



... *the word*

Newsletter of the Society of Editors (SA)

March–April 2009

ISSN 1833-3796

Next meeting

Presentation of AEs

Editing for the Web

Tuesday 28 April at 6.30 pm

SA Writers' Centre

**2nd floor, 187 Rundle Street,
Adelaide**

Disabled access through Caffè Brunelli

For our next general meeting we have an earlier starting time, so that we can celebrate the success of South Australia's new **Accredited Editors** with a light supper and the presentation of certificates by our Accreditation Board representative, Karen Disney.

Society member and website coordinator **Renee Naylor** will then speak to us about **Editing for the Web**. Renee graduated from UniSA in 2004 with a BA majoring in Professional Writing and Communication and a sub-major in Multimedia and minor in Technical Document Design. She worked for two years as an editor, IT coordinator and acting managing editor for vocational education and training publisher Australian Remote and Rural Training Systems. For the past two and a half years she has been the Web Content Coordinator for the University of Adelaide.

Some of Renee's topics will include: the difference between editing for the Web and editing print documents; hypertextual document structure; the broad role of the Web editor; versioning issues and the importance of dynamic content – the challenges of maintaining editing quality; and editing code.

Contents

New members	2
CredAbility 9 <i>Karen Disney</i>	2
IPEd notes <i>Ed Higbly</i>	3
News and amusements	3
4th IPEd National Editors Conference	4–5
Job notifications by email	6

The presidential word

Susan Rintoul

We have a huge calendar of events this year for members. Marion Halligan, a distinguished Australian writer, spoke at our first meeting and drew a large audience for her talk about editors. She had much to say about editing, the process and the editors, and I was particularly interested in the fact that her relationships with editors were not always happy ones. Her criticism fell into two areas: that the editor either was not familiar with and/or did not understand her work; and also that the editor was interventionist. As professional editors these are two glaring crimes we should never commit, and her talk gave those present much food for thought. This was a good professional start to the year.

Next meeting

Before our next meeting we plan a celebration light dinner with our new Accredited Editors and their invited guests. I urge all members to come and share in this event. After that, Renee Naylor will focus on everything you wanted to know about the Web and new media. The changes in this area

are so swift and huge that I think few of us can say we understand them all, or are still successfully keeping abreast of them every day. We will be guided in the latest, as well as the basic principles of Web architecture and editing. I for one can blog with the best, but I am going to ask for the low-down on a twitter.

Future meetings

This year we plan a members' night where we will hold a book club for the evening, asking members to bring their favourite book and tell us why they love it. This should be a great night, so please start thinking about your book, next time you have the luxury of a quiet read.

Workshops

As well as an accreditation workshop later in the year to help the next candidates to prepare for the accreditation exam, we plan to repeat the very popular one 'Grammar, punctuation and all that jazz'.

IPEd National Editors Conference

Now is the time for all South Australian members to start supporting our national conference in Adelaide in October. Registration opens in mid-April, so I urge you all to register early.

Our conference committee will now swing into action for the final eight months of work before the conference. It's hard to believe after three years of planning to date that it is actually going to happen. We are finalising our program of speakers and have called for registrations of interest in presenting a paper at the conference. To register your interest and receive updates, go to <www.sapro.com.au/editors/roi.htm>.

February meeting

A good crowd gathered to hear Marion Halligan address the society for our 11 February meeting. On the eve of the release of her twenty-first book in March 2009, Marion spoke about the 'curious business' of writing. In describing her work, and how she arrived at her own literary style, Marion spoke of some failures of editorial sensitivity and understanding as well some successes, such as the work done by her younger sister Rosanne Fitzgibbon on *The Apricot Colonel* and *The Apricot Coast*, and by Sue Hines and Louise Adler on *Lover's Knots*. She also mentioned Geoffrey Dutton as a good editor who wrote useful feedback. Comparing writing and the editing process to childbirth, Marion suggested that in a similar way we need to forget the awful bits or we would find it hard to carry on. She talked about how punctuation is important to her literary style ('the comma has a particular function in the sentence *She went home, and went to bed*'), and about how intrusive she finds quotation marks. However, Marion said that she had learned, through editing her own work and through all her different experiences of working with editors, to recognise her own voice and to go with that.

Thanks are due to Rosemary Luke for arranging the talk and for telling us things we didn't know about Writers' Week in her introduction to Marion's work. And thanks to the staffer from Dymocks who brought along Marion's books for sale.

Congratulations to South Australia's first Accredited Editors

The president and committee members of the Society of Editors (South Australia) Inc. would like to offer their warmest congratulations to the first South Australian editors accredited by the Institute of Professional Editors (IPEd) Limited. The eight Accredited Editors are:

Loene Doube	Valerie Mobley
Kate Leeson	Miranda Roccisano
Rosemary Luke	Michael Vnuk
Will Menary	Adele Walker.

New members

Michael Jacobs (full member) contributed to the editing of Cockburn and Ellyard, *Oliphant*, and has edited reports for various government agencies. For several years he wrote a column in *The Adelaide Review* called Mind Your Language, largely a collection of editing notes. He has also assisted with the design and editing of John Emerson's *First Among Equals – Chief Justices of South Australia Since Federation*.

Eleanor Ahern (full member) works for the Australian Safety and Efficacy Register of New Interventional Procedures – Surgical, a program of the Royal Australasian College of Surgeons, where she edits reports and writes consumer summaries and articles. She also works as a freelance editor and is a member of Australian Science Communicators.

Justin Putland (associate member) is studying a proofreading and editing course through the Writing School, and aims to become an Accredited Editor through the society.

Fiona Abraham (associate member) is aiming to develop a freelance editing and proofreading business and to build her skills through the training and networking opportunities offered by the society.

Anna Resnyansky (associate member) is in the final stages of completing the Diploma of Publishing (Professional Book Editing, Proofreading and Publishing) with Australian College QED.

Dr Jennifer Rocca (associate member) has worked as a pathologist, and having proofread academic work and board papers for some years, is keen to learn more about proofreading and its associated conventions.

CredAbility 9

The Accreditation Board is delighted to announce that 112 out of 170 exam candidates – just over 65 per cent – passed the exam and earned the rank of Accredited Editor, or AE. Successful candidates represented the full spectrum of editing; most pleasingly, a significant number really shone.

The board offers its warmest congratulations to all new AEs on this distinguished achievement. By passing, they have shown that they not only understand but can successfully apply the principles of editing set out in *Australian Standards for Editing Practice*.

Certificates are now being distributed in each state, with some societies planning presentation ceremonies.

The overwhelming response after the exam was that it had been a fair and appropriate one. The Accreditation Board has also received feedback regarding the length of the exam and the time allotted, and will consider this in planning the 2009 exam.

Results are being analysed to identify common areas of weakness, to guide future training and generate useful tips for those sitting future exams. A preliminary review indicates that the most common problems were:

- failing to follow instructions in Part 3 (answering too many questions or ignoring the brief provided in the question)
- producing an inadequate style sheet in Part 2 and applying it inconsistently

- selecting questions in Part 3 that were clearly outside the candidate's area of competence.

If you are one of the 35 per cent who did not get through, please do not be disheartened: sitting the very first Australian editing exam took considerable courage, and there is every chance that the experience you gained on this exam will see you sail through the next one with flying colours.

After a full year of fortnightly teleconferences, the board met face to face for the first time in Adelaide over the weekend of 16–18 January to debrief, discuss the entire exam process and map out plans for improvement on a number of fronts. Future issues of *CredAbility* will keep everyone up to date as planning for the 2009 exam progresses.

Right now, however, it is time to celebrate the achievements of so many successful editors. To all those who have earned the new postnominal, AE, we say CONGRATULATIONS!

Karen Disney

IPEd notes

News from the Institute of Professional Editors Limited

www.iped-editors.org

February 2009

Happy New Year to all our Members and their members.

This will be a big year for the profession in many ways, not the least because it's the year of our 4th national conference, to be held in Adelaide on 8–10 October. Planning of the conference, which will take the theme 'Getting the message across' is proceeding apace. A call for papers has been made, with the following strands or topic areas identified: corporate communication; the editor–author relationship; education and mentoring of editors; emerging media; food and wine; 'green' editing; poetry; science communication; writing and editing for younger readers; young and emerging editors. The organisers note, however, that submissions need not be restricted to these.

All national conference details can be accessed online, either directly at <www.editors-sa.org.au> or indirectly via <www.iped-editors.org>.

At its meeting (a teleconference) on 30 November 2008, the IPEd Council agreed to a new 'Policy and procedure on expenditure', noting that it should be read in conjunction with the existing 'Policy and procedures on costs of meetings'. Both policy documents are available on the website, as will be the minutes of the meeting following their confirmation at the next council meeting.

At a meeting in Adelaide on 17–18 January, IPEd's Accreditation Board comprehensively reviewed the planning, procedures and outcomes of the first accreditation examination, held on 18 October 2008. Planning for the second exam, to be held later this year, probably in September, has begun.

The Accreditation Board has a new chair: Larissa Joseph, from the Canberra Society of Editors. The board and the IPEd Council have paid tribute to the retiring chair, Karen Disney, for her commitment and achievement over the past 18 months. One of Karen's last tasks as chair was to write a detailed report on the 2008 exam. This can be read on the IPEd website.

The IPEd Council met in Adelaide on 14–15 February. The next IPEd Notes will contain a report on that meeting.

Ed Highley, Secretary

Note from Chair: Following the November council meeting, a small subcommittee considered the gratifyingly large number of applications received for the position of Secretary. The choice of the subcommittee was unanimous: to confirm Ed Highley in the position whose duties he has so ably performed for some time.

Virginia Wilton

News and amusements

A new edition of *Australian Style* will be available online to subscribers in the next few weeks. This will be the first edition since that of December 2007 (15.2). Anyone interested in receiving a printout (black and white only) of *Australian Style* can send a stamped, addressed envelope to: Adam Smith, Linguistics Department, Macquarie University, Balaclava Road, North Ryde NSW 2109.

Our **Ozwords** competition has been won by John Pfitzner, for his entries:

Too-up: having an exaggerated opinion of oneself

Hells hoist: a lift from a member of a bikie gang

Little Aussie bottler: person who preserves fruit because of hard times

Wrongo: idiot who can't get anything right

Stunned gullet: condition resulting from accidental swallowing of mouthwash

Bumyip: involuntary clenching of the buttocks in stressful situations

Boomerang: anus of a big kangaroo

Yackeroo: good talker

Dungy: underground toilet

Marrikin: US citizen behaving in an unruly manner.



4th IPEd National Editors Conference

Getting the Message Across

Adelaide 8–10 October 2009

Further information: <SAPresident@editors-sa.org.au>

Web site: <www.editors-sa.org.au/?q=node/66>

Conference planning

As you all know, the 4th National Editors Conference will be held in Adelaide in October. Conference planning is proceeding well, and we need your support.

It's now time to ask you, the society's South Australian members, to start planning your part in the conference. The conference planning committee would like you to:

- register early as a delegate
- consider whether we could approach your organisation to be a sponsor or exhibit at the trade fair
- register your interest in running a workshop
- register as a volunteer to help out at the conference
- offer a room or two to billet country SA or interstate members.

Earlybird registration

Earlybird registration, which opens in mid-April, is well worthwhile, with a substantial discount from the full fee as well as a discount for Society of Editors members, so do book early. Registration will be accessible through the Society of Editors website.

Sponsors

We have received \$10,000 from publishers John Wiley & Sons, and \$10,000 from the CAL Cultural Fund for a specific 5-day program with our conference as its base. There will be \$2000 from Wakefield Press, printed products to the value of \$2000 from Salmat, typesetting from Jodie Smith at She Creative, graphic design from Seaview Press, and wines from Coriole. We are hoping to attract more sponsors so please let us know any ideas you may have. Your organisation may be willing to sponsor our conference.

Based on previous national editors' conferences, we expect an attendance of 200-plus from Australia and overseas,

made up of senior, mid-career and emerging editors, in addition to academics and students of writing and editing. There are substantial benefits for your organisation in reaching such an audience, through sponsorship and/or by exhibiting at the trade fair at the Festival Centre (contact <susan@seaviewpress.com.au>).

Speakers

We have so far confirmed three keynote speakers:

- Neal Porter
- Wendy McCarthy
- Julian Burnside

We are currently writing to other speakers we would like for our program and will keep you posted on this.

Program

Our welcome party will be held on Wednesday evening in the Kerry Packer Civic Gallery at the Hawke Centre at the University of South Australia's City West campus. This is planned to be an informal party focused on many of the delegates meeting their interstate colleagues again, or getting to know them before the conference. After the party, groups may like to get together for dinner, and we will have lists of recommended places to eat. There is space here for book launches, displays and so on, as needed.

On Thursday morning the conference will open with our US-based editor, Neal Porter, giving a keynote address about children's books. Other sessions will include corporate editing, the editor–author relationship, young editors and new directions, and new media. Wendy McCarthy's keynote address will then introduce sessions on teaching editing, and food and wine editing. The formal part of the day will end with an accreditation plenary where our first Accredited Editors will be honoured.

Then it is pretty well straight on to the Lord Mayor's civic reception at the Town Hall at 6–7 pm. After that, again, delegates will have a chance to choose a restaurant and network with each other.

Friday begins with the IPEd plenary, followed by our next keynote speaker (to be confirmed) and then on to sessions on editing history, editing poetry and editing science. After lunch, Julian Burnside will open a session on green editing and other topics, followed by a general debate on topical aspects of editing, and New South Wales will give its promotion for the next national conference in Sydney in 2011. There will then be time to put your feet up before the conference dinner at the National Wine Centre.

We plan to finish with Saturday morning workshops on topics that may include corporate/organisational focus, editor wellbeing / reaching for your star, the next big thing, and creative writing.

There will be a trade fair and book launches, one already booked being for volume II of the 'Editors in conversation' series.

So, much of the foundations are now in place. Our conference committee has been working for three years now, and has done a splendid job and continues to do so.

Saturday workshops

Want to entertain a host of editors? Delegates can opt to attend a workshop on the Saturday morning that allows them to brush up their skills, or discover their hidden talents. The sessions planned so far will focus on creative writing and (subject to confirmation) ways to market yourself. We would like to include one more strand so there are opportunities for South Australian editors to step up with proposals. This gives you a rare opportunity to showcase your programs to interstate colleagues without having to consider travel, a venue, accommodation and other issues. If you have an idea for running a workshop please contact Loene Doube <loene@adelaide.on.net> or Steve Evans <Steve.Evans@flinders.edu.au>.

Volunteers

Thank you to those few volunteers who have already indicated their interest, but we now need more to put their hands up. There will be all sorts of jobs to do closer to the event, and we have jobs available now in publicity and the trade fair. Please think about volunteering (contact <susan@seaviewpress.com.au>) as there will be lots of benefits in being a part of this huge event.

Don't miss out

So, members, the conference is an opportunity for excellent professional development held in South Australia, for most of us without travel and other costs. And it's tax-deductible. So I urge you all to attend. It's huge! We are planning for 200-plus delegates. But we need you there to make this conference a success. Take advantage of your discount as a Society of Editors member and the earlybird registration. Another national conference is not expected in South Australia for another 10 years. Don't miss out! Register now.

Sponsors – where would we be without them?

All of the planning and writing of cheques for expenses reminds us that we simply could not have made it this far without our sponsors' generous contributions of money, resources, products and services. Some of our sponsors are highlighted below.

Coriole Vineyards was established by the Lloyd family in 1967 in the 'Seaview' subregion of the McLaren Vale wine district of South Australia, where the earliest vineyards date from 1919. Coriole is situated in the undulating hills of this densely planted region just within sight of the sea and less than an hour's drive from Adelaide. The original

farmhouses on the site were built in 1860 and are now the epicentre of the garden and cellar door at the winery.

Wines are estate-produced and sold in many countries around the world. The major variety planted on the estate is Shiraz, followed by Sangiovese and Chenin Blanc.

The cellar door is open every day except Christmas Day and Good Friday. Courtyard lunches of local regional produce are available Friday to Monday.

Regular events at Coriole include, Shakespeare in the Vines, the Coriole Music Festival, Poets and Pizza, Regional Shiraz Tasting, Cheese-making master class, and Coriole Live Concerts. Check the website <www.coriole.com> for details.

Salmat began in 1979 when Philip Salter and Peter Mattick realised the potential for direct marketing and customer communication in Australia. As a result of strategic acquisitions, mergers and joint ventures, Salmat now employs more than 5000 people, with operations in every Australian state as well as New Zealand and Asia. View their website at <http://salmat.com.au/>.

Seaview Press began in 1994 with a goal of providing attractive low-cost books for self-publishers and small print runs for fund-raising books, manuals and special-interest groups. In 14 years Seaview Press has produced more than 630 titles, across many genres. These include autobiographies, biographies, histories, family histories, religious, spiritual, health and self help, as well as some fiction and poetry.

She Creative is a boutique visual communications studio, based in Adelaide, serving government and private sectors, both local and national. The company's philosophy is one of creativity, impeccable service and collaborative thinking.

Established in 2001, She Creative runs under the helm of Creative Director Jodie Smith, who has 14 years of graphic design experience. She Creative can be contacted on (08) 8215 0311.

Wakefield Press is an independent book publishing firm based in Adelaide, with a list diverse in subject and treatment; it has strong suits in true stories, gastronomy, history, literature and gift books. Wakefield's motto goes, 'we love good stories and publish beautiful books'.

With around 50 new titles each year, Wakefield Press's books often hit bestseller lists and win awards.

The firm has been under its present ownership since 1989, but there have been Wakefield editions published since the 1940s. The present directors are Michael Bollen and Stephanie Johnston, and staff work in areas of editing, design, publicity, sales, distribution and administration.

To keep up with the latest news from Wakefield Press, please visit <www.wakefieldpress.com.au> regularly, and subscribe to their monthly e newsletter.

In our next regular column we will feature our major sponsors, Wiley and the CAL Cultural Fund.

Have an editor to stay for a couple of nights at the conference

Here is a great opportunity to meet interesting colleagues and establish a network of interstate contacts.

We are now asking members of our society to host an interstate editor coming to the national conference.

The delegates will arrive on either Wednesday 7 October or the morning of Thursday 8, and will leave late on Friday 9, or on Saturday 10 October if they are attending the workshops or heading off to see a bit more of South Australia.

There is a significant cost in coming interstate for conferences and billeting will help some delegates with those costs.

Please contact Marianne Hammat (<marianneh@saceboard.sa.gov.au>) for further information.

Job notifications by email

The society occasionally receives requests to notify job opportunities to its members. If the job is deemed relevant, the society emails the notice to all members for whom we have email addresses (which is nearly everyone). The notices might also be displayed on the Jobs page of the society's website. The committee feels that such notifications are a benefit of being a member, and it has decided not to automatically display a job notice on the Jobs page unless the job is already advertised in the public domain.

If you do not wish to receive job emails, please send an email to the Society <eds@editors-sa.org.au>. Simply put 'No job notices' and your name in the subject line. To restart receiving job emails, put 'Send job emails' and your name in the subject line. You can opt in or out of receiving job emails at any time.

Whether or not you are receiving job emails, you will still receive the society's newsletter and other important notices by email.

Please ensure that the society has your correct email address.

Michael Vnuk, Membership Secretary

**Deadline for copy, letters
and contributions for the
next issue of ... *the word* is
Friday 8 May 2009**

Society of Editors (SA)

Contact details

PO Box 2328 Kent Town SA 5071

<www.editors-sa.org.au>

<eds@editors-sa.org.au>

Address news, reviews or comments for ... *the word* to the Editor: <eds@editors-sa.org.au>

For further information about the society, contact:

Secretary: <eds@editors-sa.org.au>

President, Susan Rintoul:

<SAPresident@editors-sa.org.au>

Treasurer, Loene Doube:

<SATreasurer@editors-sa.org.au>

Membership

To join the society, send a completed application form (<www.editors-sa.org.au/pdfs/Membership08-09.pdf>) to the address above, or by email to <eds@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, and cover the 12 months until 30 June in the year following.

You need to be a full member to be included in the freelance register.

\$80 full membership

\$50 associate membership

\$60 freelance register

If you have an inquiry about your membership status, please send an email to: <eds@editors-sa.org.au>.

Freelance register

The Freelance Register is available at: <www.editors-sa.org.au/FreelanceRegister.php>. Please contact the society if you would like your details to be included.

Full membership is required for inclusion.

Society meetings

General meetings are open to all members and prospective members and are held (unless otherwise indicated) in the Seminar Room of the SA Writers' Centre, 2nd Floor, 187 Rundle Street East, Adelaide.