

More books to start here

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Communities Culture and Heritage Minister Tony Ince announced up to \$1.1 million Wednesday to grow the publishing industry. (ANDREA NEMETZ / LocalXpress)

Nova Scotia publishers are going to have more money to pay authors, hire staff, increase the number of new books they create and market their products.

Communities, Culture and Heritage Minister Tony Ince announced Wednesday that publishers in Nova Scotia will receive up to \$1.1 million through the province's Creative Industries Fund "to grow their exports and expand the economic culture of the province."

Speaking in the legislative library at Province House, Ince said the investment would provide publishers with the support they need to double their growth over the next five years.

The money is expected to help publishers move into the academic publishing market, translate children's books into French and Spanish and expand sales of popular titles throughout the world.

"We also know that many of our Nova Scotia authors are often handled by publishers outside the province. Publishing is vital and is a vital contributor to our economy," said Ince.

Terrilee Bulger, general manager and co-owner of Halifax's [Nimbus Publishing](#), called the investment a pivotal moment for the industry.

"We'll be able to pay higher royalties to our authors; we'll be able to hire more staff; we'll be able to do more books; we'll be able to do more with the books we do create; we'll be able to get them into more markets," she said.

Speaking to a group including authors, publishers and government officials on Wednesday, Bulger said despite the province's strong literary history, it hasn't always had a strong publishing industry.



Terrilee Bulger, general manager and co-owner of Halifax's Nimbus Publishing, called Wednesday's

announcement of up to \$1.1 million to grow the publishing industry in Nova Scotia "a pivotal moment." (ANDREA NEMETZ / LocalXpress)

"There are now 15 publishers, publishing 170 new books a year, two-thirds of which are by Nova Scotian authors. We are taking these authors to a worldwide audience. We are constantly looking for new talent, the new Thomas Raddalls or the new Ernest Bucklers.

"This home-grown industry has produced Giller and Governor General Award winners and is an important contributor to the cultural fabric of this province. Almost 600 authors, illustrators and

creators receive royalty cheques from us every year."

Nova Scotia's book publishers provide 42 full-time and 23 part-time jobs in addition to work for freelancers, says a government news release.

Though the industry is well-established in Nova Scotia, growth has been limited and the government has brought the publishers "to a higher level that will make us more competitive with what's happening in other provinces," Bulger said.

Publishers can apply for support for content creation, marketing and innovation, she said, noting Nimbus is getting some support for royalties and production costs.

The company usually releases 35 to 40 titles a year, including 16 or so in the fall.

"This year we're doing 20, so we've committed to doing more projects because something was coming down the pipe. Normally we do two fiction books in the fall, and we've done three this year."

John Merchant, president of Mahone Bay's [Curriculum Plus](#), which specializes in learning resources for schools including language arts and science in both official languages, primarily at the grades Primary to 8 level, said the announcement is significant as it expands the publishers' capacity to not only develop books, but to share them with the world.

"Also, I'm a school publisher, so it's good news for the curriculum. Educators can know that they can look forward to receiving great classroom resources from home-grown sources."

Merchant, who moved to Nova Scotia from Toronto in 2012 and relocated his company in 2014-2015, pointed to his company's Little Porcupine series as an example of a project that will draw on the new funds. Curriculum Plus is doing six new titles in the series in English and French, all written, published and printed in Nova Scotia.

"It's already very popular. It has sold very well in Nova Scotia and is on the approved list of learning resources in Nova Scotia."

The Creative Industries Fund, with a goal of increasing creative industry exports, is available to businesses, not-for-profit organizations and social enterprises operating in creative industries such as music, book publishing, fine and production craft, visual and applied art, performing arts, clothing design and textile enterprises, said Ince.

"(The Creative Industries Fund) creates a win-win situation. Creative people and businesses win because they earn a living doing what they love and Nova Scotians win because our culture attracts visitors, businesses and residents and because creative people and businesses can contribute even more to our economy," the minister said.

"According to research from Statistics Canada, culture contributes \$949 million to Nova Scotia's economy and provides almost 14,000 jobs. This represents 2.7 per cent of the provincial gross domestic product and three per cent of all jobs in the province," the release said.

Information about the fund and how to apply is available at novascotia.ca/programs/creative-industries-fund.

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