

ANU Press Operational Plan 2024

Priorities for 2024:

- Develop and begin to implement a plan to improve the Press’s quality of publications, public and scholarly impact and reputation, and financial performance, as an open-access publisher, while
- Fulfilling the Press’s commitments to existing Editorial Boards and
- Revising the Press publishing program and identity.

Objective	Action	Measure	Timeframe	Responsibility
Improve the overall quality of Press publications	*Press to sign off on all new commissioned titles in light of a publication business case *Press to revise its value proposition for authors *Press to actively pursue new titles in consultation with Editorial Board Chairs	*New titles to be signed off by the Press	*Q1	*Manager
		*Value proposition to be produced and published	*Q2	*Manager in consultation with key stakeholders
		*At least three titles to be actively commissioned	*Q4	*Manager and Editorial Board Chairs
Improve the reputation and impact of the Press and its publications	*Increased emphasis on traditional marketing *Increased emphasis on relations with library and retail partners *Increased marketing emphasis on the publishing list	*Increased op-eds, features and mass media reviews	*Q4	*Marketing Coordinator, Manager
		*Increased sales through library and retail channels	*Q4	*Manager, Marketing Coordinator
		*Revised text for website and marketing collateral	*Q2	*Manager, Marketing Coordinator, Design/Publishing Officer, Publishing Assistant
Improve the financial performance of the Press	*Increased emphasis on sales	*10% improvement on gross revenue YOY	*Q4	*Press staff team

	*Careful management of variable costs *Introduction of a business case for individual titles	*Variable costs to not exceed 2023 *Title business cases to be prepared	*Q's1-4 *Q's1-4	*Manager and Press team *Manager
Explore workflow efficiencies obtainable through new software	*Press and Digital Solutions to pursue efficiencies on the basis of a review of Press workflows and a business case	*Preparation of an efficiencies business case *Business case response from Digital Solutions	*Q2 *Q3	*Manager and Digital Solutions *Digital Solutions
Maintain the Press publishing program of accepted 2024 titles	*Maintain a high output of titles	*Publish at least 30 titles	*Q's1-4	*All Press team
Clarifying the Press identity through sharpening its publishing focus	*Reducing areas of Press publishing focus, for the sake of workload manageability and achieving economies of scale, on the basis of a Press consultation paper	*Preparation of a policy paper for consultation *Aggregating areas of publication *Communicating the Press's new areas of focus	*Q's1-2 *Q2 *Q's2-4	*Manager *Manager, Marketing Coordinator, Design/Publishing Officer *Manager, Marketing Coordinator, Publishing Officer & Designer
Staff development	*Ensure development opportunities and programs are identified and actioned for Press staff	*Staff members engage in professional development opportunities	*Q's2-4	*All Press team