

# From Teaching to Publishing

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Ben Dobbs and Mara Temi

New Way Press Publishing Ltd.

[www.new-way-press.com](http://www.new-way-press.com)

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PRESS  
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# Background

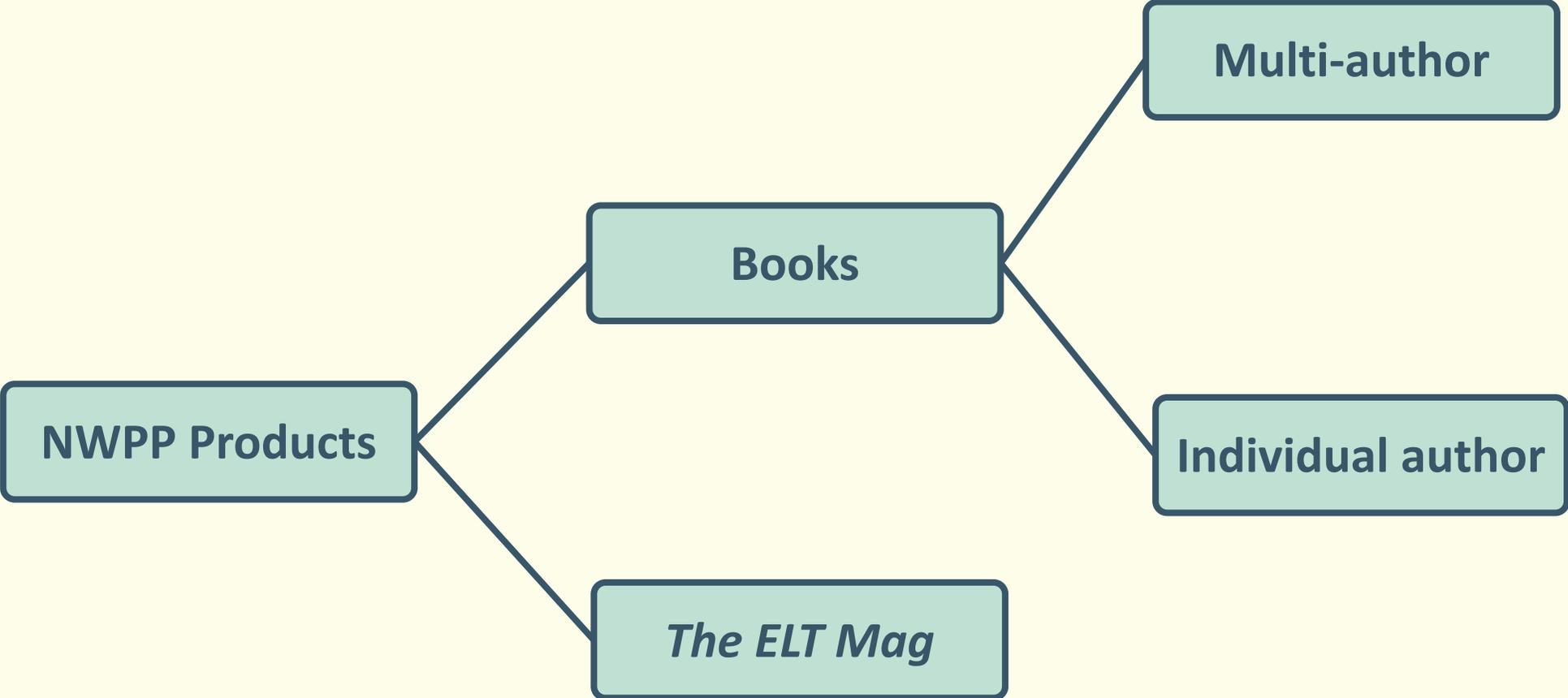
- New Way Press Publishing (NWPP) was started in 2020 as “lockdown project” with the idea of displaying the creativity and skill of teachers working in the ELT sector in Ireland.
- The ongoing restrictions into 2021 created their own unique challenges.
- Through Mara, we adapted the focus towards something that is international rather than just aiming to representing teachers located in Ireland.
- *The ELT Mag* launched last year.
- Books coming soon, finally!

# Challenges of Setting Up in Ireland

- **Business culture:** Business culture is arguably slower in Ireland with processes and systems that are outdated; this all takes time and nothing can be done entirely online
- **Banking:** Ireland is great to set up in as a tax-avoiding multinational; however, for individuals, setting up a company is complex – the shortest bank application form being 60 pages (AIB)!
- **Registering your company:** the CRO (Company Registration Office) of Ireland has been labelled as working on “candle power”; you then must deal with the RBO (Registered Beneficiaries Office).
- **Agents and gatekeepers:** there is little that can be done (unlike, for example, the UK’s Companies House) without involvement of an agent; this, of course, adds costs.
- **The sector itself:** The ELT sector is full of people who talk; everyone has a plan but few deliver! The sector in Ireland is no different.
- **Time management:** starting up is difficult when you work as much as anyone in teaching or training does; despite nonsense spoken on platforms like LinkedIn, you cannot (should not) stop all other earnings channels to work on your start-up.
- **“Austrian School” economics in Ireland:** fees and costs in Ireland are based on the idea that *someone* will pay whatever is listed as a price (accountants being an example).
- **No individuals:** a company cannot be registered by an individual; there must be two partners.



# Our Projects



# Stakeholders

As a start-up publisher, there are a range of stakeholders:

- **Authors** (ranging from the reliable and keen to the hugely unreliable; protecting their legal and moral rights)
- **State entities** (CRO, RBO, Revenue Service, copyright libraries)
- **Agencies** (ISSN, ISBN)
- **Bank**
- **Printers**
- **Designers**
- **Editors**
- **The wider sector** (support and resistance)
- **Partners**
- **Advertisers**
- **Distributors**

# Publishing Materials ... What for?

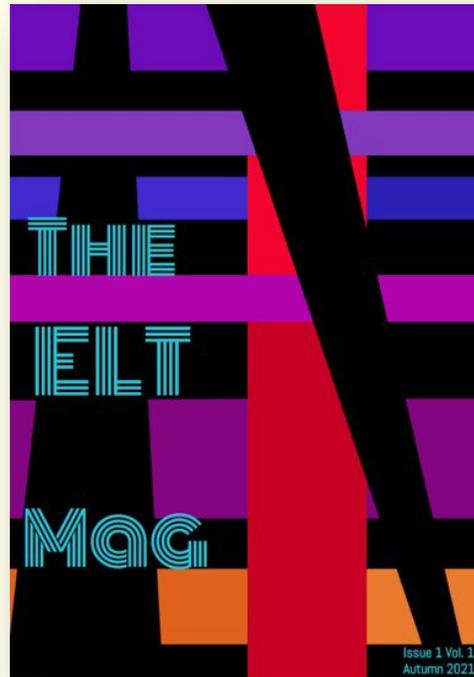
- Materials are published for everyone that wishes to benefit from them and add them to their own professional practice.
- They are printed records of professionals' experiences and how these helped them.
- They are very helpful to newly qualified teachers and it provides them with an extra support on how to prepare classes, use/design materials and so on.
- They are a way of sharing with the ELT community the educational views and practices of the ELT community, regardless of how well known these practitioners are.

# Why Publishing in Ireland?

- It's a growing market, particularly since Brexit, so we need to take every possible advantage to share with the ELT community what we can do.
- It allows the professionals in the sector to show their work and gain notoriety for their work within the ELT sector.
- In a country where the sector is always growing and the people in it changing constantly, it is essential to have out there authors that can work as reference for the different fields they specialise in (Irish culture, writing, EAP and so on), so that others can turn to them and their work and get to know what each area is about.

# *The ELT Mag*

*The ELT Mag* is a space for us to share in a digital format what we do, what works for us, our experiences as professionals regardless of where we are or how long we've been doing this:



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# Mara's Role as NNS Editor

The idea behind this is to demystify the so-called native speaker as the owner of knowledge and the “bard” of the English word. It is about:

- Representation for NNS practitioners
- Inclusion and diversity regardless of background, creed, years of experience, gender and so on
- Proximity to bring professionals closer and provide a publishing opportunity for those that do not have many ideas to share or think their ideas are ‘worth it’

**Ben Dobbs**

**Mara Temi**

**[ben@new-way-press.com](mailto:ben@new-way-press.com)**

**[mara@new-way-press.com](mailto:mara@new-way-press.com)**

**[www.new-way-press.com](http://www.new-way-press.com)**