



Newsletter of the Canberra Society of Editors

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## FROM THE PRESIDENT AND COMMITTEE

Well, what an uplifting note on which to wind up a challenging and 'character-building' year. CSE has a reinvigorated Committee to take the Society into 2019!

### ANNUAL GENERAL MEETING AND CHRISTMAS/END-OF-YEAR DINNER

At our rescheduled Annual General Meeting on 28 November at University House, several experienced Committee members were re-elected, along with FIVE members who have joined the Society in just the past few months. It's a mix of experience and new energy that augurs well for 2019. Here's the line-up:

- President Kate Potter
- Vice-President (TBA)
- Secretary Alan Cummine
- Treasurer Geoff Dawson
- Membership Secretary Linda Weber
- Professional Development Coordinator Silvana Moro (new)
- General Meetings Coordinator (TBA)
- Newsletter Editor Richa Carneiro Alphonso
- Online Communications Ngaire Kinnear (new)
- Web Manager Cathy Nicoll
- Public Officer Gina Dow (new)
- ACT Mentoring Coordinator (TBA)
- Immediate Past President Johann Idriss
- General Committee Elizabeth Manning Murphy, Eris Harrison, Gil Garcon, Marilyn Hannigan (new), Kate Horgan (new).

Other positions (not necessarily on the Committee, and for which we are seeking new volunteers, if you'd like to put your hand up): Newsletter assistant (TBA), and Catering Coordinator: Mary Webb (until we find a new volunteer).

All of the 'new' Committee came on board as a result of the follow-up contact by another enthusiastic recent member, Ngaire Kinnear, who joined the Committee in October and has taken responsibility for 'online communications'. She's now fondly known as our 'email wrangler'. Subject-specific broadcast emails have become a popular and effective means of regular contact with Society members.

After the elections and brief reports on the Committee's business, President Kate presented a thank-you gift to our outgoing newsletter editor, Farid Rahimi, who has most admirably performed this role for four years.

The combined AGM/Christmas dinner was as convivial as all CSE dinners usually are, with good food and lots of engaged conversations, interspersed with some jolly entertainment by members Alan (two humorous contemporary parodies of iconic Banjo Paterson poems) and Ngaire (singing a stunning unaccompanied rendition of 'Mad about the boy'). Everyone was smiling as we packed up for the year.

\* \* \*

Besides the AGM and dinner, here's a potted version of your Committee's main business since the last edition.

## MEMBERSHIP

There was a steady flow of new and renewing members, and total membership was more than 130 by the end of November. This compares favourably with the 180-odd members at the time of IPEd's transmogrification in July 2016, when direct IPEd membership, through one of the newly created branches, became an alternative to CSE membership.

## FINANCES

Membership fees continue to be the main source of Society revenue—which exceeded expenditure in FY2018 by more than \$6000—further enhancing the Society's strong financial position built up after our highly successful organisation of the 7th National IPEd Conference, *write | edit | index*, in Canberra in 2015. Our balance sheet continued to show profits at the time of the rescheduled AGM in November.

One of the first tasks of the new Committee in 2019 will be to formulate ideas on how the Society can put these reserves to good use for the benefit of members. Helping some deserving members to attend the 2019 IPEd Conference in Melbourne will be one option—just as it was for the Brisbane conference in 2017.

## WORKSHOPS, MEETINGS, NETWORKING

Only one more Professional Development (PD) workshop was held in the second half of the year. Kaaren Sutcliffe's October workshop on 'The art of manuscript assessment' was well-attended and well-received.

Members appreciated all the presentations at the Society's monthly general meetings. These were on:

- substantive editing (Gil Garcon)
- life in the Hansard team (Geoff Dawson)
- the accreditation exam reflections and critiques (a panel of three)
- the importance of 'mindset' in earning a decent freelance income (Malini Devadas).

All of these are reported on elsewhere in this edition.

## NEW ACCREDITED EDITORS

Candidates who sat the 2018 IPEd Accreditation Exam received their results in July.

We congratulate these CSE members on joining the ever-swelling ranks of Accredited Editors:

- Gaëtane Burkolter
- Richa Carneiro Alphonso
- Emily Edmunds
- Justine McNamara
- Louise Maher
- Elizabeth Masters
- Ross Peake
- Emma Rossiter
- Jane Wiles

To those who 'didn't pass' (the term 'fail' doesn't apply), we trust your editing careers continue to flourish and that you are successful in any future attempt at this tough and quirky exam.

And, as usual, the table was crowded at the ‘networking lunch’ at Tilley’s Devine Café in September. These lunches—and the venue—have proven popular over the years, and show no sign of not remaining so.

Because the just-elected incoming Committee has had scant opportunity to plan for the beginning of 2019, it accepted the outgoing Committee’s suggestion of turning the first general meeting (in February) into a networking and ‘priorities’ discussion among new and experienced CSE members. The discussion will use a ‘panel-plus-speed-dating’ format, which has proven popular and effective on past occasions.

The incoming Committee will also work with the newly elected Professional Development Coordinator to assess and hopefully implement the outgoing Committee’s ideas for 2019. These include:

- completing a review of the 2017 survey of members’ PD needs
- recording the expressed PD needs of new members
- promoting a forward program of PD events (run by CSE, Eds NSW and IPed) via broadcast emails, *The Canberra editor*, and the CSE website.

## MENTORING

ACT Coordinator, Geoff Dawson, reported each month on the assessment and commencement of local mentorships—three were under way by mid-November, with one more ‘in the pipeline’.

Joint National Coordinator, Elizabeth Manning Murphy, reported each month on the national program, in which a total of 11 mentorships were in train or planned as at mid-October. She also reported that an explanatory video is being updated, to be launched at the 2019 IPed National Conference in Melbourne, where it will be shown on loop, accompanied by a poster display.

Geoff Dawson has had to step down from his role (he remains Treasurer), and we are seeking a new ACT Mentoring Coordinator.

## STYLE MANUAL, SEVENTH EDITION

For several months, supported by a small CSE sub-committee, Geoff Dawson represented CSE on the IPed Style Manual Working Group (SMWG). This group has been meeting, corresponding and negotiating with the government’s Digital Transformation Agency (DTA). In particular, it has been discussing how to best utilise the expertise within IPed and CSE to ensure that the content quality of the 7th *Style Manual* is on par with that of the 6th edition (which had 10 editors engaged part-time for two years), and enhanced by the innovative web-accessible delivery platforms that are now expected of such a publication. IPed and CSE supported an early DTA proposal to make use of an external advisory panel.

Geoff decided to step down from his IPed SMWG role to avoid a potential conflict of interest if he were to be appointed to the DTA drafting team. Cathy Nicoll volunteered to replace Geoff as the CSE representative.

In mid-November, Committee was awaiting information about the status of the DTA/SMWG correspondence and negotiations.

## CSE-IPED RELATIONS

The last edition of *The Canberra editor* had noted that future thinking about arrangements between CSE and the rebirthed IPed was to depend on IPed’s response to the Associations Forum’s review of the IPed constitution and by-laws.

*A note for new members* CSE remains the only editors’ society that voted, in 2015 and again in 2016, against winding up and becoming a branch of the restructured IPed from 1 July 2016—when IPed converted from a federated body of decades-old, autonomous state/territory societies into a singular, unitary structure where members belonged directly to a nationally run organisation, through branches governed by centralised rules.

Here’s the timeline. The review concluded in August, and the proposed changes were circulated to IPed branch committees and to CSE. In August, CSE (President and VP) and IPed (President and CEO) met by phone to discuss CSE’s long-standing ‘sticking points’ (unanswered since the exhaustive 2013–2015 consultations). IPed Board considered the review and branch committee responses. (We don’t know whether they considered CSE’s concerns.) IPed’s AGM, at the end of October, voted to accept the IPed Board’s recommendations. IPed organised a Zoom conference with CSE on 6 December to discuss any progress towards resolution of CSE’s ‘sticking points’.

The Christmas edition of *The Canberra editor* is not the occasion to delve into details, of which there are plenty. With some initial background, here are the conclusions drawn from this process, in a nutshell:

- Since the 'separation' in July 2016, CSE and IPEd have maintained a good collegiate relationship—continuing our historical inter-society mutual 'member discounts', having the founding CSE members continue as the National Coordinators of the IPEd Mentoring Program, and working collaboratively on matters of mutual interest (such as revamping the theses editing guidelines, and working with the Federal Government to produce the 7th edition of the *Style Manual*).
- CSE and IPEd have had two in-person lunch meetings (in 2017) besides several discussions by telecommunications and correspondence about how the new IPEd is working, and progress on any prospects of CSE deciding to 'wind up' and becoming another IPEd branch.
- The two senior CSE participants (President Kate and VP Eris) in the August phone call concluded that IPEd's focus was mostly on the 'legal technicalities' of the Associations Forum's review, with little attention on CSE's 'sticking points' about several centralised rules and the unnecessary loss of autonomy due to becoming an IPEd branch.
- CSE members who are also members of the NSW branch of IPEd were not consulted on the results of the Associations Forum's review and have seen nothing since the IPEd AGM (see next point), suggesting that the 'branch consultation' has been limited to branch committees.
- The IPEd Board recommendations at the IPEd AGM, accepted during that meeting, were the same recommendations that had been shown to CSE before the August teleconference.
- In the December Zoom meeting, CSE participants concluded that some of the heavy-handed centralised rules had been softened, but CSE's concerns—about loss of branch autonomy, including having to book one's attendance and pay online in advance just to attend what we know as our monthly general meetings—were yet not given serious consideration. It seems that IPEd will be content to play a waiting game until CSE finally stops seeking answers and joins IPEd under the existing rules.
- Nonetheless, at the December Zoom meeting, CSE made a commitment to consider once again the amended IPEd constitution and branch by-laws as well as, in the new year, put the information to CSE members to debate, and then possibly reconsider our 2016 decision to remain an autonomous editors' society.

As in the past, on such seminal matters, your Committee will be guided by a decision of the majority of CSE members. So, early in 2019, you will be given updated information and asked, once again, to consider whether CSE should 'wind up' after 25 years and become a centrally controlled branch of a national organisation it once owned. It will be up to you.

As part of its preparation to present members with a balanced view, the Committee will have some communication with the NSW IPEd branch about how that branch has been functioning under the new IPEd régime.

## FINALLY ...

President and Committee want to sign off for the year by thanking all Society members for continuing to support CSE, especially those who contribute to making the Society function smoothly and harmoniously.

We send you all our best wishes for a joyous, peaceful and safe Christmas, New Year and festive season. We look forward to ensuring that CSE continues to provide you with the services and opportunities for professional development and companionship you expect from your membership.

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## MEMBERSHIP

Linda Weber AE ELS Membership Secretary

### NEW MEMBERS

A warm welcome to our new members!

**Full members** Belinda Collins, Jennifer Hunt, Ngaire Kinnear (upgraded from associate) and Maddie Sinclair

**Associate members** Danika Davis, Kim Elliott, Elizabeth Ganter, Lauren Murray and Sam Mannette

**Student members** Miles Gantner, Ashley McGrath and Silvana Moro

### FAREWELL

Three members have recently resigned their membership: Tristan Viscarra Rossel, Maren Child and Jules Jauregai. We wish them all well in their future endeavours.

### MEMBERSHIP RENEWALS

Almost all membership renewal notices are up to date. If you think you should have received a notice and you haven't, feel free to send an email via the Society website: [www.editorscanberra.org](http://www.editorscanberra.org) (click on About, then on Contact us).

### MEMBERS' AREA ON THE WEBSITE

Our web manager, Cathy Nicoll, has set up a database that will be up and running very soon. Members will be able to log in and update their membership information. Members will be sent login information once the set-up is complete.

### MEMBERSHIP NUMBERS

The Society's current membership is 103 full, 17 associate, 5 student, 2 corporate and 6 life members.

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## MENTORING IN THE ACT

**Geoff Dawson AE**, CSE Treasurer and former ACT Coordinator for the IPed Mentoring Program

Mentoring in the ACT is motoring along nicely. We have a few recent starters, and the national coordinators, Elizabeth Murphy and Ted Briggs, who are also CSE members, are leading the state coordinators in preparing a presentation on mentoring for the IPed Conference in Melbourne in May 2019.

In the mentoring program, any aspect of editing or related business topics is fair game (there are suggestions in the *Guidance Notes on the IPed website*). It's not intended exclusively for younger or early-career members—editors at all stages in their careers may well want to enlarge their skill sets in targeted ways through mentoring.

If you're interested in being mentored or offering to be a mentor, please contact the Joint National Coordinators.



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# IPEd NATIONAL MENTORING PROGRAM

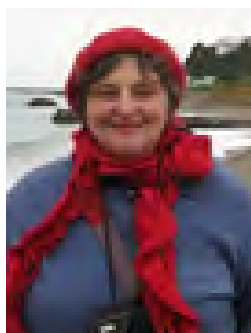
**Ted Briggs AE** [tedbriggs@grapevine.com.au](mailto:tedbriggs@grapevine.com.au)

**Elizabeth Manning Murphy DE** [emmurphy.words@gmail.com](mailto:emmurphy.words@gmail.com)

Joint National Coordinators

## MORE ABOUT WHO WE ARE

Last year, we highlighted several of the state coordinators in the IPEd National Mentoring Program. Here are some details about three more of our team: Maryna Mews (Victoria), Gail Tagarro (Queensland) and Michèle Drouart (Western Australia). While we try to match mentors and mentees in the same state or territory, that's not always possible. Often coordinators need to look outside their home base to find a suitable mentor with the necessary knowledge base for what the mentee is seeking guidance in. If you are looking for a mentor, or if you would like to give some time to mentoring someone in your particular editing skills area, you can contact one of these state coordinators—or any of the others around Australia in the list below. You can also write to one of the national coordinators.



**MARYNA MEWS**, the Victorian Mentoring Coordinator, is a freelance editor of some 20 years' standing. After working in TV and radio and in libraries, she took up editing. She has worked for academic and trade publishers both in Australia and overseas. She also has wide experience of working with academics and students for whom English is a second language. In recent years, she has had various positions on the Editors Victoria committee and is currently the PD Officer. She is very keen to promote the mentoring program and believes that the personalised attention that one gets from being in a mentoring relationship is invaluable, especially for building up one's confidence in being a freelancer. Maryna can be contacted at: [mmews@bigpond.net.au](mailto:mmews@bigpond.net.au).



**GAIL TAGARRO**, the Queensland Mentoring Coordinator, qualified as an Accredited Editor through IPEd in the first cohort of 2008. She holds a diploma in news journalism and an MA (1st Class Hons) in English and Spanish Linguistics and Literature. She is also a professional writer, and ran a technical writing consultancy for 15 years. Gail has around 30 years' editing and writing experience, has worked in the publishing industry, and has wide-ranging editing experience across all genres, fiction and non-fiction. Gail can be contacted at: [editors4you@gmail.com](mailto:editors4you@gmail.com).



**MICHÈLE DROUART** is a writer, editor and teacher of creative writing. Since the publication of her memoir, *Into the Wadi* (Fremantle Arts Centre Press, 2000), Michèle has managed advanced creative writing courses and an editing and assessment service. Since around 2010, her focus has been on editing fiction and writing memoirs. Michèle has a PhD in French Literature from Indiana University, and has taught language and literature in universities in Australia, France, the USA and Jordan. She has been an Accredited Editor since 2008. In July of 2017 she joined the IPEd WA branch committee and also became the mentoring coordinator for WA. Michèle can be contacted at: [drouart1@iinet.net.au](mailto:drouart1@iinet.net.au).

Other Mentoring Program coordinators around Australia are:

- Adele Walker (South Australia) [adeleanderson@aapt.net.au](mailto:adeleanderson@aapt.net.au)
- Shannon Kelly (New South Wales) [shannon.tyler.kelly@gmail.com](mailto:shannon.tyler.kelly@gmail.com)
- Sheelagh Wegman (Tasmania) [wegmans@internode.on.net](mailto:wegmans@internode.on.net)

Please contact your local coordinator if you would like to receive a mentee or mentor application form, or would like to find out more about how the program can help you.

## LOOKING FORWARD

Next year's IPEd Conference in Melbourne will be an opportunity for us all to gather and swap ideas and experiences. The Mentoring Program expects to be represented there in a way that will give you an opportunity to find out more about the program, meet previous mentors and mentees, as well as state and national coordinators and take away some useful information about the program.

More on that in the New Year. Meanwhile, we wish you a very happy time over the festive season ahead, and much productive editing during this summer.

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## IPED NOTES: IN SUMMARY

Eris Harrison AE

*IPed Notes* is the official newsletter of the Institute of Professional Editors. CSE has been permitted to distribute it to members, and you should have received the October edition; unfortunately, owing to the illness of our volunteer distributor, this was somewhat delayed. In summary:

- CEO Karen Lee flagged the upcoming AGM, which was held on 31 October. Members voted on changes to the constitution and by-laws [carried]. Subscription fees were raised by 15 per cent, and a motion to raise them further was put to members [carried]. Karen stressed that IPEd is actively working on deploying sponsorship strategies to diversify and increase IPEd's revenue, as well as looking for more grant opportunities. She noted that IPEd's membership fees are among the lowest of any profession. Another resolution related to forming a New Zealand branch of IPEd [carried].
- *Beyond the page* is the theme of the 9th IPEd National Editors Conference, to be held in Melbourne from 8–10 May 2019. Registration is now open. See next section for details.
- IPEd has secured grant funding from the Copyright Agency Cultural Fund to support the work of the Professional Development and Academic Editing standing committees, with \$26,500 granted over a two-year period. This two-year project is known as the Ambassador Program (previously 'Educating editors and their authors – inside and out'). The project is progressing well.
- Recently, IPEd made a formal submission to Treasury about its consultation paper, *Tackling the Black Economy: Designing a modern Australian Business Number system*.
- IPEd members are eligible for discounts on a variety of products and services, year-round, and these were listed in the Notes. Also included was a list of upcoming branch events.

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## IPED CONFERENCE 2019



If you haven't yet considered going to the national editors conference next year, or you're still 'thinking about it', have another look at the website and decide that it is worth it!

For all the necessary details, go to <https://iped2019.org.au/>

**IMPORTANT:** Early-bird registrations close on 6 February.

It will save you \$90. CSE members are being offered an 'Affiliate' rate, only \$50 more than the IPEd-member rate but \$150 less than the non-member rate.

The organising committee has designed an outstanding program of topical speakers and pre-conference workshops. The venue and social events look inviting, and—as always—the networking opportunities will be almost endless. Canberra-based firm, Conference Logistics, is handling all the administration. This is Conlog's third successive IPEd conference, so you can be confident that the whole event will run smoothly.

A good contingent of CSE members is likely to attend, and the CSE Committee is, once again, considering a subsidy for some deserving CSE members, as was done for the 2017 Conference in Brisbane.

Let's make the most of it!

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## REMEMBERING JANET MACKENZIE DE, LEADER

### Ed Highley

Erstwhile Secretary, IPEd; Honorary Life Member, CSE and IPEd

Despite all the contributions, we are conscious of neglecting important areas. We could use a fairy godmother with a bottomless bucket of money and a truckload of workers. The training of editors needs attention – the Institute would like to coordinate and improve the training offered by the societies, and to work with education providers to ensure that the courses they offer match the needs of industry. A program to mentor junior and novice editors is also on the agenda. Perhaps the surge of enthusiasm that is being generated by the Melbourne conference will provide the volunteers, if not the money, to make a start in these areas.

So wrote Janet Mackenzie, as the firm's Liaison Officer, in *IPEd Notes* in June 2005. Now, here we are, just thirteen years later, and we have all the things she wished for, and more. We did it without a bottomless bucket of money, but we did have a fairy godmother who played a critical role in engaging and imbuing enthusiasm in the truckload of workers that saw all the jobs done and continue to contribute to the wellbeing and status of our profession. She didn't see it in herself, but that was Janet Mackenzie.

And she was waving her wand long before 2005 as a major contributor to the work of the Council of Australian Societies of Editors (CASE), a body set up by the then state and territory societies of editors. Though largely informal, CASE achieved significantly, most especially in researching, drafting and publishing the first edition of the *Australian Standards for Editing Practice* in 2001. Janet was the Victorian society's delegate on the standards working group and, by virtue of her more than 30 years' professional experience, made a stellar contribution to its work. It must have been around that time too that she was hard at work on her own magnum opus, *The Editor's Companion*, published in 2004. Is there a more authoritative and better written guide of greater value to novice and experienced editors alike? I doubt it.

I first met Janet in November 2004 at a CASE meeting held in Sydney, and was immediately in awe of this cool, calm, collected individual, obviously of immense competence and, as we coarse boys would say, 'no bullshit'. A major item on the agenda was the final report of the CASE Accreditation Working Group, of which Janet was the convener—to the best of my memory, the only group in our story that she, in name, 'led'. The creation of a national accreditation scheme was planned as the first step along the road to full 'professionalisation' of the work of Australian editors. It was a truly productive meeting, perhaps not the least because in her pre-conference information to delegates, Janet decreed that 'Wassailing and carousing in the fleshpots of Sydney will take place after hours and at delegates' own expense'. Quite so!

Towards the end of 2004, a vote was taken on the scheme proposed by the working group, and a majority of members in all seven societies of editors supported it. Developments then gathered apace. At the 2nd National Editors Conference, held in Melbourne in October 2005, Janet's keynote speech, 'Consolidating CASE: How does it work and why is it obsolete?', set out in full and graphic detail the proposal for a new national organisation to manage, among many other things, the accreditation scheme. The name suggested for the new entity was the Institute of Professional Editors or IPEd. Her presentation, the text of which runs to more than 4500 words, anticipated and answered just about every question likely to be asked about the structure and function of the new national body. The proposal was enthusiastically supported by conference participants.

Of course, the people at the Melbourne gathering were just a small cohort of the membership of the societies. How to convince all the rest? Over the following few years, in her continuing role as IPEd Liaison Officer, Janet kept the membership fully informed of progress and of the benefits to come and, crucially, engaged their participation. In 2008, Janet became one of the twenty-six editors (each designated Distinguished Editor, DE) appointed to the Assessors Forum, the group entrusted with the role of accreditation assessment for the initial two years of the program, including development of the first exam held in October 2008. And that was not all, but I detect that Janet then felt she was entitled to take a breather, and who could argue with that?



I fondly recall the weekend, some years ago, that my wife and I spent with Janet and partner Al in Mansfield. We sampled the products of a range of vigneron in the King Valley and surrounds. We viewed the local environmental work that Janet and Al were engaged in. Janet was unabashedly 'Green'. We enjoyed a concert at the Mansfield Performing Arts Centre, featuring star guitarist Bruce Matusiak, backed-up by my favourite Scottish fiddler and motor mechanic, Chris Duncan. I saw that Janet was clearly proud of Mansfield and loved living there—I can't help hearing Iris DeMent singing *Our Town* when I recall that.

Around the time I was writing this piece, I was reading Laura Tingle's *Quarterly Essay*<sup>1</sup> about leadership. She is taken by the definition of leadership as 'helping a community to embrace change ... a leader is the facilitator of a group that has to confront an issue ...'<sup>2</sup>. A fine definition that perfectly describes Janet.

We have suffered a great loss.

<sup>1</sup>'Follow the Leader – democracy and the rise of the strongman', *Quarterly Essay*, Issue 71 (2018).

<sup>2</sup>Ronald Heifetz, Kennedy School of Business, Harvard University, 1994.

The original version of this article was published in the October 2018 issue of *Blue Pencil*, the official newsletter of Editors NSW.

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## GENERAL MEETINGS

### JULY

#### OF STRUCTURE AND SUBSTANCE

Geoff Dawson AE

CSE member Gil Garcon gave us some great tips on substantive editing at the July general meeting. Here's what I gathered from the talk: Copyediting is about language; substantive editing is about ideas. Above all, it's about taking the reader's perspective. Authors know their material already, probably so well that it's easy to forget how much the reader needs to be told. Part of the editor's role is to take the view of the reader, for whom it's all new. Who are your readers and what do they want? Are the readers willing, interested, curious or indifferent? Is the structure and content, the language and style, appropriate to the readers' needs? How can you, as an editor, ensure that the authors' interest becomes the readers' interest?

Structure and content need to work together. Does the work have the right choice of material, given the readers' knowledge and interests? Is it the right length? Should it be structured around evidence and argument or an interesting story? Is there anything missing that should be added? How much background information is really needed? Is the level of language appropriate to the readers' education level? Answers will, of course, vary with the genre—for example book, article, news release, information report, public outreach.

I was reminded of John McIntyre of the Baltimore Sun, who wrote in his editing blog, *You don't say*:

You're the writer; I'm the editor. My job is to make you look good ... Because I am also looking out for the interests of the reader, I'm going to react like the reader and ask you questions. Can this idea be expressed in ordinary language? Are you assuming I have information I don't have? I'm having trouble following this passage; can you explain it to me? Are these things in the right order? ... And when the thing we have worked on is published, you will get the applause, as it should be. You had the idea, you did the research, you confronted the blank screen and found the words to put on it. I'm not the mother; I'm the midwife.

Thanks, Gil.

## AUGUST

### HANSARD: 'IT'S ALL APOLITICAL'

Ngairé Kinnear

The topic for presentation in August was the life of a Hansard editor in the Australian Parliament. CSE member Geoff Dawson, who is a Hansard editor experienced in the workings of the Australian parliament, presented a wide-ranging and comprehensive overview of this niche editing sphere. Seemingly, there are challenges and responsibilities peculiar to Hansard editing that most editors will not encounter, working, as we usually do, entirely with the written word.

Geoff's talk was a revealing tour through the processes—historical and procedural—of this very particular institution, the importance of Hansard to the functioning of parliament, the relationship between spoken and written language (fraught), and the wordsmithing and other skills necessary to wrestle one into the other.

Geoff explored the history of parliamentary recording and reporting, from the sixteenth century prohibition on all reporting of proceedings in the English Parliament, through to the emergence of parliamentary reporting and journalism in the eighteenth century, the need to improve accuracy and completeness of the reporting in the nineteenth century, the incorporation of reporting into the processes of parliament, the eventual establishment of in-house record-keeping as an official function of the parliament, and how these developments were enacted in the Australian colonies.

Geoff also gave us, in admirable detail, a history of the technological developments accompanying and influencing this evolution. For example, how the growth in the spread of printing applications drove public demand for journalism, in turn necessitating accurate records, and the variety of early shorthand codes, mechanical stenography, as well as the digital and voice-recognition techniques that are being used today.

Then we turned to the work itself, and the tricky business of creating a coherent, fluent, accurate written record out of the dog's breakfast that language spoken under pressure can be! And it is all to be rendered within the responsibilities and constraints of Hansard's terms of reference.

Commonwealth Hansard's terms of reference today are:

To provide an accurate, substantially verbatim account of the proceedings of the parliament and its committees which, while usually correcting obvious mistakes, neither adds to nor detracts from the meaning of the speech or the illustration of the argument.

Nice and simple, yes?

A Hansard editor allows 30–40 minutes to render five minutes of speech into an acceptable written record.

Geoff took us through an overview of the process, illustrating a number of the common spoken errors that require correction for Hansard: grammatical errors, slips of the tongue, malapropisms (you'll be as disappointed, as I was, to learn that the phrase '... suppository of knowledge' is recorded in Hansard), misnegations, fragmentary and abandoned sentences, verbal tics and repetitions—quite a repertoire. There are fluency and readability matters, like 150-plus-word sentences (no, I'm not going to count the clauses), which are otherwise perfectly correct. There are points of fact to research—e.g. homophonic proper names that differ in spelling (Armada/Armidale), misquotations (both deliberate and accidental) and quotes incorrectly attributed, common factual mistakes to clarify ('the delegation visited Rio de Janeiro, the capital city of Brazil'—did the delegates visit Rio or Brasilia?)—and a multitude of decisions to make on how to record them.

Geoff illustrated all of these types of errors with a range of examples, some truly horrific (in language, not content) and some subtle (though, for the sake of accurate records, these are perhaps the most horrific, given how difficult they were to notice). We learnt of these examples through interactive exercises that were good fun for those of us who do not bear actual responsibility for the records of our nation's core civic processes.

There are volumes of precedents and guidelines for making these corrections and these make the *Style Manual* look like an airport novel. But, of course, not every error has a precedent or a category, and choices must still be made within the requirements of the task.

Lastly, Geoff gave us an overview of what it's like to work at Hansard. It was clear enough to us by now that a Hansard editor needs to be on the watch for a considerable variety of possible errors, all at once. But he reported that the work strikes a nice balance between being predictable, repetitive and constrained on the one hand, and mentally engaging and satisfying on the other. Similarly, the work-life element of the job has its pros and cons—you never take work home, but you work parliament's hours when it's sitting.

Our party favourite, on conclusion, was a set of malapropisms. My personal favourite was: *We have allegorical evidence from tourists who we've asked if it would affect their decision to come here.* The mind boggled, and continues to do so. Whatever you're being paid now, Hansard editors, you deserve a raise.

## SEPTEMBER

### 2018 IPED ACCREDITATION: EXAM REFLECTIONS PANEL

**Ngairé Kinnear and Leanne Manthorpe**

September's general meeting presentation was given by a panel of three CSE members who had attempted the IPed accreditation exam in May this year. Each gave a short summary of their own history in editing, their preparations for the exam, the exam itself, and their responses to their results. They also discussed the place of accreditation in their professional lives, and, to some extent, their personal feelings about it.

All three are experienced and accomplished editors, with established careers in the profession. For two of the three, this was their first attempt—one passed and the other did not. The third passed after this second attempt. So they made a good combination, offering rich insights for their audience.

The presentation section was relatively short, intentionally leaving plenty of time for a long Q&A session. This was a good plan, given that the audience was inevitably curious about the topic. The audience itself was made up of an interesting mix of people—representing a vast range of experience in the profession and with the exam—whose Q&A contributions added to the offerings of the panel.

This presentation was invaluable for those of us who have never attempted the exam, but, at some point, intend to, and even for those who are yet undecided.

For those intending to attempt it, the panel's discussion on their preparations for the exam was detailed and clear, and included the ways in which their study methods had helped or hindered their performance in the exam. Panel members recommended joining or forming a study group, for as long as possible before the exam. We can attest that at least one study group was born in that very meeting (ours—eyes met across a crowded room, business cards exchanged and plans made). They asserted the importance of practice in improving an editor's skills and speed—something to swear by, regardless of the exam. Another top tip: making a booklet of detailed notes is imperative. Even if the candidate never refers to them in the exam, the exercise of creating the notes is itself a valuable learning method.

Of the exam itself, the panellists emphasised the crucial necessity for informed and rigid time-tabling. To pass, candidates must gain a mark of 80 per cent overall, with a minimum of 65 per cent in each of the three parts of the exam. So any time robbed from one part to perfect another is critical time wasted. The word 'timing' was used liberally, in triplicate, throughout the meeting! So much so that the 'planning required to form a time-table' apparently involves having to thoroughly understand the scope and aims of each part of the exam—which are explained on [the IPed website](#)—so that time and marks are not lost in answering questions that have not been asked, and that maximum 'gimme' points are gained in Part 2 from having a very good style sheet and the full complement of legitimate author queries.

Another valuable point was the element of luck in Part 3 (the choices available and the style of questions) and, in 2018, the surprise that a couple of highly topical and anticipated subjects were not among those set by the examiners. Plenty of nodding heads were observed in the audience, even among the AEs present.

There was also widespread agreement in the room that an extra half hour for the exam as it is currently structured would allow for better testing of the way many editors work, rather than how practised they are at passing exams.

The key message from this was that being a good editor is necessary but not sufficient for passing the accreditation exam. Mastering the parameters of the exam is the thing that will turn a good editor into an Accredited Editor.

Of the overall exam experience, the panellists reported that they had felt very well supported by the adjudicators and IPEd. The atmosphere had been welcoming and as relaxed as possible under the nervous circumstances, and generally manifested IPEd's ambition for the candidates' success—every AE attained supports the professional status and recognition of editors and editing in Australia.

As a point of contention, candidates on the panel and in the audience expressed some frustration that IPEd could not supply detailed feedback on their exam answers. This was almost as frustrating for those who passed as it was for those who didn't. Identifying skills for improvement, after all, is important to all editors. Candidates who don't pass are permitted to appeal their result, but it's not a simple process, and in the absence of any details of the assessment, it's almost impossible to weigh up whether an appeal is worthwhile. However, it was acknowledged that the difficulty of developing content for this exam necessitates the high degree of confidentiality so it may be re-used.

There was considerable discussion in the Q&A about what the result means for a candidate who does not pass. The general consensus was that a reputation earned from the quality of one's extensive work record doesn't take much of a hit from having been excessively thorough in one part of a single three-and-a-half-hour period. But it does emphasise the message about understanding the exam.

For those who are undecided about attempting the exam, it was important to hear that all three panellists retained some ambivalence about the value of being accredited, in terms of their own careers. They recognised that most clients are not aware of accreditation, but that it is likely this will shift in the next decade or so. The two who passed admitted to feeling rather chuffed at this formal validation of their credentials, though they agreed that they probably wouldn't have lost confidence in their abilities if they hadn't passed, and the panellist who didn't pass concurred. This was a reassuring thing to hear, for those of us considering an attempt.

As we get our study group under way, we are very grateful to have been in attendance of such a rich and interesting conversation—thanks, panellists!

## OCTOBER

### INCREASING YOUR EDITING INCOME

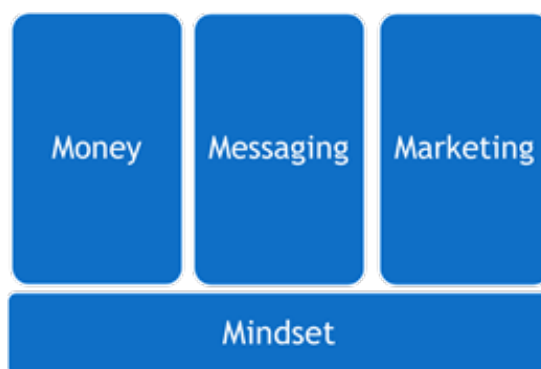
Malini Devdas AE

At the October meeting, I gave a presentation on how to increase your editing income. This article is a summary of the topics that I covered.

I have been a professional editor for 15 years and, in that time, I have heard so many people say things like, 'editors don't make much money' or 'no-one understands what editors do' or 'no-one will pay me if I raise my rates'. My view is that if you are telling yourself those stories then you will find it very hard to raise your rates because you already don't believe it is possible. Instead, I encourage people to have an open mind and take responsibility for finding more clients and increasing their income. Yes, it can feel scary at first. But if you don't take action and market your business to get more clients then who else is going to do it for you?

When I asked the editors in the room at the CSE meeting about what they need to do to grow their business, they knew the answers already: find more clients and/or raise their rates. There is no magic strategy or piece of software that is suddenly going to help you earn more. Instead, we're talking about literally charging more for the work you do, and telling more people about your business. So, if it's so simple, why hasn't everyone done this already? The reason is that most of us have a number of fears associated with promoting ourselves and asking people to pay us.

I believe there are four pillars that are fundamental to running a business: money, messaging, marketing and, underpinning all of those, mindset.



## Mindset

Mindset is the way you think about things. Why is it important? Because having a marketing strategy alone doesn't work. If it did, there would be no steady supply of new books, blogs and courses on how to grow a business!

In essence, how you think about yourself and your business determines what you do and how you are seen by others.

It's important to distinguish between facts and beliefs. As I mentioned above, if you constantly tell yourself that no one will want to hire you if you raise your rates, do you think you will raise your rates? That's right; it's unlikely! Instead, why not gather evidence to test if this statement is a fact or if it's simply a belief. The next time you provide a quote, increase the price a little (e.g. even by a few dollars per hour) and see what happens.

I can guarantee that there are clients in the world who will pay more than your current clients—you just have to go out and find them. Having said that, how do you know that your current clients won't pay more unless you increase your rates and see how they respond?

In the sections below, I have included a few common fears (or mindset blocks, as I call them) about money, messaging and marketing. If any of them resonate with you, don't worry, you are not alone. But it's important to acknowledge them so that you can do something about them.

## Money

What do you really want to earn? This is not about what you feel you deserve or what you need to earn to survive but the income you desire. Write down this amount on a piece of paper. Now double that amount. How do you feel about earning that new number? If it feels fine, double it again. Repeat until you get to a figure that you feel uncomfortable about earning because that number feels 'too high'. Most of us have an upper limit on what we think we deserve to earn. And some of us can also be quite judgemental about other people (whether they be editors or those in other professions) who earn 'large' sums of money (the point being that we all define 'large' differently).

Common mindset blocks around money:

- Money is the root of all evil.
- There are others who need the money more than me, so it's greedy of me to want more.
- I don't deserve more money because I don't work hard enough.

## Messaging

I'm unashamedly an advocate of claiming a niche. I know there is a fear among editors that if they focus too narrowly on something specific then they will miss out on other work. But if you're not getting much work currently then I would question the validity of that notion! Here are the reasons that I think being a specialist is better than being a generalist:

- When you are clear about who you help and how you help them, you can write better sales copy, resulting in more people wanting to work with you.
- When you target a specific market, you can make the most of showcasing any specialist knowledge or experience that you have.



- Once you get known by some of your target clients, they are likely to spread the word to other people just like them, allowing you to quickly grow your network.
- Commonly, specialists find it easier to charge higher rates than generalists because they have less competition.

Common mindset blocks around choosing a niche:

- I will miss out on business.
- I am not qualified to have a niche.
- The niche I want doesn't pay well.

## Marketing

There is no avoiding the dreaded 'M word'. I know a lot of editors like to tell themselves that they are terrible at marketing (is that a fact or a belief?), but I'm afraid to say that unless you have clients coming passively into your business, you will need to do something to get your name out there. Without clients you have no business!

Many editors just hope that clients will turn up in their inbox. If you have a reasonably good referral network, then this strategy can work for a while. However, you will most likely find that you are at the mercy of whatever turns up, whether that be projects that don't really interest you or the dreaded 'feast or famine' in terms of workload.

Marketing doesn't have to be complicated. Once you have a clear message about who you help and how you help them, your job is to find your ideal client and then ensure that they know about you. This can be through emails, letters, phone calls, social media, blog posts, flyers, networking events or something else. The sky's the limit! However, don't be overwhelmed by the choice. Just pick one thing and get started.

Common mindset blocks around marketing:

- Selling is 'sleazy'.
- I'm not good at sales.
- Clients don't have any money.

## What will you do?

If you need to increase your income, I encourage you to start doing things differently in your business. If you simply continue to do what you are currently doing, then you can't expect anything to really change. But if you really want to earn more, commit to working through these topics, put aside your fears and beliefs, and take marketing action.

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## NETWORKING LUNCH

Elizabeth Manning Murphy DE

Once again, seemingly tireless Malini Devadas organised a networking lunch at Tilley's in Lyneham on Thursday 27 September. Fifteen Canberra editors turned up, many of them members of CSE.

Discussion ranged over the issues involved in setting up a freelance business, what we did and didn't like about the IPEd accreditation exam and how to start preparing for the next one, working in the new 'agile' environment of some government offices, food, travel and kids. It was a fun gathering and we're hoping there will be many more in the new year. Watch out for news of it.

Thank you, Malini.



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# CLIMBING OFF THE HAMSTER WHEEL

Karin Hosking AE ELS [chezkaz@gmail.com](mailto:chezkaz@gmail.com)

When my partner and I see a dog out walking, we often say ‘**best day ever!**’! Dogs are nature’s optimists. Maybe it’s raining, maybe it’s dark, maybe they have three legs and a limp. Whatever the misfortune, there’s inevitably a big, toothy grin on their face. **Best day ever.**

Seven months ago, after trekking to an office most days each week for over 34 years, I took a leap into the (semi) unknown and left my day job. I’d been editing on the side, with my employer’s permission, for about six years and eventually realised I didn’t need to go to the office any more. **Best day ever!** It’s not that I hated my job. My colleagues were mostly lovely, and the work (and workload) veered between fabulous and blah. But it was time for a change.

Why am I writing about this here? Elizabeth Manning Murphy twisted my arm! (In a friendly way.) She pointed out that many editors want to leave their day jobs but are afraid to do so, and she urged me to share my story.

So here goes. I had a wildly varied career path prior to embracing editing. Full-time university study wasn’t an option when I left school in 1983, so I worked in accounting roles while completing my undergraduate degree part time. Then I spent about ten years as a careers adviser (and completed three postgraduate qualifications part time), and a couple of years working in IT, before joining CSIRO as a research assistant. About three years into my fourteen-year stint at CSIRO, a new boss asked me to edit his work and I was hooked. I’d finally worked out what I wanted to be when I grew up. More postgraduate study ensued, and I passed the IPED accreditation exam and BELS certification exam. When a colleague asked me to copyedit her PhD thesis back in 2012, it kicked off a small but satisfying side business. Happy clients recommended me to their friends and my freelance work snowballed.

Still, leaving one’s job is not a decision to be taken lightly. I must have spent a couple of years crunching the numbers and pondering the professional, financial and emotional risks and benefits before deciding to leave CSIRO. In the months leading up to my departure, I strengthened my network of past and potential clients, took a small business course and ensured I had sufficient savings to cover dry spells.

Since embracing self-employment, I have done all sorts of fun things. I’ve overseen a bathroom renovation, expanded my editing business, done more volunteering, gardened, caught up with buddies, read books, listened to podcasts, cooked elaborate meals and rediscovered long-abandoned hobbies. Oh, and exercised. I worried that if I wasn’t cycling 6 km each way to work and back each day, I’d get less exercise. But I’m actually doing more.

Life is different now. My income is less than it used to be, but it doesn’t matter. I still earn enough to cover my share of the household expenses (I’ve supported myself since I was 16 and have no intention of stopping) but frugality and minimalism are kicking in even more than before. Self-employment and working at home are so much fun! There are numerous small joys from this new lifestyle, such as not wasting time commuting, being able to hang laundry outside in the morning and retrieve it before it gets damp again, hire tradespeople without having to grovel for time off work, gather with fellow editors for long and convivial lunches at Tilley’s, and step outside to potter in the garden between work tasks. Bliss.

The economist John Maynard Keynes wrote, almost ninety years ago, that technological and productivity improvements would lead to a fifteen-hour work week.<sup>1</sup> I feel like I’ve finally achieved that and think of it in terms of opportunity cost. Yes, I could have more money and more stuff (ugh) if I worked longer hours. But the satisfaction and flexibility obtained from working for myself far outweigh any material wants I may have.

**Best day ever.** Every day!

<sup>1</sup>Keynes JM (1931). 'Economic possibilities for our grandchildren' in JM Keynes, *Essays in persuasion*, New York, NY: WW Norton & Co., pp. 358–73.

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## THE CANBERRA EDITOR

### THE CANBERRA SOCIETY OF EDITORS' NEWSLETTER

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### SCHEDULE FOR NEXT NEWSLETTER

The next edition of *The Canberra editor* will appear in **March 2019**. The copy deadline for that issue is **15 February**.

Send your contributions by email to [newsletter@editorscanberra.org](mailto:newsletter@editorscanberra.org). All articles must be in <.doc> format.

### ADVERTISING RATES

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