

ANZSI Newsletter



Newsletter of the [Australian and New Zealand Society of Indexers](#) Inc.
Volume 10 | Number 2 | March 2014



From the President

ANZSI Council has not met since my last President's Report so I have no specific actions to report, although there is always much activity behind the scenes. This month saw John Simkin's funeral, attended by ANZSI members. A fuller story of his life and contributions to indexing, by Michael Ramsden, who spoke at the funeral, is elsewhere in the newsletter.

Indexing filing question

In the index to a biography of Professor Manning Clark, would you expect to find his entry before or after that of his wife Dymphna Clark? Answer at the end of my report.

Newsletter

This is our second electronic-only newsletter. Thanks to Peter Judge and Denise Sutherland for their work adapting to this new format and ensuring a smooth transition. A few refinements have been made. We appreciate receiving feedback both praising the changes and providing suggestions.

ANZSI history

The website now hosts scanned copies of AusSI/ANZSI newsletters from 1976 – what a great resource! Browsing some early newsletters, I discovered that the acronym AUSSI (later AusSI) originated not within our society, but with the Society of Indexers. In the [September 1997 newsletter](#) there is a note:

... our colleagues of the Society of Indexers have dubbed us AUSSI. Our committee, at a recent meeting, decided that the acronym would probably stick so have accepted it for use in 'pizzicato' communications.

Ebook indexing, preparation for

The IDPF EPUB Indexes Working Group has finished its work for the time being, and is waiting for integration of the indexing requirements into EPUB 3.

Meanwhile, more ebook indexing requests are trickling in. The first challenge for indexers will be learning new technologies such as XML and InDesign. A bigger challenge, I believe, will be understanding all of the options and explaining these to clients.

On other pages

Council bios, Madeleine Davis	3
Vale John Simkin	4
Tribute to John Simkin	6
ANZSI Accreditation pages updated	6
<i>Write, edit, index</i> conference: call for papers	6
Canada conference anyone?	7
Indexing training for everyone	7
Hobart, here we come!	8
The VIC February meeting	8
Etcetera	9
News from Queensland branch	10
Branch events	12
ANZSI contacts	12

(continued on next page)

(From the President, continued from previous page)

There is a comprehensive article by Jan Wright and others in the December 2013 issue of *The Indexer* entitled 'The Matrix: creating an active index in all kinds of formats, from all kinds of tools'. The information is dense, so start reading now, and then re-read it later.

Versions of the Matrix tables are also available on the ASI website at:

- http://www.asindexing.org/wp-content/uploads/2013/09/Matrix-1_-Indexing-tools-and-output-options.pdf
- http://www.asindexing.org/wp-content/uploads/2013/09/Matrix-2_-Linking-to-vs-embedding-in.pdf
- <http://www.asindexing.org/wp-content/uploads/2013/08/matrixresourceslist.pdf>

InDesign now outputs linked indexes into EPUB format. Not all publishers are aware of this, so please share the news. ASI has created two press releases on this topic: one for indexers and one for publishers.

- http://www.asindexing.org/wp-content/uploads/legacy/files/DTTF/ASIJuly2013_PressRelease_indexers_2.pdf
- http://www.asindexing.org/wp-content/uploads/legacy/files/DTTF/ASIJulyPressRelease20131_publishers.pdf

Canadian conference

Mary Russell will be representing ANZSI at the Indexing Society of Canada conference (<http://indexers.ca/annual-conference/>), and will be talking about 'Health and Science Indexing Tips and Hints'.

VALA conference and Vic Branch

I attended the VALA library technology conference in Melbourne and spoke on 'The EPUB standard and ebook indexes: better user access to information in ebooks' covering both the standard and the importance of librarians in the promotion of quality navigation options. The paper will be freely available on the VALA website (<http://www.vala.org.au/vala2014-conference-programme>) in May.

At the trade exhibition I asked publishers and distributors about the ebook formats they sell. Many academic publishers and distributors offer only HTML (for online viewing) and PDFs (for downloading), while general non-fiction publishers are more likely to include EPUB as an option. Fiction publishers are a more natural fit with EPUB. There is definitely a trend towards EPUB and support for a standard format.

After the conference I headed to Kew for the Vic Branch meeting. I gave a general overview of how I saw Council progressing; it was great to catch up with everyone and share ideas and receive feedback. Thanks also to the Branch for a stimulating and enjoyable dinner afterwards.

EPUB for editors

I then went to Canberra to teach a half-day 'EPUB for editors course' for the Canberra Society of Editors; this course also ran at the end of last year. Thanks to Malini Devadas for organising these, and to the attendees for great contributions. Many had explored various ebook publishing options and brought valuable experience to the course. A willingness to experiment is a great advantage in these changing times.

Manning Clark House

In Canberra I stayed at Manning Clark House (MCH), where Clark's six-volume *History of Australia* was written. The house was designed by Robin Boyd, brother of painter Arthur Boyd. Bookshelves run from floor to ceiling and there are ladders to help you get to the higher shelves.

Because I was going to stay at MCH I had started reading two biographies of Manning Clark. His wife Dymphna inspired me – she transcribed, translated and edited for Manning, provided hospitality for numerous guests, and brought up their six children. A busy woman, apparently she'd think nothing of taking a pair of socks that needed darning to a dinner party.

(continued on next page)

(From the President, continued from previous page)

Her translation *German New Guinea: the annual reports* was on a bookshelf. It has an index, 'compiled by Bronwyn Rose'. The index has a long introductory note, wordier than we would use today, saying 'This index is, in several senses, compiled from a "New Guinea" point of view...' and 'It bears repeating, also, that we refuse responsibility for sorting out the mess of geographical names in the New Guinea area. Although we included a fair number of variants, there are many more cases where they are, intentionally or unintentionally, missing. The user has to call upon his own knowledge and imagination if he cannot find the precise geographical name he is looking for' and 'Finally, we have not broken down statistical information completely as this would have meant the repetition of already tabulated information in a less convenient form'.

Clark was often criticised for his errors of fact. McKenna (McKenna, Mark, *An eye for eternity: the life of Manning Clark*, Carlton, Vic: The Miegunyah Press, 2011, p.625) notes that 'Elmer Zalums, Clark's indexer, tried on several occasions to amend errors of fact relating to Aboriginal history, but Clark refused to make corrections.' It is not clear where this information about Zalums came from, although from the context it might have been from Wendy Sutherland, Clark's editor.

Elmer Zalums was awarded the ANZSI medal in 1988 for the sixth volume of Clark's history: *History of Australia: the old dead tree and the young tree green, 1816–1935, with an epilogue* (Melbourne University Press, 1987).

Manning Clark's *History of Australia* was abridged by Michael Cathcart. He also wrote the index to the abridgement, and it was Highly Commended in the ANZSI awards in 1993 (http://www.anzsi.org/site/Medal_high.asp).

Indexing filing question

In the index to a biography of Professor Manning Clark, would you expect to find his entry before or after that of his wife Dymphna Clark?

I was surprised to see Clark indexed under his unused first name, Charles, in both of the biographies I looked up (by Brian Matthews and Mark McKenna) and in the abridged history, without references from 'Clark, Manning'.

In addition, the copyright statement on the abridged history has 'Hilma Dymphna Clark' but in a seeming inconsistency she is indexed at 'D' not 'H'. In the McKenna biography the entry is written 'Clark, (Hilma) Dymphna...' but filed at 'D'.

Glenda Browne, President ANZSI

Council bios

Council member Madeleine Davis



Much of my indexing background was covered in a 'Quiet Achievers' article in the [Newsletter](#) in October 2012. Rather than repeat what I wrote there, I thought I might add some nitty gritty information about my indexing life for this article.

My indexing career began in 1995 when I joined AusSI (Australian Society of Indexers) after 18 years as a federal public servant in research and administrative roles across several departments. I have, over the years, been a Committee Member, Secretary and President of the NSW Branch, a Member of the Conference Committee in 2003 and Convenor of two Conferences in 1997 and 2009. Currently I am a Member of the ANZSI NSW Branch Committee and a Member of ANZSI Council. I have always enjoyed participation in this committee work, not only for the pleasure that comes with working with colleagues, particularly as indexing is usually a 'home alone' business, but also because of the satisfaction that comes with furthering the professional standing of our work and discussing the challenges ahead. I would recommend these experiences to any indexer, whether novice or of long standing.

(continued on next page)

(Council bios, continued from previous page)

I have also participated in several indexing conferences overseas – in America, Canada, the United Kingdom and New Zealand. They have always served as a powerful stimulus for my indexing work, giving me fresh ideas and approaches. I have always felt that my indexing career is a work in progress – there is always something to learn.

But, it has not always been plain sailing! Over the last 19 years or so I have also worked both full-time and part-time in other jobs, to supplement my income. In good years I have indexed an average of 25–30 books and in lean years less than half that number. My bread and butter continues to be legal indexing, as each year most legislation needs updating or new legislative tomes are published. My income from full-time indexing has had commensurate ups and downs but rarely exceeds approximately \$45,000–\$50,000 in any one year and is sometimes considerably less!

Madeleine Davis

Vale John Simkin

John Edgar Simkin was born on 12 February 1927 in Blackburn, then an outer suburb of Melbourne. He was the second son of Lynton George Simkin and Kate Rosalie Simkin (née Kent) and grew up in Box Hill in a beautiful old timber home in Rose Street, surrounded by two brothers and lots of family and friends. He attended Box Hill Primary School followed by Box Hill High School where, in his senior years, he was a prefect. Following high school John went on to study architecture at what was then the Melbourne Technical College (now RMIT University). His first job in architecture was with a firm in Essendon which designed the Moonee Ponds library building.

However, John's first and greatest love was literature and he abandoned a career in architecture in favour of librarianship. He received his education in librarianship at the Public Library of New South Wales under John Metcalfe in a school that would later become the basis for the new School of Librarianship at the University of New South Wales. He subsequently enrolled at RMIT in a conversion course that offered exemptions from most of the librarianship subjects in the program leading to the Bachelor of Social Science in Librarianship. He graduated in the mid-1970s.



He was one of a group of young librarians who were interested in new ideas about the design of libraries and access to information. He was the Chief Librarian at Moorabbin City Libraries for 33 years until his retirement in 1992. He had a strong philosophy which held that the availability of books was the primary obligation of public libraries and established a strong network of branch libraries. He was elected as representative of public libraries to AACOBS (Australian Advisory Council on Bibliographic Services) which operated as a sort of parliament for libraries and he also served on various committees of what was then the Library Association of Australia. In these capacities he pursued his public library philosophy with vigour and clarity.

As a student of librarianship John was influenced by the ideas of John Metcalfe on what was called “subject cataloguing”, the provision of alphabetical subject headings to provide access to information which is, after all, a form of indexing. It is not, therefore, surprising that when an indexing society emerged in Australia John should be one of the prime movers.

In 1957 the Society of Indexers was founded in Britain. In the early 1970s Godfrey Green convened a chapter of the society in Australia. When he resigned in 1975 a meeting was held to discuss the future and John was one of those who attended. At this meeting an interim committee was formed to prepare for a general meeting at which a recommendation would be put that an independent society be

(continued on next page)

(Vale John Simkin, continued from previous page)

formed. That meeting was held in April 1976 at CSIRO in East Melbourne. Resolutions were passed whereby the Society of Indexers in Australia was dissolved, the Australian Society of Indexers was formed, and a committee was elected. John became the first Vice-President and shortly thereafter the first editor of the Newsletter. Since that time he has held various positions in the Society including President, chair of the judging panel for the Society's medal and member of the Board of Assessors, and some more than once. He has served the society almost continuously, either as a member of the Council or of the Committee of the Victorian Branch from its inception until September 2011 when he finally stepped down from the Council.

John was self-deprecating about his talents as an indexer but the fact remains that he did compile and index a number of important bibliographic tools, including his mammoth work on sequels on which he worked over a number of years. He also found time to help his friend, the musicologist James Murdoch who lived in Bali, to organise his papers and he prepared the index for Murdoch's biography of the Australian composer Peggy Glanville-Hicks.

In retirement John had many travels and adventures, to Indonesia and to the UK by cargo ship. His mother had migrated to Australia in 1909 from the village of Ditchling on the South Downs in Sussex, an historic village which includes a house which was once the home of Anne of Cleves (the fourth wife of Henry VIII). His mother had always painted such an attractive picture of the village that, for a long time John was reluctant to go there in case the village failed to live up to his expectations. When he did, finally, make his first visit there in the mid-1970s he was not disappointed and his recollection, even recently, was that he felt he was at home.

With his interest in travel and architecture to spur him on John became well-known at indexing conferences around the world, and contributed papers on the matters that concerned him most, such as professionalism and the organisation of indexing societies. He was particularly interested in the fledgling committee of delegates from various national indexing societies which became known, on John's initiative, as ICRIS (International Committee of Representatives of Indexing Societies), and he attended the triennial meeting at Maropeng in South Africa in 2009 which was held as part of the ASAIB (Association of South African Indexers and Bibliographers) Conference. The news of his death has prompted expressions of regret from societies in Britain, Canada, South Africa and the United States. The adjacent photo shows John at the ASAIB Conference with Marlene Burger, President of ASAIB. The picture is added at the special request of ASAIB as their tribute to John.



John's great loves were literature and music. His favourite composer, Edward Elgar, featured in his funeral service, as did another favourite, *The Merry Widow*. He was a self-taught pianist and his pride and joy was his grand piano which he bought in 1960 for what was, for John, a large sum of money. It accompanied him on moves from Windsor to Richmond and finally to his last home in Tecoma in the Dandenong Ranges.

With all his accomplishments he remained modest, and a wise friend and true gentleman. We shall miss him greatly and his shoes will be hard to fill. He was a founding member of the society and helped to get it off the ground and set it on a firm basis. Moreover, there were various times when, without his wise, courteous and persistent contributions to the administration of Australasian indexing, the show might have lost its way. For his long and distinguished service indexers in Australia and New Zealand will forever remain heavily in his debt.

Michael J Ramsden, with the help of Rosemary Nancarrow and Alan Walker

To the Editor:

It is with sadness that I learn of John Simkin's recent death, and I am sure many tributes will follow.

For at least 20 years, or so it seems, John and I would be at the same indexing meetings in many different parts of the world. I came to rely on the fact that there would always be his friendly face at the next meeting, and we would compare our peripatetic indexer lives. I still think he wins by a long mile.

I had noticed that he was missing from the last few meetings and regret I did not pursue his absence, always confident I would see him at the next. His keen insight, calm voice of reason, and gentle humour will be greatly missed.

As ANZSI and the wider indexing community mourn his passing, I offer my personal condolences to those of you who knew him best.

Frances S. Lennie, Indexing Research

ANZSI Accreditation pages updated

The Accreditation pages on the ANZSI website have been updated to reflect current policy and procedures. Additional background information and tips for achieving Accreditation have been added.

If you have been thinking about applying for Accreditation please consult this information and send your application in.

Further information at: <http://www.anzsi.org/site/accreditation.asp>

Sherrey Quinn, Chair, Board of Assessors

write | edit | index

**A national conference for editors,
indexers, and publishing professionals
Canberra, Australia, 6–9 May 2015**

Hosted jointly by the Canberra Society of Editors and the ACT Region Branch of ANZSI on behalf of the Institute of Professional Editors (IPeD) and ANZSI.

Call for papers

The conference committee is inviting expressions of interest to present papers on broad topical areas about editing and indexing for the conference in Canberra, 2015. The conference will focus on contemporary and emerging issues in editing and indexing, including but not necessarily limited to:

- Best practice/innovative practice in editing and indexing
- Research relevant to editing, indexing, publishing
- Digital publishing
- E-books
- Information technology developments and trends
- Information accessibility
- Education and professional development
- Professional issues
- Business practices
- Editing/indexing particular formats/document types/publications types
- Taxonomies/controlled vocabularies in indexing
- Industry trends
- Case studies

(continued on next page)

(Call for papers, continued from previous page)

Expressions of interest (up to 200 words) in presenting a paper or participating in panel or round table discussions are due by **Friday 30 May 2014**.

You are welcome to share this notice with interested friends and colleagues.

The committee reserves the right to select papers appropriate to the program.

Please send your submissions to wroteeditindex@gmail.com

More information is available at <http://wroteeditindex.net.au/>

Sherrey Quinn/Tracy Harwood



Canada conference anybody?

The **Indexing Society of Canada/Société canadienne d'indexation** is hosting its 2014 annual conference—Changing Pages: Indexing for Today and Tomorrow—at the University of Toronto, in downtown Toronto, on June 5 and 6, 2014. Plan to join us in the pleasure of learning new technologies, honing present skills, meeting new friends and renewing connections. Our conference is open to all, and members of the Australian and New Zealand Society of Indexers benefit from ISC/SCI-member rates. For more information, visit our [conference web page](#).

Indexing training for everyone

Indexing 101: basics of book indexing for non-indexers

Do your friends have only the vaguest idea of what you do as an indexer? If so, then this Vic Branch course is for them.

This half-day course, on Monday, 28 April, 9.30–12.30, covers what an index is, what it is not, the benefits of having an index, what makes a good index, and the basic steps involved in creating one.

The course costs \$30, including morning tea.

For further details and bookings: http://www.anzsi.org/site/calendar_details.asp?id=345

Professional development – Advanced indexing

If you feel that your indexing skills are getting rusty, or that there are indexing techniques you should know, but never got around to learning, then come along to the Vic Branch Advanced Indexing course.

This one-day course will cover subject analysis, name issues, dealing with illustrations and specific text types, reindexing issues, and preparing an indexing quote. Participants are encouraged to ask questions about any indexing issues they have.

This course costs \$250 and will be held on Tuesday, 29 April, 9.00–4.45. Course notes, lunch, morning and afternoon teas will be provided.

For further details and bookings: http://www.anzsi.org/site/calendar_details.asp?id=346

Professional development – Newsletter indexing

Have you never indexed a newsletter, nor had the opportunity to do so? Learning to index newsletters makes a great addition to your book indexing skills.

This one-day Vic Branch course will cover the differences between indexing newsletters and indexing journals, how to select a target audience, determining the number of indexes to create, developing an indexing policy, developing a style sheet, and much, much more. Participants are welcome to bring samples of their own newsletter for discussion.

(continued on next page)

(Indexing training for everyone, continued from previous page)

After the course, participants will have one month to prepare and submit an index to a year of a newsletter. The newsletter can be either one of your own choosing, or one supplied to you. Your newsletter index will then be peer reviewed by a professional indexer.

This course costs \$300 and will be held on Wednesday, 30 April, 9.00–4.45.

Course notes, lunch, morning and afternoon teas will be provided.

For further details and bookings: http://www.anzsi.org/site/calendar_details.asp?id=347

All courses will be held at the Corporate Suites, Holmesglen TAFE, Chadstone.

Max McMaster

Hobart – here we come!

Over the weekend of May 10/11, some Melbourne-based Vic Branch members will be heading across Bass Strait for a get-together with our Tasmanian colleagues. We'd love it if more members, no matter what your branch affiliation, could join us at the event we are planning for the Saturday afternoon (more details to follow). So, why not consider a short break on the Apple Isle and take advantage of the opportunity of meeting up with other indexers, as well as doing a bit of your own thing? If you're interested, please get in touch so that you can be kept informed of our plans.

Nikki Davis, bookindexing@gmail.com, 0414-758712

The Victorian Indexing Club (The VIC) February meeting



Vic Branch made the most of Glenda Browne's attendance at the VALA Conference in Melbourne, by inviting her to the February meeting of The Victorian Indexing Club – shown in the photo here with Max McMaster.

We opted for a relaxed roundtable format for our discussion which included highlights of the VALA Conference, use of teleconference communication by the multi-location Council, the new electronic ANZSI Newsletter, management of the ANZSI website, and the redevelopment of Indexers Available.

Our one-hour meetings always seem to fly by, and no less so on this occasion. Fortunately our favourite restaurant is just a short two minute walk away, so the conversation continued over dinner.

Nikki Davis

Etcetera



ASI ebooks

Three ASI publications are now available for ebook readers.

- *Marketing Your Indexing Services, 3rd Edition*
- *Starting an Indexing Business, 4th Edition*
- *Indexing for Editors and Authors: A Practical Guide to Understanding Indexes*

You can purchase them for immediate download from Information Today <infoday.com/ebooks/>. Don't forget that as a member of ANZSI, you can access the ASI member price for the ASI titles. So click on 'ASI Members Only' under the cover graphic, and go from there. The ebooks are a bit cheaper than their print editions (e.g. \$20 vs \$25), with the major bonus of not having to pay for overseas shipping.

After submitting your payment information, you reach a page where you can download the file right away. The book is sent in PDF, EPUB, and MOBI formats. You also get the download link in an email. Denise purchased *Marketing Your Indexing Services* to test the system. The process was certainly quick and painless, without any long wait for a book to arrive from overseas in the post!

The PDF edition is a direct port of the paper book, from the looks of things. Unfortunately the index isn't interactive, but the page layout (and therefore page numbers) is set, so they still work as a location tool.

The EPUB edition was easy to open and read – on a Mac, anyway. It was just a matter of dragging and dropping the .epub file onto the iBooks app. The index is interactive and takes you to the page that the term occurs on.

We look forward to being able to see further ASI ebook titles in the future — they must be commended on their excellent conversion to ebooks, which makes their books so much more affordable and accessible to indexers outside of the USA.

You dissentious rogues

If you've ever wanted to have a bunch of Shakespearean insults to hand for easy reference during the day (and who doesn't?), you may like to get a hold of *A Grand Taxonomy of Shakespearean Insults*, a poster from Charley Chartwell, featuring 100 of the Bard's greatest hits. It's fun to look at online, too, even if you don't get yourself a poster.

From '*I do wish though wert a dog!*' to '*Away, you three-inch fool!*', you're sure to find the perfect offensive snub for every occasion! The insults are categorised, for quick selection in the heat of the moment. You can locate insults by: Personal Attributes / Traits (*Pray you, stand farther from me*), Creatures (*Thou damned and luxurious mountain goat*), Bodily Qualities (*Go shake your ears*), and Inanimate Objects (*How now, woolsack*).

<http://www.charleychartwell.com/products/a-taxonomy-of-great-shakespearean-insults>

Ebook predictions for 2014

www.digitalbookworld.com/2013/ten-bold-predictions-for-ebooks-and-digital-publishing-in-2014/

This article from Digital Book World makes 'ten bold predictions' for ebooks and digital publishing in 2014. It will be interesting to see how many of these come true by the end of the year! We certainly hope to see improvements in the lending of ebooks, whether between individuals or from libraries.

Cooked

<https://cooked.com.au>

Hardie Grant Books recently launched their latest venture — the *Cooked* website. Hardie Grant publish a lot of cookbooks, including all the SBS cookbooks, and *Feast* magazine. This site is a great example of a publisher 'verticalising' their business (see Point 3 in the Digital Book World article linked to above). They already have all these print cookbooks, but what else can they do with this content, and earn income from it?

(continued on next page)

(Etcetera, continued from previous page)

The *Cooked* site makes all the content in their cookbooks available to subscribers. At the moment 62 authors are represented, with 79 cookbooks. This includes the photos from cookbooks, as well as any text, and — naturally — the recipes.

It is a paid service, but you can have a one month free trial. Subscription is \$4.95/month or \$49.95/year. Membership is open to anyone, including from overseas. If you subscribe to a full year's membership, they send you out two free cookbooks (i.e. regular bound cookbooks from their collection). Members can also buy cookbooks from the *Cooked* shop at significant discounts. So you can try the book online first, and decide whether you'd like to own a hard copy or not.

Denise has a membership. While the site is very beautiful, she finds the interface a little confusing to navigate at times, and the search engine not frightfully great (you can't limit a search to the contents of just one book, for example). Unfortunately, book indexes have been omitted. But, despite this, she thinks the site has great potential. You can save favourite cookbooks and specific recipes to 'Collections', to make it easier to find your favourites.

Given that you can access a vast range of cookbooks from Luke Nguyen's *Food of Vietnam* and Peter Kuravita's *My Feast* to Gabriel Gate's *Taste le Tour* and Margaret Fulton's *Baking*, and that new titles are being added all the time, it's certainly worth a look to see if it might suit you!

A full brain

Recent research by Dr Ramscar and his colleagues at Universität Tübingen, Germany, seems to show that it's possible the reason we have more 'senior moments' as we get – well — more senior, might be that we *know* so much more than, say, a 20 year old. We have a wider vocabulary, much more life experience, and in-depth professional knowledge. It just takes our brains longer to access that information.

As the *New York Times* article by Benedict Carey

(<http://newoldage.blogs.nytimes.com/2014/01/27/the-older-mind-may-just-be-a-fuller-mind/>)

says: 'It's not that you're slow. It's that you know so much.'

Research is still continuing, and needs to be carried out by other researchers to get confirmation, but it certainly begs the question: Do we need to write indexes for our own brains?!

Ramscar, M., Hendrix, P., Shaoul, C., Milin, P. and Baayen, H. (2014), The Myth of Cognitive Decline: Non-Linear Dynamics of Lifelong Learning. *Topics in Cognitive Science*. doi: 10.1111/tops.12078

Denise Sutherland and Jane Douglas

News from Queensland Branch

On Tuesday 24 February, ANZSI Queensland members and industry colleagues enjoyed an informative and entertaining presentation from award-winning editor Susan Prior. Susan is an editor, proofreader and writer, and something of an all-rounder in the world of words. She edited the online e-journal of current affairs and social debate called *On Line Opinion*, for over six years – publishing approximately 7500 articles! In 2009, Susan was runner up in the Sydney 'Freelance Writers' Good Editor Awards'. Her success was a sign that 'online media' was now regarded as equal to 'mainstream media'.

An extensive list of her skills and abilities is on her website and she currently runs her own very successful full-time freelance editing business. Susan has recently branched out into publishing. She is keen on 'real' books, but she is also looking into e-publishing – an area she has some affinity for since her on-line blogging days.

In nine months, she has built a thriving freelance editing and publishing business through hard work (and I suspect more discipline than she gave herself credit for) but extols the joys of working for herself. In terms of creating her success, her specialty seems to be getting her name out there. She has a website, fully linked to Facebook and Twitter, which I recommend you visit to see an excellent example of how a website should be designed and how to generate work through an online presence – <http://www.write-now.com.au>.

(continued on next page)

(News from Queensland, continued from previous page)

The website logo is also her business card and Susan recently had it emblazoned across the back window of her car. It has already generated leads (although, as she says, “I now potter around the suburbs with my “Write-now!” splashed across the back of my car and I feel somewhat embarrassed, and I have to watch my driving – no going tearing around the chicane ...”).

Susan makes extensive use of Facebook for marketing and one thing I took away from her presentation was that to make your business grow and thrive, you have to work at it, and nurture it.

Susan refers to herself as an ‘editing hussy’ – she’ll have a go at anything. She has recently worked on an MBA thesis; theses on Chinese Medicine, Sonar Ecology and creative writing; helped someone with a book on special-needs education; an Eating Disorder Society booklet; even helped local electricians with their pro forma letters to send out to customers. She’s an editor on a journal that she and a colleague started up for a real estate agent, which grew out of a quarterly marketing report, and now it has been upgraded to being called *Living in the Shires*. And lots of novels, romance, Roman historical fiction, a book on royal commissions; Pearson’s (the educational publisher) are her bread and butter – they filled in the gaps for her which helped as the business got on its feet.

That Susan’s business has grown so strongly in the relatively few months since she’s been working freelance is down to her enthusiasm and her marketing efforts – by *being* out there, by forcing herself out there, by drawing attention to her business through concerted marketing. And doing good work, meeting (or beating) deadlines, all of which attracts the kind of impressive unsolicited testimonials which I recommend you read on her website.

She is also nominating to go on the management committee for the Queensland Writers Society, with a view to developing the emphasis on writers’ services because the QWC looks after writers. But as Susan says, “...part of looking after writers is looking after the people that service them as well.”

Susan is also working on a proposal for the Society of Editors to go to the Brisbane Writers Festival, to do a workshop on writers services – so there’ll be an editor there and a publisher’s agent, and a book designer and then there’ll be a question and answer session. This drew a suggestion from the floor of the meeting to have an indexer included, which was met with enthusiasm. I’m sure this is an aim indexers would be supportive of, so do keep Susan in mind if casting your vote.

Enthusiasm would definitely have to be one of Susan Prior’s greatest strengths. She is very positive, outgoing and friendly, entirely welcoming, and I think this is at least part of the secret of her success. That and sheer hard work. An inspiration to us all!

David Muller piamimus1@gmail.com



At the meeting were, back row, left to right: Jane Douglas, Elizabeth Riley, Susan Prior (guest speaker in white top), David Muller, Graham Potts, Franz Pinz; front row, left to right: Janelle Barker (green top), Moira Brown, Beryl Macdonald, Jeni Lewington. Maureen Butler and Lily Reid also attended. Photo by Cate Seymour-Jones.

President Moira Brown recently entertained a Victorian colleague, Terri Mackenzie and her friend, who had just enjoyed a cruise to Fiji. They enjoyed dinner together and swapped indexing stories. It is always such a pleasure to meet an interstate fellow indexer.

Moira adds, by the way, in the last issue of the Newsletter Mei Yen Chua was described as a former member of Queensland Branch. Not true! She is not only still a member but also a Committee Member of our Branch. You can live in any State and belong to any ANZSI branch of your choice.

Branch events

Date and time	Organiser	Name of activity	Venue	Contact details
Fri 7 March 10.30 am	Vic Branch	Visit to Vic Public Records Office for Uhl Index to Criminal Trial Briefs	99 Shield St North Melbourne	Details at < www.anzsi.org/site/calendar_details.asp?id=343 >
Tues 25 March 6 for 7.00 pm	Qld Branch	General meeting: Dr Susan Turner	2/63 Annerley Road Woolloongabba, Brisbane	Details at < www.anzsi.org/site/calendar_details.asp?id=342 >
Sat 29 March 2.30–4.30 pm	Vic Branch	Margaret Findlay Commem. Lecture: Lynette Silver OAM	State Library of Victoria Conference Centre, Seminar Room 1	RSVP essential Details on p. 10 of Feb Newsletter and at < www.anzsi.org/site/calendar_details.asp?id=340 >
Mon 28 April 9.30–12.30	Vic Branch	Indexing 101: Basics of Book Indexing	Holmesglen TAFE Chadstone	Details at < www.anzsi.org/site/calendar_details.asp?id=345 >
Tues 29 April 9.00–4.45	Vic Branch	Advanced Indexing	Holmesglen TAFE Chadstone	Details at < www.anzsi.org/site/calendar_details.asp?id=346 >
Wed 30 April 9.00–4.45	Vic Branch	Newsletter Indexing	Holmesglen TAFE Chadstone	Details at < www.anzsi.org/site/calendar_details.asp?id=347 >

ANZSI Newsletter

Published by the Australian and New Zealand Society of Indexers Inc.
PO Box 43, Lawson NSW 2783, Australia
ISSN 1832-3855 © Australian and New Zealand Society of Indexers Inc.
Editor: Peter Judge <peter.judge@bigpond.com>

About the Newsletter

The *Newsletter* is published monthly 11 times a year, with combined issues for January and February. Opinions and statements expressed in the *Newsletter* are those of the individual contributors, and do not necessarily reflect the opinions of the society.

Newsletter schedule

The next *Newsletter* will appear in April 2014. The contribution deadline is Friday, 28 March. Please send contributions by email to the Editor, Peter Judge <peter.judge@bigpond.com>.

Advertising rates

For current advertising rates, please [visit our website](#).

ANZSI contact information

ANZSI's general email address is: <ANZSIinfo@anzsi.org>.

Further contact details in PDF format are available on the [ANZSI website](#).

ANZSI Council	President, Glenda Browne
ACT Region	President, Shirley Campbell
New South Wales	President, Mary Coe
New Zealand	President, Julie Daymond-King
Northern Territory	Contact, Frieda Evans
Queensland	President, Moira Brown
South Australia	Contact, Jane Oliver
Tasmania	Contact, Christopher Brennan
Victorian	President, Nikki Davis
Western Australia	Contact, Shelley Campbell