

From the President

Following on from last month's Newsletter, this issue contains further reports on the recent ANZSI Conference, *The Indexing Life*, held in Melbourne, 15–17 March 2007. For the benefit of those who could not attend the conference, and to refresh the memories of those who did, this issue includes summaries of the Panel Discussions on indexing gardening/horticulture texts and food/cookery books, and a report on the 'Indexers Roadshow'. Next month's Newsletter will include summaries of the 'Birds of a Feather' sessions on database and web indexing, and back-of-book indexing, and a complete list of medal awarded books, medal winners and those whose work was highly commended.

I'm pleased to report that the publicity generated by the conference has had some positive outcomes for the Society.

During the conference Max MacMaster and I were interviewed by Trevor Robbins for an article he was writing on indexing as a profession. This article was duly published in the 'Careers' lift-out section of the *Age* newspaper (28/04/07, p.25). It triggered an extraordinary degree of interest in indexing and also in indexing training (including the mentoring programme). As a result, we have scheduled additional workshops in Melbourne to accommodate the demand for training, and the Society has attracted a number of new members.



Karen Gillen, ANZSI President

Thoughts on the ANZSI Conference, 15–17 March 2007

by Pru Mitchell, Senior Information Officer, education.au

A question I have had to address both before and since the conference is, 'Why would a librarian who works in an online education information service attend and present at a conference for indexers?' In writing this report, I am looking to clarify the benefits of involvement both for *education.au* as well as personally. From the ANZSI Conference these benefits came in the form of **Connection, Promotion** and **Education**.



Connection

The opportunity to network with presenters and delegates, both in formal sessions and during breaks, provided plenty of avenues for promotion and education. Major discussion themes included usability and the need for greater research into and awareness of user search behaviour, where search patterns indicate fast, accurate results may not always be the user's goal. There was reference to some evidence that some users prefer optional answers, or popular answers to a 'correct' answer.

The difficulty of indexing both for intermediaries who are search experts and to accommodate self-service by end users was raised. The 'pointing finger' for me for the conference was the observation that the greater the distance from the user or 'the information discoverer', the more danger that indexing,

search functionality and cataloguing practice will be irrelevant.

A common theme amongst the web indexers present was the fact that in many cases organisations including government do not recognise the cost of metadata creation, or are not resourcing this activity. Discussion about the Australian government's portal strategy was one aspect of this. The explosion of audio and video formats was also raised and

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Newsletter, Webmaster and Registration contacts

Editor: Peter Judge
<newsletter@aussi.org>

Web Manager: Jon Jermey
<webmaster@aussi.org>
Website: <www.aussi.org>

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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 Rich Text Format or plain text (ASCII). Do not embed footnotes in Word files.

Next deadline

5 June for the June 2007 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

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The Indexer

(international indexing journal)

Maureen MacGlashan, Executive Editor
<editor@theindexer.org>

Cost: A\$35 for ANZSI members.

ANZSI Corresponding Member,
Glenda Browne <world@theindexer.org>

Registration

Michael Harrington
Ph +61 2 6248 8297
<registration@aussi.org>
or <www.aussi.org/profissues/
registration.html>

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<www.aussi.org/IndexersAvailable>

From the Conference Convenor and from some satisfied conference-goers



*Margaret Findlay
Conference Convenor*

On behalf of the Conference Committee of the Victorian Branch of ANZSI, I would like to thank all those who passed on their kind congratulations and generous praise regarding the recent conference. Reproduced below are some of the comments received by the Conference Committee.

'I just thought I would thank you and everyone concerned for a really excellent conference. Thank you so much for inviting me – I really enjoyed it – again! ... once again a good range of speakers, great venue and everyone so friendly and encouraging.'

Geraldine Beare

'Please pass through to the committee my compliments for a very well run conference. Most enjoyable and informative.'

Kerry Biram

'I think that the ANZSI Conference is the best run conference that I have had the privilege to attend. It was great. My thanks to all.'

Dennis Bryans

'Thanks for organising the workshops and the conference. The workshop afternoon was most informative to me, and I'm hoping to purchase the manual from Glenda Browne soon.'

Frederick Fong, Department of Infrastructure, Victoria

'I had a good experience – interesting papers, an opportunity to meet in person a number of people I had phone and email relationships with previously, and the pleasure of meeting new people from the indexing community as well. Congratulations on such a successful conference.'

Kate Indigo, Cambridge University Press

'I attended the recent ANZSI Conference and found it very useful and enjoyable. I would like to congratulate all who contributed to its organization and success.'

Helen Mann

'I enjoyed my limited time at the conference, especially getting a chance to see the famous Pam Peters in action. She's one of my heroes.'

Andrew Pentecost

'As one who has been to many indexers' conferences I consider this to be one of the best. The range and balance of papers and other activities was spot on. Your committee did its work admirably.'

John Simkin

'I had a wonderful time at the conference – a very well balanced program I thought, along with the social activities. It's great to catch up with kindred spirits again.'

Tricia Waters

Margaret Findlay, Conference Convenor

(Pru Mitchell's view, continued from page 1)

the question of who is going to index the thousands of podcasts being produced?

Connection with leaders in the field is another benefit of conference attendance, as is exposure to the latest publications. Pam Peters launched a new 'bible' or *Indexer's Companion* written by Glenda Browne and Jon Jermey, and was both eloquent and persuasive in her introduction to this important work.

Promotion

The opportunity to present a paper was a major benefit of the conference for my organisation. It enabled me to relate the work of *education.au* to a new audience with particular reference to information architecture and search, and to raise issues of the impact of social tagging and folksonomies on indexing. Our current work on the Schools Online Thesaurus (ScOT) was of immediate relevance in this context. The fact that we presented alongside a key search partner, Jean MacKenzie of the National Centre for Vocational Education Research (NCVER) enabled us to reinforce the strong collaborative culture of *education.au*.

Education

It is interesting to learn from an allied discipline and to make links with prior knowledge. Geraldine Beare's opening keynote session, entitled 'Indexing Past and Future', provided an illustrated historical overview of indexing, information retrieval and search, from the hand symbols seen in cave and rock art to the machine indexing of today. The large proportion of publishers now outsourcing, particularly to India, is a significant issue which could well impact on web services in other areas. The fact that a search engine is an index

was a point worth emphasising, and put the rest of the conference in context for me. The challenge of regularly tweaking search algorithms raised many questions which warrant further research.

Director of the Dictionary Research Centre at Macquarie University Pam Peters provided a keynote session entitled 'Language on the move'. This was based on research conducted around language innovation, variation and change. Some well chosen examples provided a fascinating insight into the process of how language evolves, who adopts various rules and spellings, and how quickly the process occurs. This was a timely session for those immersed in thesaurus work and struggling with currency and literary warrant issues.

I was challenged by presenters from concurrent sessions to investigate new software options for managing thesauri, to upgrade my database management skills and to investigate the search engine interface of some major Australian online services. A compulsory exercise session for sedentary workers complete with soup can weights was an interesting and energising session idea for a conference. As someone who is often involved in conference organisation, it was great to watch highly efficient conference organisers go calmly about their tasks, making it a very easy experience for participants and presenters.

So what are the two key things I take from this conference? An action point to research machine generated indexing, tagging and metadata, and a renewed resolution to centre attention on the two basic principles of usability and findability.

Pru Mitchell

Panel discussions 1: Indexing cooking and food publications

Organised by Jenny Restarick, this panel discussion was coordinated by Tim White, owner of the Books for Cooks bookshop in Fitzroy, with Tricia Waters and Caroline Colton, freelance indexers and Isabella de Solier, PhD candidate in Cultural Studies at the University of Melbourne.

Tim White gave a lengthy introduction to cookbooks. The earliest cookbooks were instructions about preparing food. Post World War II they became a biography or history of a region or a collection of recipes about a specific ingredient or technique. Cookbooks make up about eight per cent of non-fiction titles and less than four per cent of new titles. Over 20,000 cookbooks are published internationally, worth about \$48 million. Germany is the biggest market.

Cookbooks are usually read as literature; readers are more often women and most prefer pictures. Even though Australian

kitchens are getting smaller and supermarkets control about 80 percent of all food, there is an increasing trend towards slow food.



Tricia Walters, Caroline Colton and Isabelle de Solier

Cookbooks are increasingly self-published and on specialised subjects, like food on the bone. There is an increasing trend towards hybridisation such as food and travel or food and crime fiction. A new area is translating popular cookbooks into English.

Tricia Waters talk began: 'I'd like to start with a scene from Anne Tyler's novel *The Accidental Tourist* featuring the Leary family – brothers Charles and Porter and their sister Rose. Porter was calling out to his wife from a list of things that had to be taken on holiday – "blanket, bottles, diaper bag, formula out of the fridge". Rose commented "I notice it's in alphabetical order. I do think alphabetising helps to sort things out a little".

(continued overleaf)

(Indexing cooking and food publications, continued from previous page)

had a kitchen that was so completely alphabetised, you'd find the allspice next to the ant poison.'

When indexing cookbooks Tricia always thinks of where she would look for that recipe. The first entry for the recipe should be the main ingredient, such as chicken, then the category such as desserts, then title. It may be appropriate to invert the title so main ingredient is first, particularly if, for example, it is 'Aunt Betty's rice pudding'. Don't bother with method of cooking process such as roast, unless it is unusual. Remember to highlight vegetarian and gluten free recipes.

There is an increasing trend for titles to be a long list of ingredients and to use non-English terms. Tricia concluded: 'Let's go back to Rose from *The Accidental Tourist* who grapples daily with the complexities of alphabetising food. Her brothers were helping her to unpack the shopping. 'Rose stood on a stepstool in front of a glass-fronted cupboard, accepting the groceries which her brothers, Charles and Porter handed up to her. 'Now I need the N's – anything starting with N?' she asked. 'How about these noodles?' Porter asked. 'N for noodles or would that be P for pasta?' 'It's E for elbow macaroni, Rose retorted, you might have passed those up earlier.'

Carolyn Colton thought you couldn't have a session on cooking without a recipe. So she chose one from *Recipes for Aphrodite's*. Carolyn explained work she had done on a photographic database of cooking. The publisher thought it might be able to reuse some of its photographs, but later

realised that the photographs themselves reflected the era they were from and couldn't really be reused.

Isabella de Solier had a completely different slant on the topic. For her PhD studies she has been studying 'foodies' or people who identify food as a leisure pursuit, not those in the food industry. Her particular interest is in food blogs. These are online personal journals or diaries. Blogs relating to food are very popular. It is estimated that there are at least 1200 food blogs. There is even an annual international food blog award. Food blogs are particularly popular among Asian women.

One of the blogs she demonstrated was *Grab Your Fork* <<http://grabyourfork.blogspot.com>>. This focuses on Sydney restaurant reviews. The blogger has grouped the personal reviews into where the restaurant is located within Sydney. The reviews are arranged alphabetically by restaurant and where there are two or more they are tagged with dates. Culinary events are also included in this blog, together with reviews of previous events attended.

Further hints on indexing cookbooks can be found at <www.culinaryindexing.org> and the information leaflet produced by the Society of Indexers <www.indexers.org.uk/index.php?id=126>.

Mary Russell

Panel discussions 2: Indexing gardening and botanical publications

This discussion was led by Alex George, Freelance Indexer from Perth, with Roger Spencer from the Royal Botanical Gardens, Melbourne and Caroline Colton, Freelance Indexer, Sydney.

Roger Spencer explained the different types of indexes used by botanists, including the *Plant Finder* lists of where to buy particular plants. He explained how detailed lists of plants can go to 7 or 8 levels of hierarchy. Another challenge is how to index plants by their growing habits so, for example, red flowering climbers suitable for a west wall can be identified.

The main focus of his paper was the impact marketing had on plant names. There is a growing shift away from botanical names to trademark names in garden centres. Since these are often owned by the provider of goods or services, they can not act as plant names. For example 'Kiwi fruit' is a trade mark for Chinese gooseberry. This, however, does not stop plants being bought and sold using their trademark name, particularly as they often look like common names. This can

lead to up to seven different names for one plant. Roger is part of a project developing a standard typographical label for all these various names to be used by nurseries.

Caroline Colton explained the different styles of indexes used in a multivolume work on grevilleas compared to a general gardening book. The work on grevilleas would need to follow plant naming conventions and it may be appropriate to have a botanist check the index before forwarding to the publisher. Decisions would be needed on how to handle the trademark names such as 'Austraflora Copper Gold' versus 'Copper Gold'. Often a multivolume work has a combined index with volume number preceding page numbers.

In a general gardening book there is always the problem of how to index common names. This is particularly the case with names such as 'Daisy Buttons' that could refer to several different plants, and a consistent approach has to be agreed before indexing starts.



Alex George and Roger Spencer

(continued on next page)

(Indexing gardening and botanical publications, continued from previous page)

The house style used by publishers can dictate how entries are arranged. For example:

Version 1	Version 2
<i>Grevillea</i>	<i>Grevillea</i>
<i>G. biternata</i>	<i>G. biternata</i>
<i>G. robusta</i>	<i>G. 'Ivanhoe'</i>
<i>G. 'Ivanhoe'</i>	<i>G. 'Pink Pearl'</i>
<i>G. 'Pink Pearl'</i>	<i>G. robusta</i>

It may be appropriate to list all subjects related to *Grevillea* after the list of specific species. For example:

Grevillea
G. biternata
G. robusta
G. 'Ivanhoe'
G. 'Pink Pearl'
 for fire prone areas
 ground covers

There are several useful websites to assist with plant names, including the Australian Plant Name Index <www.anbg.gov.au/apni/index.html> and the Royal Botanic Gardens, Kew (UK) electronic Plant Information Centre <www.kew.org/epic/index.htm>.

Mary Russell

Indexing Botanical and Horticultural Texts

Alex George had provided a very useful handout for the panel discussion reviewed above, explaining plant classification in simple terms. With his permission it is reproduced here.

Classification of plants

The ranks most commonly used in plant classification are:

- family, e.g. Myrtaceae
- genus, e.g. *Eucalyptus*
- species, e.g. *Eucalyptus caesia*
- subspecies or variety, e.g. *Eucalyptus caesia* subsp. *magna*

In the text, family names may be set in roman or italic.

Genus and species/subspecies/variety names are usually in italic. Species/subspecies/variety names always have a lower case first letter. Plants are almost never indexed by species name alone (unlike some zoological texts).

Common (vernacular) names

Common names are of two kinds—general (e.g. wattle for all species of the genus *Acacia*) and specific i.e. used for a single species (e.g. Manna Wattle for *Acacia microbotrya*). They are always in roman. Use of capitals is optional for common names, unless a personal or place name is involved. I prefer lower case for general names and initial capitals for specific names. Examples: Elephant Ear Wattle (*Acacia dunnii*), Drummond's Wattle (*Acacia drummondii*), Cootamundra Wattle (*Acacia baileyana*).

Authorities of plant names

Each scientific name has what is called an authority. This is the name of the person who gave it that name, and in scientific and many other works it is cited immediately after the name, e.g. *Acacia baileyana* F.Mueller. Thousands of people have named plants and, to save space, their names are commonly abbreviated, according to an internationally accepted list (Brummitt & Powell, 1992). Thus F.Mueller is F.Muell., Robert Brown is R.Br. They are always in roman. If used in the text it is optional whether to include them with a plant name when indexed, but it can be useful for the reader to include them. They are not indexed as personal names.

Cultivar names

Cultivar names consist of a scientific name followed by another registered name. This is set in roman and enclosed in single quotation marks. It may be more than one word, and each has an upper case first letter unless linguistic custom determines otherwise. The abbreviations 'cv.' and 'var.' are not used with cultivar names.

Thus: *Banksia integrifolia* 'Roller Coaster'
or place the cultivar name as a subentry:

Banksia integrifolia
 'Roller Coaster'

The multiplication sign (x) is not used for a cultivar of hybrid origin. It may be part of a scientific name of a plant considered a hybrid but not a cultivar, e.g. *Thymus* x *citriodorus*. In such a case it should be included in the index entry.

Format

Generic names should set flush left and species indented without repeating the generic name. Species, subspecies and variety should be further indented. If there are varieties under a subspecies then indent again. e.g.

Dryandra
fraseri
 var. *ashbyi*
 var. *fraseri*
lindleyana
 subsp. *agricola*
 subsp. *lindleyana*
 var. *lindleyana*
 var. *mellicula*
 subsp. *sylvestris*
shuttleworthiana

Reverse entries are worth including for many common names but are never used for scientific names. It may also be worth having separate entries for the 'cultivar' part of the name of a cultivar, since the reader may remember only that part of it.

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The Indexers Roadshow

The Indexers Roadshow, a deliberate play on words from the Antiques Roadshow, was a new initiative for the 2007 ANZSI Conference. Trainee or less experienced indexers were encouraged to bring along indexes they had compiled or were currently working on and have them evaluated by a team of experts. Five experts (Michael Harrington, Michael Ramsden, John Simkin, Alan Walker, and Max McMaster) were on hand to provide one-on-one feedback to the trainees.



Max McMaster

pick up valuable hints and ideas. Most trainees received around 20–25 minutes of individual attention, and this was about the right length of time. Anything less would have been a disservice.

A couple of the attendees commented that the constructive feedback they obtained through the Indexers Roadshow segment more than covered the registration fee for the conference.

It is strongly recommended that future conferences consider having a similar segment.

Max McMaster

Around 10 trainees or less experienced indexers took advantage of the Indexers Roadshow to gain individual feedback on their particular indexes. Interestingly enough other trainees were delighted to 'sit in' on another indexer's one-on-one session to



John Simkin and Dennis Bryans ▲



Tracey Harwood and Alan Walker ▼

Tricia Waters and Michael Harrington ▶



(*Indexing Botanical and Horticultural Texts*, continued from page 5)

Thus,

Banksia aculeata
integrifolia 'Roller Coaster'
Banksia, Swordfish
'Roller Coaster'
Swordfish Banksia

Include a running head if the entries for a genus flow over to another column or page.

In works that contain both scientific and common names you will sometimes see separate indexes to each kind, and even a third index to other subjects. I find this practice inconvenient and strongly recommend a combined index. Common and scientific names are readily distinguished by their typeface.

If there is an introductory chapter or chapters followed by a taxonomic or alphabetical treatment, index the former as well. For multi-volume works a combined index is well worthwhile.

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Alex George, Perth
<a.george@murdoch.edu>

Basic book indexing course in NSW – 23 and 30 June

ANZSI NSW will hold a Basic Book Indexing training course over two days on Saturday 23 June and Saturday 30 June. The course will run from 9.30 to 4.00 with a half-hour lunch. It will be held at Thomson Legal & Regulatory, 100 Harris Street, Pyrmont, Sydney. Parking is available onsite if you provide your registration number in advance. The building is near the John's Square tram station and bus stops on Harris St. Lunch and morning and afternoon tea are included in the cost, and workbooks will be provided.

Payment in advance is required. Cost is \$520 for members, \$600 for non-members (no GST involved). There is a 40% discount for long-distance travellers. You can get a half-year membership, but as the course finishes on the last day of the financial year, we will also accept membership for 2007/2008.

General course enquiries to Lorraine Doyle:
+61 2 8587 7229 or <Lorraine.Doyle@thomson.com>.

Course content enquiries to Glenda Browne:
+61 2 4739 8199 or <webindexing@optusnet.com.au>.

Bookings and payments to Sue Flaxman: +61 2 48613589 or 0423 197 044.

Payment can be made by cheque to ANZSI NSW or by direct deposit to account no. 2640 1017 0440 at the Commonwealth Bank Blaxland Branch – BSB 062-640. Applicants should ask for their name and 'ANZSI COURSE' to be put as the reference number (if the bank won't do this, just put a 4-digit number and let us know what it is. This allows us to track the deposits). Cheques should be posted to Sue Flaxman at 4 Loris St, East Bowral NSW 2567.

Course description:

This is a two day introduction to the principles of book indexing. It includes:

- Introduction to useful references
- Overview of the indexing context (working with editors) and processes (reading, highlighting, indexing, editing)
- Approaches to project planning, analysis of text, selection of indexable concepts, and indexing to the appropriate length
- Principles of indexing, including the wording of entries, and creation of cross-references

- Types of entries (subjects and names), elements of entries (headings, subheadings, locators)
- Names – special issues in the indexing of people, places, and organisations
- Alphabetical order, and other filing conventions
- Style of entries
- Editing entries

The course is presented using lecture format, class discussions and exercises, and take-home exercises.

Mountains lunch – 19 May

We have decided to have an informal indexers' get-together in the Blue Mountains. Indexers and others who live in or out of the Mountains are all welcome. If you decide to come, please RSVP to Madeleine Davis at <madeleinedav@gmail.com>.

We are asking everyone to bring either a plate of food or a drink (soft or hard) – no peanuts or peanut products please (traces of nuts is OK). Take an extra coat as the days can get cold.

The lunch will be held at Madeleine Davis' house on Saturday 19 May at 12.00 for 12.30. Madeleine lives at 18 Jubilee Avenue, Blackheath. Blackheath is approximately 1¾ hours from Sydney CBD and 10 mins from Katoomba.

Turn right off Evans Lookout Road (the first road on the outskirts of Blackheath coming from Katoomba). There is a house covered with murals on the corner – you cannot miss it. Then proceed down Evans Lookout Road until you pass the side of the golf course on your left. Jubilee Avenue is the next road to the left.

Trains to the mountains go about every hour, then you'd have a bit of a walk from the station.

Madeleine ph: +61 2 4787 5583 or mobile: 0417 040 598 (although it doesn't work very well up here)

If the weather is fine we can go sightseeing or walking afterwards.

Glenda Browne

Calendar of forthcoming Branch activities

Date & time	Organiser	Name of activity	Venue	Contact details
Sat. 19 May 12.30 for 1.00 pm	NSW Branch	Mountains lunch for indexers and others Informal bring a plate	18 Jubilee Avenue, Blackheath	RSVP to Madeleine Davis <madeleinedav@gmail.com> +61 2 4787 5583
4 June	Vic Branch	Introductory indexing training	Holmesglen TAFE	Max McMaster ph/fax +61 3 9500 8715 or <max.mcmaster@masterindexing.com>
5 June	Vic Branch	Intermediate indexing training		
23 June 30 June	NSW Branch	Basic book indexing course	Thomson Legal & Regulatory, 100 Harris Street, Pyrmont	Lorraine Doyle <lorraine.doyle@thomson.com>
11 August	NSW Branch	Indexing specialties seminar	NSW Writers' Centre, Rozelle	Lorraine Doyle <lorraine.doyle@thomson.com>

ANZSI and Branch Committee contacts

ANZSI Council 2006–07

ABN 38 610 719 006
PO Box 5062, Glenferrie South VIC 3122
<secretary@aussi.org>

President: Karen Gillen

Ph: +61 3 9818 3696
<president@aussi.org>

Vice-President: Max McMaster

Ph/fax +61 3 9500 8715
<vicepres@aussi.org>

Secretary: Anne Dowsley

Ph to be advised
<secretary@aussi.org>

Treasurer: Margaret Findlay

Ph: 61 3 9818 1760 (h)
<treasurer@aussi.org>

Council members: Lynn Farkas, Tracy Harwood, Alan Eddy, Don Jordan and Catherine Tully

Branch Presidents (ex officio): Glenda Browne, Jill Gallop, Barry Howarth

ANZSI officials

Registration Committee:

Chairperson: Michael Harrington
<secretary@aussi.org>

Awards Committee

Chairperson: John Simkin
<awards@aussi.org>

Education Committee

Chairperson: Sherrey Quinn
<education@aussi.org>

Webmaster: Jon Jermev

<webmaster@aussi.org>

Newsletter Editor: Peter Judge

<newsletter@aussi.org>

Membership Secretary: Joanna McLachlan

<memsec@aussi.org>

ACT Region Branch

GPO Box 2069, Canberra ACT 2601
<actbranch@aussi.org>

President: Barry Howarth

Ph +61 2 6292 4473
<blh@cyberone.com.au>

Secretary: Eleanor Whelan

Ph +61 2 6257 7749
<whelanek@bigpond.net.au>

Treasurer: Sandra Henderson

Ph +61 2 6262 1481 (w); +61 2 6231 0303 (h)
<shenders@nla.gov.au>

Committee members: E Binkowski, S Quinn, A Sloper, G Triffitt

New South Wales Branch

PO Box R598, Royal Exchange NSW 1225
<nswbranch@aussi.org>

President: Glenda Browne

Ph +61 2 4739 8199; fax +61 2 4739 8189
<webindexing@optusnet.com.au>

Vice-President: Tricia Waters

Ph +51 2 9416 7664
<WatersIT@ozemail.com.au>

Secretary: Lorraine Doyle

Ph +61 2 8587 7229
<lorraine.doyle@thomson.com>

Treasurer: Sue Flaxman

Ph/fax +61 2 4861 3589
sueflaxman@optushome.com.au

QLD contact

Contact: Moira Brown

Phone/fax +61 7 3893 1252; mob: 0416 097 629
<brown5moira@yahoo.com.au>

SA Group with SocEd (SA)

Contact: Jane Oliver

Phone; +61 8 8356 1807
<janeoliver@ozemail.com.au>

Victorian Branch

ABN 58 867 106 986
PO Box 1006, Caulfield North, VIC 3161
<vicbranch@aussi.org>

President: Karen Gillen

Ph: +61 3 9818 3696
<karen_gillen@yahoo.com.au>

Vice President: Jane Purton

Ph: 61 3 5122 6483
<jane.purton@lib.monash.edu.au>

Secretary: Mary Russell

Mob: 0408 952 710
<russellmf025@ozemail.com.au>

Treasurer: Margaret Findlay

Ph: 61 3 9818 1760 (h)
<mafind@bigpond.net.au>

Committee members: M McMaster, J Restarick, J Simkin, C Tully, K Simpson, A Eddy

WA contact

Contact: Alex George

Ph +61 8 9337 1655; fax +61 8 9338 9404
<a.george@murdoch.edu.au>

New Zealand Branch

<nzbranch@aussi.org>

President (acting): Jill Gallop

Phone: +64 4 384 8282 (w)
<jmgallop@ihug.co.nz>

Secretary (acting): Jill Gallop

Phone: +64 4 384 8282 (w)
<jmgallop@ihug.co.nz>

Treasurer: Jenny Hart

Phone: +64 9 3737 599 X88053
<j.hart@auckland.ac.nz>

Committee members: S Brookes, G Coote

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Australian and New Zealand
Society of Indexers
PO Box 5062 Glenferrie South
VIC 3122 Australia