



THE EDITORS

P.O. Box 567,
Neutral Bay Junction 2089

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

The Annual General Meeting will be held at the Kirribilli Neighbourhood Centre at 16 Fitzroy Street, Kirribilli at 6.30 pm on Wednesday 26 March 1986. Reports will be given by the President, Secretary and Treasurer. Nominations for members of the new committee close at that meeting. A nomination form is enclosed with this newsletter. Anyone who is interested and would like to talk about the work on the committee please ring Sue Butler on 887.2041 or Bruce Champion on 816.2758. In addition we will have a special report from our Educational Sub-Committee (namely Margaret Olds) on the proposed course at TAFE Waverley College which she will be teaching.

The cost for wine and cheese only before the meeting is \$3; if you stay for dinner after the meeting total cost is \$12. Please RSVP to Richard Tardif at Dictionary Cottage on 887.2041 if you will be attending. We do need to know the numbers attending for catering purposes by Monday 24 March.

LAST MEETING:

At our last meeting, John Collins, Managing Director of Jacaranda Press, gave us his personal perspective on the state of the art of educational publishing. While there is the obvious buoyancy, expertise and liveliness of the educational field, there are also forces peculiar to education as it is affected by this era of information explosion.

Changes in educational style as well as the bombardment of unsorted information in various fields have led to the decline of the 'thinking teacher', who was once an important arbiter in the marketplace. Fashion bandwagons in education, epitomised by the plethora of conferences, programs and a now complex vocabulary have contributed to a publishing bonanza, as companies compete for a 'niche' in the marketplace. Yet there is little really known of the educational effect 'out there'.

Often enough, John believes, there is little real change beyond the artwork which has become increasingly important. This is not exactly a case of judging a book by its colour, but there is cause for concern that content has not improved proportionally.

There is the hazard that 'new books' are not introducing any real change at all. This particularly represents the structure of publishing companies which discourages a long-term view of the market in favour of short-term success. Australian capital, in fact, does not like long-term risk and educational decisions are at the mercy of accountants.

This has fed the tendency in educational publishing shared with other trade publishers of short-term wares for a quick return which takes advantage of confusion in the marketplace. Books linked to a quick consumption followed by early retirement to the discount house are, in fact, books planned for oblivion.

The pressures along the production line also have hazards for the editors. In many instances, the editor becomes the writer as dubious manuscripts are pushed through the process. The end result can be good, but is too often indifferent.

The main need for educational publishing as a whole is to place more emphasis on content as well as relating more professionally to the marketplace. This would mean changes in the present structure - less authority for the accountant and closer involvement with the sales staff who have grass-roots contact 'out there' in the marketplace.

EDITORS' COURSE, TAFE:

There are still places available at the TAFE Waverley College course for editors. This is to be held on Thursday night for 3 hours from 6 - 9. Margaret Olds is the teacher. Starting date is after Easter. If you are interested ring Margaret Olds on 920.5787.

POSITIONS VACANT:

The Women's Coordination Unit, Premier's Department is looking for a freelance editor with experience in multilingual publishing. The WCU is also looking for an experienced

editor to write and publish a newsletter and to work on their other publications. The position is temporary. See advertisement in the Sydney Morning Herald 8 March. Closing date 21 March. Salary rate \$25,172 p.a. For more information about both positions please ring Pamela Clements on 27.9541.

COMMITTEE MEMBERS:

<u>President</u>	Sue Butler	981.0455
<u>Secretary</u>	Bruce Champion	816.2758
<u>Assistant Secretary</u>	Jeremy Fisher	888.3655
<u>Treasurer</u>	Maureen Colman	660.2302
<u>Newsletter Editor</u>	Jo Rudd	977.3010
<u>Minute Secretary</u>	Sue McGrath	217.6193
<u>Freelance Register</u>	Jutta Sieverding	808.3459