



To broaden understanding about issues of importance to the communities of the Northern Territory, northern Australia and the Asia-Pacific regions

1. Overview

Charles Darwin University Press (CDU Press) is the academic publisher based at Charles Darwin University (CDU). One of the University's cultural enterprises, CDU Press assists Charles Darwin University to achieve its mission and vision by disseminating knowledge about issues of importance to the communities of our regions, along with other works by CDU staff and early career researchers.

2. Mission

CDU Press produces and distributes quality publications, generally with a regional focus, and markets them as widely as possible with available resources, both domestically and internationally. Profits are returned to production and promotion of CDU Press titles.

3. Vision

Over the next five years, CDU Press will continue to improve its support for the mission and vision of Charles Darwin University, with activities in the areas of *research, teaching, partnerships and community, Indigenous issues, and quality and sustainability.*

RESEARCH

To produce and distribute quality publications on issues of regional importance - locally, nationally and internationally - both to an academic and a more general audience, while providing all CDU researchers, including early career researchers, with supportive pathways through the publication process

TEACHING

To partner with CDU staff to produce and distribute quality textbooks for use within CDU and beyond

PARTNERSHIPS & COMMUNITY

To seek innovative publication partnerships with community, business and government, and to produce and distribute publications that increase understanding of issues of regional importance by making knowledge more widely accessible to a general audience

INDIGENOUS

To encourage and support Indigenous authors to publish their work and to produce and distribute titles on issues of importance to Indigenous peoples

QUALITY & SUSTAINABILITY

To produce quality publications showcasing CDU, by providing a supportive environment for authors and other stakeholders to assist them through the publication process and by being committed to innovative solutions to ensure economic sustainability

4. Actions and Measurements

CDU Press will achieve this vision through implementing the following actions and regularly reviewing its progress against measured outcomes.

Raise the profile of CDU Press through internal marketing and seek greater engagement with the CDU community in CDU Press activities

Measured by:

- Increased quantity and quality of publication proposals and ejournal submissions from within CDU
- Increased internal sales of publications
- Increased interest in CDU Press activities measured by involvement in CDU Press activities, attendance at functions and usage of CDU websites
- Increased involvement in partnerships with units within CDU

Provide supportive pathways for authors and other stakeholders through the publication process

Measured by:

- Increased publication partnerships with Indigenous authors and early career researchers
- Exploration of sponsored funding support schemes for Indigenous authors and early career researchers
- Increased completion rates of publication projects
- Positive feedback from authors and other stakeholders
- Implementation of improvements in response to feedback from authors and other stakeholders

Enhance the reputation of CDU Press, and its ability to showcase CDU research outcomes, by continuing to produce and distribute quality publications in CDU focus areas in response to the community's need for knowledge and information

Measured by:

- Implementation and review of publication matrix
- Quantity of new titles produced and further print runs of existing titles
- Quantity of new titles in CDU focus areas
- Quantity of new titles relevant to Indigenous issues
- Quantity of books sold
- Quality measured by books sold and by review and reader feedback
- Targetted marketing strategies with measurable outcomes

Increase sustainability and build capacity through increased sales and continuous improvement of processes

Measured by:

- Increased sales internally, nationally and internationally, leading to increased profit returned to production/promotion of books
- Success in attracting funding from a variety of sources
- Improved financial viability through increased income and cost savings
- Improved performance against key industry metrics
- Constructive review of current practices leading to improvements
- Successful implementation of electronic archive of CDU Press titles in partnership with CDU library
- Outcomes of ongoing discussions with University management indicating enhanced recognition and support of CDU Press

Build capacity through innovative partnerships and exploration of emerging opportunities

Measured by:

- New partnerships with community, business and government, providing mutually beneficial outcomes
- Exploration of partnerships with other tertiary institutions and other publishers
- Trials of non-traditional technologies and distribution models, including for example emerging e-publishing avenues, conference webhosting and publication of proceedings, pay-per-view, print on demand, etc.

