

Rationale for retaining *Notables*

“Notable Book” says our CBCA Book of the Year Awards sticker, with pride. In 1992 when the Notable list was introduced, it was defined by quality not numbers. All entries commended for meeting the Awards’ criteria were recognised as Notable. The aim was to recognise worthy books that didn’t make the Shortlist. It was felt many schools simply purchased from the Shortlist and the CBCA needed to draw attention to all the other quality books published in Australia that year.

The reasons why we chose ‘Notable’ rather than ‘Longlist’ still stand.

- It sets our list apart from other awards, a point of difference or ‘branding’ for the CBCA.
- It allows us to include more worthy books than a traditional longlist.
- ‘Notable’ is self-describing, and therefore easier to promote as a resource for schools, libraries and families.
- ‘Notable Book’ stickers may be seen to have more impact than ‘Longlisted Book’ and be more persuasive when used in bookshop and library displays.

Impact of changing to ‘Longlist’

Today the word ‘Notable’ is distinctive and, after 25 years, seen as part of the CBCA’s brand. The Notables brand works.

‘Notable’ is widely used by state branches in promoting local events such as the Night of the Notables. These would have to be rebranded.

A longlist implies a limit on numbers, which is unfortunate across the range of categories where some attract fewer entries than others.

– Jenny Stubbs, CBCA Branch member, President Book Links and Ipswich District Teacher-Librarian Network.