

ANZSI news



Indexing for digital technology

Indexes are often forgotten by publishers. This was highlighted by Robin Derricourt, Managing Director of UNSW Press at the ANZSI 2009 Conference, when he gave cost estimates for publishing a printed book versus an ebook and completely forgot to include the costs of indexing. I don't

need to convince members of ANZSI that a book without an index is a censored book, but how do we convince publishers to remember to include indexes in their ebooks? What does the trend for digital publishing mean for indexes? Is extra work required for an indexer for a publication published as an ebook? How do the different ebook formats cope with indexes? Do indexes to ebooks work efficiently? These are some of the many questions that spring to mind when you mention indexing and digital publishing in the same breath. So what are the answers to these questions and how do we have our views listened to?

In February the Minister for Innovation, Industry, Science and Research, Senator Kim Carr announced the Book Industry Strategy Group (BISG) and asked it to make recommendations that develop strategies to help Australia's book industry meet the challenges and opportunities presented by digital technologies. Chaired by The Hon Dr Barry Jones AO, the BISG has the following terms of reference:

1. What digital platforms for books are available in Australia, how they work, what features they offer, and how extensively they are used.
2. How fast the market for digital delivery of books will grow in Australia and internationally, what factors might slow or hasten that growth and what is the relative position of printed books.
3. The potential size and structure of the Australian digital and printed book markets, taking into account (a) demand from individuals, libraries, government agencies, and research, educational and cultural institutions; (b) the needs of the aged and people with disabilities; and (c) the needs of regional and remote communities.
4. How the supply chain for trade, educational, scholarly, scientific and technical books has been and will be affected

by digital technologies, taking into account the impact on authors, publishers, printers, wholesalers, retailers and consumers.

5. Options for encouraging efficiencies in the supply chain for printed books, integrating it with digital delivery of books on a global scale, and increasing the overall competitiveness of the Australian book industry.
6. (a) How business models are likely to change in the digital environment; (b) how this is likely to affect business models for printed books; and (c) what can be done to facilitate these changes.
7. Opportunities for the Australian book industry to participate more actively in the global marketplace for printed and digital books over the next decade, including by creating, adopting, and using new technologies.
8. How existing Commonwealth programs and activities can be refocused to support the industry's adaptation to new technologies.

Assistance required

The BISG is trying to gain an in-depth understanding of the issues facing industry and consumers as the Australian book industry transitions to digital technologies. To help them gain information they are conducting a public submission campaign. While you are welcome to make your own personal submission, I will be compiling an ANZSI

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Deadline for the December issue: 1 December

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It is your newsletter, and we are totally dependent on contributions, both large and small, from members. Please contact the editor if you have any questions about the suitability of items for publication. The editor reserves the right to edit or abridge contributions.

Please send files via email in MS Word, .doc files or .rtf, but NOT .html or .pdf. And please, no images or footnotes embedded in Word files.

Next deadline

1 December for the December 2010 issue.

Graphics

Image files can be accepted in most common formats. **Do not embed images in text files.** Camera-ready art and photos can be scanned by the editor. Note that photos need to be clear, sharp and contrasty if they are to copy well in black and white.

Advertising charges

Full page A\$200; half page A\$100; quarter page A\$50.

Membership charges

A\$75 per year (NZ members A\$68) from 1 Jul 2010.

Institutional membership A\$100.

Subscriptions to the Newsletter A\$55 p.a.

The Indexer

(international indexing journal)

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Indexers Available

<www.anzsi.org/site/Indexers_available.asp>

ANZSI NSW Branch social lunch

Lake Heights

Saturday 27 November, 12.00 for 12.30 pm

The ANZSI NSW Branch is holding an end of year informal get-together. Everyone is welcome to have lunch at Frances Paterson's house, 100 Lake Heights Road, Lake Heights, Wollongong. RSVP to Frances at <olivegroveindexing@bigpond.com> or (02) 4274 2600 by Wednesday 24 November.

We are asking everyone to bring a plate of food and a drink (soft or hard), but please no peanuts or peanut products or brazil nuts (traces of nuts are OK). Spouses/partners are also welcome. If the weather is fine and people wish, we can go for a scenic walk around part of Lake Illawarra.

Lake Heights is about 20 minutes south of Wollongong and if coming by train on the South Coast line, it is about an hour and a half from Central Railway Station to Wollongong. We will need to pick you up from Wollongong Station so please let us know if you are coming by train. There is a train from Central at 9:40 am which arrives at Wollongong at 11.21 am. (NB just check if there will be any track work on the day <www.cityrail.info/index.jsp>). If you are coming by car, the journey should take about an hour and a half from the CBD; you can come via Botany, via the Princes Highway, or via Silverwater and Menai.

As you reach Wollongong, the route is well signposted. Follow the signs to Nowra, turn left to Berkeley on Northcliffe Drive, and continue towards the eastern end of the lake. Watch out for Lake Heights Road on your left up a steep hill. The house is at the top of the rise, just around a left-hand bend on the left-hand side of the road (the downhill side).

This will be a great opportunity to network and generally catch up with each other and what has been happening in our indexing world. We hope to see you there.

Frances Paterson

(ANZSI news, continued from page 1)

submission. I would appreciate your advice and answers to the questions I posed above. If you can give me any examples that would be wonderful. As submissions are due to BISG by 10 December 2010, comments to me by 1st December would be appreciated, either to the discussion I have set up at <www.anzsi.org/site/discussions.asp?task=view&id=39> or to me directly at <mruess@ozmail.com.au>. Further information on BISG can be found at <www.innovation.gov.au/bisg>.

What is happening in ANZSI?

Have you wondered what your Branch Committee or ANZSI Council are doing? Did you know that the minutes for most Branch Committees are available on the website at <www.anzsi.org/site/branch_minutes.asp>. All papers to Council and Council minutes are available at <www.anzsi.org/site/council_mins.asp?>. You will need to login to the website to see the minutes.

And, if you have sharp eyes, you may have noticed that the newsletter's masthead and page footer have changed slightly: they now read as you see on page 1 and below. With incorporation, we are required to put the 'Inc.' after the society's name in all official documents and publications. Our abbreviation 'ANZSI' remains unchanged.

Mary Russell

ACT Region Branch AGM and dinner

The Annual General Meeting was held on 26 October 2010 at The Brassey of Canberra, attended by thirteen members. The President, Secretary and Treasurer were re-elected for 2010–11. Geraldine Triffitt retired as a committee member after sixteen years of meritorious service, several as Branch President. Geraldine was instrumental in the formation of the ACT Region Branch and her outstanding contribution was recognised and acknowledged by all present. Helen Frame and Tracy Harwood join the committee for the coming year.

We were joined by others for dinner, during which we enjoyed the presentation of our guest speaker, Will Raymont, who spoke to us about the real story behind home sustainability assessments. This proved to be a consciousness-raising exercise and we were in turn informed, alarmed and amused.

President's Report 2009-10

Committee meetings

My sincere thanks go to committee members Eleanor Whelan (Secretary), Sherrey Quinn (Treasurer), Barry Howarth (Past President), Edyth Binkowski and Geraldine Triffitt for their work and commitment over the past year on behalf of ACT members. Particular thanks are due to Eleanor who has carried the main burden of organisation of the Branch and this she has done willingly, reliably and effortlessly. Thank you also to Edyth for her hospitality in offering her home as the venue for our meetings.

The dates of committee meetings were set to precede Council meetings so that the committee could discuss items on the agenda and the accompanying papers for the forthcoming Council meeting.

The Branch currently has 36 members.

Branch activities

The first activity for the 2009–10 year was the Christmas barbecue held at Lennox Gardens on 6 December. This is always an enjoyable end-of-year function held in a delightful setting.

On 16 February 2010 nine members visited the National Sports Information Centre at the Australian Institute of Sport. Our host was the Librarian, Greg Blood, who told us that the NSIC definition of sport is 'human activity suitable for achieving a result, requiring physical exertion and/or skill, by nature competitive'. A report of this visit appeared in the March 2010 *ANZSI Newsletter*.

The Committee decided that it was not feasible to run training sessions in indexing in Canberra when excellent courses were offered by the NSW Branch in Sydney. The ACT Region Branch offers individual members a \$50 subsidy if they attend a course in Sydney. As well the NSW Branch offers a discount to interstate members.

The ACT Region Branch joined with the NSW Branch in planning and delivering a weekend workshop at Craigieburn in Bowral on 24 July 2010 titled 'Cooks who Index; Indexers who Cook'. This interactive workshop addressed key aspects of the indexing process and was invaluable to all indexers, not just those interested in cooking. The presenters for the session 'Recipes for success' were Sherrey Quinn and Lynn Farkas and this session was followed by a panel discussion 'Essential Ingredients'. It was pleasing that the ANZSI President Mary Russell attended this workshop. A report of the workshop appeared in the August 2010 *ANZSI Newsletter*.

ANZSI Council

The Branch Committee discussed Council matters at each meeting. We have actively responded to Council papers and appreciate the efforts of the ANZSI President in recognising and discussing our areas of concern.

ACT Branch member Sherrey Quinn has been a member of the Education Committee and Chairperson of the Registration Committee. Besides carrying out her role as an assessor on the Registration Panel, she has researched and written a comprehensive report for Council on 'Registration Process and Procedures'.

We look forward to working constructively with Council in the coming year.

Shirley Campbell, President

Branch events

Date and time	Organiser	Name of activity	Venue	Contact details
Wed 10 Nov 2.00 pm	Vic Branch	Tour of the Melbourne Cricket Ground Library	MCC	Nikki Davis Ph: +061 3 9528 2216 or 0414 758 712
Sat 27 Nov 12.00 pm	NSW Branch	Social lunch	Lake Heights	Details on page 2
Wed 1 Dec VIC at 6.00 pm <u>Get-together</u> at 7.45 pm	Vic Branch	<u>The VIC</u> : Indexing Xmas cards followed by <u>Festive get-together</u>	<u>The VIC</u> at Kew Holy Trinity Anglican Church <u>Get-together</u> at La Q Restaurant, Kew	Details at < www.anzsi.org/site/calendar_details.asp?id=145 >

Ebook readers and ebooks

I set myself the task at the Frankfurt Book Fair to see what sort of ebook readers were available. Individual ebook reader suppliers had exhibits scattered around the halls and there was a section where several ebook readers were set out for you to examine. It was interesting to see the variety. There was iPad, Kindle, Sony Pocket, iRiver Story and Cover Story, Sony, Bookeen models including latest Cybook Gen 3, BeBook Neo, Acer, Kobo, Hanvon models, Ectaco models, enTourage eDGe, with dual screens, Aiptek StoryBook Incolour, for children, as well as several Chinese readers. Being able to examine them side-by-side was good, but you often had the next person keen to have a go, or the reader was set on Chinese, or you couldn't work out how to get the screen to change, so closer examination was limited.

I picked up as many brochures as I could find on the various reader. Here are my observations based on examining about 20 readers:

- The trend is for touch screens. For example the latest iRiver no longer has their tiny QWERTY keyboard.
- Some, such as Hanvon models or BeBook Neo, require a stylus to operate or for making annotations.
- Most have monochrome e-ink screens, which make reading text easier than colour screens.
- Screen sizes vary from 10 inches to 5 inches, but most are about 6 inches. Like TV screens the convention is to measure the screens in inches and on the diagonal.
- The size of the actual reader varies depending on if it has a small QWERTY keyboard at the bottom or additional buttons, but those with touch screens are often not much bigger than the actual screen.
- They can weigh as much as about 1.4kg for the dual screen enTourage eDGe, to as little as 165g for the jetBook mini.
- All support multiple file formats.
- Some promote the fact you can rotate the text so it can be viewed as landscape.
- All seem to be able to enlarge the font size. Some have more font size options than others.
- Several have built-in dictionaries and some even include language translators.
- Several have the ability to make notes or highlight words. This is done with a stylus or else with either a small keyboard or a touch screen keyboard.
- A few advertise the ability to take snapshots to copy and paste. I assume of the text, rather than taking photos.
- Having wi-fi enables you to download a new book direct to the reader. Without wi-fi you need to plug the reader into a computer to download books.
- A few have G3 or are Bluetooth enabled.
- Many promote extra features such as ability to listen to MP3 files or record voice.
- A couple promote additional functions such as an integrated calendar or contact list.
- Some are available with coloured cases – pink, red, green, blue or yellow – instead of the usual black or white.

- Since there was limited access to files on the display models it wasn't possible to examine different file formats.
- Some were set for Chinese, highlighting how they coped with different language formats.
- I was surprised that some only have 1GB of memory. This is small compared with cheapish memory sticks that can now store 4GB or even 8GB. Some claim this represents 1,000 books, but that assumes file size is only 1MB.
- To add more memory several take SD memory cards.
- Many advertise they come loaded with classics and bestsellers and, since targeting a European market, in several languages. Numbers of books pre-loaded vary from 125 to 150 – or even 1,000, for one of the Hanvon models.
- In several cases the ebook reader supplier will also provide you with more recent ebooks for a fee via their website.
- Battery life is often quoted in page view, at typically 9,000 to 11,000 pages.
- Not many gave prices, but one of the smallest with a 5 inch screen and few added features, the Ectaco's jetBook mini, is advertised at US\$99.95.
- A more detailed review of readers can be found at http://en.wikipedia.org/wiki/List_of_e-book_readers.

Back in Australia you realise just how few ebook readers are actually available here and how often it is the older model. Some ebook reader suppliers have set up deals with bookshops for the purchase of the latest ebooks. Don't be fooled – you do not need to purchase their ebook reader to read the ebooks supplied by the store. Read the fine print and you will see that the formats available can be read on any device.

As with all things you need to determine exactly what you want and how you are going to use it. It is tempting to purchase the one with all the 'bells and whistles' but that often means it will be bulkier and hence heavier. Is this what you want?

When I went to the local library in Middelburg to check my email I was interested to see a table with four ebook readers attached. They were for anyone to examine and compare the different models and see the same file formats on different readers. I thought this was an excellent idea as you are also free of the sales person breathing down your neck.

Ebooks

So you have a reader, what is available in ebook formats? Old books, free of copyright restrictions, are being scanned and are available for free via the web. Recent releases are slowly becoming available soon after being released in print form, but often at a similar price.

A survey of Australian publishers in the November issue of *Bookseller + Publisher* questioned Allan & Unwin, HarperCollins, Pan Macmillan, Penguin, Random House, Simon & Schuster and Text Publishing about ebooks.

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(Ebook readers and ebooks, continued from previous page)

All said they would be publishing ebooks simultaneously with printed books, or aim to, depending on if they have the rights. All were digitalising backlist titles and all were creating apps/enhanced ebook editions. Responses to the question 'Price of epub ebooks?' was mixed. Allan & Unwin, Random House and Text Publishing said 'in line with print price'; HarperCollins, Pan Macmillan and Simon & Schuster said '20% less than current print edition'; and there was no comment from Penguin.

Also in the November issue of *Bookseller + Publisher*, an examination of the books listed on the recent Get Reading catalogue revealed that 22 of the 50 titles were unavailable as ebooks. While some publishers already had ebook versions, they were not prepared to advertise them in the catalogue. For some it was due to overseas ebook editions restricted here due to territorial rights.

So where can you purchase the latest books in ebook formats? From various websites here and overseas. Bookshops are being encouraged to set up ebook stores. This has already started in the bigger bookshop chain stores, and independent bookshops are being encouraged to follow. Publishers

are doing deals with the large ebook suppliers as well as encouraging independent bookshops to set up additional facilities to sell ebooks. Smaller bookshops are finding this is difficult as customers will expect ebooks published overseas as well as local via a secure website, which is a big financial commitment.

One of the complaints from the Frankfurt Book Fair was the lack of reliable statistics on sales of ebooks. The main reason for this is that tradition packages used to record book sales do not all have the facilities to record ebook sales. Another factor is the big ebook suppliers are not making their sales figures available.

So will I be purchasing an ebook reader? No. Why? I can't see a need for one at the moment. If I was commuting to work, I might consider one. Then again I am a talking book fan. For my trip I downloaded the latest Stieg Larsson book in MP3 format for free from my local library's webpage and enjoyed listening to that as the world whizzed by. A cheaper, lighter and I think more enjoyable option than reading the book in paper or ebook format.

Mary Russell

Discussion: indexing inserts

Photographs set between two pages with no exact page references, or unpagged photographs

I recently indexed two books, each with two inserts of photographs. One of my mentees is currently indexing a book with an insert between pages 80 and 81.

I came up with several options and would be interested to hear if anyone has tried other options, or has an opinion on how best to deal with this.

For one insert: You can put 80-81p as the page reference and then a note at the start of the index saying: *p* denotes photographs in the insert between pages 80 and 81.

If you have an insert as well as photographs on other pages within the text: *pic* denotes photographs in the insert between pages 160 and 161; *italics* denotes photographs in the text. So an entry can be

Nelson, Mike *pic*, 12, 53, 76, ...

For two or more inserts: We tried using *I1* and *I2* but we found the *I* very hard to read so the next book used *P1* and *P2* with: *P1* denotes photographs in the first insert, after page 96; *P2* denotes photographs in the second insert, after page 192.

I browsed Index-L and found these suggestions:

- 'following p. 112' to go in the locators or leaving out 'p.' ('following 112') or even 'photograph following p. 112'
- Maybe just doing the previous page locator in italics or bold and using photograph(s) consistently as a subheading every time. With the obligatory introductory note added.
- '112p' where the 'p' here stands for plates.
- Just 'photo' italicised or in parenthesis.
- Make all 'photograph(s)' as subheadings, with 'following p. 112' in italics.

- Two options for indicating 'following p. 112' in the locator itself: using a plus sign (*112+*) or a page range (*112-113*) in italics.

I would be interested to hear any suggestions or opinions at <indexing@paradise.co.nz>. I will report back with any useful suggestions and comments.

Tordis Flath

ANZSI Medal 2010

The Australian and New Zealand Society of Indexers' Medal is offered annually to the most outstanding index to a book or periodical compiled in Australia or New Zealand.

This year only two entries for the Medal were received, which was disappointing after last year's strong field of eight entries. The judges were unanimous in considering that neither of the entries was sufficiently outstanding to warrant the award of the Medal.

The panel of judges this year again consisted of Alan Walker, indexer (convener); Garry Cousins, indexer and librarian; and Dr Jeremy Fisher, of the University of New England, an experienced compiler, editor and user of indexes. All three judges are previous winners of the Medal.

The judges encourage Australian and New Zealand indexers who are working on significant indexes to submit their work for the Medal next year.

Alan Walker

Indexing Indaba

In the beginning...



Every beginning indexer knows how difficult it can be to secure that first 'real' indexing job. The Pacific Northwest Chapter of ASI has produced a vibrant PDF booklet in which some of its members recount tales of their newbie experiences. It includes colour portraits, and subscribers to Index-L are certain to

recognise many of the names of those whose stories are shared. <www.pnwasi.org/marketing.htm>

Those with higher aspirations may also be interested in reading the profiles of prize-winning indexers on SI's website at: <www.indexers.org.uk/index.php?id=492>

Visual Book Objects (VBOs)

Established a year ago, the Harvard Library Innovation Laboratory is working on some interesting projects, with implications for the university's (and other) libraries in the future.

One of these is the development of Visual Book Objects (VBOs). These are intelligent graphical representations of books in a portable data format that will provide information well beyond that of the library catalogue record as it is known today. The graphical representation, or form, of the VBO is derived from bibliographic information in the catalogue record of the book on which it is based. For example, the width of the graphical representation will depend on the number of pages contained in the book.

The VBO's extensible metadata fields make it 'intelligent' and information contained in them will enable users to ask questions of the VBO, for example, "Who wrote you?" or "Can you point me to other books like yourself that I might like?"

In the future, two-way communication between a VBO and its 'mother library', will see the VBO continuously gather information along with the book's usage.

<librarylab.law.harvard.edu/projects/visual-book-objects/index.php>

Ain't no mountain high enough

The remarkable legacy of climbing achievements left by South African climber, John Moss, inspired me to look at the way that alpinism activities are documented.

Much of this is done through mountain club journals, such as that of Britain's Alpine Club, the oldest in the world. It has been publishing the *Alpine Journal* since 1859, and produced the first index to its early volumes in 1892.

The Alpine Club is also noted for its *Himalayan Index*, which contains records of over 7 500 ascents of, or attempts on 3 500 of Asia's loftier peaks. In addition, the index includes the names of some 38 000 climbers. Information for this amazing resource is drawn from across the vast collection of journals, magazines and books in the Club's Library. <www.alpine-club.org.uk/hi/about-hi.htm>

Another impressive piece of work is the *American Alpine Journal Index 1929-2009*. Apart from book reviews (which have been indexed in the *American Alpine Journal Book Reviews Index 1929-2009*), this is a complete cumulative index to the American Alpine Club's journal. A Google search reveals that the compilers of these comprehensive indexes, Ralph Ferrara and Eve Tallman, are no strangers to climbing themselves. Perhaps this active pair strayed into the more sedentary world of indexing out of necessity, given the common and

often essential need to research the sort of ascents of which most of us can only dream. <www.americanalpineclub.org/americanalpinejournal>

What flower is that?

Still on things natural, in an article in the September issue of *The Indexer* Maureen MacGlashan looked at *Index Kewensis*, created by Joseph Dalton Hooker and funded by Charles Darwin. It was aimed at being a 'compilation of an Index to the Names and Authorities of all known flowering plants and their countries', and continues today as the IPNI

(International Plant Names Index).

Another plant enthusiast, Glassford Sprunt, recently completed a cumulative index to the *Scottish Rock Garden Club Journal*. Despite its name, the eighty-year-old Club draws members from across the globe. The introduction to the index includes a description of what appears to have been a mammoth labour of love for a seemingly accidental indexer.

Sprunt writes: "This Index has been through a long gestation period. It started as a personal project, born of a dislike of having to look through three part Indices [Muphry's law, say no more], plus the supplementary Volume Indices, when any information was sought. It has weathered spells of enthusiasm for the project and spells when the whole project seemed too daunting."

Clearly enthusiasm won in the end, with the index being made available at: <www.srgc.org.uk/index/content.html>

Information seeking and index usability

At the recent SI Conference in Middelburg, Michaël Steehouder, Professor of Technical Communication at the University of Twente, spoke on how people search for information, particularly in relation to computer manuals. In

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Mount Index, Washington State, USA. Photo by David Dye, <www.officepansy.net/mt_index.htm>

(Indexing Indaba, continued from previous page)

a seven step information seeking process he identified two steps - problem definition/formulation and locating information - that can be applied to the way that indexes are used.

In the area of problem definition/formulation, users don't always use, or know, the right words for what they are looking for. Cross-references are useful for this, with research suggesting that the average user will search for two alternative terms, which if unproductive, will see them give up. Computer users may receive a little more help in this area in the form of a keyword cloud (pick the one you meant), user tagging (add an explanation) or automated problem recognition from natural narrative language.

The relationship between the layout of indexes and their usability has a vital role to play in the way that users locate information in an index. Steehouder's research shows that

users search faster with a run-on index, and less accurately with right-justified locators. Interestingly, a line of dots running from a heading to a right-justified locator enables users to find information more quickly and more accurately. <<http://adelef.wordpress.com/>>

Other Indaba

Silvia Muscardin (see September's Indexing Indaba) tells me that South Australia's Monarto Zoo offers an overnight education program at their beautiful facility called Indaba Bush Camp. (Search 'indaba' at <www.zoossa.com.au>) Along with 'vuvuzela', which blasted its way into the Oxford Dictionary of English this year for the first time, the word 'indaba' continues to make its mark outside of Zululand.

Nikki Davis

New Zealand Branch President's report

I welcomed members to the sixth Annual General Meeting of the Branch. Although we don't yet have definite membership figures after the recent annual renewals, we believe that we have lost one or two members and gained four, so that at 18 September the number was 22.

We've had some achievements during the year. After the suspension of the general ANZSI mentoring program, we revived our own Branch scheme early this year to help new book indexers at the stage after their first training courses. Three members are working on projects at present, and we thank Tordis Flath as mentor, Susan Brookes as coordinator and the Branch treasurer, Jill Gallop, for implementing the program.

ANZSI's new education committee is charged with reintroducing mentoring programs at two levels, one basic, which they mean to call tutoring, and a higher level of 'mentoring and professional development'. I am a member of that committee, and would be happy to receive any comments from Branch members. For the immediate future, we will continue our own program.

The Branch also completed the second New Zealand freelancers' directory and emailed it to more than 60 people in the publishing industry. Tordis and Julie Daymond-King did most of the work to complete the 2010 edition. We would welcome feedback from all indexers in the directory on how fruitful it was.

The committee has also worked to raise the profile of professional indexers among record-keepers and users. In December Tordis and I spoke at a session of the annual gathering of the Professional Historians' Association of New Zealand in Wellington. Last month the Branch conducted an indexing session during the 'workshop' day preceding the Archives and Records Association of New Zealand's annual conference. Pam Strike supported me there, and Nancy Fithian presented the National Library's 'Index New Zealand' database operations.

The ANZSI council approved a recommended rate for indexing in New Zealand of NZ\$65 an hour and a lower

membership subscription for New Zealand members, reflecting the lower rates paid to indexers in New Zealand. The \$65 rate is higher than most of us are paid, but it is a target to work towards. The skills of good indexers should be rated as highly as those of copy editors. I would welcome information from members on their pay rates.

ANZSI has now been incorporated in the state of Victoria. This seems to have had no negative effects on the New Zealand Branch and your committee took a neutral position on it. The committee sees no need to incorporate in New Zealand, where the Accident Compensation system means we avoid some of the Australians' concerns, and our financial commitments are very limited. ANZSI is examining the whole range of its educational activities, including course curricula and the registration system, and we expect that Branches will be asked to comment.

Our finances are still limited, but we plan to acquire more books for the Branch library. We have compiled a list and hope to have some available about the end of the year.

During the year, members who live in the Kapiti region have met informally several times, finding the contacts useful as well as friendly. If members in Wellington cared to initiate similar meetings it could be worthwhile, and some of us from Kapiti and the Wairarapa might attend too.

The Branch has not held a training course this year, but several members have flown to Australia for courses there. We need to cater for members working in the database areas as well as back-of-book indexers, and we hope to provide something for them in Wellington early next year.

My thanks to Tordis for hosting this meeting, and to all my fellow committee members – Jill, Julie, Pam, Susan and Tordis – for their support during the year. It is not easy to operate a body whose membership and leadership is so scattered, but we have had our achievements and I look forward to more in the next 12 months.

Robin Briggs

Victorian Indexing Club - October

The theme for October's meeting was 'Show and Tell' and was a lively event with indexing experiences shared by Les Kneebone, Jenny Restarick and Bernadette Vaughan. Bernadette spoke on her work as a taxonomist and has written up her presentation on this fascinating area.



Getting into taxonomy, Part 1

My introduction to taxonomy came in July 1999 when I moved out of corporate libraries into taxonomy-based roles, and for the next six years, I was employed in two different online and print directory businesses.

CitySearch

The first of these businesses was CitySearch Australia (CSA), a web-based and hardcopy directory business with editorially enriched content. The business, at that time, was owned by F2 (known today as Fairfax Digital), which is the online division of the Fairfax newspaper group that publishes 'The Age', 'Sydney Morning Herald', and other publications.

My prime areas of responsibility for its web and print based products were:

- Creating and/or editing controlled vocabularies in relation to A to Z industry classifications. These classifications (approximately 2600 classifications initially) underpinned the print and online products, so that advertisers could be reliably retrieved.
- Creating and editing taxonomies to assist search and navigation.

This included:

- Categorising and cross referencing online advertising for small to medium sized businesses, as well as editorial content that focused on city-based entertainment and lifestyle profiles.
- Populating search engines with relevant keywords for particular topics and business classifications, thereby connecting search queries to relevant database content.
- Mapping classification codes for content feeds into print and online products, being mindful, however, of the different mappings needed for different cities. For example, Sydney had commuter ferries, but not Melbourne.

Relevant vocabulary lists would ideally strive to incorporate different words and phrases relevant to a particular concept or business, international spellings, abbreviations and acronyms, singulars and plurals, and various word endings. Lists would also handle with care those single words which denoted multiple concepts, such as 'towers' (as in towing services) versus 'towers' (as in telecommunication towers).

Search engine population

In the classification 'Liquor stores – Retail', logical keywords might include 'bottleshop, bottle shop, bottle-shop, off-licence store, off-license store, off licence store, off license store, liquor outlet' and so on, as well as the plurals for these concepts. Another classification 'Car hire & minibus rentals' might include 'hire car, loan car, rental car, car rental,

minibus hire, mini bus hire, mini-bus hire' and so on, as well as the plurals for these concepts. Search engine population also included different word endings, so the classification 'Timber – Wholesale' might include 'wholesale timber, timber wholesaler, timber wholesalers, timber wholesaling' etc.

Plurals, however, would need to be applied with a clear understanding of each any every specific context. In the classification 'Glass merchants & glaziers', care would be taken to NOT pluralise the term 'glass' because 'glasses' (as well as not being relevant to that business context) changes the meaning from a sheet of glass to either a drink container or person's spectacles.

Taxonomy development

A review of classifications from a housekeeping and revenue perspective saw the business trim back a number of classifications to retain approximately 2200, this exercise being a database 'clean-up' that was progressively implemented after review and consultation with key stakeholders. For the remaining classifications, one large taxonomy task was to sort and categorise them all into 12 major verticals (or themes) such as 'Fashion & Beauty', 'House & Garden', 'Motoring', 'The Arts', 'Visitor Guide', 'Food & Wine', 'Film' etc for both print and online products, with slight variations in each one.

Each of these verticals was further divided and sub-divided into smaller categories, and relationships and cross references devised to link between them. Some classifications attracted vigorous discussion as to what was, in fact, their best placement. For example, are wedding dresses best placed within 'Fashion & Beauty' or 'Parties & Occasions'?

The year 2000 saw Australia host the Sydney Olympics, so another aspect of the taxonomy role was identifying relevant database content, then working with editorial staff to develop the Sydney CitySearch site with content attractive and relevant to international visitors. For example, promoting hotels and various accommodation types, tourist attractions, travel agents, tour operators, transport services (bus schedules, ferries, trains, airlines and airport buses), pubs, bars and cafes, live music venues etc.

Mapping content

As CitySearch products were print and web-based, content feeds had to position and map each classification's alphanumeric code and print classification name to its web node and web classification name. For example, 'Coffee Lounges' in the hardcopy directory might be renamed 'Cafes' in the online product, and 'Bridal wear – Retail' might be renamed 'Wedding dresses'.

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(Getting into taxonomy Part 1, continued from previous page)

Changes to the database from which all product content was derived had to be carefully scheduled, so as to not cause havoc to the publishing program of the hardcopy directory. While the web product could have its classification names changed from day to day if desired, changes to the print product were much more restricted, and had to be progressively implemented via a carefully planned city by city schedule. For example, modernising the classification name from 'Motor vehicles – Retail' to simply 'Cars – Retail' was not undertaken via a single point-of-change, but systematically achieved, city by city, in accordance with each city's publishing schedule.

Defining CSA's classification system

One aspect of managing the underpinning classification system was documenting and co-ordinating the multi-disciplinary review process which examined requests for changes to this system and its related taxonomy framework. This responsibility included researching advertisers' indexing-related requests (in varying levels of complexity), ensuring the agreed review process operated effectively, communicating changes to key stakeholders, and ensuring intranet pages accurately recorded the work practices adopted. Sales staff who sold customer advertising into one or more classifications relied on up-to-date sales collateral, so any classification changes had to be promptly transposed into sales documentation.

Another aspect of defining the classification system was compiling suitable definitions for restricting when and where a classification should be applied. For example, the editorial classification 'Late dining' (to be applied as part of a restaurant review) might state something like 'Kitchen will accept meal orders until 10.00pm', and 'Disabled facilities' might state something like 'Includes disabled toilet as well as ramp or lift for access'.

Other tasks as Headings & Reference System (HRS) Indexing Manager

- Smaller taxonomy projects for specific customers e.g. devising taxonomy structures for a Melbourne CBD print retail guide, and also a shopping centre's website.
- Resolving search queries forwarded on by Sales or Customer Care staff. For example, 'Why is this business appearing here?' or alternatively, 'Why isn't this business appearing here?' Resolution involved examining the various tools (mapped keywords, freetext keywords, editorial keywords) which collectively impacted upon the placement of a customer's advertisement.
- Testing new navigation structures, content and functionality on the development server, prior to going live.
- Re-classification of advertisers i.e. responsibility for scheduling and implementing re-classification exercises by three HRS Indexers for the re-classification of business listings due to changes in the underpinning classification structure.

Sensis

In May 2002, CitySearch Australia's online business was bought by Sensis, the company that produces Yellow Pages, White Pages, Whereis, and Trading Post. The print publication ceased, and my role, while retaining its operational responsibilities for the CitySearch product, diversified to incorporate additional tasks in relation to other Sensis products and projects. My core responsibility was an advisory and implementation role for classification and taxonomy structures in relation to web-based content, and keyword population of search engines.

One significant project I was involved in around that time was the major relaunch and upgrade of Yellow Pages Online (YPOL) i.e. a project to make words in print display ads become searchable keywords for the web-based product, thereby delivering deeper, more relevant search results for users and advertisers. This enriched content included details such as business operating hours, methods of payment, brand names, specialty products and services etc, and resulted in keywords increasing from 50,000 to more than 500,000.

My role was to:

- Review and analyse pilot data delivered by our business partner
- Define and document the 'Key Processing Principles' for analysing, labelling and displaying advertising content such as:
 - * Naming conventions for brands, makes, models and organisations
 - * English spelling rather than American
 - * Display format for abbreviations and acronyms
 - * How to navigate the core classification structure underpinning all advertising content
 - * Review and refine definitions for further sub-division of content.
- Visit our external business partner to:
 - * Observe, review and modify the process by which advertising content was analysed and sorted
 - * Identify key Sensis reference documents required for underpinning the data analysis
 - * Document the process, and help train our partner's staff in navigating key reference documents
- Source, train and manage four contract indexers for ongoing data quality review and content analysis.

Bernadette Vaughan

The second part of Bernadette's presentation will appear next month.

Frankfurt Book Fair

I was warned the Frankfurt Book Fair was large, but large isn't the word for it, it is massive!! You read there are over 7000 exhibits, but you don't think about how much space must be needed for all these exhibits. The Fair is spread over six buildings, or more accurately aircraft hangers, most with several levels, adding up to about 13 aircraft hangers. The buildings are connected by enclosed walkways. As you study the map of the site you realise the Book Fair actually doesn't occupy all the available space on the site as there are a couple of buildings that were not used!

The webpage <www.buchmesse.de/en/fbf/> reveals that for the 2010 Fair there were more than 7300 exhibitors from 100 countries, 3000 events and 279,325 visitors!

Each year there is a Guest of Honour and this year it was Argentina. They had a large display in Hall 1, promoting the country as well as their authors and books. Building 3 (Building 2 wasn't used) was two levels and was mainly German publishers of fiction and non-fiction with sections on children's books, comics, religion, tourism and gourmet. Building 4 has three levels and covered mainly academic books, with sections on art books, education books, audio books and non-books. Most were German, but occasionally other languages as they related to the subject group. Non-books turned out to be greeting cards, wrapping paper, bookmarks and similar items you are likely to find in bookshops. Buildings 5 and 6 contained five floors of international publishers covering all languages other than English and German.

I found it fascinating to see all these books from other countries. In many cases it was frustrating they were in another language as I wanted to know more. What was the picture of, what was that dish made of, etc. It was interesting to see translated versions of English books, particularly children's books. While I checked several for indexes and some had them, in hindsight I should have done a more deliberate survey to see what proportion of non-English books had indexes.

Building 7 wasn't used. Building 8, furthest from the entrance, was where the English language publishers were located.

Large publishers occupy a large area, smaller publisher either had a small exhibit or joined forces with others to represent their country. Exhibits were mainly book publishers with displays of their books. Books are not actually for sale as the purpose of the Fair is to promote their books to booksellers, journalists and negotiate rights and licenses

worldwide. There were exhibits for digital publishers as well as book printing, from types of paper to use, to the large machines that print and bind books on demand. Antiquarian books are also represented in small building in the courtyard. Some individual graphic designers and illustrators had exhibits as well. But wait there is more! Not only are there the usual range of meeting rooms, restaurants and cafes scattered around the site there was a hairdresser, a supermarket and out in the courtyard there are craft stalls.

According to *Think Australia 2010: your guide to the Australian book trade* produced by Thorpe-Bowker and handed out at the fair, there were about 60 Australian publishers, literary agents and exhibitors at the Fair. This list doesn't include international companies such as Penguin, Macmillan or Cambridge University Press with offices in Australia. Several of the publishers were grouped in a large Australian Publisher Association stand. There was also a selection of New Zealand publishers grouped together.

The guide has some useful statistics about publishing in Australia:

- A total of 18,757 new titles were published in Australian in 2009 up 18% on the previous year.
- A total of 4355 Australian publishers were granted ISBNs in 2009.
- About 70% of these were self-publisher of a single title.
- More than 90% were in the 'small press' category, releasing fewer than five titles each.
- There were 28 very large publishers releasing 100 or more titles.
- There are over 2200 book retail outlets.
- Top ten markets for Australian rights sales in 2010 are Germany, United States, United Kingdom, France, Korea, Brazil, China, Spain, Netherlands and Japan.
- Frankfurt Book Fair is the most important conduit for selling international rights.
- 'Children's book category was slightly above nonfiction as the highest selling category for rights sold overseas, with adult fiction barely given a mention. In children's books, young adult (ages 12 and upwards) fiction led the way, which was followed by picture books...In the nonfiction category, biographies were the most popular, followed by reference, then science.'

If there had been an award for the most photographed exhibit it would surely have gone to the Australian publisher Millennium House. Their stand displayed the platinum

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(Frankfurt Book Fair, continued from previous page)

edition of *Earth*, the 'world's largest book' – 1.8 m x 1.4 m – with fabulously large maps and pictures of the world. It is limited to 31 copies and sells for US\$100,000.



Sections of the halls were set aside for 'Hot Spots', areas where talks and discussions were held on topics related to the exhibits nearby. There were also several conferences held in rooms around the halls. It was obvious that seasoned visitors to the Fair had done their homework and planned which events they wanted to attend well in advance. They also remember to allow plenty of time to get to the required venue.

If you go to the Fair go with a mission. Mine was to examine ebook readers (see other article). Otherwise I think you would be prone to wander around and not get much out of it. Allow yourself a couple of days as there is no way you can cover the whole Fair in one day unless, like a couple of younger attendees, you bring your fold up scooter or roller-skates. Scan the website to see what events or conferences are on and plan what you want to attend. Some require you to book in advance.

So was it worth the visit? Yes. Why? The Frankfurt Book Fair is one of those events you hear about and going gives you a tangible idea of how popular books still are. The published book is very much alive and well. Digital publishing may be growing, but books are still being enjoyed.

Mary Russell



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