From the President

I have been wondering how the 'global financial crisis' has been affecting indexers. One freelance book indexer reported an interruption to the work flow when the news of the collapse of American finance houses hit the Australian media. But, soon after, things returned to something like a restrained normal. I should be interested in hearing whether others, including those working in other areas of indexing, have been affected.

These considerations prompted me to wonder about the question of supply and demand. How many indexers do we need to train to supply the demand within the various areas of indexing? And has the potential demand been identified? At present we usually wait for the demand to be articulated through a branch of ANZSI which will then organise an appropriate course. But this is usually the demand as perceived by those who aspire to being indexers and will go out into the world with the question unanswered from whence their work will come.

Those who give the courses usually include some guidance on where to look for and how to get indexing work. Mentoring has been used as one practical way to improve these skills and build confidence in selling oneself. Since many members look for indexing work as a part-time job to supplement a retirement income, so in their case the search for work is not as urgent as it would be if indexing were their only means of livelihood.

The survey conducted by Mary Russell two years ago answered many questions from another aspect so that we now have a clearer picture of the demand for training. The currently-forming educational policy committee will help to make clearer the combination which will best meet our needs in educating and training indexers.

But what of the demand side? Much good work has been done by indexers acting as ambassadors to potential employers. In the early days of AusSI there was a survey of publishers some of whom were bemused by being asked about their use of indexers. The responses ranged from blank stares to 'Indexers? Who?' to 'Oh, we get our typists to do them when they have time from their other work' to 'We don't bother about indexes, they're an unnecessary expense.' Of course there were some good indexers around as a survey of books published in the 1950s to 1970s will reveal. And some of them became founding members of AusSI. Still some old ideas persist.

Recently a history of a religious organisation which needed an index, even if only for the mass of personal names in it, went to press without one. The publisher explained to me that the timetable was running over and abandoning the index was essential if the deadline was to be met. The fact that the lack of an index would result in fewer sales was not persuasive. So perhaps there is an untapped need for indexing.

Do we need a more intense campaign to promote the value of indexing in all its applications?

Congratulations

I have just received news of the 2009 Indexing Award of the Web Indexing Special Interest Group, to Mary Russell for her index to the ANZSI website. Alan Walker received the award on Mary's behalf at the ASI Conference in Portland Oregon.

John E. Simkin, ANZSI President

The Cumberland, Marysville . . .
What's it doing here? See page 6

Deadline for the June issue: 1 June

Letter to the Editor

The article on registration by Shirley Campbell in the April 2009 issue of the *ANZSI Newsletter* raises some interesting points. Of particular interest was the timeframe for assessing applications. Although the application specifies that the processing and assessment may take up to three months, the article in fact admits that the process is taking longer.

Registration is a professional level qualification and as the article rightly points out is designed as a credentialling standard for indexers *who have demonstrated expertise and gained some experience in indexing.* This situation is a far cry from the purpose of registration ten or more years ago, when it was seen as only a base level qualification. In those days, it was important to provide a written report giving feedback to the applicant on how their index could be improved. This was supplied regardless of whether their application had passed or failed. The report had a significant training or coaching role, and was the only mechanism by which an applicant could obtain any feedback about their indexing skills, as the concept of mentors or mentoring did not exist at that time.

Since registration is accepted by the publishing industry and ANZSI as a professional level qualification, it seems astounding that the applicant receives a detailed report at the completion of the assessment. When you undertake your practical driving test or sit for an examination, all you receive after the test is either a pass or fail. You certainly do not receive an analysis of your answers and how you might improve upon them. As has been pointed out, the function of registration is not for training, but rather is a certification for indexers with expertise and experience in indexing. Indexers should be well past the training stage before applying for registration.

Currently the registration panel expends an enormous amount of their time writing detailed reports about the registration applications. Surely all that is required from each panellist is to decide whether an application has passed or failed based on the set assessment criteria. This approach would ensure a faster turnaround of registration applications which should please both the applicant and the panellists.

Max McMaster

A response from the Registration Panel:

The Registration Panel thanks Max for his letter. It provides the opportunity for discussion of these issues by those most affected – members considering applying for registration. The Panel looks forward to these responses.

NZ Branch indexing course

The New Zealand branch proposes to hold an intermediate indexing course in Wellington this winter or early autumn. The tutor will be Tordis Flath, a registered ANZSI indexer, winner of the ANZSI award in 2004 and an experienced mentor.

If you are interested, email Tordis at <indexing@paradise.net.nz>, and let her know if there are particular areas you would like covered. Also, tell any indexers you know who are not ANZSI members of the proposed course.

We envisage holding our AGM on the same day to encourage participation by members from other parts of New Zealand, and of course there are all the attractions of Wellington if you can stay longer.

Robin Briggs

Award for Mary Russell

Mary Russell is the winner of the 2009 Web Indexing Award, awarded by the Web Indexing Special Interest Group, for her A to Z index to the ANZSI website <www.anzsi.org>. The SIG is an affiliate of the American Society for Indexing, that serves web indexers and web indexing worldwide. The award was accepted, on Mary's behalf, by Alan Walker at the American Society of Indexers Conference in Portland, Oregon on 25 April 2009. You can find full details at <www.web-indexing.org/web-indexing-award.htm>.

Rebecca Linford, Web Indexing SIG Manager, wrote:

I'm delighted to be able to announce the winning entry of the Web Indexing Award 2009, as announced at the ASI Conference. The winning indexer is Mary Russell, for the index to the Australian and New Zealand Society of Indexers (ANZSI) web site at <www.anzsi.org>.

Mary has been a Registered Indexer with the Australian and New Zealand Society of Indexers for over 10 years. She also wears a couple of ANZSI hats - she's ANZSI Vice-President and ANZSI Web Manager, as well as Secretary of the Victorian Branch.

Mary Russell

The judges highlighted the comprehensiveness of the index on this information-rich web site. When a usability test was conducted almost all of the information was easily found.

Evaluation Criteria for the Award

The selection criteria for the Web Indexing SIG Award are based on the SIG's best practices for Web site indexes, including the following criteria:

- Usability/ease of use in navigating within the index and finding information
- Sufficient coverage of web site content, i.e. indexing depth and completeness
- Wording of entries and subentries
- Correct use of cross-references
- Sufficient and appropriate use of double posting
- No broken or incorrect links
- Special features used, e.g., the use of a special method to indicate a page that is particularly important
- Attractive design

NSW Branch July social function

Paul Brunton, Senior Curator at the Mitchell Library, State Library of NSW, has very kindly agreed to talk to NSW Branch members at the State Library at 5.30 for 6 pm on Wednesday 29 July. The talk will last approximately two hours including refreshments. Full details will be included in the June Newsletter and will be posted on the ANZSI website at <www.anzsi.org/site/nsw.asp>.

Expressions of interest should be notified to Caroline Jones <carolinevjones@gmail.com>.

Madeleine Davis

ANZSI actvities

Date & time	Organiser	Name of activity	Venue	Contact details
Mon 11 May 9.00 –1.00 pm	Vic Branch	Follow-up /Refresher indexing workshop	Holmesglen TAFE Chadstone	Details on <www.anzsi.org/site/calendar_details.asp?id=75>
Wed 13 May 6 .00 for 6.30 pm	Vic Branch	Biography indexing (dinner after)	Kew Library	RSVP (for catering) by 6 May. Details on <www.anzsi.org/site/calendar_details.asp?id=70>
Wed 29 July 6.00 pm	NSW Branch	Visit to State Library of NSW	State Library of NSW, Macquarie Street, Sydney	Caroline Jones <carolinevjones@gmail.com>
Thurs 15 Oct	Conference Committee	ANZSI Conference Workshops	Citigate Central Hotel, Sydney	Enquiries to Madeleine Davis, <conference@anzsi.org> Ph +61 2 4787 5583
Fri–Sat 16–17 Oct	Conference Committee	ANZSI Conference: The practice of indexing	Citigate Central Hotel, Sydney	Enquiries to Madeleine Davis, <conference@anzsi.org> Ph +61 2 4787 5583

From the literature and other thoughts

Editors' rates

Up until now, the only survey of editors' pay that I have known about is Pamela Hewitt's survey done at editing conferences. It showed rates comparable, in general, to those we expect from indexing (some lower, some much higher). It was noted that a survey taken at a conference may show higher rates than those earned by the average editor, and a survey by the NSW Society of Editors suggests that this may be the case (*Blue Pencil*, April 2009).

The median rate range reported for proofreading books was $25 to $40 per hour, for copy editing books $35 to $45 per hour, for proofreading magazines $20 to $33 per hour, and for copy editing magazines $28 to $40 per hour. The survey also found strong support (81 out of 98 respondents) for the society to set a recommended rate or rates.

Editing *Encyclopaedia Britannica*

Blue Pencil (April 2009) reported that Britannica.com will now let approved users (who must be subscribers) edit Britannica.com (Encyclopedia Britannica online). Entries will be vetted before the changes are shown on the live site.

Bad editing makes me [sic]

This wonderful T-shirt quote came from <http://blogs.ajc.com/social-butterfly-blog/files/2009/03/bad_grammar_makes_me_sic_tshirt-p235132632817031517 q6wh_400.jpg> via the *Society of Editors (Victoria) Newsletter* April 2009. Renée Barber, who discovered it, in true editor's fashion wonders whether 'bad' should be 'poor'.

Wilson Award

The winner of the ASI/H.W.Wilson Award for Excellence in Indexing is Jan Wright, for her index to *Real World Adobe InDesign CS3*, by Olav Martin Kvern and David Blatner. It is the first time a technical manual has won the award (http://www.asindexing.org/site/WilsonAward.shtml). The book is up at Amazon (along with its successor, *CS4*) and you can use the 'look inside this book' feature <www.amazon.com/gp/reader/032149170X/ref=sib_dp_pop_idx?ie=UTF8&p=S0O4#reader-link>.

Do titles matter?

I avoid titles in indexes when I can, but they obviously matter at the Sydney Theatre Company, where subscribers have 36 single or paired titles to choose from. The list is admirably gender balanced. You can chose Mrs & Mr, Mr & Mrs, Mr & Mr, Ms & Ms, and Dr & Dr. The titled among us can choose from The Honourable, Senator The Honourable and The Right Honourable, along with Justice, Sister, Sir, Rabbi and Countess. I'm sorry that I didn't think quickly enough to have a bit of fun with this, and merely chose the simple 'Ms'.

Google - Xmarks

Have you noticed the blue and white icons in Google results pages? These are called Xmarks, and show webpages that have been recently bookmarked. In a search for 'ANZSI' on 27 April 2008 the top two Xmarked websites were www.anzsi.org and the Wikipedia page on ANZSI.

FamilySearch volunteer genealogical indexing

FamilySearch indexing projects span the world. Current projects are active in the U.S., England, Wales, Ireland, Germany, Mexico, Argentina, Venezuela, and elsewhere. Find out more at <www.familysearch.org/eng/indexing/frameset_ indexing.asp>.

Journal indexing – to the article or the page

One major difference between journal and book indexing is that journal indexing tends to describe the whole topic of an article, while book indexing is more granular, and looks at each specific topic that is discussed. Locators for journal indexing therefore often show the page range for the whole article. This is especially useful for indexes which are provided separately from the text to which they refer. If someone wants to request an interlibrary loan copy of an article, the reference tells them the full page range of the article.

This doesn't work so well when you want to index part of a journal article. For example, half a page may cover an important topic – to give it a large page range is misleading when it is not a major theme of the whole article.

I struggle with this, and in some indexes use the range for most locators, but an individual page number when it seems warranted. Legal indexing offers another possible approach, with citations indicating the first page of an article and then the specific page or pages on that topic.

Vermont Vetoes

The Vermont governor's veto of a bill on same-sex marriage brought to light the fact that the first veto in Vermont, in 1845, was about whether to pay a publisher $60 for compiling an index of state statutes. The Governor thought that the job had been poorly done, but the lawmakers thought he deserved the money, and overrode the veto (WCAX-TV News: Vermont's Own, 6 April 2009, <www.wcax.com/Global/story.asp?S=10139500&nav=4QcS>).

Glenda Browne

Guest editors for June

Your usual editor, Peter Judge, will be away in late May and early June. His place will be filled by Tasmanian Branch member Clodagh Jones and her daughter-in-law Carol, who did such a splendid job when this happened a few years ago. Regular Branch contacts will receive a further reminder about this, but if you are not on that email list note that your contributions, for the June issue only, should be sent to <jonec@netspace.net.au>.

The Practice of Indexing

Australian and New Zealand Society of Indexers Conference
Sydney, Australia
15-17 October 2009

Who should attend?

Anyone interested in the art and practice of indexing: indexers, editors, librarians, archivists, historians, writers, journalists, genealogists, thesaurus developers, information architects, curators, …

Conference program

In line with the practical theme, the Conference will have a range of formal and informal sessions focusing on the 'how to' of indexing, with content to interest both experienced and new indexers alike.

Papers and Panels will include topics such as:
indexing names
publishing industry
thesaurus evaluation
indexing in a parliamentary library
markup techniques
styles of indexes
today's digital environment
indexing illustrations
'what we say and what we do'
indexes on indexing – where to find them.

Our honoured guest keynote speakers are:
Hazel Bell (UK), renowned indexer and editor,
Mal Booth (Aust), Director, Education & Research Service Unit, University of Technology, Sydney,
Dr Robin Derricourt (Aust), Managing Director, UNSW Press.

Roundtable discussions will include:
* *Legal Indexing*
* *Medical and Scientific Indexing.*

There will also be **Indexing Clinics**, giving newer indexers, or those working in new areas, an opportunity to get feedback on an index they are working on or have completed.

Four optional half-day **workshops** will be held on Thursday 15 October:
* *Website indexing*
* *Cookbook indexing*
* *CINDEX™ indexing software update*
* *SKY Index™ indexing software.*

Meetings

The Conference Program will include meetings for the representatives of international indexing societies; and members of ANZSI, including the AGM.
There will also be time throughout the Conference to network and share ideas with local and international colleagues.

Venue / Accommodation

The Conference will be held at the recently refurbished Citigate Hotel, 169-179 Thomas St, Sydney 2000, NSW Australia. The hotel is located in the Sydney CBD with good transport access and close to all that the city has to offer for sightseeing and entertainment.
The hotel will be offering conference packages. Attendees will need to arrange all their own travel and accommodation.

Social events

As part of the program, there will be the Conference Dinner (guests welcome) held at the Conference hotel on Friday 16 October.
After the Conference, there will be an informal dinner arranged on Saturday 17 October for attendees staying on over the weekend; and a social get-together on Sunday 18 October.

The Conference Committee and Society wish to encourage new indexers and people interested in indexing to come to Sydney and enjoy, and learn from, all that the Conference and ANZSI have to offer.

For further information, including registration details, please visit
<www.anzsi.org/site/2009_conference.asp>.

ANZSI bookmark

The Victorian Branch has designed and printed a branch neutral bookmark for the promotion of indexing and ANZSI. They are to be given away at various events such as in the Melbourne Writers' Festival show bags. The design is black and white with crimson motto and questions. If individuals or branches are interested in copies of the bookmark, please contact Max McMaster <max.mcmaster@masterindexing.com>.

Maori Subject Headings

In her column in the March newsletter, Mary Russell mentioned subject thesauri as 'a useful guide to the preferred terms used in a particular subject area'. One that New Zealand indexers in particular may find useful is the Maori Subject Headings thesaurus accessible on-line at <http://mshupoko.natlib.govt.nz/mshupoko/>.

The thesaurus, Nga Upoko Tukutuku, was developed as part of a project sponsored by the Library and Information Association of New Zealand Aotearoa (LIANZA), Te Ropu Whakahau and the National Library of New Zealand.

Under the same project there's a list of iwi and hapu names at <http://iwihapu.natlib.govt.nz/iwi-hapu/>.

Robin Briggs

Your photos from Marysville . . .

After the devastating bushfires on 7 February, the Marysville community is keen to collect old photos of Marysville. The Vic Branch wondered if any members have photos they took at the Marysville Conference 31 March to 2 April 1995. The preference would be for photos of buildings, both inside and out, and the surrounding countryside. The conference venue, The Cumberland, has been destroyed along with just about all the town. The rather blurry photo on page 1 was just scanned in from the program, but perhaps you can do better.

If you can assist, please contact Margaret Findlay <mafind@bigpond.net.au>.

From Flock Beds to Professionalism: a history of index makers

by Hazel K. Bell, HKB Press, March 2008, xiv, 333 pp, ISBN 978 0 9552503 4 7, £49 (or US$95 for the American edition published by Oak Knoll Press).

> At the laundress's at the Hole in the Wall in Cursitor's Alley up three pair of stairs ... you may speak to the gentleman, if his flux be over, who lies in the flock bed, my index maker'.
> Jonathan Swift, *Account of ... Mr Edmund Curll, Bookseller* (1716).

Michael Steemson. a member of the NZ Branch, has drawn our attention to a new review of this book published in the April edition of *Library and Information Update*, the journal of the UK-based Chartered Institute of Library and Information Professionals (CILIP). You may also have noticed in the March 2009 *ANZSI Newsletter*, in the contents list of *The Indexer*, an item on 'Thoughts inspired' by Hazel Bell's book, which is clearly still arousing interest a year after its publication.

The opening quote explains the 'flock beds' element of the provocative title, but it's not the earliest reference – Bell covers the period from the 15th to the 20th centuries. She gives us biographies of 65 individual indexers, including such diverse characters as Lewis Carroll, Nietsche, Charlotte Yonge and Norman Douglas, considering their working methods, techniques, training, remuneration, their lives and their personalities.

In a section on 'Banding Together' she reviews the history of groups and societies of indexers world-wide up to 1995, which she saw as the end of 'print-only indexing'.

Hazel Bell has written a remarkable history of our field and is richly qualified to do so. She has been a freelance indexer since 1964, having compiled to date more than 700 indexes to books and journals, and won the Wheatley Medal for an outstanding index in both 2005 and 2006. What is more, she will be a keynote speaker at our conference in October.

The CILIP reviewer, Susan Foreman, adds '... for sheer entertainment value I recommend Bell's earlier compilation, *Indexers and Indexes in Fact and Fiction* (British Library 2001) with its hilarious examples of index entries.'

Peter Judge

Tips and hints – relationships and customer service

Years ago, when I was working for a large, American managed, Australian firm, I participated in some research to determine the Australian psyche. By psyche I mean the forces in an individual that influence thought, behaviour and personality. This varies with nationality. I can't remember all the national differences, but Japanese psyche is based on presentation, for example how items are packaged. Much to the English consultant's (and the American manager's) surprise the Australian psyche is based on 'relationships', or to take it to its extreme 'mateship'.

So important is a relationship to us Aussies, we will put up with 'poor' service from a company if we have a great relationship with the staff involved. An example of this was my car mechanic. It was a family run business, father and son mechanics, wives looking after administration and accounts. Unfortunately, when the father died and the son got cancer they had to close. But I'll continue with the example. I knew they would take their time servicing my car, often a couple of days if they needed specific parts, but I could go to them and say there is a funny noise every time I do X and they would listen to me and treat me with respect, rather than as a ignorant female. They also provided complimentary services, such as driving me to the station after I dropped off the car. For this respect I was prepared to wait a bit longer to have my car serviced.

What about your relationships with companies? Why do you return to a particular organisation again and again when you realise you might get a quicker or cheaper service elsewhere? Think of all the companies you deal with from your hairdresser, fruit shop, favourite restaurant, bank, trades people, accountant, or telephone company, what do you like and dislike about the service they offer you? Is it based on the relationship you have with the staff? Have you noticed organisations promoting the 'relationships' you are likely to have with them? For example, 'speak to a real person', 'one person will deal with your claim', or 'follow the progress of your order on the internet'. Does this persuade you to contact their organisations?

How does this relate to indexing? Well, use this knowledge and the things you appreciate in customer service in the service you provide to your clients. Treat them with respect. Build the relationship. Keep them informed at all times. Explain clearly what you need and why. Clarify what they require. Keep your promises. Meet deadlines. So no unpleasant surprises, hidden fees/charges, hard to read fine print, and don't keep them waiting for something to be delivered.

Mary Russell

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