

Special conference issue

Conference 2001—Join us in Building Partnerships!

Lynn Farkas

This year's AusSI conference is just around the corner, on 20–23 April. In this issue of the *Newsletter* you will find details of the Conference program, speakers and workshops. I have been asked, as a Conference Committee Convenor, to present an introduction to the Conference which may give you a taste of things to come. If you have not yet registered, I hope this *Newsletter* will convince you that the Conference will be worth attending. If your registration is already with us, I hope the next few pages will whet your appetite for the Big Event.

Something different

All conference organisers believe their conference is bigger, better and more interesting than anything you have ever been to before. Our Organising Committee is no exception! We think Conference attendees will be pleasantly surprised at some of the different and exciting things we have planned.

For a start, participants will be seeing more than the 'same old faces' at the Conference. While all our old friends will be there, the Conference will also bring together editors from around the country to join us as partners. This collaboration between indexers and editors (which we all agree should be strengthened) was the basis behind our Conference theme: *Partnerships in Knowledge*. Our joint organiser of this Conference has been the Canberra Society of Editors, and already the collaboration AusSI ACT has had with members of the Canberra Society of Editors, in terms of group meetings discussing the Conference program and individual interaction with members of the Organising Committee, has proved very rewarding.

Other professional groups with whom we as indexers form partnerships include publishers, librarians, Webmasters and authors—all of whom will be represented at the conference. A highlight of Day 1 will be a panel discussion featuring a number of such partners, who will discuss what they expect from us and what we should expect from them!

Another difference you will notice at *Partnerships in Knowledge* will be the size of the Conference. Our preliminary expressions of interest convinced us that there would be lots of people who wanted to attend (after all, there are lots of editors out there, as well as us indexers!). We expect about 250 attendees—a much more ambitious undertaking than any of the AusSI conferences of the past! So there will be plenty of people around to meet, share views with, and add to your professional networks.

Something for everyone

In planning the Conference program, we wanted to ensure there would be sessions that would interest both indexers and editors. We also canvassed

views from attendees at past conferences about what they had enjoyed or disliked. The final program we settled on provides, we feel, something for everyone: a good mix of general sessions which have a broad interest base; a day of concurrent sessions which allow

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Notice

Notices of Annual General Meetings

National and New South Wales

The Annual General Meeting of the Australian Society of Indexers will be held at 6.30 pm on Wednesday 21 March 2001.

The AGM will be held at the New Hong Kong Restaurant, 44 Macleay Street, Potts Point, NSW 2011, opposite the Landmark Parkroyal Hotel (ph 9356 8481).

Street parking can be difficult in this area. The Kings Cross parking station (Ward Avenue) and the Kings Cross railway station are both five minutes' walk from the restaurant. The 311 bus stops at the front door.

The Annual General Meeting of the New South Wales Branch of the Society will also be held during this meeting. The AGMs will be followed by a Chinese banquet, at the subsidised cost of \$25.00 per person, drinks included.

RSVP: Alan Walker
ph: (02) 9368 0174, fax: (02) 9358 5593
email: vicepres@aussi.org

ALIA National Innovation Awards 2001

Colleagues, now is not the time to be modest! Put your nomination(s) in today for the ALIA National Innovation Awards 2001.

Library Locums, a division of The One Umbrella group, is proud to sponsor this popular annual award again this year. We're looking forward to another great range of outstanding entries.

You know how hard you or a colleague have worked on that efficiency-increasing, time-saving or user-friendly focused project over the last year. This is an opportunity to showcase that achievement.

Whatever the specific project, everyone involved in making it a success deserves our industry's recognition for their effort. The ALIA National Innovation Awards are an effective way to achieve this.

Check out <http://www.alia.org.au/awards/innovation/index.html> for nomination details today.

Good luck from The One Umbrella Team (covering: Library Locums, Knowledge People, Qualified Records People) Specialist Recruitment, Career Management & Consulting (Offices in Sydney, Melbourne, Brisbane & Canberra)
<http://www.oneumbrella.com.au>

Society of Indexers Conference 2001

'Indexing at the Cutting Edge'

29 June-1 July at Sheffield Hallam University, Sheffield

There will be something for everyone in a conference that will be going 'back to basics', looking at index users' needs and asking what makes a good index.

David Lee will talk about how award-winning indexes are judged and workshops and seminars will help you get to grips with such issues as how indexes are assessed for registration, bridging the gap between training courses and real-world indexing, how to adapt your indexing skills to new media and techniques, and how students use indexes and access information.

As always, we will be learning about indexing in various contexts. Sheffield University researchers will speak on current research in text retrieval and the indexing and retrieval of chemical structures, while speakers from Leeds Metropolitan University will throw some light on the mysteries of indexing at M15. The chair of the House of Commons Select Committee on Information Technology will tell us how things are improving at Westminster, while a speaker from the Plain English Campaign will make things crystal clear after Saturday's conference dinner.

Credit card bookings can now be made, and an updated booking form is downloadable from the SI website at <http://www.socind.demon.co.uk> or available by email from jkingdom@netmatters.co.uk.

AusSI Web Indexing Prize

'It is a great honour to win the AusSI Web Indexing Prize and my colleagues and Manager at the EPA are delighted. My thanks and appreciation to the Society. In the AusSI Newsletter Report, the index and website are referred to as QEPV. This should be QEPA for Queensland Environmental Protection Agency. The URL has "env", but the acronym is QEPA.'

Patricia Kennedy, Librarian (Electronic Publishing)
Library and Public Access Services
Public Affairs Division
Environmental Protection Agency
Website <http://www.env.qld.gov.au>

For space reasons, the second part of the report has been held over until the April issue — *Editor*.

board

AODC 2001

HyperWrite Pty Ltd is pleased to present AODC 2001—the Fourth Annual Australian Online Documentation Conference. AODC 2001 will be held from 28 to 30 March 2001, at Rydges Lakeside Hotel in Canberra.

The Conference this year features a collection of expert speakers from around the world, including Andrea Ames from the STC (USA), Charles McCathieNeville from the World Wide Web Consortium, Chris Higgs from the HTML Writers Guild, Joe Welinske from WinWriters (USA), Matthew Ellison from Digitext (UK), and more. AODC 2001 will also witness the first official public disclosure of Microsoft Help 2.0 outside the US.

AODC 2001 offers an unrivalled opportunity to learn more about online documentation, help system development, hypertext techniques, and emerging technologies. The conference is aimed at writers—people developing online content such as writing manuals, procedures, help, quality management systems, Intranet content, or public Web documents.

Full details, including registration information, can be found at <http://conference.hyperwrite.com.au/>

Queensland volunteer still required

The National Committee of the Australian Society of Indexers would be grateful for an offer from a helpful volunteer who is willing to act as a contact person between Queensland members and the National Committee. There are no duties other than receiving information and keeping other branches informed of Queensland activities.

Victorian Society of Editors training

'Grey Areas and Gremlins: A Grammar and Punctuation Refresher' with Deborah Doyle, Saturday 31 March, 10 am to 5.30 pm at the CAE Business Education Centre, 4th Floor, 253 Flinders Street, Melbourne.

Do you want to learn how to use more verbs to add sparkle and make your meaning crystal clear, know when to use 'that' or 'which', be able to build on a simple sentence, find out how to use correctly apostrophes, commas and hyphens?

If you work with words, this all-round refresher course may be just what you need. Course notes are very comprehensive, comprising a 100-page booklet of exercises and reference material, in three sections: Parts of Speech, Construction of English, and Punctuation.

No prior knowledge is assumed, and the course is friendly and interactive, so come along, learn with

your colleagues and enjoy seeing the G-word demystified in only a few short hours!

Deborah has freelanced for twelve years, and has taught in the RMIT Diploma of Arts (Professional Writing & Publishing), and currently teaches in several courses including RMIT short courses in editing, CAE editing courses, and at the Victorian Writers' Centre.

The course fee for Society of Editors members has been set at \$110 members and \$135 nonmembers. For the Australian Society of Indexers, a fee of \$125 per person. Bookings close Friday 16 March

Brett Lockwood, Editor, indexer and proofreader
Training Officer, Society of Editors (Victoria)
Website <http://www.socedvic.org>

Registration

At its meeting on 28 February 2001, the National Executive, in consultation with the Panel of Assessors, has amended the requirements for application for Registration to include a prerequisite that members wishing to apply for Registration will need to submit details of at least two additional published indexes together with the index submitted for assessment. Bibliographic information of the two indexes for which the member has been responsible should be in sufficient detail to allow them to be identified by the Panel if necessary.

AusSI website

For a year or so now it has been possible for visitors to the AusSI website (<http://www.aussi.org>) to enter their email address at the bottom of the home page so as to be informed of future changes to the page. This feature has been a free service provided by MindIt.

As of March 1 they will be moving to a subscription-based model and the free service will no longer be available. Note that if you have used this feature already you will no longer be notified of page changes after March 31.

I understand that individuals will still be able to deal directly with MindIt and specify—for free—page changes they wish to be notified about, including the AusSI page. See <http://www.mindit.com> for details.

Jonathan Jermeý, Webmaster

STC Indexing SIG

The Society for Technical Communication (STC) Indexing Special Interest Group's website is at <http://www.stc.org/pics/indexing/>. They have a newsletter page (pdf), an electronic discussion list, and other indexing information.

Draft

(The final program may differ slightly)

Day 1: Friday 20 April Relationships and Working Together

8.30-9.30 Registration

9.30-10.30 'National and international issues for indexers and editors'
Panel discussion chaired by Alan Walker

10.30-11.00 Morning tea

11.00-12.30 Keynote Address by **Richard Walsh**
'The Future of the Knowledge Society'

12.30-2.00 Lunch and welcome: 'Editors and indexers in knowledge partnerships'
Perspective from an indexer (Lynn Farkas)
Perspective from an editor (Lee Kirwan)

2.00-3.00 Launch of national standards for editors (Kathie Stove)
(subject to national approval)

3.00-3.30 Afternoon tea

3.30-4.30 'Partnerships with other professionals'
Panel of graphic designer (Jennifer Prosser), author (Christine Wallace), commissioner of editors and indexers (Angela McAdam), librarian (Roxanne Missingham) (Chair, David Ream)

4.30-5.00 Ethics: 'Role of societies in maintaining professional integrity'
Introduction by John Simkin, then the floor opened to discussion. Copies of ethical guidelines available before the session. This is an open session, not Q&A by the experts.

5.00-6.00 Soapbox / Ask an indexer / Ask an editor
Soapbox sessions: opportunities for people who wish to continue discussing a matter raised during the day.
Ask an indexer/editor: informal sessions at which people can ask a nominated person questions from the floor: 'Is Malcolm X indexed under M or X?' 'Is it OK to carelessly split an infinitive?'

Trade fair open until 6.00 p.m.

6.30-8.00 **Cocktail party**

Organise your own dinner. We've printed out a list of restaurants and are happy to make bookings for you.

Day 2: Saturday 21 April Business and Technology

9.00-9.45 Address by **Senator Kate Lundy**

9.45-10.15 'Working efficiently' (Glenda Browne)

10.15-10.45 Morning tea

10.45-12.45 Concurrent sessions, repeated in the second hour

10.45-11.45

How small should a small business be? (Louise Forster MC)

Hypothetical on taxation (Janet Salisbury MC)

Hypothetical on quoting (Peter Judge MC)

Hypothetical on ethics (Basil Walby MC)

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Hypothetical on taxation (Janet Salisbury MC)

Hypothetical on quoting (Peter Judge MC)

Hypothetical on ethics (Basil Walby MC)

12.45-1.30 Lunch on the run (buffet)

2001 Conference program

1.30-2.30 Concurrent sessions

1.30-2.30

Bringing them home indexing project (Jim Stokes and Ronald Briggs)

Valuing your services, having your services valued (Pamela Hewitt)

1.30-2.00

New technologies and editors (Vickie Richardson)

2.00-2.30

New Government requirements for on-line publications: what are the implications for editors? (Cathy Nicoll)

***2.45-3.45** The new 'Style Manual' (presentation to be confirmed) (*self-serve afternoon tea)

4.00-5.00 Concurrent sessions

4.00-5.00

Ten steps to an edited manuscript (Janet Mackenzie)

Editing and indexing reference books: lessons from history (Alan Walker)

(40 mins)

Web-mounted indexes: their variety and efficacy (Frances Lennie and David Ream)

5.00-6.00 Soapbox / Ask an indexer / Ask an editor

Trade fair open until 6.00 p.m.

7.30 **Conference dinner** (Entertainment by Shortis & Simpson)

Day 3 Sunday 22 April Education for the Professions

Education and training

9.00-9.45 Survey of education and training needs for editing and indexing (CASE education representative Renée Otmar and Cassandra Parkinson of CREATE Australia, with Lynn Farkas)

9.45-10.30 Address by **Professor Ian Chubb AO** (President, Australian Vice-Chancellors' Committee) 'The economics of tertiary training for indexing and editing'

10.30-11.00 Morning tea

Accreditation, registration, professional collaboration

11.00-12.00 Concurrent sessions

11.00-12.00

Joining forces in the name of research: the Austlit Gateway project (Annette Scarvell)

Report of database indexers on accreditation and registration (Sandra Henderson)

12.00-12.45 Forum. 'Professionalism vs commercialism. How entrepreneurial should the Societies be?' (Lynn Farkas)

12.45-2.30 Lunch (organise your own).

12.45-2.45

Australian Society of Indexers Meeting

Canberra Society of Editors April meeting

2.45-3.30 Wrap-up session (Lynn Farkas and Louise Forster)—open forum, plenary and recommendations

3.30-4.00 Afternoon tea available

4.00-5.00 Focused session on 'where to from here?', summarising major conference themes

Trade fair open until 6.00 p.m.

The conference workshops

Day 4 Monday 23 April

These outlines are correct at the time of printing. The final version will be printed in the conference program. Changes between now and then will be published on the websites of the Australian Society of Indexers and the Canberra Society of Editors.

* = computer workshop

Website indexing with HTML Indexer*

Glenda Browne (4 hours)

This computer workshop covers both theoretical and practical aspects of web indexing, specifically the creation of back-of-book-style indexes to websites using HTML Indexer. The theoretical component discusses types of web indexes (e.g. to online documents; or to websites) and issues to be considered in web indexing (e.g. formats for subdivisions). The practical component comprises a demonstration of HTML Indexer and an exercise to start creating an index to a web document using HTML Indexer. This workshop gives useful theoretical and practical background to the e-book indexing workshop which follows.

Making e-books and e-indexes*

Jonathan Jermy (2 hours)
After a long and difficult labour, both new and traditional publishers are giving birth to electronic books (e-books). Soon they will need indexers for them. This workshop looks briefly at the history of e-books and the competing parties involved—publishers, authors, software companies and readers—and the variety of formats in which e-books are appearing. It then goes step by step through the process of creating an e-book index and incorporating it into an electronic book in the LIT format supported by Microsoft and others in the Open E-book Standard.

Introduction to database indexing

Lynn Farkas (4 hours)

This workshop places database indexing in the broader context of the information industry, canvasses the various types of database indexing, and provides participants with the opportunity to work through some practical examples and problems. It is suitable for li-

brary managers considering the introduction of indexing services, for indexers and information professionals wishing to know more about this specialised area, and for current database indexers interested in exploring the theoretical context of their work.

Software for back-of-book indexing

Presenters to be advised (4 hours)

The major software packages for back-of-book indexing will be demonstrated by their product representatives in Australia, all of whom are practising indexers. The demonstrations will provide basic and advanced features of the products. Participants will have ample time to question representatives from the floor or on a personal basis.

Literary editing

Pamela Hewitt and Susan Hampton (4 hours)

Literary and non-literary editing are closely allied and use analogous skills, but the territory and techniques are different. Although it uses many of the fundamentals of substantive editing and copy editing, literary or creative editing also looks specifically at the way a text speaks to the reader. Tone and voice matter a great deal, as do variations on point of view. Issues such as characterisation, dialogue and plot development may be important. Common problems are overwriting, repetitive sentence openings and use of clichés, language that is sentimental, old-fashioned or overly formal. The workshop will provide examples from editing literary fiction and non-fiction.

Multiple index publications: some case studies

David Ream (2 hours)

This session shows five different models for gathering data for and generating multiple indexes to publications. Two of the editorial systems use a database approach and three use dedicated indexing preparation software. The approaches will be discussed, demonstrated and contrasted.

Editing for the corporate client

Patricia Hoyle (2 hours)

If you're itching to work your editing magic on dull and poorly written corporate and government documents, but don't know how to break into the market, this workshop is for you. Drawing on her own experience as a business writing consultant, Patricia Hoyle shows you how to market your services to the corporate and government sectors—and avoid some of the pitfalls. Patricia Hoyle provides writing, editing, proofreading and training services to the government and private sectors. Based in Sydney, she specialises in writing and editing plain English documents including brochures, procedure manuals, newsletters and annual reports.

Editing for indexers

Claudia Marchesi (2 hours)

This workshop provides an introduction to editing and proofreading. It looks at the role of the editor and explains the various 'levels of edit'. There will be opportunity for hands-on copy-editing and proofreading, guidance in the terminology and symbology of editing; and suggested solutions to problems of grammar, plain English, punctuation and usage. What's the difference between a colon and a semicolon and when do you use them? What's so important about 'parallel structure'? When do you use single and double quotes? If you want answers to these and many more questions, with a practising Canberra editor as your guide, this is the workshop for you.

Indexing for editors

Max McMaster (4 hours)

This workshop looks at various aspects of the practice of indexing, from creating the index itself—a task that many editors face at some point in their careers—to assessing the value of an existing index, and editing index copy. The session covers scope and function of indexes, selection of terms, arrangement of terms, cross-references, filing, issues of style, editing the index and assessing the index. If participants have specific indexing queries relating to their work, they should bring them along so they can be discussed.

2001 Conference Key speakers & keyed-up performers

Richard Walsh

Richard Walsh was co-editor of *OZ*, and founded *Nation Review*. He was Managing Director and Publisher at Angus & Robertson for 14 years, and he headed Australian Consolidated Press for 13 years. In March 2000 he and David Salter launched the topical daily newsletter on the net, the *Zeitgeist Gazette*.

Over the years he has led, or been on, councils or boards concerned with literature, the ABC, theatre, the NSW State Library, the Australian Museum, and the National Commission for UNESCO. He has also been a director of the public company, Cinema Plus.

Today Richard Walsh is a media consultant and a mediator/facilitator. He is director of a number of companies, including the internet content provider HWW, the software developer Techne-Ventures and the on-line paper exchange PaperSpider.

Senator Kate Lundy

Kate Lundy is the Shadow Minister for Sport and Youth Affairs and Shadow Minister Assisting the Shadow Minister for Industry and Technology on Information Technology. A woman of many parts, Kate Lundy was a builders' labourer for a couple of years, and an organiser for the CFMEU for ten years before becoming a senator for the ACT, in 1996.

She has made a number of speeches in support of the sensible use of information technology. In a recent keynote address, Senator Lundy said '... information management is central to the effective operation of a democratic society. This is the premise that underpins the now-popular description of our current place in time as the information society.'

Find out more about Senator Lundy at <http://www.katelundy.com.au/IToutsourcing.htm>.

Professor Ian Chubb AO

Ian Chubb was appointed Vice-Chancellor of The Australian National University in January 2001. He was previously Vice-Chancellor of Flinders University in Adelaide and the senior Deputy Vice-Chancellor of Monash University while simultaneously the Foundation Dean of the Faculty of Business and Economics.

He was also Chair of the Higher Education Council and was, until mid-1994, the Deputy Chair of the National Board of Employment, Education and Training.

Since January 2000 Professor Chubb has been President of the Australian Vice-Chancellors' Committee (AVCC) and a member of the Prime Minister's Science, Engineering and Innovation Council (PMSEIC). He serves, or has served, on numerous other Boards and Committees related to his university or Commonwealth responsibilities—in both the public and private sectors.

Find out more about Professor Chubb at <http://www.anu.edu.au/admin/VC>.

Shortis & Simpson

Shortis & Simpson are a Canberra duo who create comedy and cabaret shows, productions based on popular music history, large-scale community arts events and tailor-made shows for conferences and other special functions. They recently won the Canberra Critics' Circle Award for music.

Helen Musa, Arts Editor for the *Canberra Times*, says 'John Shortis and Moya Simpson are regarded as pretty well Canberra's premier satirical cabaret team. Shortis composes new songs and Simpson sings them in an idiosyncratic style, and they have drawn to them a large circle of admirers.'

2001 Conference Partnerships in knowledge

An Australian first

Partnerships in Knowledge is the first joint conference of Australia's editors and indexers, and the first focusing on the links between all sectors of the knowledge community.

Diverse participants

Editors and indexers enjoy partnerships with many people. Over 250 Australian and international participants are expected at the conference. Those attending the *Partnerships in Knowledge* conference will include:

- ☐ Publishers
- ☐ Graphic designers
- ☐ Authors and writers
- ☐ Academics
- ☐ Librarians
- ☐ Archivists
- ☐ Knowledge managers
- ☐ Web managers
- ☐ Programmers
- ☐ Internet publishers
- ☐ Information architects
- ☐ Government representatives
- ☐ Information specialists

Convergence of knowledge partners

Partnerships in Knowledge will be a true convergence of the information and knowledge industries, and a chance for all participants to expand their professional boundaries in today's multiskilled environment.

The joys of conference organising

Louise Forster

The following speech was presented to the ACT Region Branch's Annual General Meeting on Monday 26 February. Louise Forster is past president of the Canberra Society of Editors and a member of the Conference Organising Committee. We hope Louise's speech will give you a taste of what the Committee has been up to, and what is involved in arranging a major conference event. – Lynn Farkas, Committee Convenor

As you know, we have been working on our 'Partnerships in Knowledge' conference for about 18 months now. Although the pace was slow at first, we have now gathered momentum and we seem to be flying down the runway ready for launch in about seven weeks!

Over the 18 months, we editors have developed a very good working relationship with our indexing colleagues. Although I have never been involved in organising a conference before, and probably won't be again (one conference in a lifetime is enough), I had imagined that conference committees could become a little 'fraught', to put it politely. Well, I have been pleasantly surprised. I have to say that this conference committee has never suffered from the vices of intransigence, ambition, hysteria and bloodletting—I suppose there's time yet.

Now Lynn wanted me to talk about keynote speakers. She said I had to be funny. To be truthful there have not been a huge number of laughs as I begged for inspired ideas for speakers from my colleagues and then pursued those ideas down the phone lines, across the Internet and by post.

When tasks were allocated some time last year, I was asked whether I would organise the guest speakers. 'Guest speakers?'. 'Sure', I said 'I'll do that!', cunningly thinking to myself 'That's the easy job; I'll take that one.' Little did I know, being new to this game, that speakers are notoriously difficult people to identify and then to contact.

We had some grand visions for speakers. Should we ask Bill Gates, the Prime Minister, Mr Murdoch—after all they must have had many dealings with professionals like us? You can't be rich or powerful, or both, and not have a view on the current status of indexing and editing.

Anyway, after much debate we settled on a list that did not include Bill Gates, the Prime Minister and Mr Murdoch—we decided to go for the A team. The task was simple. I would speak to those people and they would immediately accept my invitation to speak.

Now, the people on my list might have been well-known (after all, we see them quite often on the media and they have high profile positions). But do you think it was easy to find those people? No! Every well-known person is contacted through 20 lesser-known gatekeepers. I would phone yet another contact. 'Er, Mr ZZ, I am trying to contact XX. I was given your name by YY as someone who might be able to give me a contact number or email address for XX.' Mr ZZ is perfectly polite. 'Actually, I haven't seen him for about 20 years. He's still alive is he? Well, I suggest you talk to PP, they'll be able to help.' And so it went on.

Eventually, I am given the magic contacts. Mr XX, Ms BB et cetera do have addresses, telephones and computers. However, our prospective speakers, well-known as they are, seldom seem to live at their addresses, answer their phones or reply to their mail.

The lesson I learned from this is that you don't just select three keynote speakers for your conference, you start with a short list of 50. Forty-seven of those shortlisted will be overseas, addressing another conference on the day you want them, waiting for a big contract and not able to tell you until two days before the conference, or asking for an astronomical appearance fee, plus airfare, accommodation, publicity, et cetera.

When someone finally says 'yes', it's hard to believe. What's wrong with them? Don't they have another conference to go to? Won't they be overseas,

or earning huge sums of money doing something else?

Anyway our A list is a very exciting one. We have Richard Walsh to talk to us about the knowledge industry and where it is going. We have Senator Kate Lundy to talk to us about the information revolution and Professor Chubb, President of the Australian Vice-Chancellors Committee, to talk to us about universities and training professionals. We also have, on a lighter note, Shortis and Simpson to entertain us at our dinner on Saturday night.

That's about all from me. Oh, I thought you should be the first to know: I'm planning to give up editing to become a freelance keynote-speaker organiser. Anyone organising a conference?

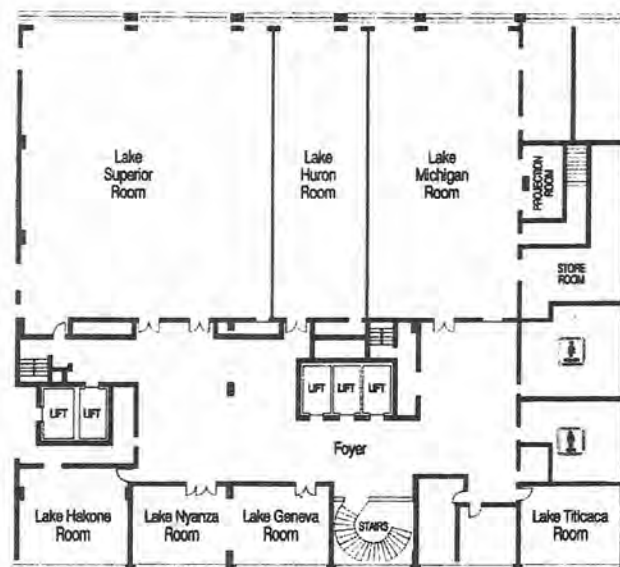
From the Editor

We have had some excellent responses to the 'new look' newsletter, prompting me to ask members of the Society to raise your voices, wield your pens, dash to your computers and send in comments on what you would like to see included in these pages. You may want to raise an issue without necessarily having your comments published. That's perfectly reasonable. And we do encourage jokes. I will be at the Canberra conference, which is looking very appetising, wearing a red carnation, and carrying a notebook. See you there.

Frances Paterson

Dates for your Diary

- Mar 21** National and New South Wales Branch Annual General Meeting
- Mar 23** AusSI Newsletter deadline for April issue
- Mar 28-30** AODC 2001
- Mar 31** Vic Society of Editors training course
- Apr 3** Society of Editors (NSW) meeting
- Apr 20-23** AusSI & Canberra Society of Editors 'Partnerships in Knowledge' Conference and Workshops
- Jun 29-Jul 1** Sheffield (UK) Society of Indexers Conference 2001 'Indexing at the Cutting Edge'



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Conference area,
Rydges Hotel**

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Conference 2001

Continued from page 1

participants to focus on areas of specialist interest; and the ability for participants to introduce their particular interest area to like-minded people through an hour set aside each day for 'Soapbox' sessions. These Soapboxes will allow you to hold forth on your special topic, or continue discussion about any issues which came up in formal sessions during the day.

Our Conference Committee was also aware of how boring it can be to have session after session of speakers and questions, so we have tried to vary the format of sessions. Our program includes keynote speeches to get us thinking about issues each day, lecture-type sessions, panel discussions, interactive forum discussions which encourage participation from the floor, a series of hypotheticals where *you* are expected to do the work and come up with the solutions, and a full day where you can pick and choose from practical, hands-on workshops offered by experienced indexers and editors.

Social events

Conferences are good for the information you can get from the papers and sessions, but they are *great* for the opportunities they provide for you to meet people and share views in an informal setting. The social aspects of our conference were as important to us as the formal meetings, and we planned them with as much care.

To kick off the Conference, we are having a cocktail party at the end of Day 1. This will give us all a chance to relax and get to know each other. The party is being sponsored by Frances Lennie of CINDEK, whose indexing software is well known to many back of book indexers. Frances has been a regular attendee at AusSI conferences and an enthusiastic sponsor. When we approached her for sponsorship at this Conference, she said she'd like to be associated with something light and fun – hence the party! For those more interested in sampling the fine restaurants of Canberra, the Conference organisers will provide a booking service for selected restaurants in the area. Sign-up lists will be available at the Conference registration table throughout Day 1.

On Saturday night, our formal Conference Dinner will be held at the conference venue, Rydges Hotel. As at past conferences, the AusSI medal winners will be announced and presentations

made at the Dinner. Our evening's entertainment will be a local duo who specialise in highlighting current affairs and political satire through song. Shortis and Simpson always present programs with humour and bite, and we are sure you will be entertained in true Canberra fashion—sugar, but with a twist of lemon included!

On Sunday, we have allowed a long lunch period so that participants can again sample something of Canberra's café scene. Our Committee is putting together a small booklet on lunch spots open around the central city, and participants are free to organise their own lunch on that day. Prior to lunch, indexers and editors will each have separate Society meetings, so the lunch venue may be a means for small groups to continue discussions started at those meetings.

Workshops

One of the features of this Conference which we as Committee members are particularly happy with is the Workshop Day (Monday). At the start of our conference planning, we discussed the perennial conference problem of having workshops concurrent with other sessions, and how frustrating it was to want to go to both. Our solution was to offer workshops on a separate day. The workshops will allow you to hone your skills as an indexer, or perhaps learn something more about editing operations. We feel this ability to mix, match and choose between indexing and editing topics is a strength of the entire Conference, and especially of the workshop sessions. Elsewhere in this Newsletter is a full description of the workshops offered. As space will be limited in some workshops, we encourage you to book your workshop sessions early.

Promotional opportunities

Commercialism and entrepreneurship dominate today's business world. This is reflected in the Conference by a discussion on Day 2 about how we as indexers and editors should value our services, and on Day 3 about whether the professional societies of indexers and editors should take on more entrepreneurial roles. Whatever the outcome of those discussions, it is a fact of life that many freelance indexers are al-

ready entrepreneurs, and must sell themselves and their services.

The Conference provides opportunities for you to make your services known to the publishers and editors who attend, through a number of advertising options. Large businesses may wish to sponsor a Conference speaker, event, activity or item (eg Conference satchels or name tags), or have a table at the Trade Fair, which will run for the duration of the formal sessions. Medium to large businesses may wish to take out an ad in the conference program, or include any promotional brochures they have as Conference satchel handouts. Small one-person businesses can also promote themselves by having their business cards reproduced on a special page in the conference program, for only \$11.00. This is a special bargain rate which any indexer would be foolish to ignore. Don't have a business card? Well, for the exposure an \$11.00 ad would give you, it might be worth designing one on your word processor. Remember, there will be over 100 editors and publishers attending the Conference—and the likelihood is that one of them is looking for your skills!

A word about Canberra

I couldn't discuss our Conference without including a word about our beautiful city, Canberra. I know Australians from around the country like to rubbish Canberra, but you just have to be in this city on a crisp autumn day, with our clear blue skies and sun streaming in the window to appreciate the sheer delights it has to offer. Great scenery, great eating places, great climate, stimulating professional development and great company—how could you go wrong by attending the Partnerships in Knowledge conference?

PS: Why not consider bringing the family and staying on for a few days before or after the Conference? Your conference satchels will provide information about things to do in Canberra for accompanying partners or families.

Cheers for now and I hope to see you all in Canberra in April!

Lynn Farkas is President of the ACT Region Branch of AusSI, and has convened the Conference Organising Committee (made up of AusSI and Canberra Society of Editors members) which has planned this year's conference.

Can you afford ~~not~~ to be there?

Promote Your Skills—Promote Your Business

Promote your business at the conference, whether you can be there in person or not

We are offering you five opportunities

- ☐ exhibit your business, work, skills, products at the conference trade fair
- ☐ advertise in the conference program
- ☐ display your business card on the special pages set aside in the conference program
- ☐ provide advertising or informative material for the conference satchel
- ☐ sponsor an activity or aspect of the conference.

The conference trade fair runs on April 20, 21 and 22 with trade fair visits built into each day's program. Single unit stands (1 m x 2 m) and multiple unit stands are available at a discount rate for members and professional bodies (\$165 for three days), or a commercial rate (\$265 for three days).

Advertising in the conference program costs \$110 per full page, \$55 per half page or \$27.50 per quarter page. To display a business card in the program costs \$11 per card

Satchel inserts (four items at most) cost \$55 per organisation

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Copy should be sent to the editor by the last day of each month for publication in the middle of the next month. We are delighted to receive contributions, both large and small, from members. Please contact us if you have any questions about suitable items for publication. The editor reserves the right to cut and edit material. If greater than one A4 page, please send files on a disk or via email in Rich Text Format, Word for Windows, or plain text (ASCII).

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Image files can be accepted in most common formats. Do not embed images in text files. If possible, submit line drawings in a vector format or as an EPS file. Camera-ready art and photographs can be scanned by the editor.

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