

ANZSI News – Professional development



The New Year is a good time to think again about professional development to broaden or update your knowledge of indexing. Here are some suggestions.

Indexing Journals

Of course there is the *ANZSI Newsletter*, but do you read *The Indexer*? Previous issues are available on their website <www.theindexer.org/>, but why not consider a subscription at the members' rate of £28 (approx A\$45).

Books, articles, websites or email lists

Resources for indexers are scarce so, when the ANZSI website was developed, a separate section on Indexing Resources was added. Here books, articles, websites and email lists of interest are listed and many have links to the full text.

They have been grouped under the following headings:

Indexing	Indexing as a business
Standards	Thesaurus
Names	Software
Types of indexing	Email lists
Subject specialism	Indexing Societies

There is also a section in the members' area on Employment Tips that may be of interest.

I welcome any suggestions for items to be added.

Award winning indexes

Look for books with indexes that have won an ANZSI Medal or been Highly Commended, to see how they were indexed.

Recently I went through the lists to see if any were available on the web. I was only able to locate a few, but I have added links to them. I would love to see more available via the website and wonder if any award winners can assist with copies of their winning indexes.

Training courses

- New Zealand, New South Wales and Victorian Branches are all offering training courses in the next few months and

there are some different courses on offer (see <www.anzsi.org/site/dates.asp> for full details).

- At the base level there are Basic Book Indexing Course in Sydney in March and Basic Book Indexing Parts 1 & 2 in Melbourne in May.
- NSW is offering training in indexing software packages CINDEK and SKY at both the introductory and advance levels in April.
- Practical Book Indexing is being offered by NSW in May.
- Training in database indexing and thesaurus construction is being offered in Wellington, NZ, in February and will be repeated in Melbourne in May.
- Embedded indexing training will also be offered in Wellington, NZ in February and in Melbourne in May.
- Indexing annual reports will also be offered in Melbourne in May.

Attend a branch event

All Branches run meetings, often involving a talk, visit or even a meal. These are great ways to meet fellow indexers and discuss indexing issues.

Consider indexing when travelling

If you are travelling why not check the events calendar <www.anzsi.org/site/events.asp> to see if a Branch meeting is being held while you are in that city, or if heading overseas check for conferences or other events of interest at your destination.

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Deadline for the March issue: 25 February

Newsletter, Web Manager and Registration contacts

Editor: Peter Judge

<peter.judge@bigpond.com>

Web Manager: Mary Russell

<russellmf025@ozemail.com.au>

Website: <www.anzsi.org>

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This newsletter is published monthly 11 times per year, with combined issues for January/February. It is sent free to all members of the Australian and New Zealand Society of Indexers. Opinions expressed in the newsletter are those of the individual contributors, and do not necessarily reflect the opinions of the Society.

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

25 February for the March 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\$75 p.a.

The Indexer

(international indexing journal)

Maureen MacGlashan, Executive Editor

<editor@theindexer.org>

ANZSI Corresponding Member

Alan Eddy <aeddy2@bigpond.com>

To subscribe at the special rate for indexing society members, go to <www.theindexer.org> and click on the subscriptions link.

Registration

Shirley Campbell

Ph +61 2 6285 1006

<shirley.campbell4@bigpond.com> or

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

Indexers Available

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



Brighton is a bayside suburb about 13 km from the centre of Melbourne on the Sandringham train line. The conference venue, the Brighton Savoy, is just across the road from the beach and the colourful bathing boxes. Look at that view! A great place to make the change – make sure those dates, 12–14 September, go down in your brand new diary NOW!

(ANZSI News, continued from page 1)

Contact another member

Talking to another indexer is often a useful way to solve an indexing issue you may be having. Use Indexers Available and /or the Members Directory in the members' area to find an indexer working in your subject area or in your local area.

ANZSI Conference

Don't forget the ANZSI Conference will be 12–14 September at the Brighton Savoy, Victoria. See our website at <www.anzsi.org/site/2011Conference.asp> for further details.

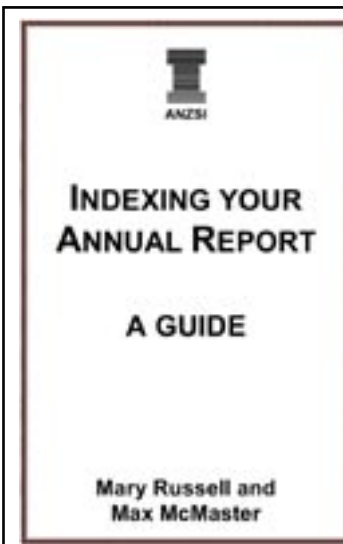
Indexers Available entries

While I'm encouraging you to explore the website, when was the last time you checked your details in the ANZSI database or updated your listing in Indexers Available? Why not do it today?

Floods

Our thoughts are with all the people impacted by the recent floods not only directly but through family members or business associates.

Mary Russell



This publication has been written for someone indexing their first annual report. They may be an employee of the company or organisation, a consultant employed to prepare the annual report or an indexer.

Since no indexing experience is assumed in this publication, various examples are given to explain how to index and the ways indexing entries could be improved. However, it is assumed the person will have organisational knowledge.

Cost e-book (PDF) A\$25, printed \$35.

Available from <www.anzsi.org/site/indexingyourannualreport.asp>.

Wine and tapas in the old pharmacy

The ANZSI group in South Australia celebrated the end of 2010 with an informal gathering at 'The Apothecary 1878' in the Adelaide West End (the home of the original Adelaide Fringe Festival). On the menu were wine, tapas, and a good chinwag. Topics spanned book indexing, cataloguing legal deposit items, annual report indexing, giant pandas and other zoo capers.

The ANZSI contingent in South Australia comprises only six members, three of whom came to the event and can be seen in the photo: (L-R) Janet Wilkinson-Scott, Silvia Muscardin, and Jane Oliver. Too small for the rank of 'Branch', the SA group relies on the Victorian Branch for activities and newsletter. Jane Oliver coordinates the members and acts a liaison with the ANZSI Victorian Branch.

We enjoyed the company and the food and we hope to meet again in the future.

Silvia Muscardin



ANZSI and Branch events

Date and time	Organiser	Name of activity	Venue	Contact details
Tue 22 Feb 6.45 pm start	Qld Branch	General meeting Tour 4MBS radio	384 Old Cleveland Rd Coorparoo, Brisbane	Contact 3160 6832, <brown5moira@yahoo.com.au> <www.anzsi.org/site/calendar_details.asp?id=189>
Sat 26 Feb 10.00–1.00 pm	NZ Branch	Database Indexing course	See website	Details at <www.anzsi.org/site/calendar_details.asp?id=169>
Sat 26 Feb 2.00–5.00 pm	NZ Branch	Thesauruses construction course	See website	Details at <www.anzsi.org/site/calendar_details.asp?id=170>
Sun 27 Feb 10.00–1.00 pm	NZ Branch	Embedded Book Indexing course	See website	Details at <www.anzsi.org/site/calendar_details.asp?id=171>
Sun 27 Feb 2.00 pm	NZ Branch	Branch meeting with ANZSI President	See website	Details at <www.anzsi.org/site/calendar_details.asp?id=172>
Wed 2 Mar 11.00 am	Vic Branch	The VIC : Visit to 3MBS radio station, followed by lunch	1 St Helier St Abbotsford	Details at <www.anzsi.org/site/calendar_details.asp?id=174>
Sat/Sun 12 and 13 Mar	NSW Branch	Introductory book indexing	Thomson Reuters, 100 Harris St, Pyrmont	Details at <www.anzsi.org/site/calendar_details.asp?id=175>
Thur 7 April (am)	NSW Branch	CINDEX introduction (BYO laptop)	NSW Writers' Centre, Rozelle	Details at <www.anzsi.org/site/calendar_details.asp?id=177>
Thur 7 April (pm)	NSW Branch	CINDEX advanced (BYO laptop)	NSW Writers' Centre, Rozelle	Details at <www.anzsi.org/site/calendar_details.asp?id=178>
Fri 8 April (am)	NSW Branch	SKY Index introduction (BYO laptop)	NSW Writers' Centre, Rozelle	Details at <www.anzsi.org/site/calendar_details.asp?id=178>
Fri 8 April (pm)	NSW Branch	SKY Index advanced (BYO laptop)	NSW Writers' Centre, Rozelle	Details at <www.anzsi.org/site/calendar_details.asp?id=180>
(Wed 18 May) Sun 18 June (am and lunch)	NSW Branch	Intermediate practical book indexing	At your home, then Thomson Reuters, 100 Harris St, Pyrmont	Details at <www.anzsi.org/site/calendar_details.asp?id=181> This course is preceded by one month's work at home from 18 May
Mon to Wed 12–14 Sept	ANZSI	ANZSI conference	Brighton Savoy	Details at <www.anzsi.org/site/2011Conference.asp>

Getting into taxonomy, Part 2

The theme for VIC's October meeting last year was 'Show and Tell' – a lively event in which Les Kneebone, Jenny Restarick and Bernadette Vaughan shared their indexing experiences. Bernadette spoke on her work as a taxonomist, and the first part of her presentation on this fascinating area was published in our November issue. Part 2 takes up the story.

Other tasks as Senior Indexing Specialist



From a taxonomy perspective, other tasks included:

- Implementing, documenting, and coordinating a multi-disciplinary review process which managed requests for changes to the taxonomy framework for YPOL adPoints
- Researching advertisers' indexing-related requests
- Ensuring the agreed review process operated and that all requests were reviewed
- Communicating changes to key stakeholders
- Ensuring that intranet pages accurately recorded the work practices adopted, and were updated within one week of a classification change
- Undertaking a detailed alignment exercise between the CitySearch (2200 headings) and Yellow Pages (2600 headings) classification systems, noting exact matches, near matches, headings unique to each system, and recommending changes which could potentially lead to complete alignment, and hence, the use of a single classification system
- Participating in various small projects across products
- Sensis intranet, i.e. ad hoc involvement with User Centred Design (UCD) workshops relating to content analysis, initial vocabulary development via card sorting exercises to determine the categorisation structure and content labeling
- TAFE College, i.e. identified relevant Sensis headings to promote employment opportunities for students of specific courses, then designed an overarching taxonomy structure in which such headings were placed
- 'WhereIs' (online mapping product), i.e. reviewed, re-categorised and renamed 'Places of Interest' featured in this web-based product.

Digital Asset Management (DAM)

In 2005, I moved to a design studio that had, for several years, specialised in brand communications, producing corporate publications such as annual reports, reports to shareholders, environmental impact statements etc. It had recently branched out into providing hosted, web-based Digital Asset Management (DAM) solutions, and I took on the role of its Taxonomy Developer. In addition to text based assets, its core focus was managing collections of corporate digital image masters, so that each client's digital assets could be retrieved, re-purposed and re-used in new corporate publications, thereby gaining a Return-On-

Investment (ROI).

My core responsibility was an advisory and implementation role for taxonomy structures and metadata schemas in relation to clients' image collections hosted within the DAM system (accessible via each customer's login and password).

A feature of the product was its template driven design where a customer might request six, eight or more template designs formatted in a particular way. After logging in to their own image collection housed within the DAM system, the customer could search for and download selected images, add in textual and price information, thereby producing in-house flyers, advertising leaflets, posters, product sheets and so forth i.e. auto publishing promotional material with brand consistency.

Background research to image collections

My first task was to examine the unique characteristics (or challenges) of managing an image collection i.e. assets that, in contrast to text-based assets, usually present themselves without a designated title, do not always denote the creator, and often are devoid of other specified details by which to record, track and retrieve them. As the saying goes, 'a picture paints a thousand words', or what you see in an image and the words you'd use to describe that image are likely to be very different to what someone else sees in the image and the words they might use to describe the image.

A couple of weeks ago, I browsed a few online image collections, and marvelled at how many web-based collections now exist. Back in 2005, however, there weren't nearly as many, but step one was to browse as many online collections as I could, and identify characteristics commonly used when indexing images. I reviewed a number of simple and advanced search options, search tips, metadata information for online exhibitions, digital image collections, galleries, museums, libraries, and commercial image houses such as:

- Picture Australia
- British Library's 'Images Online'
- Metropolitan Museum of Art
- Library of Congress Prints & Photographs
- Smithsonian Images
- Life Photo Archive
- Flickr
- Getty images
- Corbis

From browsing these collections and determining several
(continued on next page)

(*Taxonomy, continued from previous page*)

characteristics common to images, I devised a standard taxonomy and metadata schema for classifying the attributes of images regardless of subject matter. The first of these attributes involved acknowledging that corporate images are not just photos, but may be graphs denoting business performance, maps displaying operational networks, and several other image types. Drop-down menus or radio buttons provided multiple choice tagging options for other image attributes such as the orientation of each image (e.g. horizontal), digital rights status, geographical particulars, and many other more detailed aspects of administrative, structural and descriptive metadata.

For each client, I then developed a customised taxonomy for their specific business environment, and this was supplemented by the standard taxonomy. After the client reviewed the various drafts, the structure and term validation agreed upon and signoff reached, I used the metadata tool to build the agreed taxonomy structure. I keyed the drop-down menus and radio buttons on the web page, as well as built the metadata template, linking the fields to represent the designated relationships in the framework. Depending on the client's preference, I might also assign metadata to their digital assets.

Taxonomy sample

For a vehicle manufacturer, a taxonomy structure might include these essential aspects of its business operations:

- Vehicles and services i.e. passenger cars, commercial vehicles, maintenance operations, vehicle conversion services
- Vehicle accessories and parts
- Dealerships, i.e. state networks, dealer names
- Promotional merchandise, i.e. clothes and clothing accessories, promotional products
- Formula 1 participation, i.e. F1 cars and drivers.

As well as capturing operational features, a taxonomy framework might also incorporate an organisation's more general corporate programs such as:

- Social responsibility, i.e. support of specific charities, environmental initiatives
- HR programs, i.e. recognition and awards, recruitment, training initiatives
- Safety, i.e. OH&S, vehicle safety
- Innovation, i.e. concept products.

Other tasks as Taxonomy Developer

- Write and produce the DAM system's procedural guidelines for each customer to retain as a reference document, and also compile topic papers
- Assist in writing sales collateral e.g. sourcing and identifying assets, file naming conventions
- Editorial research for technical writers e.g. global trade statistics, quotations

- Client liaison and training customer's staff to assign metadata to their own digital assets
- Technical writing and proof reading in a relief capacity.

Australian Taxation Office (ATO)

In mid-2008, I joined the Tax Office in a taxonomy-based role, initially working with its corporate, enterprise-wide repository of business terms known as the Common Business Language (CBL). Earlier this year I moved away from the CBL repository, and I'm now working on a project related to one of the ATO's information systems. This system captures the ATO's interactions (activities) with taxpayers and tax agents, both inbound and outbound in nature. Activities may be giving advice, making rulings or settlements, dealing with complaints, investigating fraud or tax evasion etc. My role in this project is to research and map the various activities (of which there are a few thousand classification sets) to the appropriate records disposal authorities and business classification scheme, ensuring that ATO records are kept for the appropriate periods of time.

Bernadette Vaughan

Kid-friendly Index

The theme index entries in *1000 Places to Travel with Kids in Australia*, by Anna Ciddor (Explore Australia, 2011), have been deliberately chosen with kids in mind. All 1000 places have been classified under one of 28 themes, although some entries are included in more than one category. Some of the themes are self-explanatory, while others, being kid-friendly, need explanation to assist the parents!

The themes are: Aboriginal culture; Adventure plus (e.g. quad bikes); Animal encounters; Arts and crafts; Big is best (e.g. Big Pineapple Complex); Brain food (e.g. mazes); Close to nature; Combat (e.g. military museums); Dinosaur roar! (e.g. fossils); Factory at work (e.g. Perth Mint); Fairies and fantasy (e.g. Nutcote, Home of May Gibbs); Flight (e.g. Royal Flying Doctor Service); Getting wet; High life (e.g. ballooning); Just for fun (e.g. Luna Park); Lost in space (e.g. Dubbo Observatory); Mini-world (e.g. model railways); Sail away; School with a difference (e.g. circus schools); Showtime; Spine-tingling places (e.g. ghost tours); Sports crazy; Time travel (e.g. heritage villages); Trails; Underground (e.g. caves); Wheels (e.g. tramway museums); World travel (e.g. Chinese museums); and Yummy (e.g. honey farms).

The book also has a 'boring' name index of the attractions for the parents, but it is the theme index which will definitely attract the kids!

Max McMaster

Indexing Indaba



Welcome to another year of indexing tidbits. A New Year always brings with it an element of 'taking stock', none more so than the start of 2011 which has seen floods devastate the lives of so many Australians. With 2010 being officially declared as the hottest year on record,

the climate change debate is back in the foreground with mentions of the Southern Oscillation Index, that great measure of El Niño and La Niña weather patterns. Living in an unaffected part of the country as I do, it's easy to wonder about the science of it all and hopefully wherever you are, you haven't had to deal with the heartbreak.

On being Gribbenized and other forms of censorship

Censorship seems to have been a bit of a hot topic this summer, spurred on by the ongoing Wikileaks saga that has forced us to give some thought as to how much information we are entitled to know, in which situations. While the ongoings have been kept alive through the traditional and social media outlets, one in particular, Twitter, has also come under fire for apparently engaging in censorship. It seems that despite an endless barrage of tweets filed under the tag #Wikileaks, the subject has failed to make it as a 'top trending topic'.

There's also been a bit of debate raging about an Alabama publishing house, NewSouth, following the release of its 'Gribbenized' edition of Mark Twain's *The Adventures of Huckleberry Finn*. Twain scholar Dr Alan Gribben from Auburn University Montgomery edited the book with the idea that it would assist those educators uncomfortable with including the original edition on their reading lists. Notable among the changes is the replacement of all mentions of the 'n-word' with the term 'slave'. <http://blog.al.com/scenesource/2011/01/auburn-montgomery_professor_al.html>

The edits have outraged others, including social commentator Michaela Angela Davis, who had this to say to CNN's Anderson Cooper:

'I think this is problematic on so many levels. It's not just history, it's literature, so it's art. When we get into really censoring art and censoring literature, we open up a Pandora's box. If a teacher is not prepared to have a social and historical conversation and place this masterpiece in context, is she prepared to teach that text? When we get into changing words, unwriting history, rearranging art, we start to put our democracy in danger. This is not making it palpable, it's censorship.' <www.afro.com/sections/arts_entertainment/story.htm?storyid=3736>

Indexers too are impacted by and may unwittingly take part in censorship more often than they realise. Last July, Mary Russell presented a paper at the 2010 Conference of the Bibliographical Society of Australia and New Zealand Conference which focused on the subject of censorship. In Mary's talk she argued that books with poor indexes or indeed without indexes at all represent a form of censorship. She explained how this happens through reasons of economy and space saving, marketing strategies of publishers, errors made by typesetters, cultural sensitivities as well as indexer bias. A podcast of Mary's presentation can be downloaded at: <<http://www.arts.monash.edu.au/ecps/conferences/deprave-and-corrupt/#podcasts>>

Choice guide to e-readers

Downsizing house, I am in the process of discovering, is a wonderfully liberating experience. That is until it comes to liberating oneself of a large mass of books, which indexers have a natural propensity to collect. Easing this task has been the acquisition of a Pocket edition Sony Reader - a 14 x 10 cm gadget, weighing just 140 grams and with the mind-boggling potential to store up to 1200 books. If you're in the market for an e-book reader, you might want to have a look at the survey published in the December 2010/January 2011 issue of *Choice*, which is sure to be available at your public library.

Be afraid, be very afraid!

So suggests Bill Johncocks in the Winter 2010 issue of SI's Newsletter Sidelights. He is referring to TExtract, of which clearly, there seem to be two camps within SI - those who think that it can save indexers time and those who think that any index created by it requires so much editing that the program is of little use. Johncocks believes that the 'very slickness' of this concordance-generating software 'now makes it a serious threat to analytical indexing'. A primary concern of his is that authors, without the skills or the inclination to index their work will be attracted to the easy option offered by TExtract. The real problem he sees 'is not how limited it is but how very powerful it can seem'. He worries that while the program, with a few keystrokes, can build something that looks like an index, it certainly won't work like one. Bill Johncocks is disturbed by the inclusion of a presentation by TExtract's creator, Harry Bego, at the last year's SI Conference in Middelburg. To him it was 'a bit like watching the Trojans opening their gates to welcome in the Trojan horse'.

Annual report of a different sort

The next time you fly, chances are you'll have a Flight Memory member on board. Flightmemory.com was set up to provide anyone who takes to the skies on a regular

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(Indexing Indaba, continued from previous page)

basis with a means to keep track of their flight data. Not surprisingly, it's popular with flight crews, but a large number of passengers also seem to enjoy logging their flights, which the site then turns into nice visual representations. Information supplied by members is also used by the site to create a variety of travel statistics.

Travel is not the only area in which thousands of people have taken to collecting personal data through the use of websites and mobile phone apps, such as Foursquare. Thirty-three year old Timothy Ferriss, bestselling author of *The Four Hour Workweek*, has been collecting (some would think a little bit obsessively) data about himself since the age of eighteen. A former wrestler, he has for example, recorded every workout he has done since that age. Ferriss's primary motivation is achieving his personal best and by dissecting data about himself he sees patterns which he says, allow him to do this. In a similar manner, more than one million people upload data about their food intake and exercise plans to Dailyburn.com – not only do they track their own progress but they can see what is working for others.

Graphic designer, Nicholas Felton, has been keeping data on himself since 2005 – everything from miles flown, to songs listened to, to the streets of New York that he has walked. He has been doing this as part of a personal project called 'alias Feltron', in which he turns the recording of his daily activities into innovative information graphics, using charts, diagrams and maps. Every year he publishes and sells annual reports about the minutiae of his life – apparently they're in hot demand among design aficionados. And after discovering that there were thousands of others out there keen to create their own personal annual reports, he co-founded Daytum.com.

Nikki Davis

News from Queensland Branch

The year 2010 was farewelled on 4 December by six members and their spouses at a local Brisbane restaurant. We were all happy to see Catherine Tully once again. Catherine is unable to attend General Meetings in the evenings because of distance and work pressures, but she has made a huge effort to attend the Christmas lunch for the past two years and we all had a wonderful time.

Our Branch's first General Meeting of the year is a tour of 4MBS Classical Radio Station and Museum (FM103.7), on Tuesday, 22 February, starting at 6.45pm. All are welcome. The tour will be run by the General Manager, Gary Thorpe. RSVP by Sunday 20 February.

Moira Brown

<brown5moira@yahoo.com.au>

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technical or sales enquiries please email:
info@indexres.com

ANZSI contacts

ANZSI Council 2009–10

ABN 38 610 719 006

PO Box 5062, Glenferrie South VIC 3122

<ANZSIinfo@anzsi.org>

President: Mary Russell

Ph: 0408 952 710

<russellmf025@ozemail.com.au>

Vice-President: John Simkin

Ph: +61 3 9752 6972

<simmo27au@yahoo.com.au>

Secretary: Michael Ramsden

Ph: +61 3 9735 4235

<rivendell5@westnet.com.au>

Treasurer: Margaret Findlay

Ph: +61 3 9818 1760

<mafind@bigpond.net.au>

Council members: Alan Eddy, Karen Gillen, Max McMaster. **Branch Presidents** (ex officio): Moira Brown, Robin Briggs, Shirley Campbell, Jane Purton, Frances Paterson

ANZSI officials

Registration Committee

Contact: Shirley Campbell

<shirley.campbell4@bigpond.com>

Awards Committee

Contact: Alan Walker

<alan.walker@s054.aone.net.au>

Education Committee

Contact: Michael Ramsden

<rivendell5@westnet.com.au>

Promotions and Publicity Committee

Contact: Max McMaster

<max.mcmaster@masterindexing.com>

Web Manager: Mary Russell

<russellmf025@ozemail.com.au>

Newsletter Editor: Peter Judge

Ph: +61 2 6296 6211

<peter.judge@bigpond.com>

Membership Secretary:

Karen Gillen

<kamgillen@gmail.com>

ACT Region Branch

GPO Box 2069, Canberra ACT 2601

President: Shirley Campbell

Ph: +61 2 6285 1006

<shirley.campbell4@bigpond.com>

Secretary: Eleanor Whelan

Ph: +61 2 6257 7749

<eleanor.whelan@bigpond.com>

Treasurer: Sherrey Quinn

ph: +61 2 6257 9177

<sherreyquinn@gmail.com>

Committee members: Edyth Binkowski, Helen Frame, Tracy Harwood and Barry Howarth

New South Wales Branch

President: Frances Paterson

Ph: +61 2 4274 2600

<olivegroveindexing@bigpond.com>

Vice-President: Glenda Browne

Ph: +61 2 4739 8199

<glendabrowne@gmail.com>

Secretary: Mary Coe

Ph: +61 2 9452 5174

<mary.coe@potomacindexing.com>

Treasurer: Sue Flaxman

Ph/fax: +61 2 4861 3589

sueflaxman@bigpond.com

Committee members: Madeleine Davis, Lorraine Doyle, Helen Enright and Elisabeth Thomas

New Zealand Branch

President: Robin Briggs

<rm.briggs@farmside.co.nz>

Vice-President: Tordis Flath

<indexing@paradise.net.nz>

Secretary: Julie Daymond-King

<jaydayking@yahoo.co.nz>

Treasurer: Jill Gallop

<jimgallop@ihug.co.nz>

Committee members: Nelly Bess, Susan Brookes, Edith Hodgson, Lee Slater, Pam Strike and Meredith Thatcher

NT contact

Contact: Frieda Evans

<Frieda.Evans@nt.gov.au>

Queensland Branch

President: Moira Brown

Ph/Fax: +61 7 3160 6832

<brown5moira@yahoo.com.au>

Vice President: Mo Dickson

Ph: +61 2 6687 4940

<mo.dickson@internode.on.net>

Secretary: Rachael Harrison

<legoullon1@bigpond.com>

Treasurer: Franz Pinz

Ph: +61 7 3848 3698;

<franzpinz@yahoo.com>

Committee Members: Mei Yen Chua, Jean Dartnall, David Mason, Jan Rees, Diane Josey

North Queensland

Contact: Jean Dartnall (Townsville)

<jehandartnall@hotmail.com>

SA contact

Contact: Jane Oliver

<janeoliver@ozemail.com.au>

Tasmanian contact

Contact: Vivienne Wallace

<vivienne@accessindexing.com.au>

Victorian Branch

ABN 58 867 106 986

PO Box 1006, Caulfield North, VIC 3161

President: Jane Purton

<jane.purton@gmail.com>

Vice President: Margaret Findlay

Ph: +61 3 9818 1760

<mafind@bigpond.net.au>

Secretary: Nikki Davis

Ph: +61 3 9528-2216

<bookindexing@gmail.com>

Treasurer: Max McMaster

Ph: +61 3 9500 8715

<max.mcmaster@masterindexing.com>

Committee members:

Alan Eddy, Terri Mackenzie, Mary Russell, Bernadette Vaughan

WA contact

Contact: Linda McNamara

<linda.mcnamara@bigpond.com>

Postage
paid

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