

# 2001 Annual Report issue

## From the president

This has been quite a year! The world stage continues to play out too many dramas and not enough comedies. Your society, however, has had a good year – busy and fruitful. Each year at this time we reiterate the society's aims. It seems a worthwhile reminder, as we contemplate what we've achieved and how to proceed.

The society's objects, as stated in its constitution, are:

- to maintain and develop standards of editorial skills
- to hold meetings to discuss subjects of particular interest to print editors

- to promote the exchange and dissemination of information and ideas among print editors

- to promote the use of editorial services.

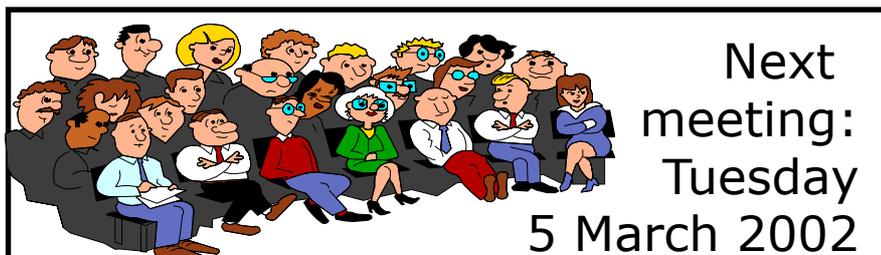
Highlights of 2001 include:

- a three per cent increase in membership (now standing at 290)
- publication of national standards for the editing profession – *Australian Standards for Editing Practice*
- membership survey (approx 35% of members responded) providing confirmation and guidance on the society's activities and initiatives
- successful workshops – proofreading, advanced grammar and on-screen editing

- the continued delivery of the *Editorial Services Directory* on the web as well as in print.

These achievements are only possible with the efforts of the committee. Once again, I've been supported by a terrific band of colleagues. Their involvement and encouragement has been invaluable and I'd like to thank, Darri Adamson, Robin Appleton, Janice Beavan, Teri Brien, Michael Giffin, Jane Hinton, Heather Jamieson, Terry Johnston, Jocelyn Hargrave, Rowena Lennox, Michael Lewis, Marc Marusic, Liina Meusi, Merry and Bob Pearson, Lynne Taaffe, Carolyn Uyeda, Pauline Waugh and Bruce White.

If you're thinking about joining the committee for 2002 or helping out with any other task, please let us know! Please note that you can, but don't have to, be a committee member to fill any of the positions other than the four executive ones. It's also possible to be a committee member without taking on a specific role; there will be plenty of ways to contribute throughout the year in a more ad hoc fashion. And there's plenty of



Next  
meeting:  
Tuesday  
5 March 2002

## Annual general meeting

**No charge—food and drinks provided**

Come along for discussion of the 2001 annual report, election of new committee members, and the chance to win free attendance at one of the society's 2000 training workshops (winner's choice).

All are welcome, but only financial members can vote. If you haven't renewed yet, you can do so at the meeting (please bring your renewal form with you). You can also join on the night if you'd like to.

Sydney Mechanics' School of Arts, 280 Pitt Street, Sydney (between Park & Bathurst streets, near the Pilgrim Theatre and Pitt Street Uniting Church; the closest train station is Town Hall), 6.30 p.m. for 7.00 p.m. Drinks and light refreshments provided. Please RSVP to 9294 4999 (voicemail) or mmripear@ozemail.com.au (email) by Friday 1, March. NO CHARGE.

Next meeting: Tuesday, 2 April.

## Agenda

The agenda for the sixth Annual General Meeting of the Society of Editors (NSW) Inc. is as follows:

1. Opening and apologies
2. Correspondence
3. Minutes of the fifth AGM of the incorporated society (printed in *Blue Pencil*, April 2001)
4. Discussion of the 2001 annual report, including financial report (printed in this issue of *Blue Pencil*)
5. Election of 2002 committee
6. Any other business.

scope for making less intensive contributions by helping others fulfill their tasks or simply offering suggestions for things like speakers or meeting topics.

The long list of committee members just mentioned is testament to the fact that our members want to be involved and active. Some of these people, however, won't be able to offer their time or effort on the committee for 2002. Some have had to leave their positions mid-term, for reasons of transfer interstate or overload at work. My thanks to Michael Giffin for editorship of BP till mid-year and Teri Brien for taking the role on after that. Thanks to Carolyn Uyeda for her efforts with the website

and for the introduction of our e-savvy column. (More on this in 2002). Thanks to Lynne Taaffe for taking that role on. I'd like to mention particularly, Bob Pearson, who is resigning his role, and take this opportunity to thank him for the commitment he's put into the society over many years; for the integrity and energy with which he's approached all of his tasks, for his good humour and intelligence. (And, not least, for the sensational barbecued prawns at our January [annual summer BBQ] committee meeting.)

The following reports summarise our activities and endeavours for 2001.

I trust all our efforts towards greater and more visible 'professionalisation'

continue to benefit members. As commercial imperatives drive all our businesses, we need the society's support to trumpet the value of good editing; to continue to support professional 'upskilling' (!) and continue to represent the membership in national initiatives that stand to benefit us all.

The Society of Editors (NSW) Inc. turns 24 in 2002; I hope we're continuing to provide you with the kinds of meetings and activities you find meaningful and – not to be discounted – hugely enjoyable. I also hope that there are enough opportunities for editors to connect with each other, and share and develop skills and experiences.

*Shelley Kenigsberg*

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# The year in review

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## National initiatives

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The NSW Society has been very active in national initiatives this year. Publication of the *Australian Standards for Editing Practice* was the culmination of work begun in 1999 to establish a national perspective for editors and delineate our skills, both for ourselves and those to whom we offer our services. The standards document was accepted by the membership of all the participating societies and was presented at the Australian Society of Indexers (ACT Region Branch) and Canberra Society of Editors conference in Canberra in April.

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## Participation in CASE

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The Council of Australian Societies of Editors (CASE), formed in August 1998, is a mechanism for national cooperation. Rather than a national organisation, it is a council of delegates and allows us to maintain an informal collaboration of state society presidents, driven by projects considered to be of priority and relevance nationally. In October, Sydney hosted a very successful meeting of CASE. It was a great opportunity to meet and discuss issues of national import with interstate colleagues. (A summary of the recommendations from the CASE meeting was published in December's *Blue Pencil*. I urge you to reread this summary in preparation for any discussion at the forthcoming AGM.)

We made headway on many issues at the meeting, not least of which is that of accreditation for editors. This issue is being addressed by another national task force, convened at the meeting in October.

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## Letter to AVCC

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CASE members constructed a letter which was sent to the Australian Vice-Chancellors Committee (AVCC) in Canberra in response to concerns about editing of academic theses written by under- and post-graduate students.

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## Membership

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*Robert Pearson, membership secretary*

At the end of 2001 we had 290 financial members, approximately 3% more than at the end of 2000 (we gained 53 new financial members, and 45 did not renew). The total mailing list for Blue Pencil was 328, which includes complimentary and exchange copies, and four life members.

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## Rules Task Force

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Discussions at the 2000 AGM concerning the spending of society funds, the possibilities for different levels of membership and other issues led to a discussion paper submitted to the committee. A task force was formed to consider these issues, based around the Rules of the Society of Editors

(NSW) Inc. Those who expressed interest in participating were: Robin Appleton, Peter Arnold, Graham Bench, Cathy Gray, John Fleming and Robert Pearson. The task force, convened in November, was headed up by John Howard and discussion ensued about the necessity and/or benefit of making changes to our rules. (Is 'task force' becoming our favourite term? Or is it merely a succinct way of indicating that many hands make light work?)

John Howard has offered to put together a multiple choice survey questionnaire to be mailed out to members early in 2002. Should the survey results indicate the need, the task force will draft a new constitution. When ready, it can be discussed at a special general meeting at the beginning of a regular monthly meeting around mid-year. If carried, it can then go for endorsement to the Department of Fair Trading, after which it can be printed and distributed to members and form the basis for the 2003 AGM.

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## Training

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During 2001, the society conducted workshops on:

- Proofreading – with Tim Learner in May
- Advanced grammar – with Michael Lewis in July
- On-screen editing – with Jean Weber in November.

Attendance averaged 24 per workshop and evaluation suggests there was a great

deal of satisfaction with the courses. The committee looks forward to presenting more workshops in 2002 – we are, however, considering a change of venue as venue hire at the State Library is becoming prohibitively expensive.

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### Prizes and sponsorships

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We maintained our support for professional development outside the society through the Society of Editors prize for an outstanding student in the Language, Editing and Writing course within Macquarie University's Graduate Diploma in Editing and Publishing program. The 2001 prizewinner (\$250 plus a year's free membership of the society) was Ms Elizabeth Hay.

We also contributed (pro rata, based on our membership) towards the costs of CASE and the national standards working group.

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### Blue Pencil

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Thanks to the various editors who helped us get *BP* out each month. We have had quite a task holding on to one editor this year – it's probably the most time-consuming of the committee tasks. Thanks also to the team of proofreaders – Irene Sharpham and Robin Appleton; the trusty transcribers – Carolyn Bruyn and Georgina Frampton; to Josie Evans and Heather Jamieson who were often found with piles of envelopes and newsletters to 'pack and send'; and to all the speakers, who were so gracious about checking over the transcripts. Grateful thanks to Chris Day at Complete Design, who is always cheerful and accommodates our sometimes late transmittal of copy.

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### Meetings

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Meetings were held each month from February to November, with the AGM in March. Our new meeting venue has proved very successful and we hope to continue the arrangement for 2002.

In February Kate Robinson and Ruth Green – authors of *Independent Contracting: Succeeding as a Contract Professional in Australia* gave us the benefit of their years of working and researching how best to manage a freelance career. Their very lively and informative double act was greatly appreciated and received a warm response from members.

March was the Annual General Meeting, and April featured Jose Borghino from the Australian Society of Authors, who talked about the relationship between authors and editors and expressed his support and keenness for further collaborations with our members.

In May a panel of three members – Robin Appleton, Michael Giffin and Cathy Gray – conducted the meeting around the issue of Professionalism in Editing following the article by Michael Giffin in April's *BP*.

In June, Richard Walsh's topic 'Book Editors Braving It Out in the New World' proved very popular with a large attendance and animated discussion. In July, Robin Appleton kindly stepped in when our planned speaker – Iain Brown – was unavailable. She addressed the topic 'Whose Story Is It?' – an exploration of the issues surrounding oral history. Our 'overseas' speaker, Iain Brown, was able to make it to the August meeting. He spoke on 'An Editorial Community on the Internet: The Electric Editors'. Another well-attended and successful meeting.

Alex McKinnon of Editforce came to speak to us in September: 'Does the Freelance Publishing Business, naturally including Freelance Editors, require Industry Benchmarking?'. Lively discussions ensued.

In October, Jacquie Kent (a life member of the Society) author of *A Certain Style* came to talk to us about the pitfalls and joys of being writer/editor and regaled us with tales of Beatrice Davis, the subject of her biography.

At our November meeting we had a most informative session with Beatriz Copello – writer and literary assessor – whose talk on working with NESB writers was very well received.

And, of course, in December, we were partying again! The fabulous food and atmosphere of The Little Snail proved a good choice, once again for our Xmas/Chanukah 'do'.

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### Editorial Services Directory

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*Coordinator: Cathy Gray; web edition: Bruce White*

The 2001–2002 edition of the *Editorial Services Directory* (formerly the *Register of Editorial Services*) was published in August 2001.

A searchable version is available free on the society's website. The online directory is updated quarterly.

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### The website

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#### Email

Email continues to be the means of organising things on the committee and communication with the members improved in 2001. There are now two broadcast email lists. The first list is of all members who have given us an email address. To this list is sent information on meetings on the Thursday before the meeting. This full list is also used to advise members of full time jobs.

If members who have entries in the *Editorial Services Directory* have an email address, they are also on the second list (ESD list). Part time jobs and any contract work are posted to this list.

Members who have been missing out on these emails should send an email to Bruce White on:

[white@msn.com.au](mailto:white@msn.com.au)

The society's web address is:

<http://users.bigpond.com/socednsw/>

The membership form on the website is becoming increasingly popular with new members. It is found at:

<http://users.bigpond.com/socednsw/membersh.htm>

Various editing courses that may be of interest to members and people who want to become editors are listed at:

<http://users.bigpond.com/socednsw/courses.htm>

A complete copy of the *Editorial Services Directory* is available at:

<http://users.bigpond.com/socednsw/esd/>

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### Contact with other organisations

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Links with other organisations such as the Australian Publishers Association (APA), Galley Club, the Australian Society of Authors and the NSW Writers' Centre continue to be effective for mutual promotion of each other's meetings and other events. The society also participated in the Book Fair held by the NSW Writers' Centre in October.

Contact with other state societies continues through CASE and the work on accreditation, and the exchange of newsletters continues to provide a valuable line of communication during the year.

# Finances

The society finished the year with a deficit of \$2919. This doesn't look so good, especially when compared with the previous year's surplus. In the last quarter of the year, 108 members paid their subscriptions. In the same period a year ago, 154 memberships were paid. Let's hope the disparity in figures is just to do with speed of response to the renewal notices. The income from training workshops is so much more than in 2000 because we had more workshops, three compared with two.

However, if you look at the figure for training expenses you will see that it went up even more than training income. Whereas in 2000 the society gained \$428 overall from workshops, in 2001 we were down \$495. The Editorial Services Directory is revised and reprinted only every second year, so the income of \$3480 we received for entries in it will not be matched in 2002.

The accountant has amalgamated a few of my categories under the one heading of Administration, and I've



recategorised a couple of items. The post office box rental and Australia Post's redirection fee are now here (\$445). Our insurance premium is here and has, of course, gone up (by more than \$90) to \$578. The \$2217 figure also includes photocopying of our rules (\$198), the members' survey (\$101) and NSW's share of printing costs for the standards document (\$370). The auditor's fee is so much more than previously because we had to go back into history to prepare taxation returns for a couple of years.

*Blue Pencil* costs have not increased as much as the annual report seems to be saying. We paid for the printing of a couple of year 2000 issues in 2001. Comparing one year with the other, printing costs have increased by about \$500 and mailing costs for *Blue Pencil* by about \$250.

The meeting expenses figure is complicated by the inclusion of CASE costs (as was last year's figure too) along with expenses for our general meetings. The CASE amount here is \$2,499.25 and our share of the costs of designing, printing and posting the standards document (\$1000.20) is part of that. As for general meetings, our new venue is a little cheaper (\$1116 for the year compared with \$1287), but catering expenses have increased (\$2663 compared with \$2235 in 2000). Overall, general meetings have cost us about \$1500.

Finally, the stationery and postage expense includes the cost of printing receipt books and envelopes (\$810), and envelopes and postage for the standards document (\$343). These were expenses we did not have last year.

*Janice Beavan, Treasurer*

## Society of Editors (NSW) Inc.

PO Box 254, Broadway NSW 2007; Voicemail: (02) 9294 4999  
<http://www.users.bigpond.com/socednsw/>

### 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 runs for a calendar year. 2002 fees are \$50 for new members (\$30 if joining after 30 June) and \$45 for renewals.

For a membership application form, phone (02) 9294 4999, write to PO Box 254, Broadway NSW 2007, or download an application from the society's website at <http://www.users.bigpond.com/socednsw/>

### Blue Pencil

The society's newsletter, *Blue Pencil*, is published monthly, except for a combined January/February issue. Your comments and contributions are welcome. Mail them to the Editor, *Blue Pencil*, Society of Editors (NSW), PO Box 254, Broadway NSW 2007. Deadline for the April issue is Monday 11 March.

### Advertising rates:

Full page, \$90; half page, \$50 (horizontal only); one-third page, \$35 (vertical or horizontal); quarter page \$25 (horizontal only); sixth page, \$20 (half of one column). Inserts: \$50 per hundred for DL-sized or A4 pre-folded to DL size. Circulation: approximately 275.

### Listing in the Editorial Services Directory

Listing costs \$40 and is available only to members of the society. The fee covers listing in both print and online versions. The online version is updated every three months. New entries should be submitted in .rtf format, using a template available from Cathy Gray at [cgray@mpx.com.au](mailto:cgray@mpx.com.au). Updates can be made to contact details only for existing entries. Deadline for the next update is 31 March 2002. Contact Cathy for more information. A new print edition is due to be published in 2003.

### Committee meetings

All members are welcome to attend the society's committee meetings. Contact a committee member for details if you wish to attend the next meeting.

# **SOCIETY OF EDITORS (NSW) INCORPORATED**

ABN 53 030 428 517

## **FINANCIAL REPORT FOR THE YEAR ENDED 31 DECEMBER 2001**

### **INDEPENDENT AUDIT REPORT TO THE MEMBERS OF** **SOCIETY OF EDITORS (NSW) INCORPORATED**

#### **Scope**

We have audited the financial report of the Society of Editors (NSW) Incorporated, being a special purpose financial report, for the financial year ended 31 December, 2001, consisting of the statement by members of the committee, balance sheet, income and expenditure statement and notes to and forming part of the financial statements. The Committee is responsible for the financial report and have determined that the accounting policies used are appropriate to meet the needs of the Associations Incorporation Act 1984 (NSW) and the needs of the members. We have conducted an independent audit of this financial report in order to express an opinion on them to the members. No opinion is expressed as to whether the accounting policies use, and described in Note 1 are appropriate to the needs of the members.

The financial report has been prepared for the purpose of fulfilling the requirements of the Associations Incorporation Act 1984 (NSW). We disclaim any assumption of responsibility for any reliance on this report or on the financial report to which it relates to any person other than the members, or for any purpose other than that for which it was prepared.

Our audit has been conducted in accordance with Australian Auditing Standards. Our procedures included examination, on a test basis, of evidence supporting the amounts and other disclosures in the financial report, and the evaluation of accounting policies and significant accounting estimates. These procedures have been undertaken to form an opinion as to whether, in all material respects, the financial report is presented fairly in accordance with the accounting policies described in Note 1 to the financial statements. These policies do not require the application of all Australian Accounting Standards and other mandatory professional reporting requirements in Australia.

The audit opinion expressed in this report has been formed on the above basis.

#### **Audit Opinion**

In our opinion the financial report presents fairly in accordance with the accounting policies described in Note 1 to the financial report the financial position of the Society of Editors (NSW) Incorporated as at 31 December, 2001 and the results of its operations for the year then ended.

#### **Benbow & Pike**

Chartered Accountants  
13/263 Alfred Street (North)  
North Sydney NSW 2060

#### **G. J. Abrams**

Partner

Sydney, 5 February, 2002

**BALANCE SHEET**  
**AS AT 31 DECEMBER, 2001**

	<b>\$, 2000</b>	<b>\$, 2001</b>
<b>Current Assets</b>		
Cash		
Bank Account	1,475.78	6,303.46
Deposit Account	18,700.34	19,996.89
Petty Cash Account	<u>30.00</u>	<u>30.00</u>
	<u>20,206.12</u>	<u>26,330.35</u>
Receivables		
PAYG Withholding Tax	<u>245.00</u>	<u>130.00</u>
<b>Total Assets</b>	<u>20,451.12</u>	<u>26,460.35</u>
<b>Current Liabilities</b>		
Amounts Received in Advance		
Registration Fee 2001	—	<u>3,120.00</u>
<b>Net Assets</b>	<u>20,451.12</u>	<u>23,340.35</u>
<b>Members' Funds</b>		
Accumulated Surplus	<u>20,451.12</u>	<u>23,340.35</u>

**INCOME AND EXPENDITURE STATEMENT**  
**FOR THE YEAR ENDED 31 DECEMBER, 2001**

	<b>\$, 2001</b>	<b>\$, 2000</b>
	<b>\$</b>	<b>\$</b>
<b>INCOME</b>		
Interest income	884.16	882.57
Meetings income	4,189.00	4,727.00
Membership fees	10,970.00	14,130.00
Register fees and sales	3,830.00	920.00
Advertising	175.00	—
Training income	6,661.00	4,540.00
Other Income	<u>925.62</u>	<u>495.60</u>
	<u>27,634.78</u>	<u>25,695.17</u>
<b>EXPENDITURE</b>		
Administration expenses	2,217.23	943.22
Audit and statutory fees	1,460.00	562.00
Bank charges	207.47	68.10
Blue pencil	6,951.86	5,074.83
Capital expenditure	—	—
Committee expenses	225.88	154.80
Meetings expenses	8,564.45	8,607.69
Miscellaneous	90.00	46.40
Promotion and marketing	152.90	440.00
Register	1,589.27	34.25
Sponsorship/Prizes	—	607.60
Stationery and postage	1,908.88	860.61
Training expenses	<u>7,155.97</u>	<u>4,112.27</u>
	<u>30,523.91</u>	<u>21,511.77</u>
Surplus/(Deficit) for the year	(2,889.13)	4,183.40
Accumulated Surplus at the beginning of the year	<u>23,340.25</u>	<u>19,156.95</u>
Accumulated Surplus at the end of the year	<u>20,451.12</u>	<u>23,340.35</u>

These statements should be read in conjunction with the accompanying notes.

## **NOTES TO THE FINANCIAL STATEMENTS** **FOR THE YEAR ENDED 31 DECEMBER, 2001**

### **Statement of Significant Accounting Policies**

This financial report is a special purpose financial report prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Act (NSW). The Committee has determined that the society is not a reporting entity.

The financial report has been prepared in accordance with the requirements of the Associations Incorporation Act (NSW) and the following Australian Accounting Standards:

AAS 3	Accounting for Income Tax
AAS 5	Materiality
AAS 8	Events Occurring After Reporting Date
AAS 17	Accounting for Leases

No other applicable Australian Accounting Standards, Urgent Issues Group Consensus Views or other authoritative pronouncements of the Australian Accounting Standards Board have been applied.

The financial report has been prepared on a cash basis and is based on historic costs and does not take into account changing money values or, except where stated, current valuations of non-current assets.

The following material accounting policy, which is consistent with the previous period unless otherwise stated, has been adopted in the preparation of this financial report.

(a) **Income Tax**

The society accounts for income tax on a cash basis. Only non member income of the society is assessable for income tax and only when it exceeds \$416. Member income is excluded under the principle of mutuality.

### **STATEMENT BY MEMBERS OF THE COMMITTEE**

The committee have determined that the society is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policy outlined in Note 1 to the financial statements.

In the opinion of the committee the financial report:

- 1) Presents fairly the financial position of the Society of Editors (NSW) Incorporated as at 31 December, 2001 and its performance for the year ended on that date.
- 2) At the date of this statement there are reasonable grounds to believe that the Society of Editors (NSW) Incorporated will be able to pay its debts as and when they fall due

This statement is made in accordance with a resolution of the Committee and is signed for and on behalf of the Committee by:

**Shelley Kenigsberg**  
President

**Janice Beavan**  
Treasurer

Dated: 5 February, 2002

# Your society needs you!

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## 2002 committee nominations

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All committee positions (president, vice president, secretary and treasurer and five general committee members) are open to nomination, providing plenty of opportunities for you to help the society better serve your needs.

The president, vice president, secretary and treasurer constitute the executive, while the five general committee members will serve on the committee and undertake a variety of jobs relating to the general direction of the society. In addition, they may also undertake one of the specific jobs detailed below.

However, and this is very important, if you want to do one of the general jobs listed below, you do not have to be on the committee.

None of these jobs is really scary, but some require a bigger time commitment than others. You can offset this by co-opting helpers and also by using the experience of past committee members to help you get organised. If you want more information about any of these jobs, contact the relevant committee member (contact details on page 10).

A nomination form is included in this edition of *Blue Pencil*. You may nominate yourself for any position and/or job, but if someone else nominates you, you must sign the form to indicate your acceptance. You can give the form to the secretary on the night, before the start of the meeting.

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## Executive positions

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### President

If you've got a vision for the society and editors in general, then this may be the job for you. You will oversee the management of the society in accordance with the constitution and committee decisions; chair general and committee meetings; represent and act on behalf of the society and its members; and provide direction and assistance to committee members, as needed.

### Vice president

This job offers the opportunity to work as a team with the president. In the president's absence, you will chair

general and committee meetings and assume the various duties of the president.

### Secretary

This is a great position for networking. You will: maintain the records of the society; take minutes of general and committee meetings and distribute them to committee members; draft, send and receive society postal correspondence and answer voicemail. This position puts you directly in touch with members and with people looking for editorial services. It's an opportunity to get a feel for the kinds of calls and letters the society receives – what people want from the society and its members.

### Treasurer

This job is good practice for running your own financial affairs efficiently, and an opportunity to learn about the principles of bookkeeping and financial management. You will manage all monies, accounts, receipts, and bookkeeping for the society and prepare a financial statement for the auditor and the annual general meeting.

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## General jobs

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### Catering officer

Many members feel this is the most important position on the committee, but it's by far the easiest. It consists basically of remembering to make some phone calls each month to order the food and wine, and then to be there to make sure all goes well.

### Meetings coordinator

In this position you will arrange appropriate speakers for the society's monthly meetings.

### Membership secretary

All you have to do is receive and process membership applications and renewals; maintain the database of members' names and addresses; and print labels for newsletter and other mailings.

### Newsletter editor/team

This job is great for putting into practice all that stuff you've learned but never had the chance to do, such as sub-editing, project managing, layout etc. You will produce the monthly society newsletter: assemble and edit copy; and arrange type-setting/page layout, printing,

packaging and posting of each issue. This role also includes liaison with the society's website coordinator. In the past, newsletter assistants have contributed by transcribing recordings of monthly meetings, proofreading, mailing, etc., but it's up to the newsletter team to make it work. The bigger the team, the less work each person has to do.

### Publicity officer

This is important but not onerous. You will promote the society; publicise its activities and the editing services offered by members; and liaise with the media.

### Training coordinator

In this position you will convene a working group to develop and implement the society's training activities.

### Website coordinator

Also important but not onerous. You will maintain and update the content on the society's website on a regular basis.

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## Other ways to be involved

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Running the society and carrying out its varied activities takes more than a handful of individuals. People are also needed to contribute to working groups. Perhaps you can suggest topics for meetings or training and/or people, maybe even you, to present them. Even envelope stuffing is important and can be an enjoyable social occasion with fellow editors.

## Change of name and address

The name of the Society of Freelance Editors and Proofreaders (SFEP) has now changed to the "Society for Editors and Proofreaders" (SfEP).

The new contact details for the SfEP are:

Riverbank House  
1 Putney Bridge Approach  
Fulham  
London SW6 3JD  
Phone: 020 7736 3278.  
Fax: 020 7736 3318.  
Web: <<http://www.sfep.org.uk>>.

## Bare basics of book launching

*The who, what, where, when & how, but not why*

***Book Launching for Authors: Making the most of your sales***, by S. Rintoul & B. Phippard, published by Seaview Press, Henley Beach, South Australia, 2001, \$15; [www.booklaunching.com.au](http://www.booklaunching.com.au).

This short book (87 pages – really only an elongated pamphlet) covers the absolute basics of a book launch: what it is, where it is, who comes, how much to spend etc. There is no need for an index, both because it is short and because the table of contents lists, in detail, the various sections. There are also helpful internal references throughout the book to other pages and sections. Despite the well organised format, the information itself is lacking.

The basic premise is that the author will be responsible for their own book launch. But the step before that is missing. When *is* an author responsible for their own book launch? Certainly if it is self-published, but there are continual references throughout the work as to where a publisher may give assistance – for example, in providing a credit card resource for book sales at the launch – causing confusion for the reader.

Because the information in this booklet is, at best, superficial, the reader ends up with as many questions as answers, usually because the ‘why’ of any statement is not given. The reader is left wondering: ‘Why does something work for one book launch? Will it work for mine? And where can I find the answers?’ In addition, when advising on what music to play, there is no note that, unless careful, the host could face a breach of copyright unless the venue has an APRA licence.

Curiously, Rintoul and Phippard seem to regard a book launch as a mainly social occasion with the opportunity to sell books as a lucky bonus. It should be noted that the writers promise on page 2 that they will shortly publish another work about how to promote and market your book. Surely it would have been more useful to the writing community had the writers spent a little more time considering their market and combined these two books together with considerably more information than is currently offered.

The question this reviewer is left with is: ‘Is this book in fact a promotional activity for the writers who jointly run a



publishing business for special interest and self-publishers rather than a useful document for would-be authors?’

*Carey Martin*

### ***An Evening with David Williamson***

- Interviewed by Brian Kiernan, author of *David Williamson: A Writer's Career* (Currency Press)
- Tuesday 16 April, 7pm for 7.30pm, bar open from 7pm
- NSW Writers' Centre, Rozelle

Cost: \$10 for members of the Australian National Playwrights Centre and the NSW Writers' Centre, \$15 non-members. Phone (02) 9555 9757 for credit card payment or send cheque/money order to NSW Writers' Centre, PO Box 1056, Rozelle NSW 2039.

### **Good deeds**

#### **Find a home for your old computers and printers**

Donate your old computer to the NSW Writers' Centre and they will pass it on to an impoverished member. If you have a Mac or PC of any description and in working order, ring (02) 9555 9757 and help a fellow/sister writer!

#### **2nd hand books**

The NSW Writers' Centre would be very pleased to take your unwanted second-hand books off your hands. Please call Paul Tibbles (02) 9555 9757 or drop them in at the Centre.

### **Editor/Project Manager required**

Due to the ongoing expansion of our business, IntraMed – a medical communications agency – is looking for a full-time Editor/Project Manager to assist with the growing volume of work.

Working primarily within the pharmaceutical arena, IntraMed produces a wide range of educational materials for GPs, Specialists and patients, including newsletters, training manuals and disease awareness programmes. The work is varied, challenging and interesting.

Ideal candidates will have at least 2 years copyediting, proofreading and project management experience, as well as accuracy and an eye for detail. Previous experience in medical editing is preferred but not essential. Salary will be commensurate with experience.

Please submit CVs by Friday 3<sup>rd</sup> March to Lydia Kirchberger, IntraMed Project Manager, Level 15, 65 Berry Street, North Sydney NSW 2060 or email to: [Lydia\\_Kirchberger@yr.com](mailto:Lydia_Kirchberger@yr.com)

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# NOTICEBOARD

## **Workshops**

**A Decent Proposal – Pitching to a Publisher, with Rhonda Whitton**

NSW Writers' Centre

Saturday 23 March, 10am–4pm

at NSW Writers' Centre, Rozelle

Members \$60; Members' Concession \$50; Non-Members \$90

Bring lunch and writing materials

Phone (02) 9555 9757 to book

This workshop focuses on the importance of targeting publishers and preparing what publishers really want – a book proposal. Participants will be taken, step by step, through the process of developing a convincing book proposal for a manuscript. The morning session will focus on the importance of marketing the manuscript and targeting publishers, while the afternoon will concentrate on the seven elements of a book proposal. A comprehensive handout will be provided. Topics include: targeting publishers, structuring and preparing a submission for a publisher, marketing your manuscript, dealing with publishers, agents and manuscript appraisers, manuscript presentation, self publishing and book contracts. Participants should have either written a manuscript (or part thereof) or have a well-thought-through concept for a fiction or non-fiction book.

RHONDA WHITTON compiles and edits the valuable reference *The Australian Writer's Marketplace*, the fifth edition of which was published in late 2001.

**Advanced Project Management – Publishing**

Australian Publishers' Association

Monday 25 March, 9.00am–4.30pm

For more information please contact Libby O'Donnell at the APA on 9281 9788 or email training@publishers.asn.au

**Develop Your Editing Skills, with Maggie Aldhamland**

NSW Writers' Centre

Saturdays and Sundays

May 4–5, 11–12, 25–26, June 1–2, 10am–5pm

at NSW Writers' Centre, Rozelle

Members: \$550, Members' Concession: \$440, Non-Members: \$770

Bring lunch and writing materials

Phone (02) 9555 9757 to book

The aim of this eight-day workshop is to develop participants' knowledge of all aspects of the editorial process from manuscript to published document. The course responds to the needs of participants.

The course is suitable for people contemplating employment in publishing, those newly employed in the industry, and people in the industry who wish to acquire additional skills and a broader overview of the whole publishing process. As far as possible, the sessions will include practical exercises using authentic materials.

MAGGIE ALDHAMLAND is a freelance writer, editor, project manager and trainer. She has had over 20 years' experience, first in teaching and then in publishing, and has been employed by a variety of organisations including trade and educational publishers, universities and professional bodies.