



Era Publications

Bringing imagination to life

PRESS RELEASE

SA Publisher Wins National Distinguished Service Award

Rodney Martin, Managing Director of SA publishing company Era Publications has received the national George Robertson Award from the Australian Publishers' Association for distinguished service to Australian publishing.

Martin has been Era's publisher throughout its 44 years and continues to work in this capacity with his publications sold into 44 countries and in 20 languages other than English.

From the early days, Martin chased export sales because, as he says, "It was too dangerous for me to remain a small fish in a small pool, and that remains true for Australia as a whole. But I also wanted Australia to play a more prominent role worldwide in children's literature and education."

His accomplishments include:

- being the first publisher in the world to have his works translated into all three Sami dialects north of the Arctic Circle in Norway,
- the first to help Timor-Leste to develop levelled readers for its primary school children in the Tetun language, and
- the publication of Australia's first post-modern picture book 'The Watertower', which won the Australian Picture Book of the Year in 1995.

Apart from publishing works in his own company, Martin has been a prime mover for industry innovation in times of change through membership on industry committees and encouraging innovation in the digital revolution.

"In the early 1990s I could see that publishing was going to be seriously influenced by the digital revolution and I saw this as an opportunity rather than a threat, although the industry has found it difficult to attune to not only the technological change, but also to the diminishing value that society began to place in the copyright of authors and illustrators," said Martin.

"I just hope people learn to value the contribution our creative talent makes to society and the economy," he said. "Such talent needs to be rewarded in the same way we all expect our career efforts to be valued. Literature is the life-blood of all great civilisations."

Contact:

Rodney Martin

Managing Director

Era Publications

Post: PO Box 231, Brooklyn Park, SA 5032 Australia

Office: 220-222 Grange Road, Flinders Park, SA 5025

Tel: +61 8 8352 4122

Company URL: www.erapublications.com

Content platform: www.in2era.com.au

Background information:

R D Martin Pty Ltd trading as Era Publications is a family-owned, South Australian educational and children's publisher established in 1971 and originally operated from the family home and garage at Lockleys.

The founder was a primary school teacher, administrator and curriculum writer for the State Department of Education.

Era's books have been sold into 44 countries and 20 languages other than English. Export sales account for roughly 50% of the company's revenue.

The great majority of Era's authors and illustrators are South Australians.

With its first product in 1971 typeset with hot metal, Era now produces both print and online digital editions worldwide.

Notable published works by Era Publications include:

1997 *Pilawuk: When I Was Young* (Honour Book Children's Book Council of Australia *Eve Pownall Award* -- first book for children on the 'stolen generations')

1995 *The Watertower* by Gary Crew and Steven Woolman (Winner of Australian Picture Book of the Year and Australia's first post-modern picture book)

1985 *Picasso the Green Tree Frog* by Amanda Graham and John Siow

1985, Era introduced to Australia *Hairy Maclary from Donaldson's Dairy* by Lynley Dodd.

1984 *Arthur* by Amanda Graham and Donna Gynell (Shortlisted for Australian Picture Books of the Year; Winner of UK Children's Award, 1985)

1981 *There's a Dinosaur in the Park!* by Rodney Martin and John Siow

Industry awards

1993-1994 State Winner AUSTRALIAN BRITISH CHAMBER OF COMMERCE EXPORT AWARD

1999 *Commended* SOUTH AUSTRALIAN EXPORT AWARD *Education category*

2002 *Winner* AUSTRALIAN BRITISH CHAMBER OF COMMERCE *Export Award – Trade Relationship Australia/UK*

2002 *Winner* SA GREAT AWARDS *Literature*

2003 *Winner* NATIONAL MULTICULTURAL MARKETING AWARDS *Export Award Category*

2009 *Winner* HKABA SA CHAPTER BUSINESS AWARDS *For excellence in bilateral trade with Hong Kong SAR /China*

2009 *Winner* FAMILY BUSINESS AUSTRALIA NATIONAL AWARDS *1st Generation Family Business*

2013 *Finalist* SA GOVERNOR'S MULTICULTURAL AWARD

2015 *Winner* Australian Publishers' Association George Robertson Award for Service to the Publishing Industry