

National Cultural Policy Submission

Name: McGraw Hill

About McGraw Hill

McGraw Hill has been in business in Australia since 1965. It is a significant publisher in the area of Higher Education, vocational and medical educational resources. The company aims to accelerate learning through intuitive, engaging, efficient and adaptive experiences.

McGraw Hill employs, contracts and partners with a vast number and variety of creators: academics, educators, researchers, writers, photographers, designers, illustrators, typographers, cartographers, data visualisation specialists, and so on. McGraw Hill employs around 50 staff in Australia across New South Wales, Victoria, Queensland, and Western Australia. These staff members are employed in various business functions: sales, marketing, portfolio & product (editorial), finance, customer service, inventory, operations, and technical support.

In addition to employed staff, McGraw Hill makes use of the services of Australia-wide based contractors to assist in the publishing process. It depends on the publishing cycle, but at any given time there will be a large team of contractors supporting the publishing of the work through its various stages.

What is important to McGraw Hill

A Place for Every Story

Australian students should have access to educational resources containing Australian content. That needs infrastructure that supports Australian publishing, including publishing for the education sector.

Strong Institutions

We would like the Government to understand the importance of protecting and incentivising the publishers, along with the creators, because of their immense contribution to Australia's copyright system and towards Australia's creative economy.

Intellectual property protection and value recognition remains the driving engine of this investment in innovation. It supports sustainable business practices that currently benefit both creators and consumers. License fees are a significant contributor to the revenue of McGraw Hill and contribute to our ongoing investment in innovation.

Copyright Agency payments are integral to the educational publishing that McGraw Hill does. Both McGraw Hill and its authors rely on these payments.

Authors of textbooks do not receive hefty advances on royalties. For authors, publishing academic textbooks does not contribute to their research profile or promotional points. The general rule is to divide income from Copyright Agency in such a portion as agreed with the authors, who rely on these royalty payments as an incentive to continue their work as well as a source of income.

Reaching the Audience

McGraw Hill wants its publications to be used as widely as possible, but on fair terms. The Australian education statutory licence allows people who do not purchase books to copy and share the content from them, subject to fair payment. It is vital that those fair payment arrangements are maintained, to support the ongoing production of quality content.