

NEXT MEETING....NEXT MEETING....NEXT MEETING....NEXT MEETING....

The next meeting will be the Annual General Meeting and will take place at the Kirribilli Neighbourhood Centre at 16 Fitzroy Street Kirribilli on Wednesday 27 March 1985 at 6.30 pm

We regret we are unable to provide dinner this time, as our caterers are taking a well-deserved holiday, but there will be ample supplies of wine, bread and cheese, and other necessities of life for the moderate charge of \$2.00. No need to book - just turn up and vote!

Enclosed with this newsletter is a nomination form to elect a committee for 1985. Please feel free to photocopy the form if you would like to nominate more than one person. Nomination forms should be returned to the address above by Tuesday 26 March, or present them to the Secretary by 7.00 pm on 27 March at the meeting. All those nominating or seconding must be financial members, but you can pay on the night if you're not (\$12.00 now).

The speaker at this meeting is Mr Jim North, Accountant, and his subject is Tax and Insurance.

LAST MEETING

Our first meeting for 1985 was a great success with the largest crowd seen at the Neighbourhood Centre for quite a while. Welcome to all new members who came along and joined The Editors.

No doubt the main attraction was the speaker, Kevin Weldon, 'publisher extraordinaire', whose name has been in the news recently with the formation of the company Weldon Hardie.

The new company will continue the innovative approach begun by Weldon with Kevin Weldon and Associates in 1979, when A Day in the Life of Australia (180,000 copies) and the Macquarie Dictionary, accompanied by a range of superb photo-oriented books on Australia's wildlife, broke new ground.

Kevin spoke of his 11 years as managing director of the Paul Hamlyn group of companies, which he launched in 1968. "We had a dream - a vision of beautiful Australian books of international appeal, written by Australians and bearing Australia's name." He admitted "doing everything wrong", but the vision remained and became a reality. He was responsible for publishing Australia the Greatest Island, which has sold 300,000 copies.

There is nothing wrong with Australian publishing, according to Kevin Weldon. "To see good gutsy publishing, covering every subject, come to Australia. Our publishers can stand against the rest of the world in quality of content, design and printing."

"Publishers need to be courageous - it's hard work trying to keep people employed, sell enough books, make our mark overseas, when we have a local market of only 15 million."

Kevin spoke at length about the problems of distribution, "a pitiful mess" in this country. Every publisher felt they needed their own warehouse, but seemed unable to produce the right invoice, a correct order, or a reasonable delivery date.

He cited a German distribution operation with two centres in Britain who guarantee five day delivery on all orders, and completely outrate Spicers with their 28 warehouses throughout that country.

"Distribution is vital," said Weldon, and asked for good ideas from the audience. "Now I'm starting to take command, I need all the inspired ideas I can get."

He felt editors played a very important role in publishing - I admire and respect them" - and saw them as a source of ideas for books, far more than sales or marketing personnel, "who never come up with ideas". He deplored the "negative activities" within a publishing company

CURRENT COMMITTEE MEMBERS

President:	Sue Butler	929.5677
Business Secretaries:	Sue McGrath	498.6843
	Maureen Coleman	660.2302
Newsletter Editors:	Gil Teague	406.4288
	Jo Rudd	977.1146
Treasurer:	George Harrison	
Catering Treasurer:	Bruce Champion	816.2758
Past President	Desney Jackson	888.3655

POSITIONS VACANT

Senior book editor, an exciting opportunity to co-ordinate a 10-volume Bicentennial History project, situated in modern premises in Ultimo.

Must have extensive editorial experience in book publishing and a good understanding of production processes. Salary negotiable according to experience.

Applications in writing to:

Managing Editor
Fairfax, Syme and Weldon Associates
43 Victoria Street
McMahons Point NSW 2060.

Phone (02) 929 5677 for further details.

which follow the voicing of a good idea for a book - mostly financial warnings - and felt that editors should be encouraged to test the concept and given all-round support to develop it.

The title and dust jacket can make or break sales projections. Some titles are just wrong - change them and rejacket the book - the text may be excellent - and you have a success. Kevin mentioned a book in hand, *The Encyclopaedia of Things that Never Were*, a book of fantasy set in a three column format. "It could be an international bestseller with a new title and revised format."

Kevin spoke out strongly against huge discounting to retailers, now around 52½ per cent. "Where will it all end? I won't be a party to it." He has frozen all discounting at his newly acquired premises at Dee Why until "I find out what I've bought." No discounts, he said. "We'll all be better off - unless I don't succeed!"

It was a hard-hitting talk, and the ensuing discussions and questions were lively. Kevin responded to an accusation of being interested only in profit making by saying: "We shouldn't apologise for making money. Profits are essential for quality of life - you can't feed families without profits." He is introducing a total profit-sharing scheme in his company, and setting up a Trust Fund to care for the environment.

In response to a question, Kevin said that developing the concept and then selling 100,000 copies of The Voyages of Captian Cook in his early years in publishing was probably his most exciting production. He's also proud of the Macquarie Dictionary - "It's Australia's first comprehensive dictionary. No one else can do it - I've done it."

1985 MEETINGS

Please make a note in your diary of the dates of meetings for the rest of 1985.

- 1 May
- 5 June
- 10 July
- 7 August
- 25 September
- 6 November

AUSTRALIAN COPYRIGHT COUNCIL WORKSHOP

The Copyright Council will hold a workshop for journalists and writers on Tuesday 23 April 1985 from 9.00 am to 1.00 pm at History House, 133 Macquarie Street (ground floor), Sydney 2000. The cost is \$45.00 which includes lunch and materials.

This workshop is for journalists and others whose business it is to write for newspapers, magazines, journals and periodicals. It will deal with the legal rights of the employed and the freelance writer.

Topics include:

- . the ownership of copyright - text and photographs - the rules regarding employees and commissioned works - the position of freelance journalists;
- . copyright and the new technologies - videotex, data transmission, information storage and retrieval systems;
- . all use of materials, such as letters, historical documents, excerpts from other works;
- . interviews - the rights of the reporter and the person being interviewed;
- . photocopying - the mechanism and scope of royalty collection, press clipping services and government copying.

REGISTRATION

TO: Annemarie Baulman
 Information Officer
 Australian Copyright Council
 22 Alfred Street
 MILSONS POINT NSW 2061 Tel: (02) 92 1151

I would like to register for the workshop for Journalists/Writers.
 I enclose a cheque for \$.....

NAME.....
 ADDRESS.....
POSTCODE.....