



# ... the word

Newsletter of the Society of Editors (SA)

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September–October 2014

## Next meeting

**Tuesday 14 October, 7.30 pm**

SA Writers' Centre  
2nd Floor, 187 Rundle Street, Adelaide  
*Access is via the stairs from Rundle Street or by lift  
accessible through Café Brunelli.*

## Book Club meeting

This is your chance to tell us about your favourite book, your current reading, maybe a book that you consider to be well (or badly) edited. Or you may prefer just to listen to others' book reports.

We've invited as special **Guest Reader** Adelaide City Council Librarian, **Therese McGowan**. Therese, who hails from Scotland, is in charge of programming at the very new City Library in Rundle Mall, facilitating partnerships and residencies for artists, poets, writers etc. 'A very exciting role!' she says. We look forward to hearing about Therese's work and her reading choices. Register at <http://bookclub2014.eventzilla.net> to let us know you're coming.

## Dinner before the meeting at Café Michael 2?

Email [rsvp@editors-sa.org.au](mailto:rsvp@editors-sa.org.au) by Sunday 12 October if you would like to join us for dinner before the meeting from 6.30 pm. Dinner is at member's own expense.

## Welcome to new members

The Society of Editors (SA) gives a warm welcome to our newest members:

**Andrea Stylianou**  
**Jessi Sullivan**  
**Jessica Vachal**  
**Alison White**

## Contents

Next Meeting .....	1
Presidential Word .....	1
Meeting Report .....	2
Book Review .....	2
President's Annual Report .....	3
Treasurer's Annual Report .....	5

## Presidential Word

**Marianne Hammat AE**

With the AGM just finished, this issue of *...the word* is like the Marianne Hammat special! Never fear, there is a scintillating meeting report from Katy McDevitt, and an enticing book review from newly accredited editor Claire Nettle.

At the AGM we elected a new committee and at our first committee meeting we allocated roles.

**President:** Marianne Hammat

**Vice President and National Mentoring Program**

**Coordinator:** Katy McDevitt

**Treasurer:** vacant

**Membership Secretary:** Adele Walker

**Minutes Secretary:** Jane Oliver

**Program Subcommittee:** Birgitt Olsen (Coordinator), Adele Walker, Pamela Ball, Angela Brennan, Caryn Butler, Marianne Hammat

**Communications Subcommittee:** Miranda Roccisano (Coordinator), Angela Brennan, Eva Driscoll, Marianne Hammat

**IPed Council:** Loene Doube

**Accreditation Board:** Val Mobley

**General Committee Member:** Susan Rintoul

Note that we have two members who have taken on specific tasks without joining the committee proper:

- **Eva Driscoll** has agreed to take on our Twitter, Facebook and LinkedIn accounts
- **Caryn Butler** joins the Program Subcommittee.

It is likely to be a particularly busy year as committee members try to contribute to the discussions around the new IPed structure to ensure the best deal for our members, so there are a few jobs that we could use some help with. Look out for Miranda's email to members asking for a treasurer or bookkeeper and guest editors and writers for *...the word*.

Coming up is our book club meeting. It is a very relaxed and interesting evening. Everyone will have the opportunity to talk about their best, favourite, most interesting reads, but you can just sit back and listen, so don't forego the meeting just because you haven't read a book in months!

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## Meeting Report

**25 August, SA Writers' Centre**

***Dr Katy McDevitt AE***

At the Society's AGM in August, around 20 members gathered to celebrate the end of another very active year and to mark the start of what promises to be a historic one.

### **The Presidential Word ... Live!**

Our President (who I'm glad to say is continuing in the role for the coming year) stepped up to the plate to attempt to sum up the year we've just had. I say 'attempt' purely because listing everything your committee organised last year was a feat in itself – from well-attended members' evening meetings to networking events to a very active program of professional development activities.

Marianne thanked all the committee members for their contribution, and members for coming along and making our events such great successes through the year.

Speaking of the committee, Marianne's call for people to nominate was successful and the election of new (and continuing) committee members for 2014–15 took place at the end of the AGM part of the meeting.

### **Mary-Ann Came AE: Our guest speaker**

That done, it was my pleasure to introduce our guest speaker, Mary-Ann Came AE. Many of you will already know Mary-Ann, but what you may not know is that earlier this year she was appointed IPED Communications Officer. Mary-Ann is a regular face at Society events and we're lucky to have an SA-based communications professional on the IPED team.

The topic of Mary-Ann's talk was 'Promoting a profession', and it was a timely presentation with the transition to a new national body for professional editing in Australia happening in 2015. Mary-Ann talked us through some early successes in her media campaigns aiming to promote editing as a career, including a 'career change' story about a Queensland editor who used to be an engineer, in CareerOne's weekend edition. There have also been positive social media threads recently – particularly on Twitter, where 'going viral' is definitely a good thing (although it may not sound like it!).

I'm sure that, like me, you've heard editing colleagues pondering their future career paths (or maybe you've even pondered that yourself), and wondering how editors' roles will be affected by technology, by the challenging times in the publishing industry, and by shrinking editorial budgets all round. So, I reckon one of the most exciting things about Mary-Ann's role coordinating national communications is that she understands the importance of effectively communicating what it is that editors actually do for

clients and employers around Australia. How do we explain the impact of our work to clients? How do we show people that editors' contributions extend far, very far, beyond 'fixing typos and grammar'?

Critically, Mary-Ann is already developing a creative strategy to demonstrate the profession's continuing relevance and to gently educate our markets.

The challenge of Mary-Ann's task shouldn't be underestimated, given the sheer range of settings in which people with editorial skills are needed, from traditional publishing companies (not so much in SA) to public sector to individual clients. It's a big job, no doubt. But I'm excited to see all the things Mary-Ann will accomplish, and I certainly wish her every success.



*Mary-Ann Came (left) and Katy McDevitt*

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## **Book review**

*Marketing your editing and proofreading business* by Louise Harnby (Smashwords and The Publishing Training Centre 2014). 320pp. ISBN: 978-1491263679. Available in paperback and various ebook formats US\$19.99.

### ***Review by Dr Claire Nettle AE***

Louise Harnby has written a marketing book for those of us who don't like to boast, who find networking events daunting and who can't find a photo they like for their LinkedIn profile. It's also for confident self-promoters who want to strengthen their marketing plans and ensure they maintain a consistent flow of work in the face of changes in the market and the publishing industry.

The book's approach to marketing stresses interconnection. Harnby urges editors to develop a suite of marketing strategies and to forge links between them. We should include our Twitter handles on our business cards; connect our directory listings to our online CVs; ensure our professional photo and web address appear in our comments on other editors' blogs; make visual links between our letterheads, invoices and email signatures.

Many potential avenues for business promotion are presented. But the book balances big picture possibilities with small, practical steps that can be taken straight away. It's enabling rather than overwhelming.

For those considering setting up a new website or improving the effectiveness of an existing one, Harnby has practical advice on SEO and metadata, increasing blog traffic, and less common possibilities like using video. The book delves into details like creating a 'favicon' (that little icon that shows up in your web browsers' address field) and customising your 404 page (the page visitors see if they click on a broken link within your site).

In keeping with her focus on a 'joined up' marketing strategy, Harnby emphasises the importance of making connections among websites, social media platforms and directory listings. Although the social media section has a strong focus on blogging, based on the author's successful blog *The Proofreader's Parlour*, it also offers suggestions on getting the most out of Facebook, Twitter, LinkedIn, and new-to-me platforms like bookmachine.me.

For me, the book's greatest strength is its detailed and original examples and case studies. While a few case studies are hypothetical, many real editing businesses are profiled and I liked being able to visit a website and find out more about the businesses being discussed (unfortunately, and perhaps inevitably, quite a few of the URLs are already out of date). Many of the examples are drawn from Harnby's own business, website and blog. Occasionally this felt a little too much like self-promotion, but mostly, Harnby's experience in successfully marketing an editorial business is shared with remarkable generosity. Included are examples of CVs for people at different stages of their careers and online portfolios in various formats.

Similar examples may be found on many editorial freelancers' websites. However, the book also provides examples of marketing materials that we don't often get a chance to see – cold pitches to publishers; emails to previous clients alerting them to the editor's availability for more work; letters responding to requests for information or a quotation; variations on the elevator pitch. All these examples are instructive and inspiring.

Harnby's voice is warm, generous and highly practical. She writes with a minimum of jargon (though it did take quite a few pages before I found out that a USP is a 'unique selling point'). I happily read through from

beginning to end but the book is also accommodating to skimmers and those wanting to dip in to particular topics, with chapter summaries and straightforward diagrams for key points. There were no page numbers in the PDF version I read, but the contents page and internal cross-references were well hyperlinked.

A number of editing handbooks address the basics of business marketing for freelance editors, but this book provides a level of detail, insight and practical advice that is well beyond what I have seen elsewhere. It is easy to read, packed with practical suggestions and entirely tailored to the needs of freelance editors and proofreaders. *Marketing your editing and proofreading business* is a highly valuable reference for freelance editorial professionals, and one I will be referring back to as I develop my own marketing approach.

Claire Nettle PhD AE is a freelance editor.  
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## President's Annual Report 2013–14

Good evening and welcome.

First, thank you to our committee for their commitment and hard work over the past year.

And it has been a hard year, but I'm glad to say that we are all still standing. The committee members are:

- **Jane Oliver**, minutes secretary, catering
- **Katy McDevitt**, vice-president, communications subcommittee coordinator, and our social media guru, our representative on the IPed Working Party 4 Communications Team, and the SA national mentoring program coordinator
- **Adam Jarvis**, editor of our newsletter, ... *the word*
- **Adele Walker**, membership secretary and our representative on the IPed Working Party 4 Membership Team
- **Birgitt Olsen**, website administrator, member of the program sub-committee and the communications sub-committee, and, in the absence of a treasurer, the font of all knowledge of the financial books
- **Loene Doube**, recently appointed IPed representative for SA, and our representative on the IPed Working Party 4 Finance Team and Governance Team
- **Miranda Roccisano**, whom you will all know from member emails and part-time editor of ... *the word*
- **Pamela Ball**, program subcommittee coordinator
- **Susan Rintoul**, for most of the year, the IPed representative for SA
- **Val Mobley**, our representative on the IPed Accreditation Board.

Several committee members resigned during the year.

I would like to say a special thanks to Dani Cash, who was an important member of the program committee. Some of you may have heard her speak as part of a panel on the career paths of editors. She introduced the electronic event registration system and organised events with calm and precision. She was a joy to have on the committee and we are grateful to her for the time she was able to spare for the Society.

And thanks to Andrea Rankin who also resigned this year having helped us set up the now not-so-new website, a project that most of us found daunting but, thanks to Andrea, one that most of us did not have to worry about it!

Since the last AGM, members of the committee have:

- organised six general meetings and three workshops
- held lunches for editors at various locations, including Kangaroo Island, organised by Michael Vnuk
- continued to implement our strategic and operational plans, introduced a coordinated communications strategy and appointed a communications coordinator. This has led to a closer relationship with the training institutions, which brought our professional development program to the attention of emerging editors as well as existing members
- crystallised our ambition to use Mailchimp to forward regular emails to all members about events, jobs and other matters of interest
- continued to publish the newsletter; *...the word* remains a favourite with our members and this year we published five editions
- participated in a mentoring program for our members
- and last, but by no means least, contributed to the national discussion about the future of IPed.

For the first time this year, the Society sponsored a prize for Excellence in Editing, which was awarded to an outstanding student of the Professional Writing course at TAFE SA. The inaugural recipient was Jeanne Hurrell. Jeanne received free membership of the Society for the 2014–15 financial year and \$200 credit towards professional development opportunities available through the society, including the mentoring program.

Our six general meetings have been enthusiastically attended by members and guests.

- October 2013: **Members' book club**: now a popular feature of our program, and we'll have one again in October this year. Our guest reader last year was Sue Fleming, Course Coordinator, Professional Writing, Adelaide College of the Arts, TAFE SA.

- December 2013: **Christmas dinner** at Faraja, with quizmaster Michael Vnuk
- March 2014: **The Republic of Sense**, with poet and editing guru, Mark Tredinnick
- April 2014: **Panel on Editing Career Paths**, with, Dani Cash, Alastair Sarre, Penelope Curtin, and Mary-Ann Came who is back with us tonight in her role as IPed Communications Officer
- June 2014: **National Mentoring Program**, with our very own Katy McDevitt aided, in absentia via video, by the program's national coordinators Elizabeth Manning Murphy and Ted Briggs from Canberra
- And of course tonight's speaker, Mary-Ann Came on **Promoting the Profession**.

We presented three professional development workshops this year.

- November 2013: **Managing a Major Project**, Kathie Stove and Karen Disney
- February 2014: **Preparing for the Accreditation Exam**, Meryl Potter from Tasmania
- May 2014: **Ebooks 101 for Editors**, Sarah Fletcher from Sydney.

IPed and the Accreditation Board, our national bodies: Loene Doube is the SA IPed councillor, and will continue in this role for the next year. It has been a big year for IPed as the Society members voted in September last year to become a branch of a national body.

This year Val Mobley has represented SA on the Accreditation Board. The fifth accreditation exam was held in May 2014. Three SA members became AEs as a result: Claire Nettle, Linda Macqueen, and Mia Stevens. The Accreditation Board also undertook the renewal of accreditation for the first cohort of accredited editors and I am pleased to say that many South Australians were successful. The Board is now setting its sights on an electronic exam.

Next year (2014–15) will bring more meetings, workshops, and newsletters. We have already lined up workshops on developmental editing of fiction and mentor training and our next two meetings – the ever-popular book club meeting and Christmas dinner. I hope you will attend and enjoy.

Our big challenge in the coming year is to manage the transition to a branch of the new national body. The next president will have the sad honour of presiding over the demise of the Society of Editors (SA), which has served editors in South Australia so well, but also the pleasure of ushering in the branch of a bigger organisation, which we hope will bring greater recognition of, and greater opportunities for, editors.

**Marianne Hammat AE**  
**President**

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## Treasurer's Annual Report 2013–14

This year, the committee was unable to appoint a Treasurer. However, I have tabled a report at each committee meeting and all invoices have been paid on time.

At 30 June 2014, the Society held \$27,523 in its two bank accounts, and \$33,185 in term deposits, which, together with the online saver bank account, yielded \$1,747.89 in interest. This amounts to a total of \$60,708 in cash assets. This represents a considerable increase from last year for two reasons:

- a significant increase in membership fees
- the repayment of a loan of \$5,000 to the Western Australian Society of Editors as seed funding for the IPed conference held in Fremantle last year.

The Society's income for 2013–14 was \$16,680 and expenditure was \$13,250, resulting in an overall surplus of \$3,430.25. This surplus — the result of the increase in membership fees — was planned to help cover the cost of an increased levy to IPed. The levy is \$45 per member and is due on 31 August.

This levy and the usual IPed membership levy of \$25 per member, which was paid in July, is a major expense of around \$8,400 for the 2014–15 financial year.

Other major expenditures for the year include:

- Two interstate workshop presenters — the Society hopes to recoup some of the travel and accommodation costs for these presenters from IPed
- Purchase of a data projector for the use of speakers at general meetings for \$500
- Subsidy for members attending the 'Preparation for Accreditation Exam' workshop
- Subsidy for welcome drinks at the 2013 Christmas dinner.

The Society also paid an honorarium of \$200 to our March speaker, Mark Tredinnick, who was in Adelaide for Writers' Week.

The accounts for this year are being audited by Not For Profit Accounting Specialists, and their report will be emailed to all members when it is available.

**Marianne Hammat AE**  
**Acting Treasurer**

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## Society of Editors (SA)

**Mail:** PO Box 2328, Kent Town SA 5071

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**Email:** <[eds@editors-sa.org.au](mailto:eds@editors-sa.org.au)>

**Facebook:** <[www.facebook.com/SocEdsSA](https://www.facebook.com/SocEdsSA)>

**Twitter:** @SocEditorsSA

For further information about the society, contact:

President, Marianne Hammat  
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Membership Secretary Adele Walker  
<[membership@editors-sa.org.au](mailto:membership@editors-sa.org.au)>.

### Membership

To join the society, go to:

<[www.editors-sa.org.au/Membership.aspx](http://www.editors-sa.org.au/Membership.aspx)>.

**Full** 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.

Subscription fees are due on 1 July each year, and cover the 12 months until 30 June in the next year. The annual fees are below. Rebates are available to those studying full-time in a recognised editing or related course, or living over 50 km from the Adelaide GPO.

\$110, full membership

\$75, associate membership.

If you have an enquiry about your membership status, send an email to: <[membership@editors-sa.org.au](mailto:membership@editors-sa.org.au)>.

### Freelance register

The freelance register is available at: <[www.editors-sa.org.au/Find\\_an\\_editor.aspx](http://www.editors-sa.org.au/Find_an_editor.aspx)>.

Full membership is required for inclusion. The fee is \$65 per year and the entry is displayed during the society's membership year. More information and a form are at <[www.editors-sa.org.au/Membership/Freelance\\_register.aspx](http://www.editors-sa.org.au/Membership/Freelance_register.aspx)>.

### General meetings

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

### Newsletter

The society's newsletter, ... *the word*, is issued six times a year. It is emailed to members. After a few months, each issue also becomes publicly available on the website. Send news, reviews, letters or comments to:

Miranda Roccisano <[newsletter@editors-sa.org.au](mailto:newsletter@editors-sa.org.au)>.

Or send to the society's PO box (listed above).