



# Blue Pencil

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## Memoirs from the 2013 IPEd conference

*Several members of the Society of Editors (NSW) Inc. attended the 6th IPEd National Editors Conference: Editing across borders. All will have their own memories and stories from that time, these are Susie Pilkington's recollections...*

It was a bit of an Indian Summer on the coast of the Indian Ocean as we arrived in Fremantle for the conference. An early literary reference, then, as the conference calls to mind Dickens's *A Tale of Two Cities*—the official program says Perth, but it was most definitely Freo, as the locals like to call it. So there we were, at the Perth conference in Fremantle.

Day one was the usual slow burn as delegates gathered at the registration desk and then separated like mercury on a glass slide, everyone still shy and tentative. I signed in, tagged up and collected my conference bag. Now I looked like I officially belonged. Next, a caffeine fix.

I grew up in Fremantle, so I know the 'cappuccino strip', as the main section of Fremantle is known, houses coffee joints that date back to the 1930s, and I am not sure why, then, I trusted The Esplanade with my early morning coffee. Put it down to conference

confusion as I embraced the start of the event, expectant and eager and with my photocopied program that I had already highlighted with sessions I wanted to attend through the day.

Armed with what I will loosely call a cappuccino, I made my way through the grand doors into the Sirius room (to be used for all the 'sirius' presenters? Sorry, couldn't resist). Big round tables filled the room, immediately making me feel welcome—after all it worked for King Arthur—and empty seats were beckoning throughout the room.

Deciding to avoid the Sydney delegates in the quest to discover new colleagues for a minute, I plonked down at a half-full table and introduced myself. How thrilled I was to find that Angela, Michael, Tracy, Cheryl and Kerry represented, between them, South Australia, Victoria, the Australian Capital Territory and Western Australia. I took the New South Wales pole and a visit to the

table by a woman from Queensland completed the scene. Look at that, we had crossed borders to get there and no less than six states and territories were gathered at one table.

The room filled, the conference convenor Marisa Wikramanayake quieted us, and we got underway with a respectful acknowledgement of the traditional custodians of the land, the Whadjuk people, in a welcome to country by Bev Port-Louis. This was my first experience of a welcome to country and for me it was a wonderfully fitting start to the conference.

Brad Pitt (no, not that one), Mayor of Fremantle, gave a gracious welcome to his city and then the show got underway.

A surprise of the event opened proceedings when the society's Owen Kavanagh was announced as the new chair of IPEd. In turbulent times for the Institute, it is inspiring to hear Owen

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### Next meeting: Tuesday, 6 August 2013

#### Editing across State, national, and disciplinary borders

Presented by Emeritus Professor Pam Peters DE

English style varies across several types of border. Within Australia, words for common things change from one State to another, and not necessarily right at the border. Differences in English emerge even when we cross the less obvious borders between disciplines. And then there is the Web, where World English reaches across every border. This session aims to help editors identify and navigate these borders so the reader is granted safe passage through the text.

Sydney Mechanics' School of Arts, 280 Pitt Street, Sydney at 6.30 pm for 7.00 p.m. Drinks and light refreshments provided. \$20 for members, \$25 non-members and \$15 for students or concession card holders. RSVP (02) 9294 4999 (voicemail) or [membership@editorsnsw.com](mailto:membership@editorsnsw.com) by Thursday, 1 August 2013.

talk of the way forward for this national body. He gives his time generously to lead IPEd into 2014 and beyond and I was proud that one of our committee was here willing to head up the national focus for editors, through IPEd. Talk about setting the benchmark high, Owen.

#### And so to the presentations...

Nury Vittachi, the first keynote speaker at the conference, is described as 'Asia's funniest, most pungent columnist and author', and while claiming Asian roots and living in Hong Kong, his English accent highlights a man who has crossed both cultural and literal borders. He warmed to his topic with a series of funny slides showing how English is more 'manglish' in some Asian countries, with some signs ending up with quite different meanings in their attempt to tame a foreign language. One had 'Bears For Sale', though by the rows of cans on the shelf, we presumed the shop was, thankfully, selling beers.

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'There are more than 60 per cent of people in Asia speaking and learning English.'

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On a more serious note, Nury highlighted some statistics that should give freelance editors pause for thought. He believes there are more than 60 per cent of people in Asia speaking and learning English, which equates to a ridiculously large number of people, and of these, probably 70 per cent do not have computers and rely on books and newspapers to study English language. Maybe there is an opportunity to edit English language publications in Asia, to help with this progress?

Establishing the Yin and Yang of a room full of editors, Nury finished with a fun exercise. We all stood behind our chairs and, as we answered simple, two-choice questions, we moved one step left or one step right to the answer given. There was, possibly unsurprisingly, a majority of Yin in the room, and very little Yang. It must be a left brain-right brain thing and it appears editors sit clearly on one side of that fence. (Yin is characterised as slow, soft, yielding, diffuse, cold, wet, and passive; and is associated with water, earth, the moon, femininity and night-time. Yang is fast, hard, solid, focused, hot, dry, and aggressive; and it's associated with fire, sky, the sun, masculinity and daytime, according to the font of knowledge that is Wikipedia).

So, Yin on sleeve, I diverted to the first session of the day and could not resist sitting in on the Ideological stream's Editing across State, national and disciplinary borders presented by Emeritus Professor Pam Peters (yes, our own vice president). Pam had collated many interesting statistics on linguistics in Australia, highlighting how language can become localised by its State borders, but I think the nugget for me was that while we have different terms for swimming costumes from State to State, apparently a bogan is a bogan across the nation. A timeless piece of information for you to store for future use, thank you Pam.

Part of the Cultural stream of presentations, it was heartening to listen to the panel presenting Small publishers forum — ensuring good projects become great books. Representatives from Fremantle Press, Magabala Books and UWA Press each highlighted the vigilance needed to maintain small publishing companies. These organisations have proved their ability to be relevant through changing times: Fremantle Press has been publishing books of high quality for more than 35 years, including *Ten Tiny Things* by my friend in Fremantle, Meg McKinlay; Magabala Books is Australia's oldest independent Indigenous publishing house; and UWA Press, which has been publishing important books since 1935, now expands its titles to include cookbooks and wine books as a supplement to its academic titles. It was heartening to hear of the continued success of these independent publishers in a State with just over two million people, and interesting to be presented with the suggestion that perhaps one way forward for university publishers is to make individual chapters of academic titles available as eBooks. It provided much food for thought, but real food was calling.

Lunchtime was like being back at school. Long tables and chairs and a swag of us lining up with plates to find a spot. The kids from the Sydney class managed to save seats for each other and we were soon comparing notes on where the best coffee was to be found and which sessions we thought were best — yes, we all had favourites, no escaping the fact.

After lunch, we were treated to the keynote address by Dr Carmen Lawrence, who started out with a promise to NOT make us laugh, and whose presentation was thought-provoking in its premise of Indigenous heritage versus industry and mining. She was right — nothing to laugh

at there, but much to consider. More of this in a later edition of *Blue Pencil*.

A big lunch and a serious presentation were taking their collective toll on my concentration so I opted out of the next sessions to grab a much needed strong cappuccino at the aforesaid "strip", before heading back for the last sessions of the day.

I had been briefed by a friend that Dr Amanda Curtin had been picking the brains of her author friends to put together her presentation Crossing the editor–author borderlands. As an editor and an author Dr Curtin had created a questionnaire to determine how authors see editors. The underlying message, through the answers, was that authors are vulnerable and Dr Curtin felt editors could do much to reassure them. It also emerged that the best way to approach editing, as though we did not know, is to see what the work wants to be, help that process and remain true. Dr Curtin concluded the editor should be the ideal reader and not the interventionist; they should offer development, not change. It never hurts for us to be reminded. Again, more of this to come in another issue of *Blue Pencil*.

Day one concluded, for me, with an intimate reading by Kevin Price, creating a story to highlight how the adult voice may not be the most relevant one for youth readership. He practises this belief by mentoring student authors and publishing volumes of their work. His 2012 collection is represented in more than 50 Western Australian school libraries. His carefully-crafted fable held a moral for all: know your audience. At the end of a busy day, it was just nice to be read to, moral or no, and I wandered off through Fremantle to kill an hour before the gala dinner.

Fremantle is a quiet place, and by Sydney standards, nothing much seemed to be happening as I sat in a bar, enjoying a drink before the dinner. I noted a sign that read 'Metropolis' on a building on this, the main street that had, ironically, about six people on it at the time. I know the sign did not say 'thriving metropolis' but still...

And so the evening wound down with dinner in the older rooms of The Esplanade Hotel, premises originally used as wool stores, accommodation for convicts and merchant businesses. It was in 1895 that William Meadly leased the premises and applied for a hotel licence and The Esplanade Hotel opened its doors. Switch a couple of the numbers on that date and

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it was in 1985 that the present incarnation of the building was opened, with a four-star rating and the convention facilities we were enjoying on a warm autumn night in Fremantle sharing stories from the day's conference and revelling in the opportunity to share ideas with the editors and others who were part of the 6th IPEd National Editors Conference.

This is just a snippet of what we all enjoyed, and my congratulations to the Society of Editors (WA) Inc. for a well-organised, well-presented event that showed clearly the dedication of a small organisation, of just 116 members, in creating something to bring us across the (quite distant) border to attend another wonderful IPEd conference. Thank you to all involved.



Australian Society of Authors

## National Writers' Congress: Authorship 20/20

Thursday 17 – Saturday 19 October  
National Maritime Museum, Sydney

The craft of authorship is at a point of historical change. Coinciding with the ASA's 50th Anniversary, this inaugural National Congress presents an important opportunity for authors, illustrators and industry practitioners to come together at a critical moment. What are the matters influencing writers' practice and are there new ideas and answers to guide the future

of authorship in Australia? The National Writers' Congress is a place to converge, discuss, identify the issues and define the directions we will need to take—by 2020, with 20/20.

Over three days in Sydney, the National Writers' Congress will provide a first-ever national forum for authors, illustrators and industry experts to

examine and explore the direction of Australian authorship. Attendance at the Congress is \$450, with discounted rates available for ASA members, members of writers' centres and other partner organisations. To book a ticket call (02) 9211 1004 or visit the ASA website: [www.asauthors.org](http://www.asauthors.org).

### Tiered membership 2013

#### Categories

This membership year (2013) the Society of Editors (NSW) Inc. will offer members the option of two categories:

1. Existing and new members can become a professional editor member, with full entitlements, for the annual fee of \$85, provided you have two years experience in a paid editing role and can supply two letters confirming your experience; or
2. Existing and new members can become an associate member for the annual fee of \$65 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*).

#### 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

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 *Blue Pencil* each month, five free admissions to each monthly meeting and two free admissions to one special event per year, such as the Christmas dinner. The usual member rates on professional development courses and workshops will apply for up to five attendees from the corporate associate organisation (a saving of approximately \$130 per person).

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

## Opportunities for editors

### Viva la Novella competition

Viva la Novella is now in its second year. This is an annual novella-writing competition run by *Seizure*. In 2013 there will be four winning writers and four winning editors.

This year, thanks to the support of the Copyright Agency, we are starting a new program for *Seizure* called Stepping Stones. *Seizure* knows that it takes more to make a great book than the writer alone, it takes a whole team and, for us, the head of that team is the editor. It's a tough time in Australian publishing and getting that up that next rung of the ladder to becoming a publisher is harder than ever. This year there will be four winning editors who will have the chance to take that next career step: selecting a manuscript from the submissions, working with an experienced mentor and learning every step in the publication process. We've set up a special portal on our submissions page just for you. Each editor selected to take part will win \$1000.

<http://seizureonline.com/projects/viva-la-novella-2/>

## The 2013 Man Booker Prize longlist

- *Five Star Billionaire* Tash Aw (Fourth Estate)
- *We Need New Names* NoViolet Bulawayo (Chatto & Windus)
- *The Luminaries* Eleanor Catton (Granta)
- *Harvest* Jim Crace (Picador)
- *The Marrying of Chani Kaufman* Eve Harris (Sandstone Press)
- *The Kills* Richard House (Picador)
- *The Lowland* Jhumpa Lahiri (Bloomsbury)
- *Unexploded* Alison MacLeod (Hamish Hamilton)
- *TransAtlantic* Colum McCann (Bloomsbury)
- *Almost English* Charlotte Mendelson (Mantle)
- *A Tale for the Time Being* Ruth Ozeki (Canongate)
- *The Spinning Heart* Donal Ryan (Doubleday Ireland)
- *The Testament of Mary* Colm Tóibín (Viking)

The shortlist will be announced on 10 September and the winner on 15 October.

## Freelancers' lunch

Join this monthly gathering for lively conversation and networking opportunities. We meet at Café Delizia, located at street level in the Hyde Park Towers Building, 148 Elizabeth Street, in the CBD between Liverpool and Goulburn Streets (Surry Hills side of the road). Meet at **noon** or thereabouts. Put it in your calendar. There's no need to book or RSVP—just come. Some come early, some later. We are generally there from **noon until 2.00pm**.

Our next gathering will be held on:

### • Friday 23 August

We deliberately vary the days and dates to accommodate the varying schedules of our freelancers, and the venue is centrally located and easy to reach via public transport. This little café has a cosy and quiet back room with floor-to-ceiling books along three and a half walls (they had to leave an opening as a door). The menu is limited, but the food is good and inexpensive. We welcome suggestions for other venues, if anyone wants a change of scenery.

## NEW MEMBERS

Alison Hill  
Moirra Tampoe  
Michele Croucher  
Anne Rorke  
Lisa Betker  
Maive Collett



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# Professional development

## Decoding XML: a practical guide for editors

**Date:** Friday 13 September 2013

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

**Presenter:** Dr Linda Nix

**Venue:** UTS Short Courses Venue, Level 7, UTS Bld 10, 235 Jones Street, Sydney

**Cost:** \$220 for society members, \$350 for non-members (includes lunch, and morning and afternoon teas)

**Please let our Administration manager, Anna Rauls, know if you are interested in attending—[membership@editorsnsw.com](mailto:membership@editorsnsw.com).**

What is XML? Isn't markup for typesetters, not editors? Do editors really need to learn code?

This workshop aims to help editors understand current and emerging publishing systems and equip them with the skills and confidence to collaborate with IT professionals implementing XML publishing systems, in the same way that they have learned how to communicate with printers and designers. It covers core concepts of XML; the principal XML schemas used in publishing; how, where and why XML is used in editorial workflows; and editing in, and for, XML.

Participants will learn which XML schemas are relevant to their area(s) of expertise; how to apply their editing skills in XML workflows; and basic XML coding skills. This introductory workshop is suitable for inhouse editors transitioning to XML systems and freelance editors delivering Word files for multi-format production.

Dr Linda Nix is a professional editor with 20 years of industry experience in both print and digital formats. She has worked with markup languages since 1997, with hands-on experience in SGML, HTML and XML, ONIX book metadata, websites and website content, and EPUB in trade fiction and non-fiction.

## Workshop information

### Registration

To register for regular workshops use the enclosed form or download one from the society's website and send it to the Administration manager, Anna Rauls. Please note that workshops require a minimum of 10 registrations by the closing date to proceed. The society reserves the right to cancel workshops if there are insufficient enrolments.

### Payment for workshops

To secure a place you must send payment with your registration form. Workshops fill quickly and we often have people on a waitlist for courses. Please contact the Administration manager at [membership@editorsnsw.com](mailto:membership@editorsnsw.com) if you need a tax invoice.

### 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 regular workshops (excluding computer-based workshops).

## 2013 July Winter Dinner

**Thanks to everyone who came to our winter dinner on 2 July at William Blue Dining. A fun evening was had by all, there was good food, good wine (although not for those who were doing Dry July) and great company.**

**A special thank you to HarperCollins for providing books as the prizes and to Susie Pilkington for fantastic organisation.**

# IPEd update July 2013

By Owen Kavanagh

## Accreditation exam

The writing for the 2014 exam is well under way. Part 1 is mostly written, Part 2 is well under way and Part 3 has started. Details of the exam coordinator will be advised soon.

## Accreditation renewal

The assessors still need to be selected, and the process for handling applications need to be finalised; assuming that a good proportion of those coming due for renewal apply, there are likely to be 80–90 applications in the September–December period.

AEs would be expected to apply between 30 September and 31 December; once the changes that had been suggested were made, the process would be publicised on the website, by direct contact where possible, and also through asking the societies to publish

## CommComm

We have been unable to find a convenor.

**\*\*\*\* If anyone is interested in taking on some, or all of the role, please contact me directly on 0418 440 151 \*\*\*\***

An effective communication coordinator will play a key role in delivering the IPEd restructure program that will be voted on at the end of this year, so please put your hand up if you can devote some time to the task. The role description of the Communications Committee Convenor (often abbreviated to CommComm) will be made available on request, but the essential elements are that you attend the Council meetings, usually held by teleconference on the first Sunday of each month at 10.00 am. CommComm is a standing committee of Council, and so reports to each meeting. We will give you access to the Council's Dropbox account, so that Council documents, including agendas, reports and minutes, will be available to you.

CommComm priority activities include working closely with the chair of WP3 (the working party mapping out the options for IPEd's future) and developing a communication plan and budget and have these approved by the Council. Established communications vehicles used by the Council include the website, which needs considerable work

to bring it up to date, the bi-monthly IPEd Notes that are published on the website and distributed to the society newsletter editors, the Annual Report of the IPEd Council, newsletter articles which we ask the societies to include in their newsletters, and Facebook, which has not been used very actively.

The position is honorary, but funds will be available for endorsed activities. The CommComm Convenor participates in Council meetings (face-to-face or by teleconference), of which there may be up to six a year. The costs of participation are reimbursed.

## WP3

The working party has been very active and the results of the preliminary questionnaire have been analysed and distributed. The focus now is on the business cases to contain sufficient information for both options (IPEd with increased levy, or direct membership) by November to be able to ask 'Which way do you want to go?'

The WP3 report as tabled was accepted.

## Self education cap

IPEd has sent a letter to government about the proposed cap on self education deductions. It will soon be available on the IPEd website.

Mentoring. The Canberra society (CSE) has launched the mentoring program, which had been in pilot mode; WA participated by Skype, and is joining the program. Letters have been sent to all society presidents, saying that CSE is happy to work with any society that wishes to try the program. Victoria and Queensland are very interested. Canberra believes that at some stage IPEd might want to take over responsibility for the program. If the program really expands, each society will need a coordinator in addition to the national coordinator. It is envisaged that society members would contact the local coordinator, who would find someone in a national database. The mentor and mentoree can be remote from each other.

## The editor's job market

The Society of Editors (NSW) Inc. offers publishers the opportunity to advertise positions vacant, by email, free of charge. Reach the editors of New South Wales by using this free service to our professional members.

- Publishers: please send us your ad as a PDF or Word document and we will distribute it by email to our members. You are assured of wide distribution among your target audience.

- Members: please supply or update your email address so that the society can email you notices of jobs for editors.

We welcome advertisements for all editorial roles from trainee to publisher, for permanent, temporary or freelance jobs.

Email Anna Rauls for more information:  
[membership@editorsnsw.com](mailto:membership@editorsnsw.com)

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### **Blue Pencil**

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Assistants: Jacqui Smith, Robin Appleton, Agata Mrva-Montoya and Owen Kavanagh  
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### **Copy deadline for the August 2013 issue is Thursday, 15 August 2013**

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

### **Advertising rates**

Full page \$375; half page \$200; one-third page \$125; quarter page \$100; one-sixth page \$75 (half of one column). Newsletter PDF attachments: \$200 per attachment. 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 2013 fees are \$85 for professional members (new or renewal) and \$65 for associate members (new or renewal). Interested organisations can become corporate associates for \$400 per year.

To obtain a membership application form visit the Society of Editors (NSW) Inc. 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 *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:

- January (deadline 31 December)
- April (deadline 31 March)
- July (deadline 30 June)
- October (deadline 30 September).

The cost is \$40 per year in addition to the fee for membership of the society. Only professional members are eligible for a listing. New listings should be submitted using a template available from the Administration manager at [membership@editorsnsw.com](mailto:membership@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.