

## Superannuation and the salary survey

*John Myers, Relationship Manager at Media Super was the second speaker at our April meeting. John addressed issues relating to superannuation for in-house and freelance workers in the publishing industry. His dynamic talk also referenced our salary survey data (published in the April issue of Blue Pencil).*

Media Super is the industry fund for printing, entertainment, media and the arts—so our members are actors, editors, producers, directors, models, dancers, clowns and journalists. We take feedback very seriously to produce a service for our members that actually means something to them. Tonight I am going to look at sections of your member survey and the implications I see for superannuation.

### Women and superannuation

The first thing I noticed was Question 3 about gender [refer to the salary survey, *Blue Pencil* April 2009]. More than 80 per cent of the membership is female. Two things really stood out. First, women have traditionally had overall lower wages, and unfortunately this has meant lower superannuation. On top of that, some parents, usually the mother, had to stay home when they had children. Women have one of the biggest struggles in terms of making their superannuation a reasonable sum by the

time they retire. So, women in particular really have to look at superannuation.

I am pleased that some Generation Y and some younger Generation X females are actually getting switched on to superannuation. That is something I have been finding over time—that the young early 20s through to late 20s are starting to get a hold on superannuation now. It is not surprising because the level of financial literacy is growing. I went to a seminar that basically said those people who are Baby Boomers and Generation X are generally going to be financially illiterate for the rest of their lives and probably will not catch up; whereas in schools now there is a financial literacy education program. So it is really up to you to gain an understanding of superannuation.

Superannuation is full of waffle. It is full of jargon. It has come a long way in recent decades but there are still some dodgy things to look out for.

Being with an Industry Fund I can sit back and observe other organisations when it comes to the products and the services being offered and the charges being made. My advice is to be careful and be active in your superannuation and your choice of funds.

### Freelancers and superannuation

Question 4 of the survey shows that 70 per cent of the members are freelancers or primarily freelancers. This is probably the biggest concern when it comes to superannuation, as later on the survey reveals many of

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**Next meeting: Tuesday, 7 July 2009**

## The Society's 30th Anniversary Dinner

Don't miss this chance for a fabulous meal in a beautiful heritage building with views of Sydney Harbour. Celebrate the society's 30th year with special guest speaker Jeremy Fisher and lots of great prizes including an award for the best 1970s inspired clothing item or accessory. The price includes a wonderful two-course dinner (alternate serve) and special cake, with wine or beer.

**Jeremy Fisher** is well known as an author, indexer and editor. A former president and long-standing member of our society, Jeremy promises to provide an entertaining account of its early days and of the publishing scene in the 1970s. Jeremy is Chief Executive Officer of the Australian Society of Authors.

The venue is the Italian Village Restaurant, 27 Circular Quay West, The Rocks. The restaurant is on the waterfront. Bus, rail and ferry transport is at Circular Quay. 6.30 for 7.00 p.m on Tuesday, 7 July 2009. \$60 per person—please RSVP by Monday, 29 June 2009. Send payment details with enclosed booking form to PO Box 254 Broadway NSW 2007, or email <editorbruce@optusnet.com.au>.

**August meeting: The Author and the Editor—Larry Buttrose and Diane Jardine of New Holland Publishing; Tuesday, 4 August.**

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these members do not put anything aside for superannuation.

It is important to note that for those people who are employed, there is a way of contributing that can be tax effective, called salary sacrificing.

If you are freelance and 90 per cent of your income comes from being self-employed, you can effectively do something similar to salary sacrificing. You can contribute to superannuation and claim it as a tax deduction. Later I will take you through some tax rates and show you when it might be effective and when it might not. But it is important to know that just because you are a freelancer does not mean that you cannot take advantage of the types of strategies that employed people use. It is not quite the same but there is a way of juggling it to your advantage.

Even though you are deemed as not being an employee, there are some circumstances where you can be defined as being an employee for the purposes of superannuation. So, there is a distinct difference between an independent contractor and a contractor who can be deemed to be an employee for the specific purposes of superannuation. Generally employees and contractors are eligible for compulsory employer contributions while the self-employed independent contractors are not. When determining whether or not you are eligible for compulsory employer contributions, it is important not to get distracted by your title. In other words, just because somebody says you are a contractor does not necessarily mean you are a contractor for the purposes of superannuation. You need to look at the characteristics of your work arrangement. It is a very grey area.

If you do have cause to question whether or not you should be getting superannuation and are a member of the MEAA (Media, Entertainment and Arts Alliance), hop on the phone and ask them. When I worked for Just Super which merged with Print Super to become Media Super I sat next to the MEAA Claims Officer. If you ever need anyone backing you up, she is a good person to have.

So the characteristics or the nature of the work really determine whether or not you should be getting superannuation. Please keep that in mind. On the Media Super website <[www.mediasuper.com.au](http://www.mediasuper.com.au)> we have a

series of fact sheets on topics like this. So, whether you are a member or not, get as much information as you can.

### **Different life stages**

Question 8 looks at paid editing experience. What I noticed from this part of the survey was the diversity, meaning length of experience and age, across the membership. One of the important things to keep in mind is the different life stages of people and how that affects their view on things such as superannuation and also insurance. In my case I did not really pay attention to life insurance until I actually had a mortgage and

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### **'...when you are younger you can take a different attitude towards risk and towards investment...'**

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children and then I thought, 'Oh my God, what happens if I cark it?'

For example, when you are in the accumulation stage or when you are younger you can take a different attitude towards risk and towards investment and towards actively managing them. People in their early 20s and 30s can take a lot more risk in choosing a more aggressive investment approach than somebody nearing retirement. Unfortunately that has proven very true—in the reverse sense. What has happened with the global financial crisis is that many people who were getting close to retirement had their investments in either a balanced or a higher risk investment which, in theory, would deliver a higher return over a longer period of time. When the bottom fell out suddenly the amount that they had to retire on went backwards significantly.

So, as you go through your working life, try and take an active role in the different types of investment that you have.

### **Multiple jobs**

Question 11 deals with combining skills and experience with work. It is probably reasonable to assume that not everybody in this room is just doing editing. They are doing other bits of work as well, such as journalism or teaching. It is quite possible that some

people are employees some of the time but also freelance some of the time. The major point here is: if you do have multiple jobs and multiple superannuation accounts, please think about consolidating if you have not done so already. It is one of the most effective first steps when trying to maximise your superannuation. Whether you are with us or somebody else, seriously consider bringing those super accounts together. It involves paperwork, and documentation that needs to be certified by a JP but if you are with Media Super, give me a call. If you want to be with us, give me a call. If you are with another fund, give your relationship manager, or whatever their title is, a call and help them out.

### **How much do I contribute?**

Question 30 just scared me. It is all about superannuation and contributions. I do understand it is very difficult, particularly in the freelance world. Basically what happens is when money comes in for superannuation from either an employer or from your own salary sacrificing, in superannuation jargon it is treated as a 'concessional contribution', which simply means it has just been concessional tax—taxed at 15 per cent. Mostly, looking at a current tax rate schedule, anyone earning over \$34,000 is paying at least 30c in the dollar in tax. Anyone under \$34,000 is paying a maximum of 15c in the dollar. So once you start getting over \$34,000 from a tax point of view there is an argument for salary sacrificing. Likewise, there is an argument for contributing in other ways as well. But that is where it starts. From a tax point of view, under \$34,000 there is no argument, but that is the cut-off. Salary sacrificing works better the more you earn and the higher your tax rate is. By putting money into superannuation instead of giving the Government an extra 15c in the dollar or more, you can minimise tax plus build for your superannuation over time.

For those people who are freelance you can simply put it in as what is known as a 'non-concessional contribution', which is not taxed. If you look at your expenses and you look at your income at the end of the financial year, with your accountant, and you expect to have a large tax bill, one way to reduce it is to

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## Postnominals: AE, AAE and DE

### *The Accreditation Board explains postnominals*

There have been a number of requests for clarification about the terms AE, AAE and DE. The following explains the background to the scheme and attempts to answer these questions.

#### **Background**

The IPed accreditation scheme is the result of some 10 years of planning and consultation, initially by the Accreditation Working Group (2001–2004) and then by the Accreditation Board (from 2005). A national vote put to all society members in 2007 endorsed two levels of accreditation, earned through assessment:

- Accredited Editor, or AE
- Advanced Accredited Editor, or AAE.

To enable any assessment to occur, one needs examiners and markers. The Accreditation Working Group's Final Report (2004) included the following recommendation: 'in consultation with each state and territory, to set up an interim pool of assessors comprising distinguished editors acceptable to their peers'.

Each society was asked to nominate individuals who met the criteria of 'a distinguished editor': career editors who were endorsed by their societies, who were accomplished and respected by their peers, who were ethical, and who were active supporters of editing standards. The nominees had to have the unanimous approval of their committee, and also had to accept the role (several declined).

The 26 editors thus nominated formed the Assessors Forum and have been entrusted with the role of accreditation assessment. Because they are ineligible to apply for accreditation, they have been granted the honorary rank of 'Distinguished Editor', or 'DE'.

This process was described in 'CredAbility 1', May 2007, and is on the IPed website at <[www.iped-editors.org/node/59](http://www.iped-editors.org/node/59)>. All of the assessors' profiles are on the IPed website at <[www.iped-editors.org/node/81](http://www.iped-editors.org/node/81)> (see 'CredAbility 3', July 2007).

The first exam, held in October 2008, saw a total of 112 editors across the country achieve AE status. The second level—Advanced Accredited

Editor—is now being developed. IPed anticipates that this will be introduced in 2010 or 2011.

#### **Accredited Editor, or AE**

To achieve Accredited Editor status, candidates must sit a three-hour editing exam based on Australian Standards for Editing Practice. Those who are successful earn the right to use the postnominal 'AE' (Accredited Editor) and receive a certificate stating their accredited status. Accreditation is valid for five years, after which accredited editors may apply for re-accreditation by providing evidence of their continuing involvement in the industry and their participation in professional development activities (through vocational training, conference attendance, presentation of papers, and so on). A modest renewal application fee will apply.

#### **Advanced Accredited Editor, or AAE**

It is expected that at some point in 2010 or 2011, Accredited Editors will have the right to apply for the more senior level of accreditation, Advanced Accredited Editor, or AAE. The mechanism for granting advanced accreditation is being developed by the Assessors Forum, in consultation with the Accreditation Board. A scheme will be put forward for discussion as soon as it is ready, possibly at the fourth National Editors Conference in Adelaide in October 2009.

#### **Distinguished Editor, or DE**

While at present all members of the Assessors Forum are Distinguished Editors, the stated intention of the accreditation scheme is for more editors to be asked to join the Assessors Forum as the accreditation scheme develops, drawn from the ranks of those who have achieved Advanced Accreditation. The aim is to ensure that the profession as a whole regulates itself, and that accreditation is not controlled by a small and possibly unrepresentative group.

The efforts of the assessors since their appointment have been focused on helping develop the database of

exam questions, providing advice to the exam development team on exam content, and marking the 2008 exams.

However, the Assessors Forum has on its 2009 agenda the matter of determining how it functions in future, that is, whether this initial pool of assessors is the only group granted DE rank, because they are the only ones ineligible to sit for accreditation. All future assessors will by definition be accredited to AAE level, and could perhaps be appointed for a fixed term (2, 3 or 5 years, say) and carry a different honorary title. This is all up for discussion this year, and recommendations will be put to the Accreditation Board for review. Members will have the opportunity to put their views.

There has been some suggestion that those granted DE status have a competitive advantage over AEs. The reality is that these people, many of them Honorary Life Members of their societies, are not generally competing with other freelancers for work: they have full-time work in tertiary institutions or industry, or have an established client base if they are freelancing; others are either retired or close to it. They have no vested interest in being a DE, and have put far more into the accreditation process than they will get back.

#### **Guidelines for postnominals**

As these postnominals are new, IPed suggests that editors ensure that either an explanation or a full spelling is provided when using AE, AAE or DE. It may also be necessary to explain IPed.

For example, 'Jane Doe, AE (Accredited Editor, Institute of Professional Editors Limited)', or 'Jane Doe is an Accredited Editor (AE)'.

Qualifications should be listed in this order:

- national and Royal honours (AO, AM, AC, KCMG etc)
- degrees, diplomas
- fellowships then memberships (including AE, AAE and DE).

#### **The IPed Accreditation Board**

<[www.iped-editors.org/content/accreditation-board](http://www.iped-editors.org/content/accreditation-board)>

## IPEd notes

*News from the Institute of Professional Editors Limited, June 2009*

Dates to keep in front of mind are 30 June and 12 September 2009, and 14 July and 8 October 2009. The first couplet comprises the closing date for early-bird registrations for this year's accreditation exam and the date of the exam; the second, the closing date for early-bird registration for the national conference and the starting date of the conference. Note that both early-bird sign-up dates are imminent. You can still register after those dates (until 1 August and 7 September, respectively), but it'll cost you more and who wants that?

You can register for the exam online at <[www.iped-editors.org](http://www.iped-editors.org)>. Also available there are an exam guide, FAQs and answers, and a sample exam. The last-named item will be a very good indicator of what you can expect in September, and trialling it under simulated exam conditions will help you decide whether or not you are ready to take the test. As a further aid to candidates, all societies will be

organising pre-exam workshops and other supportive activities. Keep an eye out for notices of those. [The NSW workshop is on Friday, 17 July; see page 10 for more details].

A dynamic program is in store for participants in the 4th National Editors Conference, the venue for which is the Adelaide Festival Centre. During 8–10 October, they will hear and discuss papers from their peers exploring the conference theme, 'Getting the message across', and engage in lively debate on the relevance and value of editing as seen from various perspectives. Expert panels will explore the following topics: 'Turning the tables: editors being edited'; 'Paying it forward: the editor as mentor'; and 'Into the unknown: the future for editing'.

Keynote speakers at the conference will be human rights and refugee advocate Julian Burnside AO QC; author, community worker and mentor Wendy McCarthy AO; US editor and publisher of prize-winning books

for children Neal Porter; and former senator and now University of Adelaide research fellow Natasha Stott Despoja. Participants can look forward to a series of stimulating and diverse addresses.

Not the least of the joys of the conference social program will be the multitude of opportunities to get together and chew the fat with fellow professional editors, but scheduled events include a civic reception at the Town Hall, hosted by Adelaide's Lord Mayor, and the conference dinner at the National Wine Centre.

As with the exam, you can register for the national conference online at <[www.iped-editors.org](http://www.iped-editors.org)>. Don't entertain regrets: do it now. And don't forget that various costs associated with attendance at the conference—a professional development episode—can be claimed against taxation.

**Ed Highley**  
**Secretary**  
[www.iped-editors.org](http://www.iped-editors.org)

## Tiered membership

**The society's tiered membership system will work as follows:**

### Categories

This membership year (2009) the Society of Editors (NSW) Inc. will offer members the option of three categories:

1. Existing members (as at 31 December 2006) can remain an ordinary member at the current fee (\$70/75) with the current entitlements; or
2. Existing and new members can become a professional editor member at the current ordinary fee with the current ordinary entitlements, provided you have two years' experience in a paid editing role and can supply two letters confirming your experience; or
3. Existing and new members can become an associate member at a reduced fee (\$50) with reduced entitlements (an associate member cannot vote at an election, cannot become an office bearer and cannot be listed in the *Editorial Services Directory*).

### Phasing in a new system

Before January 2011 all ordinary members will be asked to choose either:

1. Professional editor member status; or
2. Associate member status.

Four years should be sufficient time for those seeking professional status to gain professional experience if they do not already have it.

### Experience

Professional editor members must have at least two years' in-house experience as an editor or the equivalent freelance or part-time experience. For example, if you worked half-time as an editor for four years (part-time or freelance) then that would be an acceptable equivalent to two years full-time work as an in-house editor. Professional experience must be in a paid editing role. As professional members may have had career breaks, there is no limit on how long ago the professional editing experience was obtained. Professional editor members will be asked to provide details of their experience and two letters (in English) that can be checked by a subcommittee appointed for this purpose. The subcommittee will simply confirm the statements supplied by the third parties. The letters can just be a statement of the years of experience in an editorial role. See the essential **Professional Editor Membership form** for more details about requirements.

### Corporate Associates

A new category of Corporate Associates is also available. Publishing companies and other businesses and organisations that support the Society of Editors (NSW) Inc.'s aims can become Corporate Associates. For an annual fee of \$400, Corporate Associates of the society will receive five copies of *Blue Pencil* each month and two copies of the *Editorial Services Directory*, five free admissions to each monthly meeting and two free admissions to special events, such as the Christmas dinner. The usual member rates on professional development courses and workshops will apply to Corporate Associates for up to five attendees.

**The Committee**  
**Society of Editors (NSW) Inc.**

Society of Editors (NSW) Inc.

# 30th Anniversary Dinner

*You are invited to*

**Italian Village Restaurant (Florence Room)**

**Address: 27 Circular Quay West, The Rocks NSW 2000**

The restaurant is on the waterfront at Circular Quay West. The Florence Room is upstairs. Parking is available in the nearby Overseas Passenger Terminal parking station. Bus, rail and ferry transport is available at Circular Quay.

**Time: 6.30 p.m. for 7.00 p.m.  
Tuesday, 7 July 2009**

**Cost: \$60 per person—RSVP by Monday, 29 June 2009**

We're having a wonderful celebration of the society's 30th year, with goody bags, lots of fabulous door prizes and special guest speaker Jeremy Fisher.

**We will also be saluting the 70s and there will be a prize for the person wearing the best 1970s inspired clothing item or accessory.**

The dinner features beautiful Italian cuisine and great wines. The price includes a two-course meal (alternate serve) and special cake, with wine or beer.

Please inform us if you have special dietary requirements. A vegetarian option is available.

**You must book beforehand.**

**Late bookings cannot be guaranteed, as places are limited.**

Return the enclosed booking form with payment details.

*The Society of Editors (NSW) Inc. has subsidised this special 30th Anniversary dinner to give members the opportunity to join in the celebrations. Don't miss out!*

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put money into superannuation that you can then claim as a tax deduction. Based on the current tax rate guide you can see that, as with employees, the higher your income, the more benefit there is for you. If you manage to earn over \$80,000 as an example, you are paying 40c in the dollar tax. If you were to put some money into superannuation you are taking 25c in the dollar away from the government and you are putting it towards your future. Simply put it in your superannuation, it goes to your tax accountant at the end of the financial year and you work out how much you want to claim.

One way people get around the hassle and achieve the discipline of putting money into superannuation is by simply setting up a direct debit, which is fine if you are employed. However, you can alter the amounts going in as well. So when that invoice does finally come three months after you have done the work and they have finally published that magazine then you can actually do it then.

### Relying on the pension

The answers to Question 30e and Question 30f really started to scare me. For those 29 per cent of people who will not need super because they have other support for retirement that is excellent. Superannuation is only one of the ways to plan for your retirement. For the other 71 per cent I am worried. Respondents' reliance on the age pension really scares me. The maximum at the moment that a single person can get for the age pension is \$569.80 per fortnight, which is \$14,814.80 per year. If you are a couple you each get \$475.90, which equates to less than \$12,500 per person or \$25,000 per couple. In most of the research done this falls below the required amount of money per year for a very basic existence. Australian Superannuation Funds Association research suggests a comfortable existence requires three times that amount.

It is very scary and in fact it is also quite difficult to get the age pension. As an example, if you are single, once you earn over \$138.00 per fortnight from other income sources, you are only able to get part payment. Once you earn \$1577.50 per fortnight if you are single, you get nothing from the pension. In addition to the income test there is an assets test that also makes

if very difficult. They split it for non-home owners versus home owners. As an example, for a home owner who is single, if their total assets are above \$171,750 they are only entitled to a partial payment. So, you need to satisfy both of these tests to qualify for the pension.

The age pension is going to be the largest burden on this economy in this country in the next 10 to 20 years because of the amount of people relying on it; hence the reason so much emphasis has been put into superannuation.

### The Government Co-Contribution

The final thing that I want to highlight relates to making contributions. I do understand it is difficult, particularly for freelancers. This is partly because of the sporadic nature of their work, and the discipline involved because they are spending half their time chasing invoices rather than doing work. But think in terms of the first \$1000 (\$20 a week). If you earn between \$30,342 and \$60,342 you can take advantage of the 'Government Co-Contribution'. No doubt some people have used it. For those on \$30,342 per year or less, if you put \$1000 into super the government will put in \$1500. So you have 150 per cent extra. It's treated as a non-concessional contribution, which simply means it comes from your bank account so you have already paid tax on it. It goes into superannuation then you do your tax return. At the end of the year the super fund has to let the government know of these types of contributions. If you have put \$1000 into your superannuation, they look at your tax return and if, for example, you have earned \$29,852, which is under that \$30,342 threshold, they will send \$1500 directly into your super fund. All you need to do is put your money in and do a tax return. It is the most effective option. You can turn \$20 a week into \$50 a week, just like that.

For those people who earn between \$30,000 and \$60,000, for the first \$1000 they put in, at some point in time they might be better off salary sacrificing or claiming it as a tax deduction. So, if you are in the middle of that, you might for example put in the first \$500 and leave it or put it in as a non-concessional, in other words, out of your own bank account. If you are employed you might like to use the other \$500 and put it in via salary sacrifice because the tax rate

makes much more sense for you. If you are self employed, you put in your \$1000 over the course of the year but because of where your income lies, you might decide that you are going to claim \$500 of that \$1000 as a tax deduction and use the other \$500 towards the Government Co-Contribution.

There are plenty of calculators out there that show how much you might get from the Government Co-Contribution. Most of the funds will have some type of Government Co-Contribution calculator. We have one on our website. Or you can look at the ATO's calculator if you can find it. It is there somewhere but, as with most things on the ATO website, they obviously do not employ any of you.

For those people who are over the golden age of 55, there is another strategy referred to as 'transition to retirement pension'. It is one of the most effective ways to maximise your superannuation. There is a whole bunch of different strategies you can play around with. It really is just playing around with tax to your advantage, and putting money in your own pocket.

Although I have talked a lot of jargon, I hope that I have made some sense. If you've got some questions feel free to give me a call or email.

*John Myers is Relationship Manager at Media Super. He can be phoned on (02) 9238 2550 or emailed at <johnmyers@mediasuper.com.au>. For fact sheets, visit the Media Super website at <www.mediasuper.com.au>.*

*A report on the first speaker at our April meeting, the MEAA Branch Secretary Richard Harris, was published in the June Blue Pencil. Media Super is the industry fund for MEAA members.*

## MEAA discount for society members

A MEAA membership application form is enclosed offering a discount to Society of Editors members who join. For more information visit the Alliance website at <www.alliance.org.au>.

# National Editors Conference

## Adelaide, 8 to 10 October

### *Getting the message across*

**The 2009 IPEd National Editors Conference will be held in Adelaide, South Australia from 8 to 10 October at the Adelaide Festival Centre, situated on the picturesque banks of the River Torrens, a short walk from the CBD. This is the premier professional development opportunity for editors in Australia.**

Keynote speakers include:

- Neal Porter, a US-based editor
- Julian Burnside, a well-known human rights advocate and barrister
- Wendy McCarthy, a mentoring and education specialist
- Natasha Stott Despoja, a prominent figure in politics

**Earlybird registrations close on 14 July 2009.**

The cost for the full conference is:

Booking prior to and including 14 July 2009: \$435 (State Society of Editors member)

Booking after 14 July 2009: \$485 (State Society of Editors member)

The welcome party will be held at the University of South Australia and the civic reception hosted by the Lord Mayor of Adelaide in the Queen Adelaide Room of the Adelaide Town Hall. A conference dinner will be held at the National Wine Centre, which lays claim to some of Australia's finest food and wines.

**The program for the fourth 2009 IPEd National Editors Conference is now up at: <[www.editors-sa.org.au/?q=conference/conferenceprogram](http://www.editors-sa.org.au/?q=conference/conferenceprogram)>. Registrations are open at <[www.sapro.com.au/editors/register.htm](http://www.sapro.com.au/editors/register.htm)>.**

The major sponsors of the 4th IPEd National Editors Conference are John Wiley & Sons Australia and the Cultural Fund of the Copyright Agency Limited. Other sponsors include Wakefield Press, She Creative, Seaview Press and Coriole Vineyards.

## **Freelancers do lunch, 24 June**

The next freelancers' lunch will be held upstairs at the Firehouse Hotel at 86 Walker Street, North Sydney, at noon on Wednesday, 24 June 2009. Mains are about \$14. The venue is near the corner of Walker and Spring streets, a short walk from North Sydney station

There is no need to RSVP. See you there!

## **2009 Good Editor award presentation, 29 June**

The 'Good Editor award targets editors who commission freelance features—newspaper, magazine, TV, radio or online. The 2009 winner will be announced by the Sydney Freelance Journalists Group committee at the speaker evening at Forresters Hotel in Surry Hills at 6.30 p.m. on 29 June. The award is aimed at editors who:

- show respect for freelancers' work (They don't over-edit, they phone or email freelancers to discuss major changes. They don't under-edit or allow typos and bloopers to slip past.)
- show respect for freelancers' time (They don't ask for the world with no notice, they pass on any contacts they have and show general business etiquette. They don't change their mind and want a different angle for stories/pictures/work after it has been submitted.)

- know what they want

(They have a solid grasp of their publication or their particular department, so they are able to clearly explain what they want when they commission work. They can explain why a pitch is or isn't a good fit, and if it's the latter, make suggestions for changes that would bring it on target. Such knowledge also enables them to give constructive critiques.)

- facilitate fair and timely payment (Editors should not be the friendly face of publishers or broadcasters who do not pay or underpay freelancers.)
- are an impermeable barrier between advertising and editorial (There is a difference between journalism and

advertorial. Good editors know and respect that difference.)

The meeting cost is \$10 for members, \$15 for non-members. RSVP essential: Call 1300 65 65 13 to RSVP and pre pay your ticket or email Rachael at <osmanchin@tpg.com.au>.

## **Society member wins Nita B Kibble Award**

The 2009 Nita B Kibble Award for Women Writers (\$25,000) was awarded on 3 June to Jacqueline Kent, for her book *An Exacting Heart: the Story of Hepzibah Menuhin* (Viking).

Kent was also the recipient of the award in 2002. Jerelynn Brown, chair of the judging panel, said 'In her nuanced and vital portrayal, Ms Kent has revealed how a young woman of the world came to be a loving wife and mother, and why she moved on.'

The society congratulates life member Jacqueline Kent.

## **'The Nib': CAL Waverley Library Award for Literature, closing date 10 July**

The 2009 Waverley Library Award for Literature accepts all genres of writing including fiction and nonfiction, published between 1 July 2008 and 30 June 2009. The winner receives a \$20,000 prize plus a trophy. All shortlisted authors receive the Alex Buzo Shortlist Prize. For details including guidelines and a nomination form, see <[www.waverley.nsw.gov.au/library/award](http://www.waverley.nsw.gov.au/library/award)> or contact Denis Moore at <[denism@waverley.nsw.gov.au](mailto:denism@waverley.nsw.gov.au)> or phone (02) 9386 7709.

## **Byron Bay Writers Festival, 7 to 9 August**

This year, the Byron Bay Writers Festival will focus on the memoir. Memoirists attending include Cold Chisel band member Don Walker; Choir of Hard Knocks' Jonathon Welch; plus Alan Close and Mary Moody. Other writers to attend include Linda Jaivin, Bob Ellis, Wendy Harmer, Thomas Keneally and Louis Nowra.

For the full program, list of authors and ticketing details, visit <[www.byronbaywritersfestival.com.au](http://www.byronbaywritersfestival.com.au)>.

## **Australian book prices may be cheaper than UK prices**

The Australian Publishers Association (APA) has released a study that CEO Maree McCaskill said showed the Australian 'domestic book market is in reality priced cheaper than the United Kingdom and right on the nose with the United States.'

The study used information from the Productivity Commission and data on exchange rates provided by the Reserve Bank to demonstrate that when the GST is removed from the price of Australian books and when exchange rates are at their 10-year average, the gap between Australian prices and US and UK prices is eliminated.

Drawing on the Productivity Commission's finding that 'the estimated price gap of like editions between Australia, the UK and the US respectively would have been eliminated at exchange rates of GBP 0.41 and USD 0.69', the APA states that Reserve Bank data shows the 10-year average exchange rates are GBP 0.40 and USD 0.69.

An earlier price comparison list released by the Coalition for Cheaper Books argued that the cheaper prices of Australian books on overseas websites were driving local book buyers online. For details visit the APA website at <[www.publishers.asn.au](http://www.publishers.asn.au)>. The Productivity Commission final report on Australia's book parallel importation laws to government is due on 30 June.

## **Barbara Ramsden Award winner**

On 1 May 2009 The Barbara Ramsden Award winner was announced at the 2008 National Literary Awards, presented by the Fellowship of Australian Writers (FAW). The winning entry was from Allen & Unwin for their young adults, book *Pip: The Story of Olive*, written by Kim Kane and edited by Elise Jones.



This award for a book of fiction or nonfiction, is sponsored by the Society of Editors (Victoria). Two specially cast bronze plaques are presented to the author and editor to recognise the combined efforts of both parties to produce a quality product. All entries must include commentary from the author or publisher on how the author or publisher felt the editor contributed to the final result.

The award is named in honour of editor Barbara Mary Ramsden (1903–1971).

## NEW MEMBERS

Laura Boon  
Sally Edwards  
David Howell  
Alison Green  
Laura Billington  
Dimity Brassil  
Fiona Britton  
Ruth Garland  
Vicky Spichopoulos  
Alison Sainsbury  
Ginny Barber  
Susan Taylor

Copy deadline for the August issue of

*Blue Pencil*  
Tuesday, 14 July 2009

Society of Editors (NSW) Inc.

PO Box 254, Broadway NSW 2007; Voicemail: (02) 9294 4999  
<[www.editorsnsw.com](http://www.editorsnsw.com)>.

## **Blue Pencil**

Editor: Denise Holden

Assistants: Moira Elliott, Catherine Etteridge, Lachlan Jobbins, Julie Harders, Nicky Shortridge; this issue's guest editor is Catherine Etteridge

Printer: Complete Design, Marrickville

Published: 11 issues a year (including combined January/February issue)

Your comments and contributions are welcome. Mail them to the Editor, *Blue Pencil*, Society of Editors (NSW) Inc., PO Box 254, Broadway NSW 2007, or email the Editor at <[bluepencil@editorsnsw.com](mailto:bluepencil@editorsnsw.com)>.

**Copy deadline for the August issue is Tuesday, 14 July 2009.**

The views expressed in the articles and letters, or the material contained in any advertisement or insert, are those of individual authors, not of the Society of Editors (NSW) Inc.

## **Advertising rates**

Full page, \$375; half page, \$200 (horizontal only); one-third page, \$125 (vertical or horizontal); quarter page \$100 (horizontal only); one-sixth page, \$75 (half of one column). Inserts: \$200 per hundred for DL-sized or A4 pre-folded to DL size. Circulation: approximately 400. Please note that the committee reserves the right to decide whether advertisements are appropriate for this newsletter.

## **Membership**

Membership of the Society of Editors (NSW) Inc. is open to anyone working as an editor for publication (print or electronic documents) and anyone who supports the society's aims. Membership is available in different categories.

Membership runs for a calendar year. The 2009 fees are \$70 for ordinary member or professional member renewals; \$75 for new professional members (\$45 if joining after 30 June); \$50 for associate member renewals or \$55 for new associate members. Interested organisations can become corporate associates for \$400 per year.

To obtain a membership application form go to the Society of Editors (NSW) website <[www.editorsnsw.com](http://www.editorsnsw.com)>, phone 02 9294 4999 or write to PO Box 254, Broadway NSW 2007.

## **Listing in the *Editorial Services Directory***

The society's *Editorial Services Directory* is available online at <[www.editorsnsw.com/esd](http://www.editorsnsw.com/esd)>. New listings and updates can be added quarterly as follows:

- online only: July (deadline 30 June); October (deadline 30 September)
  - print and online: January (deadline 31 December); April (deadline 31 March).
- The cost is \$40 per year (\$20 for new listings received from April to September) in addition to the fee for membership of the society. New listings should be submitted using a template available from Cathy Gray at <[esd@editorsnsw.com](mailto:esd@editorsnsw.com)>.

## **Committee meetings**

All members are welcome to attend the society's committee meetings, generally held on the second Tuesday of each month. Please contact a committee member for details if you wish to attend the next meeting.

## 2009 COMMITTEE

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Email: <catering@editorsnsw.com>

### Regional members

Regional members living more than 200 km from Sydney may receive a 40 per cent discount on the cost of the society's workshops (excluding computer-based workshops).

## Professional development

### Preparing for the Accreditation Exam

**Date:** Friday, 17 July 2009

**Time:** 9.30 a.m. to 4.30 p.m.

**Venue:** City Tattersalls Club, 198 Pitt Street, Sydney

**Cost:** \$130 for Society members, \$290 for non-members

If you're planning to sit for the Institute of Professional Editors (IPEd) accreditation exam this year, or simply thinking about sitting in the future, this workshop is for you. It will be presented by four of the Institute's Distinguished Editors in New South Wales, who have been involved in the development of the accreditation system and exam and may also be part of the team marking the exam papers. Cost includes lunch and refreshments. Please register by Friday, 26 June 2009.

### Writing and Editing for the Web REPEAT WORKSHOP

*The 25 June and 6 August workshops are already full. Please enrol quickly.*

**Date:** Thursday, 20 August 2009

**Time:** 9.30 a.m. to 4.30 p.m.

**Presenter:** Simon Hillier

**Venue:** City Tattersalls Club, 198 Pitt Street, Sydney

**Cost:** \$195 for Society members, \$290 for non-members

This workshop is designed for people building a new website or improving current website copy, or for anyone writing and editing for the web who wants to understand its potential challenges and opportunities. You will receive up-to-date practical guidance, tips and language tools to enhance your internet writing and editing skills. Group and individual exercises are included. Cost includes lunch and refreshments. Please register by Thursday, 16 July 2009.

### Copy Editing—Getting Started

**Date:** Thursday, 13 August 2009

**Time:** 9.30 a.m. to 4.30 p.m.

**Presenter:** Meryl Potter

**Venue:** City Tattersalls Club, 198 Pitt Street, Sydney

**Cost:** \$195 for Society members, \$290 for non-members

This interactive workshop looks at the skills copy editors need and their role in the publication process—from book publishing to the corporate world. While this course assumes no previous knowledge, participants might find it useful as a refresher or to help prepare for the accreditation exam. Cost includes lunch and refreshments. Please register by Thursday, 23 July 2009.

### Successful Proofreading

**Date:** Thursday, 10 September 2009

**Time:** 9.30 a.m. to 4.30 p.m.

**Presenter:** Meryl Potter

**Venue:** City Tattersalls Club, 198 Pitt Street, Sydney

**Cost:** \$195 for Society members, \$290 for non-members

This practical, interactive workshop covers proofreading from first pages to printer's proofs. It explores the different demands of proofreading at each stage of the publishing process. Cost includes lunch and refreshments. Please register by Thursday, 20 August 2009.

**To register for workshops use the enclosed form or download one from the website. Please note that workshops require a minimum of 10 registrations by the closing date to go ahead.**

**For more information about the workshops, email Meryl Potter at <education@editorsnsw.com>.**