MTA will need to negotiate a publication agreement with you before it uses your text.

We have agreed with MTA that if you assign worldwide rights to content to MTA, that will not impact on our right to negotiate with you the right to reprint that material if it already exists in one of our publications.

Off-shore outsourcing

➤ **To what extent will overseas illustrators, photographers, and writers be used?**

We want our publications to reflect the diversity of New Zealand society. The great majority of the contributors to our publications are therefore New Zealand and Pacific illustrators, photographers, and writers. We do not expect this to change.