

Association of Book Publishers of British Columbia

STRATEGIC PLAN | 2021 TO 2024

VISION STATEMENT

An *equitable, diverse, and* inclusive environment where BC publishers are valued for *publishing* books that engage, inspire, inform, and entertain individuals and communities throughout Canada and the world.

(Italics indicate proposed wording changes resulting from discussions during the 2021 strategic planning session. This wording is to be confirmed in the process of building a new brand platform.)

MISSION STATEMENT

The Association of Book Publishers of British Columbia supports the aspirations and activities of its membership through cultural, economic, and political initiatives and engages book-related communities in British Columbia, Canada, and beyond.

GUIDING PRINCIPLES

- We believe that the work done by our industry has cultural, economic, and artistic value, and we advocate to protect it.
- We believe that books can take different forms, and we welcome the many ways to increase access to them.
- We fully embrace the creative work that has been silenced by the traditions and practices of our dominant culture. We strive to embed diversity, inclusion, and accessibility into all that we do.
- We believe that our industry is a distinct and valuable part of our culture and deserves the support of our governments.
- We believe that our vision is shared with other like-minded organizations, and we create partnerships and shared learning experiences to strengthen the sector as part of the creative industries in British Columbia.

STRATEGIC PILLARS

1 ADVOCATING FOR BC'S DIVERSE PUBLISHED CONTENT AND PROMOTING ITS VALUE

The ABPBC builds a data-supported case for support for arts funding, tax relief and other asks to defend the cultural, intellectual, social, and economic interests of the written arts within BC and Canada. We are the voice of book publishers and their authors regarding copyright and fair compensation for their content.

2 MARKETING AND PROMOTION OF BC PUBLISHERS AND THE BOOKS THEY PUBLISH

The ABPBC creates and supports the promotion of works published by our members. We work collaboratively with our members to assess the return on investment of different traditional and non-traditional channels, including local partnerships, participation in industry exhibitions, and the expanding options offered through social media.

3 MEMBER DEVELOPMENT AND ENGAGEMENT

In the context of a rapidly changing publishing environment, the ABPBC explores ways to evolve while safeguarding the value of members' published content. The association brings a broadly defined inclusive lens as it works to adapt to change and invites members into the shaping of the organization through board and committee work and, through their involvement, consciously supporting the development of tomorrow's leaders.

4 BUILDING A STRONG ASSOCIATION

The ABPBC develops and delivers professional development programming that is relevant, timely, and valuable to our members and other interested parties in the publishing ecosystem. It actively seeks external partnerships and engages specialists with a passion for creative industries in British Columbia.

5 BUILDING A STRONG SECTOR

The ABPBC is aware that the challenges and opportunities it experiences are shared by other creative industries in BC, including music, magazines, film, and interactive and digital media. There is much to be shared and much to be learned from each other, and we seek ways to facilitate relationships for the betterment of all. In addition, BC's book publishers are part of a larger publishing ecosystem. The ABPBC builds partnerships with all groups who share a common purpose within BC's publishing sector.

STRATEGIC OBJECTIVES (2021 TO 2024)

In the years governed by this strategic plan, the ABPBC endeavour to:

- Build a data-supported case for support adapted to key audiences
- Build a new brand platform and brand strategy
- Develop a public campaign
- Increase membership engagement
- Engage in a governance review
- Engage in an audit of current and proposed programming to assess value
- Create partnership initiatives to maximize efficiencies
- Raise the profile of publishing as a creative industry