

Offpress

June 2007

Newsletter of the Society of Editors (Queensland) Inc. www.editorsqld.com

'Freelancer, know thyself': Kerry Davies on freelancing

Tim Bugler reports on our June speaker

At the May meeting Kerry Davies shared her experience with us to offer some guidelines on setting suitable rates and managing workflows.

The basic question in calculating a rate is: what do you want to achieve? Do you want freelance editing to be part-time or full-time work? Are you expecting to rely on it as a primary income, or will it be a secondary income supplementing your own or your partner's primary income?

A balance also has to be found between charging a rate that you feel is justified and charging a rate that clients will accept. Once you have decided on your rate, you must develop systems to support it. Your single most important business tool is your timesheet: are you getting work done in time to meet your deadline? Your single most important accounting tool is your cashflow: do you have enough money coming in to meet your outgoings?

Your timesheet will form the basis of your invoices, schedules and future payment. It will also allow you to monitor your work habits, both overall and on particular projects; as a freelancer, intimate knowledge of your own work practice is essential. Get into the habit of recording the time spent on each task. (For example, you might write up and review your timesheet at the end of each day, then enter it into a spreadsheet at the end of each week.) Don't forget to keep track of

non-billable working time (such as your own administrative work).

To get work, you will have to develop quotes, which means you will have to decide on what basis you quote. Most freelancers quote by the hour; some quote by the page or word. Most publishers pay freelancers by the hour; government departments increasingly ask for a firm quote (that is, a quote on the full cost of the project up front). A firm quote is safer for smaller jobs, as larger jobs tend to go over budget.

You will typically do a trial edit before you form a quote. This will give you an idea of the level of editing required for the project. If possible, avoid the beginning of the manuscript for your trial edit, as this is likely to be the part the writer has polished the most; instead, test material from the middle or the end.

You will also need to discuss with your prospective client what specific tasks you will have to do (is this job a simple copyedit, or will you have to do picture research, formatting and indexing?) and how the client expects you to do them (can you edit on screen and send them tracked changes, or do they insist on hard copy?). This discussion will help the client assess your quote, especially if they aren't familiar with publishing.

Once you know what you have to do on the project, you can form your quote. Estimate how long each task will take you – your past

timesheets will be very useful here, particularly if you have worked on similar projects in the past – and apply your rate. Send your quote to the client, and hopefully they will say yes!

All of the above may sound daunting, but it shouldn't. Your knowledge of your own practices and experience should lead you to develop a thorough and logical system for managing your work. How to *find* work is a topic for another day.

Web wandering

Do fairies live at the bottom of your garden? – maybe ... maybe not! Investigate for yourself:

<http://www.lebanoncircle.co.uk/DeadFairy.htm>

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BEATRICE DAVIS EDITORIAL FELLOWSHIP 2007 WINNER

The Literature Board of the Australia Council and the Australian Publishers Association are pleased to announce that Colette Vella is the winner of the 2007 Beatrice Davis Editorial Fellowship. The Fellowship was announced at the Sydney Writers' Festival on 1 June, during a session on 'The art of the editor' chaired by publisher Jane Palfreyman.

The Beatrice Davis Editorial Fellowship is named after the distinguished literary editor and honours her contribution to Australian letters. The Fellowship aims to recognise and reward editors for their contribution to Australian writing and publishing.

Colette Vella is the tenth recipient of the Fellowship, and was an outstanding applicant. She has 13 years experience at a range of companies, from being a training editor to her current role as Editorial Manager at Murdoch Books. Colette has worked across a number of subject areas, including literary and commercial fiction, biography, current affairs, lifestyle, health and self-help, humour, travel, art, science, history, business and education. She has worked with authors such as Kate Grenville, Susan Johnson and Paul McGeough, and was part of the editorial team behind Miles Franklin Literary Award winners Andrew McGahan's *White Earth* in 2005 and Alex Miller's *Journey to the Stone Country* in 2003.

During her time in the US, Colette will be looking at the relationship between the author and the editor, with the focus being on fiction publishing. She will be examining the role of the editor in representing the author within the publishing company, as well as 'nurturing' the author and their writing in a competitive and commercial publishing world.

The Beatrice Davis Editorial Fellowship is sponsored by the Literature Board of the Australia Council, the Australian Publishers Association and the following Australian publishers and industry bodies:

Allen & Unwin, Hachette Livre Australia, HarperCollins Publishers Australia, Penguin Group Australia, Random House Australia, and the Society of Editors (Queensland). Members of the 2007 selection panel were Nicola Evans (Literature Board of the Australia Council), Bernadette Foley (Publisher, Hachette Livre Australia) Sue Hines (Trade Publishing Director, Allen & Unwin), and Rowena Lennox (2002 Beatrice Davis Fellow).

For further information please contact the Australian Publishers Association — telephone: (02) 9281 9788 or email: kathyfulcher@publishers.asn.au

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Q&A

Q: How many copyeditors does it take to screw in a lightbulb?

A: That sentence isn't clear. Does it mean to have sex in a lightbulb, or to place a lightbulb in its socket? Please clarify. Suggest:

(1) Sentence as written is ambiguous. Does it mean to have sexual intercourse inside of a lightbulb (in which case, pls clarify size of bulb), or to place a lightbulb in its socket?

(2) The phrase 'does it take' is messy. The anticipatory pronoun has no reference. Who or what is doing the taking? Pls recast.

(3) The term 'copy editor' is not a complex noun, and thus has no excuse for being set as a single word. It is an adjective (copy) and a noun (editor). A dress the colour of mammalian blood is not a 'reddress'; it is a 'red dress'. Note also that, when set as two words, 'copy editor' does not take a hyphen unless the phrase is being used as a complex (non-predicate) adjective, as, for example, 'a copy-editor hissy fit'.

(4) There is an obvious typographical error. Suggest you proofread manuscripts before submitting them as final.

Life members *

Barbara Ker Wilson (2002)
Jan Whelan (2000)
Mary-Jane Bosch (2000)
John Collins (1993)
Laurie Muller (1993)

* year of award in brackets

Learning to change: Adaptation and survival in the world of publishing

*SfEP conference: 3–5 September
2007*

This year the UK Society for Editors and Proofreaders (SfEP) is holding its annual conference at the University of Sussex in Brighton.

This year's conference program will discuss some of the more dramatic changes in the world of publishing, and delegates will learn how they can adapt to meet the challenges of our new working world. There are several sessions on the changing world of publishing, including a talk on editorial outsourcing and its impact on UK editors and proofreaders. Other sessions will help delegates decide on a good personal approach to these changes: cooperative working, development editing, entering the commercial market, etc.

The conference will start with the SfEP AGM on Monday, 3 September — the main conference days will be Tuesday and Wednesday. Two training courses will run simultaneously on Thursday, 6 September, one of which will cover the latest techniques for on-screen editing and working with PDFs, the other for those who wish to add training to their skills.

For details, visit the SfEP website at www.sfep.org.uk.

New book on scientific editing

Subtleties of Scientific Style fills the gaps left by other style guides and books on editing. Matthew Stevens, an Australian scientific editor, distils over two decades of experience, explaining subtle but significant errors that authors can make, plus subtle tricks that can make a work more readable. Topics include:

- Achieving an editorial Gestalt
- Common errors-danglers, fillers, misapplied modifiers, shortcuts
- Errors of reasoning-begging the question, teleology, size comparisons
- Expression-first-person science, order of events, parallel narratives
- Tricky terms-applied, based on, due to, respectively.

Contents

- What is science?
- Substantive editing
- Common errors
- Errors of substance or sequence
- Errors of reasoning
- Improving expression
- Improving visual presentation
- Tricky or misused terms
- Errors in classical languages
- Appendix 1: Editing techniques
- Appendix 2: Wordy phrases
- Appendix 3: British or US spelling?
- Appendix 4: Unicode values and non-displaying characters
- Appendix 5: Character charts in logical groupings
- Bibliography

You can download a copy from <http://www.zeta.org.au/~mls/subtleties.html> (A\$7 shareware). Hard copies will be available soon for order (112 pp. B5, ~200 g, A\$15 + postage).

Subtleties of Scientific Style



Matthew Stevens

[A review of this work will be published in the in the August issue. Ed.]

Antarctica at IPEd

Set down at Princes Wharf to wander the waterfront before climbing Kelly's Steps to my Battery Point accommodation — here I was, staring straight south down the Derwent, this much closer to Antarctica ... for an Antarctica-phile, Hobart was the surrogate place to be for the IPEd Conference.

No surprise then my Thursday concurrent sessions selection: 'Experiencing Antarctica' with Wendy Pyper (editor, *Australian Antarctic Magazine*) and Cathy Bruce (web editor www.aad.gov.au), communications officers whose role at the Australian Government Antarctic Division (AGAD) is billed as providing the public with 'information on the frozen continent by communicating the activities and

achievements of Antarctic scientists, policy makers and logistical experts, within the context of the government's goals in Antarctica'. Both spoke tellingly about this science-government-public communication role, Wendy with examples of 'translated' scientific text and Cathy with very astute points of web navigation design in particular. Most delightfully, their on-screen presentation moved quickly from making individual points to fabulous Antarctic photographs, allowing vicarious living in that environment.

Bruce Moore's Saturday Style Council paper on dictionaried (my term) Tasmanian words included no particularly Antarctic-derived ones.

'Antarctica' continues page 4

The Occasional Series on Australian Editors

Update — June 2007

Editors in Conversation (Australian Scholarly Publishing) was launched by Gina Mercer, editor, Island, at the IPEd National Conference in Hobart on 10 May.

Featured honorary life members are:

- Beryl Hill in conversation with Wendy Sutherland
- Loma Snooks in conversation with Renée Otmar
- Robyn Colman in conversation with Lee White
- Sheila Allison in conversation with Pamela Ball.

This is the first publication in a planned series and is edited by Kerry Biram, Diane Brown and Jenny Craig.

SocEds members can order copies direct from the Society of Editors (Vic.) website at www.socedvic.org, then click on 'Publications' and follow the prompts. The book would not have been possible without the generous support of The Centre for the Book (Monash University), and the Societies of Editors in Victoria, Canberra and Tasmania.

In 2007 the Occasional Series on Australian Editors (OSAE) working group will continue its interview program with Victorian honorary life members. And we will seek publication of Occasional Series oral, print and digital material, with a view to profiling Australian editors and more widely promoting the editing profession.

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NB: This month it's still mostly **Goudy Old Style** regular 11.5pt on 12.5pt leading.

Note: Copy deadline for the July 2007 issue of *Offshoot* is Wednesday, 11 July 2007.

Great editors ... Part 1 (by Sue Turner)

We seem to have no history in our profession. There are compendiums (edited, compiled) of writers and poets and philosophers and scientists and artists – but none of editors.

Who were and are the world's greatest? Is there even an index to our own SocEd magazine and those of other states that could help us even to begin to delve into the life and work of our fellow editors in Australia? What about a membership list? I don't think I've ever seen one ... we do list our Life Members (our 'Great Editors'; see p. 2 of this *Offpress*), but they are few; do editors ever write their autobiographies or memoirs? If, as Dorman, Nevile and Wright ask us on p. 5 of the Feb. *Offpress*, we have an identity crisis, then we should look to our history as well as to the future for answers.

The only help I have found to these wordy questions is a book I bought at the 2nd IPEd Conference in Melbourne entitled *At the Typeface*, edited by Janet Mackenzie of the Victorian SocEd. This nicely produced book was relatively inexpensive and is a source of enjoyable reading on all editing matters from around 50 contributors including, for

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'Antarctica' continued from page 3

Bernadette Hince, however, offered a tempting selection in 'Farthest South — Antarctic's influence on the English language': savour mukluk; windchill, green-out, ozone hole; pancakes (of sea ice), flat-topped or tabular bergs, oases (of rocks near coast, refuges from snow and ice); big-eye (winter depression?), polar ennui; icefish, snow petrels; larcies and hagggs (snow vehicles). Special terms included the telex code wyssa (personal signoff message; who said SMS was cryptic?) and a couple I'll leave to your imagination: snotsicles and slots.

Post-conference, the Maritime Museum whet my appetite for wooden ships in southern seas (but not for whaling), the Tasmanian Museum & Art Gallery's 'Islands to Ice: The Great Southern

example, Bryony Cosgrove, Helen Garner, Brian Johns, Jill Kitson, Hilary McPhee, Pam Peters and Geoffrey Serle. The blurb tells is that the book 'reveals editors' professional lives, described with the wit and intelligence of people whose business is words'. This is, as they state, 'an important addition to the historical records of Australian publishing'. But it is also a pioneer source to the history of the editors themselves with a whole section on careers and with potted biographies included – and a good index!

Do we know anything about editors and their associations in other countries? I did see a plaque for an editors' society in Venice and I think I've seen one in Germany, but now we are a national body – an Institute of Professional Editors no less – we should begin to liaise with other bodies and have reciprocal agreements so that when we go abroad we can drop in on our fellow editors and share a drink or two and swap *bon mot* and anecdotes.

Where to begin?

[Keep an eye out for 'Part 2'. Ed.]

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Ocean and Antarctica' enchanted me with its reality, and the Subantarctic Plant House topped my guided tour of the Royal Botanical Gardens.

How wonderful on my last day to walk down Kelly's Steps to Princes Wharf to see the great orange hulk of *Aurora Australis*, berthed that morning. Stowaways not accepted, nor even visits on board. *Dream on ...*

But hope soars: 'frozen moments' (*bmagazine*, 22 May 2007, issue 115) outlines Wes Denning's Antarctic adventure, with 'thanks to an Australian Antarctic Arts Fellowship grant offered annually' by AGAD. Hmm ... should I dance with penguins or play recorder to the seals?

Jennifer Beale

CredAbility 6: notes from IPEd's Accreditation Board

Accreditation milestones

The national editors conference recently held in Hobart marked a significant stage in the introduction of a national accreditation program. All societies have now voted on motions to endorse the amended accreditation proposal, and the results of the vote were announced at the IPEd/Accreditation Board plenary session on 11 May. Overall, the vote in favour of the revised accreditation model amounted to 85% – an overwhelming endorsement.

In total, there were 316 votes cast (266/85% 'for'; 36/10% 'against'; 14 abstentions).

During the plenary session, Shelley Kenigsberg also reported on developments to date and Renée Otmar presented and discussed the sample exam prepared by the assessors. Vigorous questioning from conference delegates followed, particularly on aspects of the exam, including the range of options in Section 3 and the possibility of taking the exam on screen. Participants expressed overwhelming support for this option. The problem of confidentiality for some editors at the portfolio stage was also raised.

The Accreditation Board considered these comments during its conference meeting, and is currently collating other comments received from conference delegates through the comments box.

The on-screen option represents a significant departure from the exam model on which the Assessors Forum and the Accreditation Board have been working since last December.

The board has no wish to disadvantage potential applicants who do all or most of their work on screen or online, and we are well aware that this provision could affect a large number of editors. We are preparing an issues paper on all the ramifications of this option; the paper will be posted on the IPEd website by the end of June. This is an important question for potential applicants; please be sure to read the issues paper and pass on your views to the Accreditation Board through your society's delegate.

The sample exam is to be placed on the IPEd website and will provide the basis for workshops for potential applicants conducted by societies. If you would like to try 'sitting' the exam to test your strengths, weaknesses and timing, you are welcome to do so.

The board is currently preparing the text of its Operations Manual, consisting of guidelines for applicants, assessors, the Examination Coordinator, board delegates, societies and invigilators, as well as guidelines for appeals. Board members are investigating the availability and cost of exam venues and invigilators, and the most cost-effective method of organising the exam. Planning for the training of markers has also begun. Following the incorporation of the Institute of Professional Editors, the first exam will be held in March 2008. This exam will include extra options in Section 3 for maths/science, corporate and generalist editors, as well as other amendments, to meet the needs of potential applicants working in a wide range of areas. The board will give at least four months notice of the actual date.

To help the board's planning, all society members have been asked whether they intend to sit the

exam in 2008, 2009, later or not at all. You have also been asked to provide your postcode, so we will know whether there is any demand for holding the exam in regional areas.

The application fee for the exam must cover all costs, including preparation, training of markers, administration, hire of venues and invigilators, backup services, public and professional liability insurance, marking and appeals, printing and postage. Provision of the on-screen option will increase the costs and therefore the fee. The board will provide figures as soon as they are available; we will do all we can to keep the application fee to a minimum. Applicants who are current financial members of an editors' society will receive a discount on the fee.

As editors, you know that the devil is in the detail, so board delegates have a crucial job ahead of them this year. The Accreditation Board's primary commitment has always been to deliver a workable accreditation system that meets your needs. Your feedback – on your intentions to take the exam, the substance of the sample exam, and the issues paper – will help us to achieve this goal.

4 July meeting

Speaker: Alan Siggs, Queensland School of Printing and Graphic Arts teacher, on design issues and pre-production knowledge for editors.

Come along to The German Club, Vulture Street, East Brisbane, 6.30 pm.

Conference 2007 (Part 2) ... briefly!

Item	Title	Speaker	Writer
1	The scientist and the novelist	David Owen & David Pemberton	Kim Manning (KM)
2	Editors map their past to inform their future: How well are they reading the signs?	Marilyn Dorman, Sharon Nevile & Jennifer Wright	KM
3	IPEd accreditation session	Various	KM
4	Keynote 3	Saul Eslake	KM
5	Educational editing in an electronic world: The journey from concept to website	Carolyn Cockburn	KM
6	Keynote 4	Ramona Koval	KM
7	Audience unknown: The challenge of editing text in new contexts	Melanie Dankel & Tasmin McNaughtan	KM
8	Reversing an abridgement of popular colonial fiction (1)	Jenna Mead	Jennifer Beale
9	Reversing an abridgement of popular colonial fiction (2)	Jenna Mead	Margaret McDonell
10	IPEd: Education, training, mentoring	IPEd working group	KM
11	Navigating the complexity of CMS	Ai-Leen Lin	David Hill

1. A scientist and a novelist as co-authors? *Tasmanian Devil: A unique and threatened animal* has been described as funny, sad and inspiring. The Davids were inclusive of credible, 'never-before-published' material (so, more about the 6000 year old Aboriginal man in a NSW grave wearing a necklace of 178 Devil's teeth, and less of the myth that Errol Flynn was Warner Brothers' 'Taz' inspiration).

2. They mind mapped in 2005; in Hobart they further explored this visual interpretation of editors. Marilyn, Sharon and Jennifer described editors as 'renaissance people' who need to have a lot of everything, skills-wise (micro-specialists and macro-generalists). They contend that recent efforts (ASEP, IPEd, etc.) have shown our professionalism to the public and clients, but that our word expertise is perhaps not enough anymore — we need to keep growing.

3. Key points from IPEd's Accreditation Board session:

- First exam will be held late March 2008.
- 80% pass mark is not fixed yet (but is likely).
- A 'fail' can be appealed for up to 6 weeks post-exam.

- Time suggestion: 2 hrs 45 mins writing and 15 mins reviewing in the total of 3 hrs.
- Applicant guidelines will be available soon.
- Can use *Style manual* 6th ed. and *Macquarie* 3rd ed. during the exam.

4. Skilled economics communicator Saul Eslake was the third keynote speaker. He spoke smoothly about his involvement with the Tasmanian Arts Advisory Board, his preference for trafficking in ideas rather than just numbers, and the bad taste it leaves in his mouth when he discovers writers he might otherwise have trusted factually have misused *its* and *it's* and apostrophes generally.

5. Carolyn Cockburn spoke about finding new challenges and new ways of working in educational publishing and hoped to highlight the value of the methodology for others interested in the field. Her project work for the South Australian Department of Education and Children's Services stands as a great example of collaboration and shows how vital the editor was in the realisation of 'inspiration to publication'.

6. The final keynote speaker was ABC Radio National's Ramona Koval. Ramona, presenter of *The Book Show*, spoke about how her journey from science writing to literary writing (via a few two-steps with politicians ... in a journalistic sense) has shaped her mind, senses and interviewing prowess in the vital field of public communication.

7. The Lonely Planet team spoke about the evolving way they were looking at their publications, particularly as they move towards electronic modes that might see a need to edit copy that was authored directly into a map database. In short:

- Core editing skills won't change, but editors will need to know about content architecture and CMS.
- 'Web architecture' is quite close to structural editing.
- Internet language conventions need to grow.
- Editors must keep up with editing environment changes.

8. Jenna Mead's enthusiastic presentation of discoveries made while '[r]evising' an abridgement of popular colonial fiction (Gertrude Townsend's one-volume reduction of Caroline Leakey's 1859 novel, *The Broad Arrow*) engendered great audience interest in the role of this and other 19th-century editors and their authors, and offered me particularly a most promising inspiration for future study.

9. Jenna Mead talked about her 'reverse abridgement' of Caroline Leakey's nineteenth century romance, *The Broad Arrow*. Originally published in 1859 in London in two volumes, it was edited and abridged in 1886 to a one-volume work. After finding a copy of the original in the Mitchell Library, Jenna set about comparing it to the abridged version, and is in the process of replacing the deleted material. Much discussion ensued about

the best way to show where excisions had been made, without destroying the narrative flow of the book. Other editorial decisions that Jenna is considering include whether and how to change the punctuation, and the use of terms no longer in use (does anyone know what 'kick up her heels to the doctor' means?).

Jenna spoke highly of the 1886 editor, Gertrude Townsend Myer, who managed to reduce the book to one volume without spoiling the story line. This leads Jenna to suppose that the original novel had been written with the intention of serialising it. The new unabridged edition will be completed soon, but funding is needed to publish it.

10. Members of IPEd's working group on education, training and mentoring spoke about the feel they were getting that the profession has become all about 'editing skills plus project management and tech know-how'. Pam Peters wishes to underscore the 'P' in 'IPEd' so that it's understood to encompass more than just editing skills; rather, *editorial competence* — a range of executive skills *plus* discretionary expertise. The differing perspectives (corporate sector training, tertiary education, vocational and SocEds training, and mentoring) of the panel (ably convened by SA's Rosemary Luke) all converged on these points: keep up the lifelong learning, hone your language skills and maintain your critical thinking.

11. Three main points to note when considering a Content Management System (CMS):

- Keep content the top priority — a CMS will be a liability if it's too cumbersome or time-consuming.
- More features don't equate to a better CMS — distinguish between wants and needs.
- Make sure your site defines what CMS you use, not the other way around.

Style Council notes

Style Council 2007 was held on Saturday, 12 May in Hobart. The theme was 'Australian usage and style: language description and commentary'.

SC driving force Professor Pam Peters helped the audience to look at Australian English usage at the turn of the millennium; her key points included:

- There is a developing trend to not use stops in abbreviations such as 'am' and 'pm' (noted in *Style manual* change from 5th to 6th ed.), NSW and ABC.
- In 1994, 98% of 10–24 year olds preferred 'their' to 'his/her'; pronoun usage as either singular or plural seems destined to be accepted.
- The spelling of 'minuscule' is evolving steadily to 'miniscule'.
- Australia is a little behind the UK in the acceptance of new spellings.
- There is no substantial move to alter our spelling to a more American version of English.

Macquarie University's Adam Smith spoke about language columns and columnists. He felt that Australian columnists, on the whole, show sensitivity in their awareness and discussion of regionalisms.

Smith talked the audience through linguist Steven Pinker's four types of 'language maven' from 1994's *The Language Instinct*: the harmless but irrelevant wordwatcher, the doom-loving jeremiah, the word-play loving entertainer and the moderate sage, and went on to compare several Australian and American columns in an attempt to assess Pinker's categories to discover whether or not the author's unenthusiastic views were justified. Smith found that in the six months from November last year to April this year his three subjects

(William Safire, Ruth Wajnryb and Murray Waldren) spent 86% of their published time discussing word/phrase usage and history and general style issues, and only 6, 5 and 3% on grammar issues, regional differences and discourse respectively. He noted that Pinker classifies Safire as a Sage. If you would like to check out the other columnist that Smith discussed, go to http://www.theatlantic.com/doc/by/barbara_wallraff for 'Word court' and 'Word fugitive' snippets from *The Atlantic's* Barbara Wallraff.

Dr Danielle Wood, a University of Tasmania language lecturer, invigorated her audience with a lively paper titled 'Verbs in the language of place'. She noted the problem of cliché with 'inevitable' verbs, particularly in natural word groupings (for example, *babbling brooks*, *rustling leaves*, *looming mountains*) and implored writers and editors to avoid these types of noun-verb combinations in favour of fresh verbs. Wood cautioned against going too far towards florid, hyperactive or Romantic personification when letting verbs loose, but then encouraged with 'if verbs pose risks, they also hold tremendous potential for injecting place writing with freshness and energy'. The speaker praised author Tim Winton's use of unusual verbs (the mention of wind 'currying' the grass caused a thoughtful stir in the audience) and recommended his works to readers keen to see verbs doing something new in language.

Style Council 2007 concluded with an open forum on English usage. Moderated by ABC radio personality Christopher Lawrence, the panel comprised Pam Peters, Yvonne Rolzhausen and Kim Lockwood. In front of a fairly full plenary hall they set out to discuss three main points:

Continues right column page 9

Report to members — 6 June 2007

President (Robin Bennett)

National conference

The conference was very successful and enjoyable, with a good program. Optional activities included a reception at the Governor's residence and the conference dinner. Among many good speakers, keynote speaker Yvonne Rolzhausen, a senior editor from *The Atlantic* magazine, was outstanding. The South Australians provided a strong temptation to the company to attend the 2009 conference in Adelaide, with delicious servings of wine, cheese, dried fruit, honey and olives from SA. Mmm!

IPEd

All societies returned an overwhelming vote in favour of the recommended models for IPEd and the accreditation system. The vote in Queensland and WA was 100% in favour of the IPEd model.

The next step is to engage a lawyer to draft a constitution for IPEd, to be submitted to management committees for their scrutiny and comment. [See 'IPEd notes' on p. 10 for more information. Ed] Interim Council members spent a good deal of time in Hobart discussing the brief to be given to IPEd's legal advisor. The Council will employ an Executive Secretary who will be the 'public officer' and will also act as the Accreditation Board's secretary. The Council will also be paying a Canberra bookkeeper to look after the Institute's accounts. The recommended term for a Councillor will be two years, with the possibility of renewing the appointment. Two thirds of the Council will constitute a majority. Under the terms of the Corporations Act, any Councillor who becomes

insolvent will be required to resign.

Management committees will be consulted on policy, many aspects of operations and special resolutions. The Institute will operate on the standard financial year, and will hold an AGM once a year by 30 June, with other face-to-face meetings as needed.

Societies will be asked to provide a per capita levy for 2007–2008 based on current financial membership as at 1 July 2007. The amount of the levy has yet to be determined, but it will have to cover legal and banking costs of setting up the Institute, as well as operational costs. It will also have to cover the cost of developing the first exam.

The Council considered a draft policy on expenditure incurred by members of the Council, the Accreditation Board, the Assessors Forum and IPEd working groups attending face-to-face meetings. The company agreed that all delegates should minimise the cost of accommodation and airfares, and that a per diem payment of \$50 should be made by the Institute to delegates, to cover such costs as taxis and meals.

Mike Purdy, from Canberra, has been overhauling the IPEd website; Mike will be the technical minder, while IPEd's Communications Working Group will coordinate the content. The intention is to have several different levels of access. The Council will also be seeking designs for IPEd branding, to be used for the website and letterheads.

Accreditation Board

IPEd conference delegates at the plenary session expressed

overwhelming support for an exam they could take on screen, rather than a handwritten one. Janet Mackenzie has drafted an issues paper that raises the pros and cons of this option; the final version will be placed on the IPEd website by mid-July. The board will be inviting your comments on this subject; we need your feedback so we can meet the needs of potential applicants. Please let me know what you think!

Societies will be organising training workshops for their members based on the sample exam prepared by the Assessors Forum and presented at the conference; these workshops are to be held by September 2007. The exam will be placed on the IPEd website. If you would like to 'sit' for it to test your strengths, weaknesses and timing, you're welcome to do so.

The Assessors Forum will provide training for assessors in marking the first exam, probably through a teleconference involving a 'lead assessor' from each state/territory. Each exam will be coordinated by an Exam Coordinator appointed by the Assessors Forum.

An Operations Manual should be finalised and ready for circulation to societies by October. This will include guidelines for assessors, the Exam Coordinator, applicants, and AB delegates; guidelines will also cover appeals, invigilators and societies' responsibilities.

Secretary (Siobhan Barter)

It will soon be time to renew your membership for the coming financial year. Membership renewal forms will be emailed to members with their June *Offpress*.

Report to members (cont.)

Speaker Secretary (Les Savage)

The general meeting in June was attended by about forty members and visitors. Speaker Kerry Davies presented a comprehensive talk on fees, quoting and contracts. See the report in this issue of *Offpress*.

The Maleny Festival of Books and Writing will be held in September, and the festival organisers have invited the Society to conduct a panel discussion and workshop. The Management Committee has this under consideration.

Arrangements have been made for a speaker at the 4 July meeting: Alan Siggs (TAFE publishing) will speak on a range of preproduction and design subjects. On 1 August Dr Ros Petelin (Writing, editing & publishing, UQ) will talk about trends and challenges for editors. Planning is underway for a fun night to end the year: an outdoor bowling night for 6 November.

Training (Kerri Ullrich)

Six participants attended the Brain Gym for editors workshop conducted by Gillian Johnson for the Society of Editors (Qld) on Saturday, 26 May 2007. The participants were mostly experienced editors looking to enhance already well-developed skills.

Gillian Johnson presented an interesting and organised introduction to Brain Gym which focused on learning the basic techniques of Brain Gym. The participants mostly felt the content of the workshop was very relevant to their needs and that they would be able to leave the workshop with tangible skills they could use immediately.

Details about the next training offering will be released soon.

Membership

Welcome to our new members: Suzie Baines, Nerissa Bellert, Sally Brown, Thalie Carpenter, John Catania, Moira Cherisse, Lyndel Cureton, Marsali Mackinnon, Kate Stevens, Kristy Taylor and Kelly Tyrell.

Web (David Hill)

The number of people visiting the web site in recent months has continued to grow steadily, and we hope to see this continue. If you have any comments about the site feel free to contact me.

Newsletter Editor (Kim Manning)

Hope everyone enjoyed the textual IPEd conference tasters that were published in May's *Offshoot*. The remainder of the succinct snippets are in this June newsletter, accompanied by some notes on Style Council 2007. July will be the third *Offshoot* offering, and there will then be two issues of *Offpress* leading into and out of our September AGM.

Treasurer (Rebecca Campny)

This month's expenditure exceeded income by \$83.81. Thank you to all those who sent in applications for the Freelance Register. Please note receipts will be processed when everything has been finalised. A number of applicants are not full members and therefore are not eligible for the Register unless they upgrade; emails will be sent to these people in the next few days. Please contact me via treasurer@editorsqld.com or membership@editorsqld.com if you have any questions. Thank you.

Please refer to the table on p. 10 for more financial details.

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Style Council notes (cont. from page 7)

- Is American English always the lender or was it sometimes the borrower?
- Could the internet help to establish 'World English'?
- How variable is English in the South Pacific?

Lawrence did his best to moderate the panellists, but they managed to wander about verbally and contributed very little of any substance to the forum (the audience seemed unconcerned by this, however). The forum was entertaining but unenlightening.

Conference 2009

The theme for the 2009 conference will be 'Getting the message across'.

The South Australian SocEds team are planning for 8-10 October in a city central hotel; they have already managed to line up a stellar sponsorship group consisting of winemakers, cheese wrights and organic olive and honey producers. No wonder, then, that their promo card said 'listen, discuss, learn, edit, eat, drink ...'.

Keep an eye on www.editors-sa.org/conference09.html for more info.

Show me the papers!

It can sometimes be a little bit *tricky* getting final papers out of conference presenters [2003's conference committee say: 'been there, *tried* that!']; however, the Tasmanian conference folks are bravely going about this task and are aiming to provide PDFs and html copies of every paper as well as a complete proceedings file as soon as possible.

To check on their progress go to: <http://www.tas-editors.org.au/conference/abstracts.html>. There are a few conference papers available already.

IPEd notes: June 2007

From Liaison Officer Janet McKenzie



The third national conference of editors, held in Hobart, was a huge success, thoroughly enjoyed by all who attended, and a tribute to the capacities of the Society of Editors, Tasmania, which showed that you don't have to be big to be great. Transcripts of papers will be posted at www.tas-editors.org.au as they become available. Among the associated activities, highlights were the launch of *Editors in Conversation*, the reception at Government House, the conference dinner featuring entertainment by the String Chickens (and their rooster), and the lunchtime musical extravaganza by the Splinter Sisters. Events concluded with a taste of South Australian delights to whet our appetites for 2009.

IPEd groups took the opportunity to meet in person and to report to the conference and seek feedback. Most pleasing was the report of the national vote on establishing IPEd as a legal entity: all societies are overwhelmingly in favour, with an average of 94 per cent. The vote on accreditation, at 84 per cent, is also a resounding mandate.

The Interim Council has prepared a timeline for incorporating the national organisation:

mid-June: Interim Council finds and briefs a lawyer to draw up constitution

end June: draft constitution provided to the societies and posted on website for comment
end July: comments close
during Aug.: Interim Council considers comments and revises constitution as necessary
end Aug.: constitution finalised
end Sept.: societies agree
end Oct.: incorporation of IPEd.

Renée Otmar's presentation on the accreditation examination showed the painstaking work that has gone into its preparation so far. In response to lively discussion about the proposed arrangements, the board is looking at modifications (particularly as regards an on-screen exam). The ramifications of this will be explored in an issues paper, which will be available for comment on the IPEd website by July.

The website is, after much hard work by Mike Purdy, about to appear in its third iteration: this one is based on Drupal (open-source software), which makes it easy for users to publish, manage and organise a great variety of content. Both appearance and functions will be significantly improved, and the Communications Working Group led by Kathie Stove is engaged in revising and updating the content.

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Your news and views

We welcome any contributions to our monthly newsletter. Copy deadline is one week after the general meeting. Please send articles, letters, book reviews, details of interesting web sites, anecdotes, snippets and quotes to the editor at offpress@editorsqld.com.

Treasurer's report 6 June 2007

(for period 01/05/2007 – 31/05/2007)

Income	\$
Bank interest	208.14
Freelance register	240.00
Members' subscriptions	70.00
Speaker fees @ \$5	165.00
Seminar receipts (Brain Gym 26/05/07)	280.00
Total income	963.14

Expenditure	
Bank charges	23.75
Seminar expenses (Brain Gym 26/05/07)	843.00
Sundry (computer rescue of archive <i>Offpress</i>)	145.20
Sundry (dishonoured cheque)	35.00
Total expenditure	1,046.95

Deficit for period
(Expenditure over Income) **-83.81**

Funds on hand at 30 April 2007	
Cheque account (less unpres. cheques)	8,629.40
Investment account (incl. tax to be paid)	52,689.57
Petty cash	200.01
Total	61,518.98

Rebecca Campny, Treasurer

Membership information

The Society of Editors (Queensland) Inc. came into being in 1990 with the object of promoting the exchange of ideas and the dissemination of information on matters of professional interest in the publishing industry, and to help in establishing and maintaining high standards of editing and publishing. Since that time, the Society has grown from a gleam in the collective eye of a few editors to a professional association of some standing. It has been involved in the development of the Diploma of Editing (Publishing) at TAFE, and the former Graduate Diploma of Publishing and Editing at Griffith University.

The Society holds training workshops and seminars for its members, and is responsible for producing the Register of Freelance Publishing Services (updated every few years, and containing entries for editors, designers, illustrators, layout experts and so on).

There are three levels of membership:

- Full membership: open only to people professionally engaged in editing and publishing; the membership

application must contain details of the applicant's experience and the names of publishing companies and organisations worked for. Annual fee: \$45

- Associate membership: open to anyone interested in the activities of the Society; there are no voting rights, and associate members are not eligible for election to Management Committee positions. Annual fee: \$35
- Student membership: open only to full-time students who cite their student ID number; there are no voting rights, and student members are not eligible for election to Management Committee positions. Annual fee: \$20

People who live more than 50 km from the Brisbane GPO pay half-fees. Application for membership is assessed by the Management Committee, and applicants informed.

Visit the web site or contact the Membership Secretary for an application form;

website: www.editorsqld.com; email: membership@editorsqld.com (please include your postal address).