

ABOUT ESSENTIAL RESOURCES

Who are we?

Essential Resources specialises in creating and delivering high-quality educational resources for use in primary and secondary schools.

Our team of professional educators is dedicated to creating high-value, relevant publications that cater for the needs of classroom teachers. In addition, we offer more general texts associated with school administration, professional development and teaching and learning styles.

Each year we produce around 60 new titles. All are trialled in the classroom, so we know they are fun, stimulating and easy to use! Choose from a selection of over 400 innovative titles across the curriculum. Each book is an imaginative, relevant, quality resource created to make it a whole lot easier for students to learn and for teachers to teach.

Every book is:

- written and edited by professional educators
- designed and illustrated to enhance its valuable content
- trialled to ensure it is easy to use in practice.

What do we publish?

If you want to see specific examples of our publications, we suggest you take a look at our web sites www.essentialresources.co.nz, www.essentialresources.com.au or www.essentialresourcesuk.com

Here you will find lists of our current titles as well as sample pages and some free downloads. Most of our publications are 48 to 60 pages in length. They include student workbooks, handbooks for teacher use and some texts that are a mixture of both. While purchasing our resources does allow photocopy rights to the purchasing school, some customers prefer to purchase multiple copies and use them for students to write in direct.

A look at our current list of publications may give some indication as to what we are prepared to publish. However, we are also open to suggestions that fall outside our current range. We are constantly extending our stock list and our market so there are few really hard and fast rules, other than a commitment to quality products.

Want to join the team?

We are happy to hear from anyone who thinks they may have ideas for future Essential Resources publications. Our authors are practising educators, with clear credentials in teaching and learning. The material they offer for publication is based on what has worked best for them. They are keen to share these ideas with others and we are happy to make this possible and to provide the vehicle for quality, polished presentation.

Publication proposals are taken through several stages, including a review by other educators to check that the material has broad and relevant application. When we are convinced that the proposal is worthwhile, the author is offered a publishing contract along with guidelines for presenting copy for publication. Our publishing team includes experienced editors and designers who will provide the support necessary to bring the material to a quality publication standard. Once the resource is on the market, the author receives royalty payments twice yearly, based on sales figures.

Contacting us

You can contact Essential Resources by post, phone, fax or email. We will be happy to provide guidelines for a publication proposal or to answer any other queries you may have.

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Publication Proposal: Stage One Guidelines

Greetings from Essential Resources!

If you have an idea for a future Essential Resources publication, we are keen to hear about it. Here is a guide for the first stage of presenting your publication proposal. This information will help us to consider taking the next step toward turning your idea into a published resource.

The Concept

We would like a brief summary of what your resource is about.

The Market Potential

We would like to know if a resource of this type has been published before and why you think there is a need for your resource. Do you see your resource having potential outside the Australasian market?

Some Information About Yourself

We need to know your qualifications for preparing the resource so fill us in on your occupation/background and why you think you are qualified to write this resource.

If you are not sure about any of these proposal guidelines, contact us. We would be happy to talk things through to help you put the ideas in writing.

We look forward to hearing from you. If we like the sound of your idea, we will contact you and ask for further details.

Regards from the team at Essential Resources.



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Publication Proposal: Stage Two Guidelines

Hello again from Essential Resources

Thank you for submitting your idea for a future Essential Resources publication. We are interested in this idea and keen to know more. Here is a guide for presenting more detail about your publication proposal. You may find that completing the proposal in this form will help you to consolidate your own thoughts. It will also help us to make a clear decision about publication. We appreciate the time spent on your submission.

So far you have given us some general information about the concept and the market potential of your resource idea. Thank you for that and for giving us some information about your credentials as the author of such a resource. Now we invite you to provide a little more detail. The following headings will guide you through this stage of the proposal.



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The Title

This doesn't have to be the final title used for the resource; a working one will do.

The Concept

We would like some further details about your resource idea. Tell us things such as:

- the main topic or theme
- curriculum area(s) it will cover
- who is likely to use it
- the student learning outcomes it can provide
- how it can help teachers in their work
- the sorts of activities it will contain
- where you will draw your material from
- how long you estimate your resource will be.

A Table of Contents

We would like to see a list of the anticipated contents of your resource. If possible, include working chapter headings and a list of the major subject/topic headings within each chapter.

A Sample Chapter or Pages

Please supply two or three sample pages of how you imagine your resource might look. Be aware that at this stage we are more interested in content than in design or illustrations.

Some Information About Yourself

If you have seen other Essential Resources publications, you will know that there is a brief author bio title About the author on the back of the title page. This outlines the author's background, particularly in relation to the resource it accompanies. What would you include in your author bio if your resource idea is published?

The Timeframe

Please give us as a realistic timeframe of how long you think it will take you to complete the resource.

As with your first submission, if you are not sure about any of these guidelines, contact us. We would be happy to talk things through to help you put the ideas in writing.

We look forward to hearing from you again. We will be in touch to let you know if we want to proceed with publication of your resource idea.

Regards from the team at Essential Resources.

Publication Proposal: Stage Three Guidelines

STANDARDS REQUIRED OF COPY

Thank you for choosing Essential Resources as the publisher of your resource. We will aim to present it at a quality standard that makes it useful, appealing and highly marketable. You can help us to reach this standard by applying the following guidelines to your contribution.

Written Copy

All written copy should be word-processed and emailed to us at geraldine@erpublishers.com. The file should be IBM-compatible. We suggest a 'Word' document, or a 'Text Only' or 'Rich Text' file. The copy should include your name, your contact details and the name of the resource.

It is helpful if you also forward us a hard copy printout. This provides a checkpoint in case the file has altered during email transfer. The printout should be on A4 white paper, with the printing double-spaced and on one side of each page only. All pages must be numbered, and the title of the resource or your name given either at the top or bottom of each page.

Illustrations

We are happy to contribute the graphic design aspects to the resource. However, if you do have illustrations, photographs, diagrams, large tables or similar material intended to illustrate the publication, these should be sent as a separate packet of material at the same time that you send us the printout of your text.

Number each illustration on the back in pencil according to the order that you want it to appear in the text (Drawing 1, Drawing 2, Drawing 3; Table 1, Table 2, Table 3, and so on). Then indicate where you would like these illustrations inserted in your text, by providing clear placement instructions in your manuscript: Insert Picture 1 (or Table 1, or Diagram 1) here.

Please note that in most cases we will redraw or reset any illustrative material that you provide. It is useful for you to provide a guide as to the type of illustrations you wish to include. This means that you can present items like flow charts in a fairly rough form, but they must be clear enough to allow a desktop publisher or designer to replicate them to publishable standard.

If any of your illustrations require captions, please provide these as a separate item at the end of your manuscript. Type each caption in order, numbering it so that it matches the number on the back of its corresponding illustration.

Curriculum and Market Links

It is helpful if you provide information about how this resource fits into the curriculum and what skills it promotes to indicate how and where it could be used. However, to ensure that the resource is marketable overseas as well as locally, the references to subject areas should be kept general and the level indicated by student age. Tying the resource in to specific national curriculum strands, levels or school years often does not translate well to another country. This comment applies to some content as well. If it is too specifically aimed at the local market, it may not have the broader, possibly global appeal that would allow an extended market.

Links to Other Essential Resources Publications

In promoting your resource, we will at times group it along with others that are similar in subject or target audience. Let us know if you have some ideas about what other Essential Resources publications would go well alongside your resource.



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Full name(s) of author(s); the year that the book was published; full title and sub-title of the book; place where the book was published; the name of the publisher; whether it is a second or subsequent edition of the book; and the page number(s) on which the quoted text appears.

For Articles Within Books

Provide the same information as above, but include also the name(s) of the authors of the article; the name(s) of the people responsible for compiling the articles (usually cited as editors); and the page numbers on which the article appears within the book.

For periodicals (eg, academic journals), magazines and newspapers

Full name(s) of author(s); title of the article within the journal or magazine that you have used; title of the journal; volume and issue numbers (where available) of the copy of the journal you are using; the week or month (where available) and year that this particular copy was published; the page number(s) on which the whole article appears and the page number(s) on which the quoted material appears.

Publishing Contract

The contract will provide you with further details about our publishing agreement. This includes an indication of the timeframe for this publication. Please be aware that it is important for all concerned that we continue to work within the agreed deadlines.

If there is anything further that you need to clarify, don't hesitate to contact us at Essential Resources. Welcome to the team!



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