

## Have you done a good index recently?



**W**hy not enter it for the ANZSI Medal? The Medal has been offered annually since 1985, and has been awarded thirteen times. While experienced indexers predominate in the list of winners, some authors and indexers with only a few years' experience also appear. Look at the list of Medal winners and Highly

Commended indexes on the ANZSI website. There are also links from the website to some of the award-winning indexes, which you might use as a yardstick of quality.

This year the Medal is offered for the most outstanding index to a book or periodical compiled in Australia or New Zealand. The index must be in print and published after 2007. It must have been compiled in Australia or New Zealand, even though the text to which it refers may have originated elsewhere. The index should be substantial in size; the subject matter should be complex; and the language, form and structure of the index should demonstrate the indexer's expertise, as well as serving the needs of the text and reader.

The winning indexer will receive the Medal and a certificate, and the publisher of the winning index will be presented with a certificate recognising their promotion of work of outstanding quality.

You may submit your own work, or look for good indexes in recently published works. There is a nomination form on the ANZSI website. Entries close on 31 July, and the formal presentation will be at the ANZSI Conference in September.

The judging panel is chosen to represent a range of expertise in information management. For the last two years, all three judges have been previous Medal winners.

Jeremy Fisher was awarded the first Medal in 1985, for the index to the 12-volume fourth edition of the

*Australian Encyclopaedia* (Grolier Society of Australia, 1983). He has enjoyed a long and varied career in the Australian information industry as an editor, author, administrator and academic.

Alan Walker has been awarded the Medal twice: in 1989 for *The Penguin New Literary History of Australia* (Penguin Books, 1988), and in 2007 for *Voices of Islam in Southeast Asia: a contemporary sourcebook* (Institute of Southeast Asian Studies, Singapore, 2006). Two other indexes have been Highly Commended. He also has 20 years experience as a librarian.

Garry Cousins also has library qualifications and experience, and received the Medal in 2003 for his index to

*Fundamentals of Pharmacology: a text for nurses and allied health professionals*, 4th ed (Pearson Education, 2003). His index to *Dark Victory*, by David Marr and Marian Wilkinson (Allen & Unwin, 2003) was Highly Commended.

Similar awards are offered by the Society of Indexers (SI) and the American Society for Indexing (ASI). The British award (the Wheatley Medal) has been offered for nearly 50 years, and the American award (the H.W. Wilson Excellence in Indexing Award) since 1978.

*Alan Walker, ANZSI Awards Committee*



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Deadline for the April issue: 1 April

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## ISSN 1832-3855

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

1 April for the April 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*)

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

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## Indexers Available

<www.anzsi.org/site/Indexers\_available.asp>



**B**righton 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!

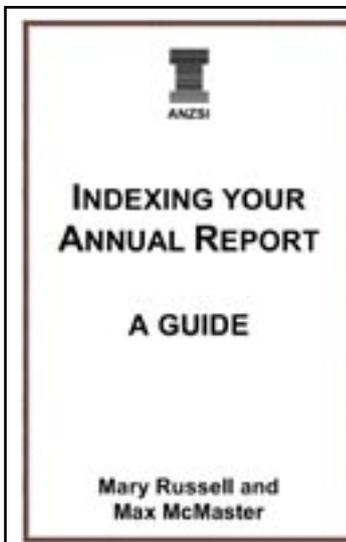
## The Christchurch earthquake

**T**he New Zealand Branch has no members in the Christchurch area, but the earthquake last month affected the whole country in one way or another. As of 25 February, we have yet to hear of any family losses and are keeping fingers crossed. We appreciate the messages of sympathy for New Zealanders that we have received from ANZSI and branches in Australia.

Known effects for us are small in the wider scale of suffering. We had a training weekend in Wellington a few days later, and one member in the southern city of Dunedin was unable to attend because her flight through Christchurch was cancelled. Paradoxically, a non-member course participant (a member of the British SI) living in Christchurch was able to fly out and attend the courses. The weekend break that she and her husband planned in Wellington turned out to be more valuable than they'd originally expected.

We hope that Australian ANZSI members were not badly affected by the floods in the eastern states.

*Robin Briggs, President, NZ Branch*



**T**his publication has been written for someone indexing their first annual report. They may be an employee of a 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/>

## 2011 ANZSI Medal Applications

The Australian and New Zealand Society of Indexers' Medal is offered annually for the most outstanding index to a book or periodical compiled in Australia or New Zealand. The index must be in print and published after 2007. It must have been compiled in Australia or New Zealand, even though the text to which it refers may have originated elsewhere. The index should be substantial in size; the subject matter should be complex; and the language, form and structure of the index should demonstrate the indexer's expertise, as well as serving the needs of the text and reader. The publisher of the winning index will be presented with a certificate recognising their promotion of work of outstanding quality. The judges may also make 'Highly Commended' awards.

Nominations, with bibliographical details and a copy of the book (which will be returned if requested) should be sent to the address on the nomination form. Publishers, indexers and all interested people may nominate indexes, and indexers may nominate their own work.

Entries close on 31 July.

A nomination form is available on the ANZSI website at:

[www.anzsi.org/UserFiles/file/Medal%20form%202011.pdf](http://www.anzsi.org/UserFiles/file/Medal%20form%202011.pdf)

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## ANZSI and Branch events

Date and time	Organiser	Name of activity	Venue	Contact details
Sat/Sun 12 and 13 Mar	NSW Branch	Introductory book indexing	Thomson Reuters, 100 Harris St, Pyrmont	Details at < <a href="http://www.anzsi.org/site/calendar_details.asp?id=175">www.anzsi.org/site/calendar_details.asp?id=175</a> >
Tues 5 April 5.00–7.00 pm	ACT Region Branch	Visit Parliamentary Library	Parliament House	Contact Eleanor Whelan < <a href="mailto:eleanor.whelan@bigpond.com">eleanor.whelan@bigpond.com</a> > or 6257 7749 by Saturday 2 April
Wed 6 April 6.00 pm	Vic Branch	The VIC	Kew Holy Trinity Anglican Church	Details at < <a href="http://www.anzsi.org/site/calendar_details.asp?id=190">www.anzsi.org/site/calendar_details.asp?id=190</a> >
Thur 7 April (am)	NSW Branch	CINDEX introduction (BYO laptop)	NSW Writers' Centre, Rozelle	Details at < <a href="http://www.anzsi.org/site/calendar_details.asp?id=177">www.anzsi.org/site/calendar_details.asp?id=177</a> >
Thur 7 April (pm)	NSW Branch	CINDEX advanced (BYO laptop)	NSW Writers' Centre, Rozelle	Details at < <a href="http://www.anzsi.org/site/calendar_details.asp?id=178">www.anzsi.org/site/calendar_details.asp?id=178</a> >
Fri 8 April (am)	NSW Branch	SKY Index introduction (BYO laptop)	NSW Writers' Centre, Rozelle	Details at < <a href="http://www.anzsi.org/site/calendar_details.asp?id=178">www.anzsi.org/site/calendar_details.asp?id=178</a> >
Fri 8 April (pm)	NSW Branch	SKY Index advanced (BYO laptop)	NSW Writers' Centre, Rozelle	Details at < <a href="http://www.anzsi.org/site/calendar_details.asp?id=180">www.anzsi.org/site/calendar_details.asp?id=180</a> >
(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 < <a href="http://www.anzsi.org/site/calendar_details.asp?id=181">www.anzsi.org/site/calendar_details.asp?id=181</a> > This course is preceded by one month's work at home from 18 May

# Indexing degustation

## A lender and a borrower be



Have you ever thought that you could borrow and lend e-books? A most illuminating article in *The Sunday Age* induced my eyes to goggle mightily. Amazon, which has sold an estimated four million Kindle e-readers in the last three years, has released a lending and borrowing feature which allows Kindle users to share their books with users all around the world. Non-Kindle owners can also join the e-book swap with free reading applications available for Mac, PC and Android.

The idea began when Catherine McDonald, a Canadian web developer living on Malta's island of Gozo, found that her only access to English reading matter was via wireless access to e-books on Kindle. When she heard that e-book sales had overtaken sales of hard copy she decided to act. The day after Kindle lending began in December last year, Catherine started a lending page on Facebook. Two hundred borrowers signed up within a few hours and when these reached the thousands, she and a freelance web team created the Kindle Lending Club website. Six weeks later Amazon asked them to rebrand and move to the domain <Booklending.com>, whereupon Amazon handed control of the domain name to Catherine. 'Consumers tend to be leveraging social media to create communities around collaborative consumption, and we are an example,' she says.

By mid-February there were more than 8000 books for loan to about 12,000 members who are mostly women aged between 35 and 55, the most devoted Kindle users. But there are drawbacks. Amazon will only allow Americans to borrow for 14 days, after which they cannot read the book as it disappears from their collection. You can only borrow once for each book. International readers may borrow an e-book, but only if it is a title that is available for purchase in their region. Australians have access to 69% of Amazon's catalogue.

According to Catherine, publishers are holding back e-book lending. Only half the titles are lendable. Only Macmillan and Scholastic have allowed their full catalogue to join the global book swap. Publishers think that e-book lending will cut their profits when they should be thinking in terms of free exposure and increased sales. The Kindle library takes its income from a small commission from book referrals to Amazon, with a "buy" button on titles. Lendable titles are influencing purchase because readers like to pass their books on.

Catherine believes that the most exciting outcome of the e-book lending movement is the pending partnership with Worldreader.org, a literacy charity that is providing digital books to the developing world. Students in Ghana have been supplied with 500 pre-loaded Kindles and soon 5000 e-readers will be sent to Kenyan students.

Social media and e-books have enabled writers who are not getting book deals to launch their creations. A young self-published writer from Minnesota has sold half a million copies of her young adult paranormal romances on Kindle. Catherine says that if a writer develops a following, Amazon responds with its publishing initiatives. It is the reason bookstores are finding it hard to compete.

Australia is getting into the swing. International content provider Overdrive is supplying e-books to several Australian libraries while the South Australian government is looking at a state-wide e-book library service. University libraries have been buying e-books for years.

Cincotta, K. *The Sunday Age*. 20/2/2011, p. 17.

## Talkin names : an introduction to Aboriginal and Torres Strait Islander personal names

The Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS) has mounted a tutorial which gives an introduction to best practice for establishing headings for Aboriginal and Torres Strait Islander personal names. The tutorial includes self-paced modules and practice sessions for hands on experience. The modules; introduction, Aboriginal skin names, other types of Aboriginal names, Torres Strait Islander names, and a review take approximately 20 minutes to view. There is also a PDF Guide to Talkin Names. There is no denying that Talkin Names is a wonderful addition to the indexer's reference library.

<[www.aiatsis.gov.au/collections/talkinames.html](http://www.aiatsis.gov.au/collections/talkinames.html)>.

## Read all about it, the book is dead

We keep hearing about this unnerving subject which is on a par with the disappearance of Vegemite. Giles Coren wrote an article for *The Times* on the death of the book which was inspired by the announcement of World Book Night, to be held on 5 March this year. World Book Night will be broadcast in partnership with BBC Two and will see one million books given away by 20,000 'passionate readers' to the public in the UK and Ireland. According to Giles Coren in his article which was reprinted in *The Australian*, 'the publishing industry is gambling that handing out an unprecedented number of free books will persuade people to read more paid-for ones'. He likens the exercise to the drug dealer's scheme whereby free drugs

(continued on next page)

# Indexing Nursery Rhymes



To introduce beginning students to practical indexing in the University of California, Berkeley (UCB) indexing course, we ask the students to index some nursery rhymes. At a recent VIC (Victorian Indexing Club) meeting we asked our esteemed attendees to participate in a similar exercise just to see if they were up to the task.

Their instructions were to write an index for each of the two nursery rhymes shown below. They were told to assume that the number following each line represented a page of text. They were then asked to use their imagination regarding the information that might be found on each 'page' and incorporate it into their index. For example, if one of the rhymes was 'Jack Sprat' (who could eat no fat), they might have some entries about eating disorders and/or diets or nutrition.

## The Nursery Rhymes

### *Little Miss Muffet*

Little Miss Muffet sat on a tuffet, 1  
Eating her curds and whey. 2  
Along came a spider, 3  
Who sat down beside her, 4  
And frightened Miss Muffet away. 5

Our audience in the VIC meeting came up with the following index for *Little Miss Muffet* – but you might have different ideas. The cross-references have not been shown.

arachnophobia, 5  
curds, 2  
dairy products, 2  
eating, 2  
Muffet, Little Miss, 1-2, 4-5  
spiders, 3-5  
    fear of, 5  
tuffets, 1  
whey, 2

## Now for the second rhyme ...

### *Tea with the Queen*

Teddy bear, teddy bear, 1  
Where have you been? 2  
I've been up to London to visit the queen! 3  
I went to her palace, 4  
And knocked at the gate, 5  
And one of her soldiers said, please would I wait? 6  
Then one of her footmen, 7  
All dressed in red, 8  
Led me inside, saying, step this way Ted! 9  
And there in a huge room, 10  
High on her throne, 11  
Sat the poor queen, taking tea all alone, 12  
She said, how delightful, 13  
Sit down, fill your tum! 14  
And soon we were chattering just like old chums! 15  
And when time came to leave, 16  
She shook hands and then, 17  
She said, come back soon, we must do it again! 18

Have a go at indexing *Tea with the Queen*. You can then compare your index with the one created by the VIC members. Look for their index in the next issue of the *ANZSI Newsletter*.

Max McMaster



### *Indexing degustation, continued from p. 4*

generate an insatiable demand for more. The problem is that 'drugs are fun' while books are 'boring'.

World Book Night will take place two days after World Book Day, the established nationwide reading program. According to the WBN website, a growing list of high-profile figures from publishing, media and the

arts are lending their support by becoming patrons. It is a case of violets and vinegar. Read both sides.

Giles Coren at <[www.theaustralian.com.au/news/arts/read-all-about-it-the-book-is-dead/story-e6frg8nf-1225969240843](http://www.theaustralian.com.au/news/arts/read-all-about-it-the-book-is-dead/story-e6frg8nf-1225969240843)>. World Book Night site <[www.worldbooknight.org/2010/12/the-largest-book-give-away-ever-attempted/](http://www.worldbooknight.org/2010/12/the-largest-book-give-away-ever-attempted/)>.

Jane Purton

## Search patterns



Every now and then you read a book that makes you think. It explains things simply, gives you lots of examples and you find yourself thinking about it while you are doing other things. This is what happened when I read *Search patterns* by Peter Morville and Jeffery Callender (Sebastopol CA, O'Reilly, 2010). The book is aimed at web designers, but it is of interest to anyone who searches the web as it highlights and explains the various strategies well-designed websites use to assist you in finding information.

To help explain what this book covers, think of searching Amazon.com. If you haven't yet succumbed to searching Amazon.com, lock up your credit card and have a look. It is an enormous bookshop. Have a look at the tricks it uses and persuasive techniques employed to desperately try to get you to purchase from them. Firstly, start to type the name of an author or book title and you get a drop-down screen of possible suggestions for your search to save you typing. Have you noticed how quickly the book you wanted appears? You don't seem to have to wade through lots of unrelated titles. Then, when you select a book there is often a 'Look inside' feature that lets you see part of the book – usually introductory pages, section of a chapter and often the index. It also tells you people that bought that book also bought XYZ – hoping to tempt you to look at that book as well, as it is often similar to the initial book you selected. If you have succumbed and purchased from them, Amazon remembers and likes to suggest other books you might be interested in. Usually they are quite reasonable suggestions. More temptation!

Have you ever stopped to think about how Amazon does all this? Well if so 'Search patterns' will explain it, without you feeling you need to complete a computer degree first to understand it. All the tricks that Amazon uses are explained, such as:

- Auto-complete, for the drop down menu of hints as you type;
- Best first algorithms, for displaying relevant titles based on popularity, relevance, date, etc;
- Personalisation, for remembering what you ordered or searched for on previous occasions;
- Federated searching, for searching multiple databases seamlessly. I just used the book department of Amazon,



but there are movies, games, Kindle etc. All will be searched initially to determine what you want, because, as Morville says, 'users don't know where to look'.

Morville also explains the benefits of different ways to lay results out and the difference it makes to how useful the website is. Think of searching several databases at once. Ideally you don't know you are. A good example is 'Trove', the National Library Website, <trove.nla.gov.au>: you search for something and find results from their book collection, scanned newspapers, photographs, maps, music etc. All databases are searched at once. The results are presented in small boxes on the webpage. You get a little taste of your search results in each of the

separate databases. Have you noticed the tabs at the top of the screen? Now pretend there wasn't the ALL tab. You would then have to click on each tab to see the results in each of the separate databases. Nothing like as appealing as seeing the samples on the ALL tab.

Peter Morville has a library background, and is a prolific author. *Ambient findability* was another book of his that I enjoyed. *Search patterns* examines user searching behaviours. One pattern he calls 'pearl growing', involves an initial search, then searching further using some feature of the result to find similar things. Perhaps searching for a concept found among the first results, or for more articles by that author.

As I have mentioned above, he explains all the design features that can be used to help improve the searching experience, with lots of examples from websites. There are lists of things to consider if you want to purchase software to set up a database. Creators are given suggestions of things to consider with the user interface. Indexers rate a mention. He points out that content may not be just one type of item, such as books, and urges you to remove the 'ROT' (content that is Redundant, Outdated or Trivial).

He has a nice honeycomb diagram of what users want – things that are useful, usable, desirable, findable, accessible, creditable and valuable.

Having read *Search patterns* I am now looking at websites wearing different glasses. I think about the tricks that are being used to help me find information, or wishing they would use them!

My only complaint with this book is that the index could definitely be improved!

Mary Russell

(The cartoon is from page 2 of *Search patterns*.)

## New Zealand Branch news

New Zealand branch has published the first three of its mentored indexes, all of them indexes to 19th century books originally published without indexes. They are of historical importance and of value to the many people delving into New Zealand's history.

The indexing has been done by new indexers who are going through the Branch's mentoring scheme, working under the care of a mentor, in these cases Tordis Flath. The indexes produced are then reviewed by two committee members and amended where thought advisable.

Our mentoring scheme co-ordinator, Susan Brookes, has printed the indexes. She has obtained an ISSN number, and is notifying libraries which hold copies of the books that the index is available. We need to sell just one copy of each to cover the initial printing costs.

Three more indexes are close to publication.

A sub-committee for this project plans to publicise the series further, and is considering whether, when and how to offer such indexes in digital form.

The project is designed to give new indexers practical experience. It is also a concrete example to present to publishers, it helps to increase ANZSI's profile in New Zealand and raises a little income for the Branch.

The Branch has also sent its third directory of freelance indexers to key people in more than 60 publishing companies around New Zealand. The Directory lists available freelance members along much the same lines as the ANZSI website, though with more information on qualifications and indexing experience. An introduction sets out the value of professional indexing and describes ANZSI's role. The directory is sent by email as a pdf file suitable for printing as an A5 booklet.

*Robin Briggs, President, NZ Branch*

### ACT Region Branch

invites you to join them at the 'House on the hill'  
on Tuesday 5 April, 5.00-7.00 pm.



Find out what goes on behind the scenes in the  
Parliamentary Library.

It is important to RSVP, so please contact  
Eleanor Whelan

<eleanor.whelan@bigpond.com> or 02 6257 7749  
by Saturday, 2 April.

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