

# ...the word

Newsletter of the Society of Editors (SA)

ISSN 1833-3796

November – December 2006

## Next meeting

**Thursday November 16**

**SA Writers' Centre, 2nd Floor, 187 Rundle Street East**

**Guest speaker: Penelope Curtin**

**Topic: A Life with Books**

Penelope Curtin is that person so many of our members want to be: a busy freelance editor in Adelaide.

In addition to her flourishing editing practice, Penelope has found time in recent years to be Literature Project Officer at ArtsSA, a member of the Adelaide Writers' Week Committee, proprietor of the specialist bookshop Folio Foliage, and a successful gardener whose beautiful garden is sometimes open to the public.

With such a rich background and so many interests, there will be many aspects of her 'life with books' that Penelope will be able to share with us.

Previously advertised as a discussion of national issues for editors, the November meeting, like all good thrillers, has taken a twist. IPEd has asked that state societies delay their next discussions on accreditation and other

national matters until 2007. We have been very lucky to secure Penelope as guest speaker at late notice.

Members are invited to join the committee and the guest speaker for dinner at Café Michael, 204 Rundle Street, at 6pm.

If you wish to come to dinner, please rsvp to <eds@editors-sa.org.au> by Monday 14 November.

## Contents

...the editorial word	3
...the presidential word	4
Christmas and End-of-Year Dinner	3
President's Report 2005 – 6	5
Treasurer's Report	6
Vale William Anthony (Bill) Phippard	7
IPEd Notes	8
CredAbility 3	10
...the final word	16

**Deadline next issue: Friday 12 January**

## September meeting: AGM

**Karen Disney**

**T**he Society's Annual General Meeting was held on 27 September 2006 at the SA Writers' Centre.

President Rosemary Luke delivered a report on the year's highlights (see p. 5) and Treasurer Nena Bierbaum presented the auditor's report showing a healthy bank balance, with 111 paid-up members.

Rosemary was then re-elected unopposed as President for 2006/07. Others who have volunteered to remain on the committee are Pamela Ball, Nena Bierbaum, Pam Boyle, Karen Disney, Susan Rintoul and Paul Wallace, with two new recruits welcomed to the team: Carolyn Cockburn and Loene Doube.

Retiring from the committee after a number of years' sterling service and a special note of appreciation were Aimee Pope, who has performed the pivotal role of Secretary without ever getting flustered; Peter Carter, who

Continued next page...

## September meeting: AGM

...continued

has been our reliable and always punctual Newsletter Editor; and John Pfitzner, whose many years in the publishing industry made his contributions to committee deliberations especially valuable.

On behalf of the membership, we thank them for their efforts.

With the AGM business efficiently completed, it was time to hear from our guest speaker, Barbara Wiesner, Director of the SA Writers Centre, who gave us a 'potted history' of her life, expressing mystification that someone who had hated words at school and travelled the Maths, Physics and Chemistry road should end up totally immersed in the world of the Arts.

She came to the job in 1988 after studying Business Administration (Arts): she saw an ad seeking someone to lead Australia's first Writers' Centre and decided to give it a go.

The Centre has been going brilliantly ever since, growing from a one-room organisation with a membership of 180 to one with 1200 members and a diverse suite of programs and activities focused on three objectives:

- to provide information
- to encourage professional development
- to promote writers and writing to the wider community.

One of Barbara's earliest decisions was choosing the Rundle Street East address, moving the Writers' Centre headquarters from dark and derelict rooms overlooking Hindmarsh Square to a newly refurbished space that was light, bright and conveniently located. One of the first groups to take advantage of this move was our own society.

Under Barbara's leadership the Centre's yearly calendar has evolved from a handful of seminars and workshops to a packed program involving writer exchange visits, sponsorships, mentoring, promotional activities, school reading programs, speaking engagements and workshops catering for every genre and level of writing ability.

Collaborating with other community groups is an additional focus and has resulted in the Centre recently winning an Australian Business Arts Foundation Award in conjunction with the Onkaparinga Council, for 'Engaging the Community through Literature'. The inaugural South Australian Writers' Festival occurred in September 2001, becoming a launching pad for a strong and enduring partnership between the Council and the Centre. Subsequently a further two writers' festivals and four poetry festivals (Poetry Unhinged, formerly Unplugged) have grown from this collaboration.



An animated Barbara Wiesner speaking at our last meeting

The very relaxed hour with Barbara flew by and dissolved into questions and conversation over the usual glass of wine. I'm sure everyone, like me, drove home thinking that our South Australian writers and the wider SA community are indeed lucky to have had Barbara's wise hand steering the Writers Centre over so many years.

## ...the editorial word

*Peter Carter*

**T**he final issue of *...the word* for the year, and probably my final issue, as I've retired from the committee. I was happy to continue until a new editor was appointed, and Celia Jellett and Leticia Supple have agreed to take on the editorial role for 2007.

In with the usual reports and news in these pages is a tribute to Bill Phippard, a person who has had an influence on all of us in some way, either through the workshops he ran, or through his sage advice and example. He will be missed.

Apple Computer recently sponsored a report showing how their 30 in monitor improved productivity. Critics soon pointed out flaws in the methodology, and others observed that two 20 in monitors both had more area and were cheaper. A job I'm doing at the moment comes with a PC with two monitors, one 24 in (1920 by 1200 pixels), the other 20 in (1280 by 1024). With FrameMaker SGML it's not hard to fill them both up with palettes and SGML structure window: without them productivity would certainly suffer.

How did we ever cope with 512 by 384 or 640 by 480 monitors?

## Christmas and End-of-Year Dinner

**Wednesday 13 December**

**Juno Café: 56 Glen Osmond Road, Parkside (cnr St Anns Place)**

**7:00 pm for 7:30 pm.**

Partners are invited and welcome.

Delicious 2-course dinner with 3 choices (including vegetarian) of main course for only \$25

Dessert, tea/coffee, drinks (red/white wine, beer, soft drinks) extra.

Sharpen your wits for the pre-, post- and during-dinner Splendiferous Editors' Quiz, with Magnificent Prizes to be won. But wait — there's more! Quiz Master Extraordinaire Marcus Brownlow has been coaxed out of retirement and will Lead the Revels.

This is always a most enjoyable annual event. Come along and enjoy the company of your fellow editors and the fun of a quiz that will pit table against table, pedant against pedant, under the close eye of our Quiz Master and his Glamorous Assistants.

Please rsvp to <eds@editors-sa.org.au> by Friday 8 December.

## ...the presidential word

**Rosemary Luke**

**S**ome random and loosely connected thoughts on editing and writing...

I recently read *Inventing Beatrice* by Jill Golden. It's an intriguing book that sits on that not-quite-defined line between novel and memoir. A middle-aged woman inherits a box of her mother's letters after her mother's death. They provide a starting point for the narrator to discover a person whom her daughters never really knew. The daughter tells (and invents) the story of her mother, Beatrice, a clever girl from a strict family, who studied literature at Melbourne University in the 1930s, was married young to the 'free spirit' Tom, and went on to live a somewhat bohemian life in Sydney in the years before and after the Second World War. We discover Beatrice through her charged friendships with other women students, through her passion for literature, especially her beloved Katherine Mansfield, through her unconventional marriage and unusual mothering of her daughters. The novel looks at the difference between literature and life, the relationships between parents and children, and the conflict between 'love and freedom' as Alison Mackinnon put it in her book of that name about women and higher education since the

1890s. (...and continuing the loose connections, I've just done some work with Alison on her next book.)

*Inventing Beatrice* is published by Wakefield Press whose claim is 'We love good stories and make beautiful books'; this book proves their point. Elegantly written by Jill Golden, it is finely edited by our former President Gina Inverarity and beautifully typeset by former committee member Ryan Paine.

The SA Writers' Centre newsletter, *Southern Write*, reports that the aforementioned Ryan Paine is the new editor of *Voiceworks* magazine, 'Australia's leading literary youth magazine'. Proving his impeccable origins in editing, Ryan told *Southern Write*, '*Voiceworks* is the place where young writers can express themselves while developing their

creative skills. It's so important for them to have the opportunity **to work with editors**, to see their work in print, get paid for it and feel good about it.' (my emphasis) Ryan's first *Voiceworks*, Issue 66 'Supafunhappy' is available now.

And on working with editors... I'm currently reading Marion Halligan's *The Apricot Colonel*, in which the narrator and central character is an editor. It's a book for editors to chuckle over — we all understand what she means! How nice to discover that authors do, too.

And finally, as the end of the year gallops towards us, best wishes to all members for the Christmas and holiday season. I hope to see many of you at the Dinner and Quiz Night.

### Missed metaphors



Fido and the food chain

David Schubert

# President's Report 2005 – 6

## Rosemary Luke

The year 2005 – 2006 has been a particularly interesting one for the Society of Editors (SA), especially in our Australia-wide relationships. First, there was the national conference, *Editing in Context*, held in Melbourne in October 2005, and attended by approximately 20 South Australian and Northern Territory delegates. Second, there was much discussion and activity around forming IPEd, the Institute of Professional Editors, a national body to succeed CASE (the Council of Australian Societies of Editors). IPEd effectively came into existence, by consensus, at the national conference, and its Interim Council and Working Groups have been thrashing out the details of its management and practices ever since. South Australia is well-represented in the working groups that are deliberating various issues of importance to Australian editors: Susan Rintoul is our representative on the IPEd Interim Council, taking part in regular national teleconference meetings. Karen Disney represents us on the Accreditation Board which is finalising the details of how Australian editors will be professionally accredited – by the profession. Kathie Stove convenes the Communications Working Group, and Rosemary Luke the Education, Training & Mentoring Working Group. Finally, South Australia agreed, at the

2005 conference to host the 2009 conference, and an enthusiastic committee, under Susan Rintoul's leadership has been working on conference plans, preparatory to announcing date, theme and location at the next conference in Hobart in May 2007. We are one of the smaller societies, because of being based in a state without large publishing houses or big commonwealth government departments, but we have our say in national forums and our views are respected.

Locally, we have maintained membership levels as Nena will report, and have also maintained our usual level of interesting activity for members. Four workshops were held: on indexing in November conducted by Bill Phippard, on accreditation in August, led by Karen Disney and Pamela Ball and attended by the Chair of the Accreditation Board, Robin Bennett from Queensland, on freelancing, with Kathie Stove in July, and on *Editing in Word* with Michael Deves in March. Workshops have proved popular with both new and long-standing members and we will plan for a similar number in 2007.

Meetings have been addressed by Michael Bollen, publisher at Wakefield Press; Kirsty Brooks, former member, now successful novelist and manuscript assessor; and Dr Rick Hosking, Chair of the Writers' Week Advisory Committee. Members visited Finsbury Green

Printing, had a delicious end-of-year dinner with silly games and much good conversation, and shared 'problems and frustrations' at the August meeting. And we must not forget David Schubert's much enjoyed presentation on word games at last year's AGM.

We developed a survey of members this year and will publish results once enough responses have been received and collated.

The committee has worked hard to deliver services to members and thanks must go to Pamela Ball for ongoing wise counsel and grappling with mentoring; Pam Boyle for catering; Peter Carter for editing *...the word*, John Pfitzner for being President during my absence; Susan Rintoul for making great progress, with her committee, on the 2009 conference; Paul Wallace for efficiently managing the website and email communication. Nicholas Mastaglia and Ruth Davies were communicating committee members, representing our handful of NT members. Carole Gibbs had to resign from the committee during the year, but had given valued service on the website until that point. Ryan Paine left the committee for the best of reasons: to concentrate on writing his novel, and has since gone even further away to edit a literary magazine in Victoria. Ryan's energy and

Continued next page...

## President's Report 2005 – 6

...continued

unique sense of humour are sadly missed.

Two people deserve special mention: Aimee Pope who has been our very efficient secretary for several years. Aimee is stepping down from the committee tonight and we thank her most warmly for keeping us organised over the last few years. Nena Bierbaum, our Treasurer, has calmly and accurately kept the books and managed the finances for three years. Thanks to all of them.

We farewelled our administrator, Jane Betoney, early this year, as she too has moved interstate; thanks to Jane for her work for the Society. For the remainder of the year we have trialled working without an administrator, with committee members sharing administrative tasks. This seems to have worked smoothly and has saved the Society a useful amount of money.

I have really enjoyed working as President with such a great team of people on the committee, and encourage others to join us. Membership organisations like ours can only thrive when all of us take turns in management and leadership roles. I have also enjoyed meeting so many members over the course of the year and look forward to another interesting year ahead.

## Treasurer's Report

*Nena Bierbaum*

### Financial year 2005 – 2006

At the time of the 05 – 06 AGM there were 87 full members of the Society and 24 associate members who paid for the full year. The Freelance Register had 30 entries. Of the 39 new members, 10 were from the Northern Territory.

In comparison to the previous financial year, there was an increase of five full members and one associate member.

Our income for 2005 – 2006 was \$9501.09, expenditure was \$6157.22, leaving a balance of \$3343.87 at the end of the financial year. Included in that \$3343.87 credit were early payments for membership, registration and IPEd contributions made prior to the end

of the financial year. These early payments amounted to \$1330 membership, \$130 IPEd and \$540 freelance register, which indicates we came out in front by \$1343.87. Much of this will be used to pay the IPEd levy of \$20 for each member in the 06–07 financial year.

Our recent audit by Inglis and Rowe covered the period 2005 – 2006.

We have received approximately three email and two phone enquiries per week. All people enquiring about editorial assistance are recommended to check the freelance register.

Copies of the constitution, the auditor's report, the Income and Expenditure statement for 2006, and the Treasurer's Report are available upon request.

---

### Billets needed

Our society will host the next meeting of the IPEd interim council in Adelaide on 3 – 4 February 2007. Members are asked to volunteer to billet one of the delegates. They are all senior editors so it is a good opportunity to meet them.

Those interested please contact Susan Rintoul, <susan@seaviewpress.com.au> for further information.

## Vale William Anthony (Bill) Phippard

Members of the Society of Editors knew Bill Phippard as half of Seaview Press (with his wife Susan Rintoul): a loyal and regular attendee at meetings, workshops and social gatherings; a member and committee member always willing to take on a task when something had to be done; a fairly quiet person who, when he spoke, always said something worth listening to; and, in general, an all-round good bloke. Bill was Treasurer of the Society for a number of years and willingly ran a workshop on indexing as recently as this time last year.

And that last occasion provides a key to some of the other facets of Bill Phippard that may have been less well-known to some. It was critical that the workshop was organised around the 2005 Adelaide Test Match and the start of the season for his tennis group. Bill had a passionate interest in sport, played tennis regularly and rarely missed an international cricket match at Adelaide Oval.

At Bill's funeral, Adelaide friends learnt much more about the fascinating past of this quiet character in the floppy washing hat. Bill, or Tony, as he was known then, was the only student who ever managed to regularly take his dog to school at Canberra Grammar. He travelled across Australia and through South-East Asia long before it was popular or fash-

ionable to do so. He worked as a 'journeyman accountant' before working at *The Canberra Times*, *The Australian*, and newspapers in the English Midlands, before returning to *The Canberra Times*.

In a heartfelt article published in *The Canberra Times* on the day of Bill's funeral, the editor Jack Waterford wrote of his old news editor colleague as ... 'a great and too-much-unheralded ornament of this paper... [his] going is a reminder of the fact that a supposedly individual trade such as writing is a complex partnership in which the best parties do not get the credit they deserve'. Bill had 'judgment, sense, care and a certain derring-do, if one that lived within a framework adopted in a day when computers lacked the modern capacity for instant rearrangement, changes, the capacity to alter layouts, presentations and headlines in a matter of seconds, a great capacity to fix up the front, the middle and the end of a story by adapting it into a yarn, and a fabulous, but also reassuring way of laughing at himself or being the object of laughter'. Another former colleague spoke of Bill being the only boss for whom she had ever worked who unfailingly thanked everyone, warmly, at the end of the shift.

These were the skills that Bill brought to Adelaide when he came here with Susan, who

had been librarian at *The Canberra Times*. Here they married, raised their family, and set up Seaview Press. At Seaview Press, Bill and Susan shared 'doing everything', from client contact, to editing, from typesetting to proofreading, from publicity to sales, and much more; the Press has given a public life to many a poet's and author's writings. Bill was a first class indexer, a Registered Member of the Australian and New Zealand Society of Indexers, regularly used by Wakefield Press, Penguin, the National Library of Australia and National Gallery for the tricky jobs.

Bill was a warm and genial host, an inventive cook, who was devoted to his daughters Jamie and Kate and to Susan, his partner in life and business. Numbers of our members have said they find it hard to think of Susan without Bill: theirs was a great partnership.

We will miss Bill, his reliable contributions, dependability and wry wit. The Society is the better for having had him as a member.

# IPed Notes

News from the Institute of Professional Editors

**Janet Mackenzie**

**October 2006**

The seed fund, held temporarily on behalf of IPed by the Canberra Society of Editors, is growing fast. IPed values this money, not only because it eases the former clumsy procedures for reimbursing expenditure but also because it demonstrates the societies' commitment to the vision of a national profession.

Several of the societies have set dates for workshops in November to discuss the latest developments. At these workshops the Accreditation Board will present its draft documentation, including guidelines for the assessors and an information kit for applicants. Participants will be able to work through these and provide feedback and suggestions for improvement. The Board is eager to hear the opinions of members because the accreditation scheme depends on members' support. Before the workshops Board delegates will circulate to all members of their societies the documents to be examined at those workshops; if you can't make it to your society's workshop, download these documents and let your delegate know what you think of them.

Plans are well advanced for a national meeting of the initial group of assessors in Mel-

bourne at the beginning of December. Assessors from each society will devote the weekend to considering feedback from the workshops and analysing dummy applications. They expect to arrive at a common understanding of assessment and competence, and will later train their fellow assessors.

The Standards Revision Working Group is taking advantage of the workshops and the assessors' meeting to present the fruits of its work so far, and the National Organisation Working Group will also be seeking input on plans for the constitution and funding of a national entity.

The Communications Working Group has prepared the first draft of a questionnaire that will be distributed to clients and potential clients through the networks of the societies. It aims to find out what clients do and do not know about editors and editing, what they want from editors when they do know about them, and how best to reach them. The group is also searching for potential funding bodies for a public relations campaign, assembling information for a template for a general promotional article, and receiving testimonials. About 20 emails have arrived bearing testimonials. Please keep them coming.

As reported last month, a Website Working Group, comprising web minders from each

society, has recently formed. This group will draft an Internet strategy with the aim of improving the visibility of all the societies' websites within the various search engines. The group has established a members-only forum and a wiki on the IPed website. The Website Working Group expects to present an initial report on its efforts in February 2007.

**November 2006**

The IPed Interim Council is considering a paper prepared under the auspices of the National Organisation Working Group. Entitled 'Establishing a National Organisation', it sets out the purpose, background, legal standing and management of such an entity. It also lists the functions that the entity will carry out and outlines five suitable business activities that could generate income. The paper will be posted on the website <[www.iped-editors.org](http://www.iped-editors.org)> and all members are invited to contact their society's IPed delegate with comments and suggestions. Also on the website, we are now posting the minutes of IPed Interim Council meetings: click on 'Meeting Minutes' on the home page to access them.

The Interim Council is developing strategies to ensure that its sub-groups work effectively with each other. The Accreditation Board, for instance, needs to collaborate with the

Continued next page...

## IPEd notes

...continued

Communications Working Group to develop the publicity strategy for the accreditation scheme. As part of the developing sophistication of the profession's national network, the convenors of the working groups will hold their first teleconference in November and plan to continue interaction by this and other means.

The Standards Revision Working Group is due to put a draft of its revised Standards up for members' approval and discussion. Making use of online technology, the group will be seeking members' input via the IPEd website; the text of the first redraft of Standards will be posted as a wiki – interactive software that allows anyone access to read and write and edit text on the web (think 'Wikipedia'). Soon all members who register will be able to access the redrafted Standards and edit or alter the wording, punctuation and format. The working group will monitor the changes that people suggest and incorporate worthwhile ones into its final stages of revision.

The Accreditation Board has postponed the workshops that it had planned to hold in November to discuss drafts of the documentation that will accompany the accreditation scheme. These are beginning to constitute an impressive pile of paperwork; eventually it will include an information kit for applicants,

guidelines for assessors, a procedures manual, guidelines for handling complaints and appeals, a business plan and a position description for the accreditation secretary. The drafts necessarily incorporate many decisions about the actual operation of the scheme, and the board decided that they needed more work before they were submitted to the membership for comment. The documents will be posted on the website as they become available; societies will hold workshops to discuss them in early 2007 and/or invite members to contribute by email.

About a dozen assessors, representing all states and the ACT, will attend a national meeting on the first weekend of December to discuss the accreditation scheme in Melbourne. At present the assessors are preparing dummy applications that present a range of challenges for the assessment process, and they will work through these over the weekend to develop their joint understanding of what constitutes competent editing.

## Do you edit theses? If so, this message is for you

The University of South Australia is conducting a university-wide review of the English language proficiency of its students and graduates. As part of the review, the University is seeking the views and perceptions of a range of people who have contact with its students and graduates. The University understands that many postgraduate students use the services of editors who are members of the Society of Editors (SA) to edit their theses. Editors are, therefore, in a unique position to comment on the English language proficiency of some postgraduate students.

Mark Conroy, Project Officer, is very interested in gaining editors' input on this issue. Such input would help the University to better understand the nature and quality of students' writing, and possible areas for improvement. This information will in turn help to further develop and maintain curricula and educational systems in this important area to ensure that the University produces the best possible graduates.

Mark is happy to visit you at your work or home to discuss this matter further. Please contact him directly on 8302 1981, or [mark.conroy@unisa.edu.au](mailto:mark.conroy@unisa.edu.au)

## CredAbility 3

**C**redAbility is the Accreditation Board's forum for discussing its current thinking on concerns members have raised, and seeking your input as we attempt to work through the issues that arise on the road to accreditation.

The important issue of how the first assessors were chosen was the subject of CredAbility 1. Here we present a detailed list of those distinguished editors — the term 'distinguished' exceeding notions of competence or even excellence — who have been nominated by their societies as assessors and have accepted that challenge.

### ACT

#### **Elizabeth Murphy (generalist)**

Elizabeth Murphy is an experienced generalist editor and an author of books and articles on aspects of writing, editing and training in the use of plain English. Her consultancy in Canberra, Elizabeth M. Murphy & Associates, has operated for nearly 30 years.

She edits mostly government documents — reports, manuals, forms, presentations — and other public material such as booklets, guidelines for writers and advertising. She also edits academic theses and enjoys editing creative writing for a change. She works both online and manually, and is familiar with online editing tools including Track Changes and the WordPro equivalent.

Elizabeth aims to help authors understand why edits are necessary, frequently including a training element in her editing. Particular interests are in editing work by writers whose first language is not English, and in helping new editors to develop editing skills.

**Qualifications:** BA (Hons, Linguistics), Australian National University.

#### **Chris Pirie (generalist, government, commissions of inquiry)**

Chris Pirie has been a freelance editor and writer for over 25 years. Apart from being responsible for editorial standards and production for more than 150 volumes of government publications dealing with a wide range of subjects, she has specific expertise in dealing with multi-author works and the reports of royal commissions and other types of inquiry.

In 1999 Chris was appointed one of the principal writers and editors for the sixth edition of the *Style Manual for Authors, Editors and Printers*; this involved writing four chapters, rewriting a number of others, and editing almost all the manual.

Recent highlights have been editing the reports of the HIH Royal Commission, the Inquiry into the Operational Response to the January 2003 Bushfires, the Council of Australian Governments Inquiry into Bushfire

Mitigation and Management, and the Cornelia Rau and Vivian Alvarez inquiries.

#### **Loma Snooks (generalist, government, corporate)**

Loma Snooks has more than 25 years' experience at a senior level in editing, information design and publication team management for professional services organisations and as a freelance. Career highlights include assembling and leading the team preparing the sixth edition of the Commonwealth's *Style Manual for Authors, Editors and Printers*; recruiting, mentoring and managing a team of around twenty editors and designers working throughout Australia and in the US and Asia on high-profile public reports; and creating a new brand (including logo, marketing material, web site and writing guidelines) for a publicly owned legal firm.

Loma played a key part in the establishment of editing societies in South Australia and Canberra, and was inaugural president of the Canberra Society of Editors, of which she is an honorary life member. She was also the ACT representative on the working group that produced *Australian Standards for Editing Practice*.

Loma's areas of speciality include corporate and government reports, newsletters, manuals, history, law, urban development, environ-

Continued next page...

### **CredAbility 3**

...continued

ment, engineering, and all aspects of design.

**Qualifications:** BA (1st Class Hons, English, History), Flinders University.

### **NSW**

**Heather Jamieson (generalist, academic, fiction)**

Heather Jamieson has 15 years' experience in editing and publishing, having received her basic training while working for Cambridge University Press. She has been an in-house editor for Fine Arts Press and Random House and has undertaken numerous freelance editing projects, with a particular focus on academic and educational books and fiction. She has strong formal English skills, and since 2004 she has worked as a teacher of tertiary literacies at the University of Wollongong.

**Qualifications:** BA (1st Class Hons, English Languages), PhD, University of Sydney.

**Sybil Kesteven (educational, vocational)**

Sybil's area of expertise is the project management, from manuscript to printer, of business (trade titles), and medical and secondary texts. Sybil has some experience of primary titles. Her first career was as a secondary teacher of English and History. Sybil's publishing career, from 1977, has included work as: verifier then production manager, Australian Consumers' Association; production manager, Universal Magazines; production

editor then production manager, Professional and School Divisions, McGraw-Hill Australia.

**Qualifications:** BA, University of Queensland; Secondary Teacher's Certificate, Queensland.

**Pam Peters (generalist)**

Pam's area of specialisation is language and linguistics, especially reference works such as dictionaries, usage guides and style manuals. She has worked on the Macquarie Dictionary since 1986, edited eight volumes of Style Council conference proceedings (1987–2002), and 24 issues of *Australian Style* magazine (1992 to present). As director of the Macquarie University Postgraduate Program in Editing and Publishing, Pam has taught and assessed trainee editors since 1989. She also assesses manuscripts for Cambridge University Press, Melbourne.

**Meryl Potter (generalist, education, corporate)**

Meryl has many years of experience editing books in education (school, university and adult levels), including both instructional design and assessment. She has taught editing for the Diploma of Book Editing and Publishing at Macleay College since 2000.

Meryl has worked in book, magazine, journal and custom publishing, as well as corporate and government communication and publishing, for more than 25 years — in-house and freelance, as commissioning editor, studio

and production manager, managing editor, publisher and corporate practice leader. Companies include New South Wales University Press, Oxford University Press, Penguin Books, Murdoch Magazines, Reader's Digest, the National Gallery of Australia, the Powerhouse Museum, William M. Mercer and Watson Wyatt Worldwide.

**Qualifications:** BA (Hons); DipEd; Diploma of Financial Advising.

### **SA**

**Karen Disney (generalist, engineering)**

Karen has 30 years' experience in editing. Having started out at Rigby Publishers and Wakefield Press, she joined a consulting engineering firm in 1986 (Kinhill, now KBR) where she continues to work in the editing and corporate communications field. Her editing experience encompasses engineering reports, manuals, forms, work methods, training materials, newsletter articles, media releases, advertisements and marketing brochures. She has also managed the editing, design and production of a number of multi-author technical publications including mining feasibility studies, environmental impact statements and the winning bid for the Alice Springs to Darwin Railway. Her online experience includes establishing the company's Asia Pacific intranet site and preparing materials for the Internet. Karen is a founding member

Continued next page...

### **CredAbility 3**

...continued

and past president of the Society of Editors (South Australia), and is South Australia's inaugural representative on the Accreditation Board.

Most recent employment: KBR (formerly Kin-hill) consulting engineering firm.

**Other skills:** Project management, production, preparing materials for an intranet and the Internet.

**Qualifications:** BA, Toronto; Teaching Diploma, Ontario.

#### **Celia Jellett (generalist, children's books)**

Celia trained as an editor with Omnibus Books, working there from 1982 to 1987 and returning in 1997 as senior editor after 10 years as a freelance. Her editing work in children's books encompasses fantasy, non-fiction, picture books, and adolescent and junior fiction. She has been a part-time instructor for the Professional Writing Unit of the Adelaide Centre for the Arts (TAFE) since 1988, and has written course books for editing subjects in the Advanced Diploma of Arts (Professional Writing) course. As a freelance, Celia has edited fiction, biography and non-fiction books for Wakefield Press, among many other assignments for government departments and private companies. She has also edited curriculum manuals and public examinations for the Senior Secondary As-

essment Board of South Australia. She was a founding member of the Society of Editors (South Australia) and a council member from 1990 to 1997.

**Most recent employment:** Omnibus Books.

**Other skills:** Book production, teaching, writing.

**Qualifications:** BA, University of Adelaide; BA (Hons), Flinders University of SA.

#### **Susan Rintoul (general editing, education)**

Susan Rintoul is a partner in Professional Editing Services, established in 1991. She is also a partner in Seaview Press, which has produced more than 500 titles for self-publishers. She has been a part-time instructor for the Professional Writing Unit of the Adelaide Centre for the Arts (TAFE) since 1995, and has written course books for editing subjects in the Advanced Diploma of Arts (Professional Writing) course. She is the South Australian delegate to the Institute of Professional Editors, on its interim council. She is a committee member of the Society of Editors (South Australia), convenor of the 2009 national editing conference, a Registered Indexer with the Australian Society of Indexers, and a member of the Australian Society of Authors.

Most of her freelance editing work has been in the educational and health fields, with clients including federal, state and local government

departments, large and small businesses, publishers and individuals. She has edited fiction, and non-fiction including theses, teaching resources, manuals, and annual reports. She has also edited CD-ROMs and web sites.

**Most recent employment:** Professional Editing Services and Seaview Press.

**Qualifications:** MA (Internet Communication Strategies); BA (Librarianship).

**Other skills:** Book production, teaching, writing.

#### **Kathie Stove (generalist, science, environment)**

Kathie is a freelance editor and writer of 15 years' experience whose work comes mainly from government agencies. As managing editor she has delivered large multi-authored projects such as five South Australian State Budgets, state of the environment reports and environmental impact statements. She is just as much at home copyediting and proofreading many types of smaller documents, both print and online.

She is a member of the prestigious Board of Editors in the Life Sciences, is a past president of the Society of Editors (South Australia), and was convenor of the working group that developed the original CASE Australian Standards for Editing Practice.

**Most recent employment:** Freelance.

Continued next page...

### **CredAbility 3**

...continued

**Other skills:** Writing, teaching, information architecture.

**Qualifications:** BSc (Botany); Grad Dip (Library and Information Management).

### **Tas**

**Janice Bird (generalist, government publishing)**

Most recent employment: Since 1999 freelance editor of books/manuscripts, policy documents, reports, land management plans, theses, newsletters, marketing and educational materials. Subjects include travel, environment, health, biography and fiction. Clients include Lonely Planet Publications, Tasmanian Parks and Wildlife Service, National Oceans Office, Retirement Benefits Fund Board, Tasmanian Conservation Trust and individual authors.

**Other skills:** Writing.

**Qualifications:** BA (Hons, Literature), University of Essex, UK, 1977. Institute of Chartered Secretaries & Administrators, London (1982): Office Administration & Info Systems, Law & Procedure of Meetings, English Business Law, Financial Accounting I.

**Other:** First year of BA Architecture (1973–74). Many classes/workshops including structural editing, copyediting, indexing, desktop publishing, creative writing, writing for the web, marketing, fundraising and spon-

sorship, public speaking, computer programs (Publisher, Excel, Word).

### **Qld**

**Susan Addison (fiction, humanities, legal editing)**

Susan has worked as a writer and editor in Brisbane since 1983. Her clients have included the Queensland Law Society, government departments, University of Queensland Press and the Museum of Brisbane.

**Most recent employment:** Freelance.

Susan has been working with words as a journalist, editor and writer for more than 30 years. She has developed courses and taught editing at the University of Southern Queensland, and was the founding editor-in-residence at Griffith University.

**Education qualifications:** BA, Dip. Journalism, LLB.

**Paul Bennett (education, government, land transport)**

Paul has had twenty years' experience in all aspects of publishing, including typesetting, page make-up, proofreading and editing; he became a full-time editor in 1992, and was employed as Publishing Manager with the Queensland Studies Authority from 1997 to 2005. He has specialised in syllabuses and curriculum materials, government publications, and plain English.

Paul is an experienced trainer in editing and

proofreading, on-screen editing, page make-up, word processing and copyright.

**Education qualifications:** Certificate IV in Assessment and Workplace Training.

**Rosanne Fitzgibbon (fiction, literary nonfiction, history, politics)**

Rosanne has had more than thirty years' publishing experience. For seventeen years, as senior editor (in-house) at University of Queensland Press, she was responsible for the literary fiction and nonfiction list and for scholarly publications in Australian studies, after she had established her reputation as a freelance editor with a range of publishers.

She lectures in writing, editing and publishing, and has conducted workshops for the Literature Board for mid-career editors. In 1993 she was awarded the inaugural Beatrice Davis Editorial Fellowship.

**Education qualifications:** BA, coursework MQual, APA training courses.

**Judy Heinemann (education, government)**

Judy Heinemann has had twenty years' experience in the publishing industry, in both the private and the public sectors. She specialises in educational and government publishing.

Judy has worked in the publishing and communications units of several government agencies, including Education Queensland. She is currently working as Principal Com-

Continued next page...

### **CredAbility 3**

...continued

munication Officer, Disability Services Queensland.

Judy has worked as a freelance for several publishers. She has also taught TAFE editing and publishing students.

**Education qualifications:** BA, Dip.Ed, ASDA (Speech and Drama)

**Jill Morris (generalist, children's books, education, fiction)**

Jill's special skills include publishing and marketing consultancies and children's books. Her special interests include art books/the arts, educational books (from primary to tertiary and above), fiction, and sciences (especially zoology).

Jill became a Founding Director of Greater Glider Productions in 1986. She has published three series for the Curriculum Corporation, and has worked as a freelance on several projects for children and adults. She has also undertaken hundreds of manuscript consultancies in all fields.

**Education qualifications:** BA, Dip. Ed, Senior Honorary Fellow, University of the Sunshine Coast

**Barbara Ker Wilson, AM (generalist)**

Barbara's areas of expertise are fiction and biography for adult and young readers. She has worked as an editor for more than forty-five years.

Since she retired from the University of Queensland Press, she has worked as a publishing consultant and a freelance editor and mentor.

Barbara received her editorial training at the Oxford University Press, UK. She subsequently worked as a managing editor at The Bodley Head and William Collins (UK), Angus & Robertson, Hodder & Stoughton, The Reader's Digest and UQP (in Australia after 1964).

Barbara has written forty books for adult and young readers in various genres.

**Ruth Ridgway (generalist)**

Ruth has 23 years' experience as a writer, editor and managing editor for publishing houses, other private enterprise companies, government departments, not-for-profit groups, and her own business. She has edited and written for a wide range of publications in many subjects (including sciences, social sciences, technology, and humanities). Her skills include clear and effective writing, management of design and production, and overall management of publishing projects. During the past fourteen years, Ruth has also run various forms of training for editors and writers.

She is currently National Communications Manager for major engineering consultancy Parsons Brinckerhoff.

**Education qualifications:** BA (Hons), BSc,

Dip. Library Studies, MSc.

**Jan Whelan (generalist)**

Jan has had more than 30 years' experience as an editor. Since 1983 she has worked as a freelance and publishing consultant; her clients have included several publishing houses and many government departments and agencies. She also worked as Senior Editor and then as head of Editorial Department with Jacaranda Wiley from 1975–1983.

Jan has worked in a very wide range of subjects; she specialises in accounting, business, finance, economics and marketing.

She helped develop two diploma courses in editing and publishing and has lectured in those courses.

**Education qualifications:** BA, BA (Hons).

**Vic**

**Elizabeth Flann (generalist)**

Elizabeth has worked in fiction, children's books (fiction, non-fiction and educational), general education, science, government reports, technical manuals and, for some reason, a lot of health and well-being publications.

Her main interests are in structural editing, copyediting, inclusive language. She has done a large amount of technical editing. Co-author (with Beryl Hill), *The Australian Editing Handbook*.

Continued next page...

### **CredAbility 3**

...continued

#### **Beryl Hill (generalist, writer)**

Beryl's career has spanned all levels and topics of non-fiction, as well as humour and some fiction. She has worked on many areas — from mud bricks, desert travel, cat care, gardening, educational packages, dictionaries, self-help, biographies, to obstetrics, poetry and cookery books. Co-author (with Elizabeth Flann), *The Australian Editing Handbook*.

#### **Janet Mackenzie (generalist, writer, lecturer)**

More than thirty years' freelancing in academic, trade, fiction and educational books, corporate publications, and government reports and submissions, including science and economics for the general reader and to Year 12. Some experience editing on-screen publications. Clients include most major publishing houses. Author, *The Editor's Companion*. Janet has conducted training for editors at all levels.

**Qualifications:** BA (Hons); Grad Dip Permaculture.

#### **Renée Otmar (generalist)**

Renée's expertise ranges from education (primary secondary, vocational and academic) to health sciences, behavioural sciences, Indigenous studies, history, natural history, public health, anthropology, sociology.

She speaks Afrikaans, Swedish and German (to some degree) and her professional editing

has been in the areas of psychology, speech therapy, special education, parenting and parent education. Trade experience includes travel guides, adult reference, adult fiction, young fiction, school/career guides, marketing.

Her other experience covers corporate, research, non-government, drugs and drug prevention, issues related to immigration/asylum seekers, gay/lesbian, feng shui.

#### **Susan Keogh (education, non fiction)**

Susan's editing expertise lies in academic works, literary non-fiction, travel guides (wrote Lonely Planet in-house style manual) and tertiary texts.

#### **WA**

#### **Janet Blagg (children's and adult fiction, non-fiction, Indigenous writing)**

Most recent employment: Janet Blagg currently works for Fremantle Arts Centre Press and other freelance clients. She has more than 20 years' experience in book editing (in-house and freelance), in non-fiction and adult and children's fiction. She was senior editor at Victoria Press (Melbourne) and has worked for publishers in Victoria, the Northern Territory and Western Australia. She was Australia Council editor-in-residence at the Institute for Aboriginal Development in Alice Springs in 1995. Janet has been shortlisted for the Beatrice Davis editorial fellowship, and is a former Society of Editors (WA) vice-president.

Other skills: Manuscript assessments and reader's reports for publishers; manuscript development and assessment for writers.

**Qualifications:** BA (Politics and History), University of Western Australia, 1973; DipEd, University of Melbourne, 1983; BLitt (1st Class Hons, Psychology), University of Western Australia, 1999.

#### **Anne Surma (generalist, corporate, technical, academic)**

**Most recent employment:** Dr Anne Surma is currently Senior Lecturer in English and Professional Writing at Murdoch University, Perth, and the author of *Public and Professional Writing: Ethics, Imagination and Rhetoric* (Palgrave Macmillan, 2005). Prior to her present position, she had 10 years' experience in writing and editing, both in-house (British Council, London; Kinhill Engineers, Perth) and freelance (corporate quality systems, proposal and tender documents, academic texts and theses). She is a former Society of Editors (WA) president, and is currently state delegate to the Institute of Editors, on its interim council.

**Other skills:** Development and presentation of tailored workshops on writing to corporate clients.

**Qualifications:** BA (1st Class Hons, English), Reading; Postgrad. Cert. Education (Secondary English), Reading; MA (English Literature), Warwick; PhD, Warwick.

## ...the final word

**F**or some reason, the annual IgNobel Prizes always seem to be more interesting, certainly more entertaining, than the real thing. Take this year's Prize for Literature; awarded to Daniel Oppenheimer of Princeton University for his report 'Consequences of Erudite Vernacular Utilized Irrespective of Necessity: Problems with Using Long Words Needlessly' published in *Applied Cognitive Psychology*, vol. 20, no. 2, March 2006, pp. 139–56. Just the abstract is enough:

'Most texts on writing style encourage authors to avoid overly-complex words. However, a majority of undergraduates admit to deliberately increasing the complexity of their vocabulary so as to give the impression of intelligence. This paper explores the extent to which this strategy is effective. Experiments 1–3 manipulate complexity of texts and find a negative relationship between complexity and judged intelligence. This relationship held regardless of the quality of the original essay, and irrespective of the participants'

prior expectations of essay quality. The negative impact of complexity was mediated by processing fluency. Experiment 4 directly manipulated fluency and found that texts in hard to read fonts are judged to come from less intelligent authors. Experiment 5 investigated discounting of fluency. When obvious causes for low fluency exist that are not relevant to the judgement at hand, people reduce their reliance on fluency as a cue; in fact, in an effort not to be influenced by the irrelevant source of fluency, they over-compensate and are biased in the opposite direction. Implications and applications are discussed.'

**S**ome emerging terms were defined by Susan Maushart in *The Weekend Australian Magazine* for 7–8 October. A few samples of 'iAnxiety':

**cyberchondria:** an irrational fear of attachments

**spamnesia:** persistently forgetting to empty your junk mail

**under-capitalisation:** the pretension that one is too damned busy to hit the shift key  
**screensaviour:** he came to take away your unused icons

**textually transmitted disease:** a rash of inappropriate and/or distracting emails

**inboxicated:** that giddy feeling when your incoming mail exceeds the legal limit

**nanasecond:** the amount of time it takes grandma to open a JPEG file

**identity crisis:** when you can't remember the hint to remember your password

**PowerPointless:** your average slide show

**inkchronicity:** a meaningful and/or mystical coincidence in which both magenta and black cartridges run out at the same time

**internit:** a lousy Web site

**also-RAM:** anyone with even less memory than you

## Society of Editors (SA)

### Contact details

PO Box 2328 Kent Town SA 5071

[www.editors-sa.org.au](http://www.editors-sa.org.au)

[eds@editors-sa.org.au](mailto:eds@editors-sa.org.au)

MessageBank: (08) 8411 6375

Address news, reviews or comments for *...the word* to the Editor: [eds@editors-sa.org.au](mailto:eds@editors-sa.org.au)

For further information about the society, contact:

Secretary: [eds@editors-sa.org.au](mailto:eds@editors-sa.org.au)

President, Rosemary Luke:

[SAPresident@editors-sa.org.au](mailto:SAPresident@editors-sa.org.au)

Treasurer, Nena Bierbaum:

[SATreasurer@editors-sa.org.au](mailto:SATreasurer@editors-sa.org.au)

### Membership

To join the society just use any of the addresses above

or email direct to: [membership@editors-sa.org.au](mailto:membership@editors-sa.org.au)

Membership of the society is open to anyone who is engaged professionally in any aspect of editing for publication, on a full-time or part-time basis, or who has had such experience in the past.

Associate membership is open to any interested person.

Subscriptions and freelance register fees are due on 1 July each year. You need to be a full member to be included in the freelance register.

\$55 full membership

\$30 associate membership

\$60 freelance register

Society of Editors (SA) membership is due annually on 1 July. If you have an inquiry about your membership status, please email [info@editors-sa.org.au](mailto:info@editors-sa.org.au).

### Freelance register

The Freelance Register is available at: [www.editors-sa.org.au/FRregister/FreelanceRegister.htm](http://www.editors-sa.org.au/FRregister/FreelanceRegister.htm).

Please contact the society if you'd like your details to be included.

### *...the word* available by email

*...the word* will be sent to members by email unless a posted copy is specifically requested. This saves the Society considerable sums in printing and postage each year

### Society meetings

General meetings are open to all members and prospective members and are held (unless other wise indicated) in the Seminar Room of the SA Writers' Centre, 2nd Floor, 187 Rundle Street East, with drinks from 7:15 pm.