

Institute of Professional Editors Limited

**Annual Report
2010–11**

IPEd.

To advance the
profession of editing

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THE Institute of Professional Editors Limited (IPEd) exists to advance the profession of editing, by planning and implementing national initiatives—an accreditation scheme, promotion and communication campaigns, advocacy, and training and mentoring—and other activities to support Australian societies of editors and their members, and editors in general.

IPEd also supports biennial national conferences of editors, which have been held in Brisbane (2003), Melbourne (2005), Hobart (2007) and Adelaide (2009). The 2011 conference was held in Sydney and will be covered in next year's report. Each conference is organised and hosted by the local society of editors.

IPEd was launched at the 2005 national conference as successor to the Council of Australian Societies of Editors (CASE) and was registered as an Australian Public Company on 22 January 2008.

This report covers the period 1 July 2010 to 30 June 2011.

Management and administration

Council

IPEd is governed by a council comprising one nominee of each of the Members. Councillors, who are the directors of the company (see box 'About IPEd'), serve two-year terms. Retiring councillors are eligible for re-election.

Councillors during the period covered by this report were:

- Edwin (Ted) Briggs, IPEd Accredited Editor (AE) (Canberra)
- Pamela Peters, IPEd Distinguished Editor (DE) (NSW)
- Robin Bennett AE (Queensland)
- Rosemary Luke AE (SA)
- Christina (Tina) Thornton AE (Tasmania), until February 2011
- Elizabeth Spiegel AE (Tasmania), from February 2011
- Rosemary Noble AE (Victoria)
- Anne Surma DE (WA), until May 2011
- Josephine Smith AE (WA), from May 2011

Rosemary Noble was chair of the council until September 2010, when she was succeeded by Rosemary Luke who had previously been deputy chair. Tina Thornton was

deputy chair from October 2010 until her resignation from the council in February 2011. Robin Bennett accepted the position in May.

Ted Briggs was honorary treasurer for the full reporting period.

About IPEd iped-editors.org

The Institute of Professional Editors Limited is a public, not-for-profit company (ACN 129 337 217) registered in, and under the Corporations Law of, the Australian Capital Territory.

The Members* of the company are:

- Canberra Society of Editors Inc.
- Society of Editors (NSW) Inc.
- Society of Editors (Queensland) Inc.
- Society of Editors (SA) Inc.
- Society of Editors (Tasmania) Inc.
- Society of Editors (Victoria) Inc.
- Society of Editors (WA) Inc.

The interests of editors in the Northern Territory are attended to by the South Australian society.

The registered office of the company is:

Institute of Professional Editors Limited
c/- Houston & Hanna
Suite 15, George Turner Offices
11 McKay Gardens
Turner ACT 2612

Chartered accountancy firm Houston & Hanna is also the company's auditor.

The company has engaged the accounting services of Tenbenschel & Dee, GPO Box 1950, Hobart Tas. 7001, and the bookkeeping services of Leumas Accounting, PO Box 1387, Lindisfarne Tas. 7015, and currently banks with Community CPS Australia.

The company's postal address is:

The Secretary
Institute of Professional Editors Limited
GPO Box 1464
Canberra ACT 2601

* Capitalised to distinguish them from the members of the societies

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Ed Highley (a member of the Canberra Society of Editors) continued as Company Secretary and secretary to the council. Following a review of the position by council, he agreed to continue in the position until December 2011. The secretary is the IPed Council's sole paid position, but various members of the exam development, implementation and marking team are paid a fee for their services,

Meetings

The council generally meets by teleconference for two hours during the morning of the first Sunday of every month. For reasons of cost, face-to-face meetings are restricted to national conference times, so there was no such meeting during this reporting year. The dates of 2010–11 meetings were 11 July, 8 August, 5 September, 10 October, 7 November, 5 December, 6 February, 6 March, 3 April, 15 May and 5 June.

The 2010 annual general meeting of the company was held by teleconference on 5 September, immediately before the monthly council meeting.

The minutes of council meetings are placed in the members-only area of the IPed website after their confirmation at the following meeting.

Committees

There are four standing committees of council—Finance and Risk Management, the Accreditation Board, Communication and Professional Development. Their responsibilities are outlined below. Highlights of their work during the year are covered later in this report.

Finance

IPed relies on contributions from its Members and accreditation exam income to fund its activities.

The following are the main points made by the Honorary Treasurer in his report to the 2011 annual general meeting of IPed:

- Overall, IPed made a profit of \$3,648 during the year, compared with \$12,957 in 2010.
- The company finished the year with \$13,783 in its current account and \$21,647 in a term account, giving a total of \$35,430. There were outstanding liabilities of \$9,662.
- Income of \$78,371 was less than in 2011 (\$79,344). Although income from membership contributions increased because of the higher levy in 2010–11, this was offset by lower income from the accreditation exam because of fewer candidates.
- The 2011 exam made a small surplus of \$3,714, but this will fall to about \$1,500 as some expenses will carry over into 2011–12.

- Apart from the exam, the largest expenditure was on administration. The largest component of this was the Secretary's remuneration (\$16,534), which also covered the provision of secretarial services to the 2011 accreditation exam. Administration costs increased by around \$12,000, to fund the development of a new website. This is a non-recurring expense. Sponsorship of the Beatrice Davis Editorial Fellowship and the Barbara Ramsden Award for Excellence in Editing added \$2,000 to admin expenditure.
- Looking ahead to 2011–12, the budget is conservative. The society levy will be maintained at \$25 per member, and no increase in funds is expected. Two key expenditure items included in the budget are:
 - \$5,000 for development of alternative delivery for the exam
 - \$3,000 for public relations and communication activities.

IPed's audited financial statements can be found in the members-only area of the website.

All IPed's volunteer workers are covered by its Association Liability, Voluntary Workers Personal Accident, and Public Liability insurance policies.

Accreditation

The national accreditation scheme for editors is administered for IPed by its Accreditation Board. The scheme provides for accreditation at the level of Accredited Editor (designated AE). To gain this qualification, candidates must pass, at a designated specified level, an editing exam lasting three hours. The first accreditation exam, held in 2008, was developed by a group of experienced editors nominated by their societies. The members of this group were subsequently accorded the title Distinguished Editor (DE).

The Accreditation Board is made up of three types of delegate:

- *Society delegates.* These delegates are experienced editors appointed by their societies' management committees. There are seven society delegates on the board; all are answerable both to their own management committee and to the board.
- *The IPed Council delegate.* This person is responsible for representing the council's interests at all board meetings and other discussions (such as teleconferences) and for reporting to the council on the outcome of those discussions.
- *The Lead Writer.* The Accreditation Board appoints this person to lead the exam development work. The Lead Writer reports to the Accreditation Board on the exam development and liaises between the board and the assessors.

Society delegates during the period of this report were:

- Canberra—Larissa Joseph AE (to 16 February 2011, Deputy Chair); Kirsten McNeill AE (from 16 February 2011)
- New South Wales—Pam Peters DE (to 27 January 2011); Meryl Potter DE (from 27 January to 31 March 2011); Jenny Scepanovic AE (from 31 March 2011)
- South Australia—Karen Disney DE
- Queensland—Robin Bennett AE
- Tasmania—Tina Thornton AE
- Victoria—Julie-Anne Justus AE (Chair)
- Western Australia—Amanda Curtin AE (to 8 December 2010); Carla Morris AE (from 8 December 2010).

The IPEd Council delegate was Rosemary Luke AE (SA), with Rosemary Noble AE (Vic.) as an alternate.

The Lead Writer for the 2011 exam (see under ‘Highlights’) was Heather Jamieson DE (NSW). Company Secretary Ed Highley provided secretarial services for the exam and Michael Vnuk AE (SA) was appointed Exam Coordinator.

The board is assisted by IPEd Assessors (‘assessors’) appointed annually from the pool of AEs and DEs. The assessors, in consultation with the Lead Writer, prepare the exam, answer guide and marking sheet. They also prepare the sample exam. For both, they provide detailed guidelines on the marking system to be applied, including the marks for each question. The assessors for the 2011 exam, all of whom are IPEd accredited editors, were Sofie Bird (Vic.), Helena Bond (Qld), Christopher Brennan (Tas.), Philip Bryan (Vic.), Julie Ganner (NSW), Rosemary Luke (SA), Liz Steele (Vic.), Tina Thornton (Tas.), Susan Wales (Vic.), Lan Wang (Vic.) and Penny Wheeler (Canberra). Renée Otmar DE (Vic.) was the Lead Assessor.

Following the exam, the assessors hold a teleconference to assess the strengths and weaknesses of the exam and associated procedures, and develop recommendations for improvement. The Lead Writer conveys the recommendations to the Accreditation Board for action; after that the recommendations are securely stored by the Exam Secretary for later reference.

Communication

IPEd’s Communication Committee (CommComm), convened by Rowena Austin AE, continued to implement the communication plan endorsed by the IPEd Council in November 2009. The plan is comprehensive, covering communication objectives, target audiences and communication methods against the backdrop of IPEd’s overall aims. Some of its activities during the year are covered below.

Professional development

Among the results of a survey of Members presented to council in August 2009 was a message from members of the smaller societies that they would like to have access to more training opportunities. To that end, led by Rosemary Noble AE from Victoria, IPEd has compiled an updatable list of professional development workshops offered by all the societies over the past three years. Society committees have been asked to choose from this list an interstate workshop that they think will be of value to their members. IPEd will then support interstate travel and accommodation for the workshop presenter, to increase the range of professional development that is available to societies.

Notable activities during 2010–11

Third accreditation exam

IPEd held its third accreditation exam on 21 May 2011. There were 62 candidates, of whom 53 (85%) passed. This is a significantly higher pass rate than in either of the first two exams. Commenting on this in her exam report, Accreditation Board Chair Julie-Anne Justus wrote:

This is a heartening result, given the lower pass rate of previous years, and may be attributed to several facts:

- With two sample exams available to trial online, candidates were more aware of the standard expected, and better able to assess their readiness.
- Workshop training across societies was more focused and consistent.
- Candidates were better trained, with a number setting up study groups.

There are now 208 IPEd Accredited Editors in Australia. The combined membership of the seven Australian societies of editors is around 1,600.

The three exams held so far have been, by logistical necessity, pen-and-paper, whereas there is a clear desire among many potential candidates to take the exam onscreen, since that is how they now work, day to day, as editors. Towards the reporting period, the IPEd Council and Accreditation Board therefore began preparing a discussion paper to canvass responses to a range of suggested options for the form of future exams.

The next accreditation exam is tentatively scheduled for the latter half of 2012.

Promoting the use of professional editors

One aspect of a successful accreditation scheme is that employers and clients know about it and understand the value that accredited editors can bring. And, more

generally, as its logo tagline states, IPEd exists ‘to advance the profession of editing’. This entails promoting the value of professional editors in as many forums as possible.

During the year, CommComm began this process by producing a free flyer that society members can use to promote their service and the profession to current and prospective clients. It highlights the value that professional editing can add to all publishing and communication projects. The flyer is available in two versions to society members who are signed up as members of the IPEd website: one for printing and one for emailing.

Another important promotional exercise substantially completed during the year was the development of a new IPEd website, which has become a focal point for enquiries about the profession. It contains a great deal of information for current and prospective editors, and clients, ranging from courses to resources, from society activities to editing standards and guidelines. The design work on the website was made possible with the help of a generous loan on indefinite repayment terms from the South Australian society.

CommComm’s future promotional plans include informing government departments and agencies, and firms and organisations in the corporate sector, about the value of engaging professional editors in all publishing and communication projects.

Surveys by the Book Industry Strategy Group and the Copyright Agency Limited

In early 2011, IPEd made a submission to the Book Industry Strategy Group (BISG) on behalf of the editing profession. The group (details at innovation.gov.au), chaired by the Hon. Dr Barry Jones AO, was set up by the Department of Innovation, Industry, Science and Research to examine the potential effects of digital technologies on participants in the traditional supply chain of the Australian publishing industry—authors, publishers, printers and booksellers.

In seeking further engagement with the group, and representing a sector that plays a crucial role in maintaining the integrity of the publishing process, IPEd’s submission noted, among other things, that no matter to what degree our clients or employers take up digital production or distribution, there will remain a strong need for trained, professional editors in order to ensure high standards and quality in the final product.

It was disappointing that the BISG submission form failed to mention editors among its respondent

categories. We had to find a destination of convenience, reinforcing that we need to promote, educate and lobby hard if we are to become a discrete, visible and appropriately remunerated group in the publishing chain.

BISG’s report was scheduled for publication in September 2011.

During April 2011, IPEd was asked by the Copyright Agency Limited to complete a survey of opinions on the likely effects of e-books on the industry. The questions asked were similar to those in the BISG survey and, as with the BISG survey, ‘Editor’ was not one of the many specific categories to be nominated by respondents.

Revision of guidelines for editing research theses

After much work by councillors, particularly Dr Anne Surma DE (WA) who spearheaded the project, the guidelines for the editing of research theses by professional editors have been revised; the revision was approved by the Deans and Directors of Graduate Studies group of the Australian universities in November 2010. The revision is substantial, and all editors who work in this field should consult the new guidelines, which can be accessed from a link on the home page of IPEd’s website.

The guidelines outline the extent and nature of editorial services that professional editors can provide when editing research students’ theses and dissertations. Academic supervisors and research students also need to be clear about the editor’s role as well as their own roles and responsibilities.

Barbara Ramsden Award

The Barbara Ramsden Award for excellence in editing is an annual award co-sponsored by IPEd and the Fellowship of Australian Writers (FAW). The award (details at writers.asn.au), which is one of the National Literary Awards managed by FAW, recognises the author–editor partnership in the creation of a high-quality publication. Entries are submitted by their publishers.

The IPEd-appointed judges for the 2010 award were Pamela Hewitt AE, a member of the Canberra Society of Editors and the Society of Editors (NSW), and Craig Munro, author, former publishing manager at the University of Queensland Press, and himself winner of the Barbara Ramsden Award in 1985. They judged three fiction and four non-fiction works.

The winner of the award, announced at the National Literary Awards ceremony in Melbourne on 25 March 2011, was the Allen & Unwin submission *Night street* by

Kristel Thornell, edited by Clara Finlay. In making the award, the judges reported:

The creative relationship between editor Clara Finlay and writer Kristel Thornell has resulted in a captivating story based on the life of painter Clarice Beckett. Skilled editorial judgement is evident too when Thornell's writing breaks free of the conventional boundaries of style. The collaboration between author and editor has resulted in images, light and colour that inhabit and infuse the text with a painter's perception of the surrounding world.

In their report to FAW, the judges also recorded their view that another Allen & Unwin entry, *Utopian man* by Lisa Lang, edited by Ali Lavau, should be highly commended.

Beatrice Davis Editorial Fellowship

During the year, on behalf of the Australian societies of editors, IPed became a sponsor, with the Australian Publishers Association and Australian publishers, of the Beatrice Davis Editorial Fellowship, which is assisted by the Australian Government through the Australia Council (Literature Board).

The 12-week fellowship, awarded biennially, allows the successful candidate to undertake a research project attached to the editorial department of one or more US publishing houses or literary agencies for up to 10 weeks. The fellow can thus garner knowledge and expertise in the largest book-publishing market in the English-speaking world. A further two weeks is allocated for professional development events and information-sharing opportunities on the fellow's return.

Following a call for applications for the 12th fellowship in December 2010, it was announced in May 2011, at an event during the Sydney Writers' Festival, that Jane Morrow had been selected. Jane has 12 years' editorial experience specialising in illustrated non-fiction, working for Penguin (on Lantern, Viking and Penguin lists), Elwin Street (London) and HarperCollins. The fellowship will enable her to spend three months in the USA in multinational and smaller publishing houses, and with a literary agency, to research how US editors of illustrated books adapt their practices to publish digitally as well as in traditional print form. In her research, Jane will concentrate on adaptations in digital publishing, especially in the field of illustrated books.

Planning for the national conference

During the year, IPed contributed to planning for, and promoted, the 5th National Editors Conference, hosted by the Society of Editors (NSW) and to be held in Sydney in September 2011, and provided seed funding of \$2,000 for its organisation. This amount will be

forwarded to the Society of Editors (WA), the hosts for the 6th IPed National Editors Conference, if there is a sufficient surplus from the Sydney event.

Liaison with APA

IPed has forged stronger links with the Australian Publishers Association (APA) for mutual benefit and as a means of raising the profile of editors in the industry. Council Chair Rosemary Luke AE (SA) and Councillor for Victoria Rosemary Noble AE met with Dee Reed, APA Industry Professional Development Manager, during February 2011. APA is interested in working with IPed, among other things to promote each organisation's training and professional development activities. There was interest too in the 2011 accreditation exam, which APA subsequently publicised.

Prospective

In addition to continuing its promotion of, and advocacy for, the profession, the IPed Council has determined that the highest priority for work in the year ahead should be completion of the revision of the *Australian Standards for Editing Practice* started some time ago and carried forward most recently by Ted Briggs AE and colleagues in the Canberra Society of Editors. To further accelerate progress, Council recently engaged Kerry Davies AE (Qld) to facilitate the process. As was the case in drafting the existing standards, this will involve participatory workshops in each society, informed, briefed and coordinated by the facilitator, whose first task is to prepare a background paper detailing for the Members the objectives, timetable and expected outcome of the overall project. The determinations from the workshops will be collated, harmonised and integrated into a draft of the revised standards to be presented to the council.

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