

Institute of Professional Editors Limited (IPEd)

Meeting of the Council

Saturday–Sunday, 14–15 February 2009, Adelaide

Venue: CWA of South Australia, 30 Dequetteville Terrace, Kent Town [(08) 8332 4166]

Participants

Councillors

Canberra

Virginia Wilton (VW) (Chair)

New South Wales

Pam Peters (PP)

Queensland

Robin Bennett (RB)

South Australia

Rosemary Luke (RL)

Tasmania

Janice Bird (JB) (Honorary Treasurer)

Victoria

Rosemary Noble (RN)

Western Australia

Anne Surma (AS)

Accreditation Board Chair

Larissa Joseph (LJ) (current)

Karen Disney (KD) (immediate past)

Communication Committee Convenor

Rowena Austin (RA)

Secretary

Ed Highley (EH)

MINUTES (DRAFT)

Agenda item	Subject	Action
1	Confirm agenda and record participants and apologies The meeting commenced at approx. 0940, with everyone present. VW welcomed participants, particularly PP as the new councillor for the NSW society, Larissa Joseph as the new chair of the Accreditation Board (AB) and Karen Disney as the outgoing chair, and RA as the newly appointed convenor of the Communication Committee (CommComm). There were no changes to the agenda.	
2	Confirmation of the minutes of the 30 November 2008 meeting (previously distributed) The minutes of the meeting held on 30 November 2008, which was a teleconference, were confirmed.	
3	Business arising 3.1 Councillors' declarations of interests The Secretary reported that all councillors had completed and returned the declaration form. In response to a question from VW, he said that there were no obvious conflicts of interests between councillors' IPEd activities and their wider lives. JB suggested that a 'Declaration of interests' should be a standing item on the agenda.	Secretary

	<p>3.2 Application for membership from PEA (NSW) Inc.</p> <p>Discussed under agenda item 5.</p> <p>3.3 Appointment of Company Secretary</p> <p>VW congratulated EH on his appointment as Company Secretary, and outlined the process by which applications for the position were handled (see Attachment 1).</p> <p>Recommendation:</p> <p><i>That Council endorse the decision of its subcommittee to appoint Ed Highley as Company Secretary for a two-year term, with a review and the possibility of extension in February 2011.</i></p> <p>Moved: JB Seconded: PP Carried</p> <p>3.4 Appointment of patron</p> <p>VW detailed the steps, unsuccessful to date, she had taken via email and phone to contact Hilary McPhee with IPed’s invitation to become its sponsor. Councillors agreed that another attempt should be made by post. The new invitation should make mention of McPhee’s book <i>In other people’s words</i> and perhaps mention that the term of the appointment would be negotiable.</p>	Chair and Secretary
4	<p>Reports from committees</p> <p>4.1 Finance and risk management</p> <p>JB spoke to her tabled report (Attachment 2), noting that, half way through the year, we had expended more than half the income from Member contributions. In response to a question from KD, she noted that the IPed administration costs incurred by the Accreditation Board were being estimated and appear as exam expenses in the institute’s accounts. It is important to do this to minimise tax liabilities, as it also is to consider carefully how any exam surplus is expended.</p> <p>JB outlined the rationale for the preparation and submission of a tax return for 2007–08 (see Attachment 3 for draft return).</p> <p>Resolution:</p> <p>That Council approve the lodgement of the income tax return for 2007–08 as prepared by Tenbenschel & Dee and tabled at this meeting and authorises the Public Officer to sign the Electronic Lodgement Declaration on its behalf.</p> <p>Moved: JB Seconded: AS Carried</p> <p>EH noted the following resolution received from the company’s auditor along with the annual review documents from ASIC.</p> <p>Resolution:</p> <p>That the directors of the company declare that in the directors’ opinion there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.</p> <p>Moved: RB Seconded: RL Carried</p>	Secretary

	<p>[Documentation on the resolution was subsequently signed by VW and is held in the company's records.]</p> <p>Resolution:</p> <p>That the Honorary Treasurer's report be accepted</p> <p>Moved: RB Seconded: RN Carried</p> <p>JB noted that a draft budget for 2009–10 was being prepared, for discussion at the next meeting. She sought input from councillors and heads of committees by 31 March, including comments on the 2008–09 budget, estimated timing and amounts of income and expenditure for planned activities etc.</p> <p>4.2 Accreditation Board</p> <p>LJ talked to tabled report (Attachment 4), with KD supplementing input.</p> <p>Topics discussed were:</p> <ul style="list-style-type: none"> • the exam pass rate, which was about 66%, as compared with around 25% in the UK, where the form of exam was subsequently abandoned (KD to investigate what is the pass rate for the Canadian exam). • the financial outcome of the exam. The annex to Attachment 4 indicates a surplus of around \$19,000. Note that this tabulation does not include general administrative costs incurred by IPED in supporting Accreditation Board activities. • comments posted on the website after the exam. VW noted that there was a small flurry of activity, consisting of generally negative comments. The most common 'complaint' from candidates was that there had been insufficient time to complete the exam. The substance of this will be investigated by the new exam development team and the exam trial manager, a new position to which Julie-Anne Justus has been appointed. • the form and timing of the next exam. The AB has proposed holding another handwritten exam in September this year. • the revised composition of the exam development team: one lead writer/developer, two co-writers/developers and one formatter (paid positions); and two proofreaders and one cross-checker (volunteers). • development of an electronic form of the exam. The AB proposes to focus on on-screen vs online delivery for the first electronic exam, to be held in 2010 and offered as an alternative to a paper exam in that initial year. A subcommittee headed by PP will investigate electronic delivery. PP said that other members of the subcommittee would likely be Julie-Anne Justus (Vic.) and Mike Purdy (CSE; technical issues). RB suggested that Roslyn Copas (Qld) had the skills and experience to make a useful contribution to this activity. PP will follow this up. • seed funding for development of electronic exam. PP noted that there would likely be 'testing' and other costs incurred in developing the onscreen exam. RA noted that the technical advice that would inevitably be needed would probably cost. She suggested that advice be sought from other agencies that 	<p>All</p> <p>PP</p>
--	--	----------------------

	<p>are already using onscreen/online systems. See also item 10, which is relevant to this discussion.</p> <ul style="list-style-type: none"> • the budget for the next exam. A draft budget (cost side only) prepared by RB (AB Treasurer) was discussed. The draft puts the total cost at about \$68,000, with some \$17,000 to be incurred during this (2008–09) financial year. RL opined that the exam marking fee paid to assessors was too high, and above that paid to tertiary education sector markers, and that the AB needed to enlist someone with an assessment background. VW suggested that there might be fewer markers for the next exam, each handling more papers, with speed and power benefits accruing from progressive familiarity with the material. There was a general view that the role and employment of the assessors needed to be formalised to conform with the governance structure of the Institute. RB will put the draft budget into a spreadsheet using IPEd bookkeeping cost codes (EH to provide) and circulate to councillors. VW, as Council representative on the AB, will report to the Board on these discussions. • RB provided information on Eureka Teleconferencing, whose rates appeared to be significantly below those of the Council’s current teleconferencing service provider. The Secretary is to investigate and report on the outcome. • circulation of the minutes of AB meetings. The Secretary was instructed to forward these to all councillors. <p>Matters requiring an IPEd Council decision (see page 3 of Attachment 4)</p> <ol style="list-style-type: none"> 1. Agreed. Exam to be announced 4 months before the event and societies canvassed in May for potential numbers. 2. Grounds for appeal are to be documented and the number of possible appeals reduced from two to one. The Secretary is to seek Arts Law Centre advice on the ‘statute of limitations’ matter. 3. Agreed, on the grounds that Alan Ernst was a contractor and the time involved in fulfilling the duties of exam coordinator was grossly underestimated. 4. Agreed, on the grounds that, although Renée Otmar was a volunteer, the task of writing to unsuccessful candidates, and its extent, were overlooked in the exam budget and will be included in future budgets at a per letter rate. KD will draft letter to RO informing her of the decision and the underlying rationale. It was noted that a degree of standardisation is likely possible in the letter to unsuccessful candidates in future. 5. Done. See item 4.3. 6. Rejected. 7. The option of allowing exam applicants to pay online by credit card was agreed to, with the credit card fee to be added. The Secretary expressed unwillingness to take on exam registrations, saying that he thought that SAPRO had provided a good service for \$50 per candidate. The time involved in handling registrations would blow out the current budget line for the Secretary’s remuneration. 8. Secretary to investigate. 	<p>RB</p> <p>Secretary</p> <p>Secretary</p> <p>Board</p> <p>Secretary</p> <p>Board to initiate payment</p> <p>KD; Board to initiate payment</p> <p>Secretary</p> <p>Secretary</p>
--	--	---

	<p>mooted second version of the ‘hymn sheet’ (for employers of editors) was needed here]</p> <ul style="list-style-type: none"> • an IPEd brochure (four-page, 1/3 A4 [210 × 99 mm]) targeting employers. <p>It was noted that, of \$3400 (AB/AF \$1200; Council \$2200) allocated for promotion, publicity and advertising in the 2008–09 budget, \$165 had been spent to date.</p> <p>The Secretary will write to the societies seeking copies of existing brochures that may contain information of use in preparing the IPEd brochure.</p> <p>The IPEd website was mentioned briefly. It was agreed that the Australian Standards for Editing Practice (ASEP) should be removed from the website and a notice inserted of their availability at cost. They will still be provided to society members gratis. The need to update the ownership of the standards booklet from CASE to IPEd was noted. RA will obtain quotations for stickers to do this.</p> <p>For the time of RL’s absence overseas during March–April, RN will be the contact for website matters.</p>	<p>Secretary</p> <p>RL/RN</p> <p>RA</p> <p>RN</p>
	<p>4.4 Professional development</p> <p>AS reviewed past activities, noting the various roles that might be taken by IPEd in professional development—initiator, facilitator and/or promoter. She noted that members of the former Education, Training and Mentoring Working Group, including PP, had surveyed training courses across all jurisdictions. Councillors strongly endorsed the updating of this information and the creation of an IPEd database the full spectrum of education, training and professional development opportunities available to editors. RL suggested that this effort should concentrate initially on IPEd’s member societies seeking, in particular, to identify ‘mobile’ courses, i.e. short courses that could, with IPEd logistical and other support, be run in other states. PP said that existing ‘outside’ courses also had great value and should not be overlooked. VW noted that there had been almost zero contact between the societies and the education sector: IPEd should work on establishing formal linkages between it and the editing profession. AS mentioned the Australian Association of Writing Programs as a ‘sister’ organisation. [A visit to its website at <http://www.aawp.org.au/> is enlightening. EH.]</p> <p>Councillors are to send AS the names of their society’s training contact.</p> <p>Councillors agreed that it was time to consider updating ASEP. AS and PP are to develop and bring a proposal to the next meeting.</p> <p>AS noted that most professional societies have means of supporting R&D through, for example, conference proceedings, papers to peer-reviewed journals and, at the highest level, journals run by the societies themselves. In these ways, academic audiences and research workers are engaged. The possibility of placing research papers on the website and inviting responses was raised. An IPEd award might be created for the best research paper. RA endorsed this as an effective communication/promotion tool.</p>	<p>AS</p> <p>All</p> <p>AS, PP</p>

	<p>4.5 Conference planning</p> <p>Susan Rintoul, chair of the organising committee for the 2009 national conference (Adelaide, 7–9 October) joined the meeting to report on progress in planning. She prefaced her comments on a draft program provided that this year’s conference faced two new challenges in attracting participants—the economic downturn and the running of the second accreditation exam—the first perhaps influencing available funds and the second, competition for funds.</p> <p>To help defray the costs of participation for less well off editors from out of Adelaide, billets with members of the SA society would be organised. To break even, the conference needed 150 registrants. Discounted, early-bird registrations would open in April.</p> <p>The conference theme is ‘Getting the message across’, with sub-themes ‘Foundation’, Current practice’ and ‘Emerging’. Keynote speakers invited are Arthur Levine, Julian Burnside (invitation accepted), Wendy McCarthy and Natasha Stott Despoja. The Lord Mayor of Adelaide will host a civic reception for participants on Thursday 8 October. The IPed plenary session will be at 0900–1000 on Friday 9 October. The Council will consider mounting a display at a welcome party of Wednesday 7 October. Papers have been invited, with the following topic headings suggested but not restrictive: corporate communication, editor–author relationship, education and mentoring of editors, emerging media, food and wine, ‘green’ editing, poetry, science communication, writing and editing for younger readers, young and emerging editors.</p> <p>Susan provided copies of a promotional flyer for councillors to distribute among the members of their societies and wherever else they deem relevant. An electronic version (PDF) will be distributed shortly. She asked councillors to exhort their society’s members to register. Also needed are more papers; insufficient abstracts have been received so far.</p> <p>Councillors commended the hard work and good progress of the conference organising committee.</p> <p>4.6 Policy and procedures</p> <p>RN noted that progress to date on developing a policy and procedures manual was limited to assembling existing documents such as the policy statements on expenditure, editing of theses and national conference seed funding and historical items such as those relating to email correspondence and general communication. Also yet to be considered was Michael Lewis’s paper on governance matters. RN continued that she was studying various models for writing a policy manual for non-profit organisations. She aimed to take forward the activity this year and would bring a formal plan to the next meeting. During discussion LJ mentioned that the AB wished to see developed a code of conduct/ethics for editors [a matter alluded to in IPed’s constitutional objectives]. She also mentioned the AB guidelines for exam positions as an item for inclusion in the manual.</p>	<p>All</p> <p>RN</p>
--	---	----------------------

5	<p>Draft criteria for new Members of IPEd</p> <p>The need to draft criteria for the admission of new Members to IPEd was stimulated by an application for membership from the Professional Editors Association (NSW), Inc. (PEA) and a degree of obscurity in the constitution about eligibility requirements for membership. Council agreed with the criteria (Attachment 6) drafted by a subcommittee comprised of RL, PP and VW, subject to legal advice being sought on their validity. The Chair and Secretary will draft an explanatory letter to PEA.</p>	Chair, Secretary
6.	<p>Review of business plan</p> <p>The business plan was discussed only briefly. The Secretary will update the plan to reflect, as close as possible, actual expenditure. Also, planned expenditure of up to \$3500 on items of promotion and publicity to be developed by CommComm as discussed at this meeting is to be added. The revised plan will be circulated to councillors for information and comment.</p>	Secretary
7.	<p>Report on responses to the strategic planning questionnaire</p> <p>RN reported that insufficient responses had been received from societies to draw any conclusions. She asked councillors to exhort their societies to get their responses to her by the end of February so that she could prepare a report for Council and Members, to be tabled at the next meeting. It was suggested that a presentation on the results of this survey might be made at the forthcoming national conference.</p>	All RN
8.	<p>Accreditation and classes of society membership</p> <p>EH said he had placed this item to the agenda because he had noted that the criteria for ‘professional’ membership of the Society of Editors (NSW) Inc. made no mention IPEd accreditation for editors and, in effect, seemed to leave open the possibility that an IPEd Accredited Editor (AE) might not be eligible for entry to the society’s ‘Editorial Services Directory’ (freelance register). This seemed to him anomalous. He wondered if the Member societies were making any moves towards harmonisation of their membership requirements in response to the implementation of the accreditation scheme.</p> <p>VW responded that she thought such adjustments and harmonisation would take quite a time and that, in the interim, the societies needed guidance on how to incorporate information about accreditation into their membership and other documentation. KD reported that she was drafting an explanatory statement on ‘AE’ and ‘DE’ for distribution to the Members.</p>	KD
9.	<p>Potential for IPEd specialist meetings in the years between national conferences</p> <p>There was general support from councillors for this proposal. PP supported bringing in other groups, such as the indexers. VW saw such meetings as an opportunity to link IPEd with education and training providers. RN mentioned the Victoria’s successful ‘Redact’</p>	RN

	<p>program as a possible model, or more, but noted there might be proprietorial issues. She will sound out SocEds(Vic.) about this.</p> <p>Council agreed to carry forward this idea, with VW and AS as the contacts.</p>	VW, AS
10.	<p>Extending accreditation and the exam delivery modes: worth a CAL Cultural Fund application?</p> <p>EH spoke to his paper ‘How do we strengthen our societies?’ (Attachment 7) promoting the tenet that the way to strengthen our societies is to strengthen our profession by extending the compass of accreditation beyond the members of the societies of editors. He noted that, in the best of all possible worlds, an editor should be able to sit an accreditation exam online at any time or place. The first steps towards this aspiration have already been taken with the plan to offer an on-screen version of the exam in 2010. As noted under item 4.2, this development will not be costless. Extending the accreditation system will also require significant expenditure on research on, and promotion in, the market outside the societies of editors. EH said that he believed that IPEd, having developed and successfully implemented the first accreditation exam—using its own resources and within the jurisdiction of its own Members—had sufficient credibility to mount a strong application to CAL for a grant to support extension of the accreditation scheme. There was general support for this proposal, with EH and PP to liaise to develop it further.</p> <p>RA noted that, before submission was made, the membership of the CAL selection committee should be investigated, to identify and possible ‘champions’ of an IPEd application. RL suggested seeking advice from Susan Hayes of the Australia Council. The development of training manuals and a database of training were mentioned as other possible topics for a CAL grant application.</p>	EH, PP
11.	<p>Other business</p> <p>VW flagged the need to consider the tenure of councillors, and forthcoming retirements; a succession plan is needed. She noted that the AB has a deputy chair. Should not the Council also have this position? To be discussed at the next meeting.</p> <p>RL asked to be left off group email messages until the end of April, because she will be overseas. Susan Rintoul will be SA’s stand-in in the event of urgent matters arising.</p> <p>RL asked about Council meetings around the time of the national conference. A meeting time of noon on Wednesday 7 October was agreed. Councillors were reminded that the 2009 AGM will be held in association with the conference.</p> <p>LJ asked what will be the outcome if the number of registrants for the second exam is insufficient to meet the break-even budget. It was concluded that with advance notice of 4 months and registration opening at the end of July it should be possible to gauge the number of candidates. As for the first exam, councillors should seek information about numbers of potential candidates within their societies and provide this information to the AB. AS noted that the</p>	<p>Secretary</p> <p>Secretary</p>

	largest costs in the exam are those associated with marking and that, consequently, fewer papers to mark will lead to a significant cost reduction.	
12.	Date of next meeting The next meeting of the Council will be a teleconference at 10 am AEST on Sunday 17 May.	

The meeting closed at 3.00 pm on Sunday 15 February.

.....
Virginia Wilton
Chair

.....
Ed Highley
Secretary

ATTACHMENT 1

Appointment of Company Secretary

At the IPEd council meeting held in Canberra in April 2008, Ed Highley agreed to act as Company Secretary until the position could be advertised. At that meeting, a duty statement was agreed by councillors (Annex 1). Treasurer Janice Bird and I agreed on wording for an advertisement (Annex 2), which was placed in all society newsletters and online at Comjobs and the Arts hub website. Expressions of interest were invited and the duty statement sent to those who requested it.

At its August teleconference Council appointed a subcommittee (Janice, Rosemary Luke and myself) to consider the applications and make a recommendation.

More than 120 expressions of interest and 24 applications had been received by the closing date for applications, 30 November 2008. There was a strong field of applicants from all across Australia.

Over the next two weeks, the three members of the subcommittee each reviewed every application separately and made an initial cull and a shortlist before we looked at what the other two had done. We then put the three lists together and compared the results before scrutinising a much shorter list of three applications thoroughly, by assigning scores against each of the selection criteria.

Our unanimous decision was that Ed Highley was the best candidate for the position. This was not an easy decision, or one that we took lightly.

I then drafted a letter to unsuccessful applicants (Annex 3), which Rosemary and Janice reviewed before I sent it to all unsuccessful applicants. I also informed Ed of the decision (Annex 4), after seeking assent by email from councillors, and he accepted the offer.

Recommendation: That Council endorse the decision of its subcommittee to appoint Ed Highley as Company Secretary for a two-year term, with a review and the possibility of extension in February 2011.

Virginia Wilton
Chair, IPEd Council
10 February, 2009

Annex 1

Duties of IPEd Secretary

- Act as Company Secretary under the Corporations Law, administer the Company secretariat and be responsible to the Council in the discharge of their duties in all respects, as described in Clause 22 and other clauses and subclauses in the Constitution
- Receive mail, email messages and phone calls; respond to routine matters or forward to Councillors as appropriate
- Maintain, as appropriate, hard-copy or electronic records of all correspondence
- Under the direction of the Honorary Treasurer, deposit monies, maintain financial records and attend to financial transactions
- Attend to all aspects of the arrangement of Council meetings and teleconferences
- Prepare and circulate agenda and meeting papers, attend meetings and teleconferences, and take, circulate and amend minutes
- Prepare a monthly activity statement for Council, including details of hours spent on IPEd business
- Prepare a brief monthly report for members' newsletters and the website
- Provide support for the activities of the Accreditation Board (AB) administration assistant and liaise with the AB Chair as needed

[12.iv.2008]

Annex 2: Advertisement for Company Secretary

Institute of Professional Editors Limited

Company Secretary

The Institute of Professional Editors (IPEd) Limited was incorporated in January 2008. IPEd's mission is to advance the profession of editing. It is owned by member associations of editors in the six states and the ACT.

IPEd invites applications for the position of Company Secretary.

The successful applicant will be employed on a freelance contract basis, working from their own premises. The estimated requirement is for an average of 15 to 20 hours per month, at \$60 per hour including GST. Applicants are required to have an ABN or ACN. The Secretary supports the IPEd Council in its work and fulfils the duties of a company secretary with outsourced accounting and legal support.

Applications close on 30 November 2008.

Selection criteria and a duty statement for the position can be obtained by emailing the chair of the Council, Virginia Wilton. Her email address is virginia@whh.com.au.

Please use the following message line:

IPEd Company Secretary position *_yoursurname_yourfirstinitial*.

Dear [applicant]

I regret to inform you that your application for the position of Company Secretary to the Institute of Professional Editors (IPEd) was unsuccessful. I want to thank for you again for applying.

The IPEd Council's selection committee assessed 24 high-quality applications. I will recommend that its report on the selection process be posted on the IPEd website after the Council's meeting in February 2009.

The Council appreciates your interest in IPEd, which I hope will continue.

With kind regards

VW

[etc]

Annex 3: Letter to unsuccessful applicants

Dear [applicant]

I regret to inform you that your application for the position of Company Secretary to the Institute of Professional Editors (IPEd) was unsuccessful. I want to thank for you again for applying.

The IPEd Council's selection committee assessed 24 high-quality applications. I will recommend that its report on the selection process be posted on the IPEd website after the Council's meeting in February 2009.

The Council appreciates your interest in IPEd, which I hope will continue.

With kind regards

VW

[etc]

Annex 4: Letter of offer

Mr Edward Highley
by email

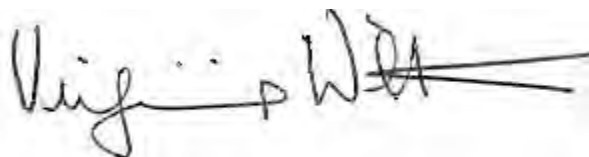
Dear Ed

I am delighted to inform you that your application to continue in the position of Company Secretary to IPEd has been successful. There was an exceptionally strong field of applicants, but the selection committee's decision, while a difficult one, was unanimous.

The selection committee will recommend to Council that the appointment be for a term of two years, with a review and the possibility of extension at the discretion of the Council after that time. The terms of appointment remain unchanged.

I congratulate you and look forward to continuing to work with you to build on the initial successes IPEd has achieved.

With kind regards

A handwritten signature in black ink, appearing to read 'Virginia Wilton', with a horizontal line drawn through the end of the signature.

Virginia Wilton
Chair
IPEd Council

17 December 2008

ATTACHMENT 2

Treasurer's report for council meeting 14–15 February 2009

I have instructed Tenbenschel & Dee to prepare a tax return for 2007–08, which will enable some costs of exam set-up to be set off against 2008–09 income. Note that the tax return for IPEd Inc. can only cover expenses incurred since the company was formed (ie the period 22 January to 30 June 2008). The cost of preparing the tax return is estimated to be \$440 but T&D advise it should be worth over \$1000 in tax savings for 2008–09.

There continue to be a few teething problems with the bookkeeper's allocations of items to lines and jobs in MYOB, but nothing of major importance. Council should please note that the monthly/quarterly financial reports are a general guide to the financial situation. They cannot be assumed to be exact until after audit, as various details may need to be amended during the year and other adjustments are usually made during the audit process after the end of the financial year.

I hope to be able to table reports for January 2009 at the meeting but at the time of writing only the reports to 31 December 2008 are available. At that time, invoices had not been received for exam printing (just under \$2000), the balance of Sapro's secretariat fee (\$5005), and the balance of approx \$2000 for assessors' accommodation for the moderation weekend. Also the exam coordinator, Alan Ernst has not yet submitted his invoice.

As we know, and the financial reports indicate, the exam has brought in an income above expectations and expenses have been managed well – congratulations and thanks to Karen Disney, the Accreditation Board and Assessors Forum for turning what was perceived to be a financial risk into a reassuring success.

General IPEd overheads (ie everything except accreditation) are also slightly under budget. It should be noted that the first six months of operation have cost somewhat more than 50% of the \$28,600 provided by the member levy. Therefore, at current rates of expenditure, there would be a shortfall unless other income is found (or exam income reallocated) for this purpose.

As usual, my sincere thanks to Ed for his calm, cooperative and efficient administration of IPEd's finances.

Janice Bird

Honorary Treasurer

Institute of Professional Editors Ltd

GPO Box 1464
CANBERRA ACT 2601

Profit & Loss [Budget Analysis]

July 2008 through December 2008

14/01/2009
7:16:30 AM

	Selected Period	Budgeted	\$ Difference	% Difference
Income				
Accreditation Income				
Exam Income	\$88,100.00	\$73,500.00	\$14,600.00	19.9%
Total Accreditation Income	<u>\$88,100.00</u>	<u>\$73,500.00</u>	<u>\$14,600.00</u>	<u>19.9%</u>
Advertising	\$0.00	\$300.00	-\$300.00	(100.0%)
Member Income	\$28,600.00	\$29,140.00	-\$540.00	(1.9%)
Mis Income	\$20.00	\$0.00	\$20.00	NA
Total Income	<u>\$116,720.00</u>	<u>\$102,940.00</u>	<u>\$13,780.00</u>	<u>13.4%</u>
Expenses				
Exam Expenses				
AB Telecon & Meetings	\$2,748.74	\$2,895.00	-\$146.26	(5.1%)
AB Travel / Accommodation	\$742.38	\$4,400.00	-\$3,657.62	(83.1%)
AF Telecon & Meetings	\$525.32	\$0.00	\$525.32	NA
AF Travel / Accommodation	\$4,504.56	\$6,800.00	-\$2,295.44	(33.8%)
AF Other	\$1,092.65	\$0.00	\$1,092.65	NA
Advertising - Exam	\$0.00	\$1,200.00	-\$1,200.00	(100.0%)
Coordinator - Exam	\$0.00	\$2,000.00	-\$2,000.00	(100.0%)
Development Team - Exam	\$5,200.00	\$5,650.00	-\$450.00	(8.0%)
Markers & Moderation - Exam	\$26,699.58	\$20,950.00	\$5,749.58	27.4%
Secretarial - Exam	\$5,500.00	\$9,000.00	-\$3,500.00	(38.9%)
Sundry - Exam	\$173.33	\$10,950.00	-\$10,776.67	(98.4%)
Web support - Exam	\$0.00	\$1,000.00	-\$1,000.00	(100.0%)
Venue Hire - Exam	\$1,191.50	\$1,061.00	\$130.50	12.3%
Total Exam Expenses	<u>\$48,378.06</u>	<u>\$65,906.00</u>	<u>-\$17,527.94</u>	<u>(26.6%)</u>
General Expenses				
Accountants	\$2,530.00	\$2,500.00	\$30.00	1.2%
Admin - Sec remuneration	\$6,379.00	\$8,100.00	-\$1,721.00	(21.2%)
Advertising - general	\$165.00	\$400.00	-\$235.00	(58.8%)
Advertising - PR	\$0.00	\$1,000.00	-\$1,000.00	(100.0%)
AGM Expenses	\$54.65	\$0.00	\$54.65	NA
Assets purchased under \$1000	\$340.00	\$840.00	-\$500.00	(59.5%)
Audit Fees	\$1,320.00	\$600.00	\$720.00	120.0%
Bank Charges	\$13.50	\$30.00	-\$16.50	(55.0%)
Bookkeeping	\$1,036.20	\$600.00	\$436.20	72.7%
Committee Expenses	\$0.00	\$100.00	-\$100.00	(100.0%)
Council				
Council Telecon & Meetings	\$218.59	\$1,200.00	-\$981.41	(81.8%)
Council Travel & Accommodation	\$1,527.10	\$0.00	\$1,527.10	NA
Total Council	<u>\$1,745.69</u>	<u>\$1,200.00</u>	<u>\$545.69</u>	<u>45.5%</u>
Computer / Internet Costs	\$248.60	\$461.40	-\$212.80	(46.1%)
Filing Fees	\$176.00	\$0.00	\$176.00	NA
Insurance	\$2,946.14	\$2,756.00	\$190.14	6.9%
Membership other Organisation	\$0.00	\$220.00	-\$220.00	(100.0%)
Postage	\$251.35	\$0.00	\$251.35	NA
Printing & Stationery	\$0.00	\$924.00	-\$924.00	(100.0%)
Telephone	\$13.56	\$0.00	\$13.56	NA
Total General Expenses	<u>\$17,219.69</u>	<u>\$19,731.40</u>	<u>-\$2,511.71</u>	<u>(12.7%)</u>
Total Expenses	<u>\$65,597.75</u>	<u>\$85,637.40</u>	<u>-\$20,039.65</u>	<u>(23.4%)</u>
Operating Profit	<u>\$51,122.25</u>	<u>\$17,302.60</u>	<u>\$33,819.65</u>	<u>195.5%</u>
Other Income				
Interest Income	\$449.35	\$533.71	-\$84.36	(15.8%)
Total Other Income	<u>\$449.35</u>	<u>\$533.71</u>	<u>-\$84.36</u>	<u>(15.8%)</u>
Net Profit / (Loss)	<u>\$51,571.60</u>	<u>\$17,836.31</u>	<u>\$33,735.29</u>	<u>189.1%</u>

ATTACHMENT 3**Taxation Estimate
For the year ended 30 June 2008**

Return Code: 1002745
Description: Institute of Professional Editors Limited

Tax File Number: 880 172 909
Date prepared: 29/01/2009

	\$	\$
Summary of Taxable Income		
Less Deductions		3,180.00
Tax on Taxable Income		0.00
Net Tax Payable for the Year		0.00
Balance of Tax Payable on 2008 Income		\$0.00
2009 PAYG INSTALMENTS		
Instalment Rate		0.00%

Please note that this is our estimate of your PAYG liability. Actual amounts payable will be determined by the Australian Taxation Office and may differ from this estimate.

Company tax return 2008

01/07/2007 to 30/06/2008

Signature

Date

Your tax file number

Is a payment due?

Is a refund due?

Name of company

ABN

Current postal address

Street

Suburb/State/P'code

Business address of main business

Street

Suburb/State/P'code

<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------

Final tax return

2 Description of main business activity

Industry code

3 Status of company

Residency

Company type

Status of business

IN CONFIDENCE when completed

Institute of Professional Editors Limited

Client ref

1002745

File no 880 172 909

ABN 74 129 335 217

Signature

Information statement - all companies to complete**6 Calculation of total profit or loss****Expenses**

All other expenses

S	3180	
Q	3180	/

Total expenses**Total profit or loss**

T	3180	/	L
----------	------	---	----------

7 Reconciliation to taxable income or loss

Total profit or loss amount from label T, item 6

■	3180	/	L
■	3180	/	L

Subtotal**Taxable income or loss**

T	3180	/	L
----------	------	---	----------

13 Personal services income

Does your income include an individual's PSI?

N If yes to label N, complete and attach a *Personal services schedule 2008*.**Overseas transactions or interests/Thin capitalisation/Foreign source income-**

If you printed Y at item 21 or 22, complete and attach a Schedule 25a 2008.

20 International transactions

Did you have any transactions or dealings with international related parties (irrespective of whether they were on revenue or capital account)? Such transactions or dealings include the transfer of tangible or intangible property and any new or existing financial arrangements.

X

21 Was the aggregate amount of the transactions or dealings with international related parties (including the property transferred or the balance outstanding on any loans) greater than \$1 million?

Y **22 Overseas interests**

Did you have an overseas branch or a direct or indirect interest in a foreign trust, foreign company, controlled foreign entity, transferor trust, foreign investment fund or foreign life policy?

Z **23 Thin capitalisation**

Did the thin capitalisation provisions apply as outlined in the company Tax return instructions and the Guide to Thin Capitalisation? If yes, complete and attach the Thin capitalisation schedule

O **24 Foreign source income**

Was the amount of the foreign tax credits paid or carried forward greater than \$100000 OR was the amount of assessable foreign income greater than \$500000?

P **25 Transactions with specified countries**

Did you directly or indirectly send to, or receive from, one of the countries specified in the instructions, any funds or property, OR Do you have the ability or expectation, to control, whether directly or indirectly, the disposition of any funds, property, assets or investments located in, or located elsewhere but controlled or managed from one of those countries?

I **IN CONFIDENCE** when completed

Institute of Professional Editors Limited

Client ref

1002745

File no 880 172 909

ABN 74 129 335 217

Signature

Calculation statement

Foreign tax credits	D	<input type="text"/>	} Taxable or net income	A	<input type="text" value="0"/>
Franking deficit tax offset	E	<input type="text"/>		B	<input type="text" value="0.00"/>
PAYG instalments raised	T	<input type="text"/>	} Less:	C	<input type="text"/>
Credit for interest early payment	V	<input type="text"/>		Rebates/tax offsets	<input type="text"/>
Credit for tax withheld-foreign res w/holding	I	<input type="text"/>	Tax assessed	<input type="text" value="0.00"/>	
Credit for tax w/held where ABN not quoted	W	<input type="text"/>	Less:	G	<input type="text"/>
Tax withheld from interest/investments	Y	<input type="text"/>	Total of labels D and E	<input type="text"/>	
R&D tax offset	U	<input type="text"/>	Tax payable	<input type="text" value="0.00"/>	
Other refundable credits	Z	<input type="text"/>	Sec102AAM interest	H	<input type="text"/>
			Add:	R	<input type="text"/>
			Total of labels T, V, I, W, Y, U and Z	<input type="text"/>	
			Less:	S	<input type="text" value="0.00"/>
			Total amount of tax payable	<input type="text"/>	

Tax agent's declaration:

declare that this tax return has been prepared in accordance with information supplied by the taxpayer, that the taxpayer has given us a declaration stating that the information provided to us is true and correct and that the taxpayer has authorised us to lodge the tax return.

Agent's signature Date

Agent's telephone Client's reference

Contact name Agent's reference no

Hours taken to prepare and complete this return **J**

The Commissioner of Taxation, as Registrar or the Australian Business Register, may use the ABN and business details which you provide on this tax return to maintain the integrity of the register.

Declaration: I declare that the information in this tax return is true and correct.

Public officer's signature Date

Public officer's name

Title

Surname or family name

Given names

Telephone

NOTE: THIS PRINT-OUT IS NOT TO BE LODGED WITH THE TAX OFFICE.

IN CONFIDENCE when completed

Institute of Professional Editors Limited

Client ref 1002745

File no 880 172 909

ABN 74 129 335 217

Signature

Other deductions

Description	Amount
Meeting Expenses	3180
Total	3180

PART A Electronic Lodgment Declaration (Form P, T, C, F or EX)

This declaration is to be completed when the tax return is to be lodged via the Tax Office's electronic lodgment service (ELS). It is the responsibility of the taxpayer to retain this declaration for a period of five years after the declaration is made, penalties may apply for failure to do so.

Privacy

Your tax file number

It is not an offence not to quote your (or if applicable, the partner's or beneficiary's) tax file number (TFN). However, you cannot lodge your tax return electronically if you do not quote your TFN. The Tax Office is authorised by the *Income Tax Assessment Act 1936* and the *Income Tax Assessment Act 1997* to ask for information on this tax return.

The Australian Business Register

The Commissioner of Taxation, as Registrar of the Australian Business Register, may use the ABN and business details which you provide on this tax return to maintain the integrity of the register.

Please refer to the privacy statement on the Australian Business Register (ABR) website (www.abr.gov.au) for further information – it outlines our commitment to safeguarding your details.

Electronic funds transfer – direct debit

Where you have requested an EFT direct debit some of your details will be provided to your financial institution and the Tax Office's sponsor bank to facilitate the payment of your taxation liability from your nominated account.

Tax file number (TFN)	880 172 909	Year	2008
Name of Partnership, Trust, Fund or Entity	Institute of Professional Editors Limited		
Total Income or Loss		Total Deductions	3180
		Taxable Income or Loss	-3180

I authorise my tax agent to electronically transmit this tax return via the electronic lodgment service.

Important

Before making this declaration please check to ensure that all income has been disclosed and the tax return is true and correct in every detail. If you are in doubt about any aspect of the tax return, place all the facts before the Tax Office. The tax law provides heavy penalties for false or misleading statements on tax returns.

Declaration: I declare that:

- the information provided to the agent for the preparation of this tax return, including any applicable schedules is true and correct, and
- the agent is authorised to lodge this tax return.

Signature of partner, trustee, director or public officer		Date	
---	--	------	--

PART B ELECTRONIC FUNDS TRANSFER CONSENT (Form T)

This declaration is to be completed when an electronic funds transfer (EFT) of a refund is requested and the tax return is being lodged through the electronic lodgment service ELS.

This declaration must be signed by the partner, trustee, director or public officer prior to the EFT details being transmitted to the Tax Office. If you elect for an EFT, all details below must be completed.

Important: Care should be taken when completing EFT details as the payment of any refund will be made to the account specified.

Agent's Reference Number		BSB		Account Number	
Account Name					

I authorise the refund to be deposited directly to the specified account.

Signature		Date	
-----------	--	------	--

PART Ca ----- Interposed entity election and revocation (Section not required for this Return)

I/We declare that

- all the information required has been provided on this form and any attachments to this form,
- and that the information provided is true and correct in every detail,
- and that the trustee(s)/company/partners is/are making or revoking an interposed entity election, the details of which are set out above, for the purposes of section 272-85 of Schedule 2F to ITAA 1936 and that
- the trustee(s)/company/partners is/are able to make or revoke the election in accordance with that section.

Signature of partner, trustee or public officer		Date	
---	--	------	--

IN-CONFIDENCE – when completed

PART Cb-----**Family trust election, revocation or variation** (Section not required for this Return)

I/We declare that

- all the information required has been provided in this form and any attachments to this form,
- and that the information provided is true and correct in every detail,
- and that the trustee(s)/company/partners is/are making, varying or revoking a family trust election, the details of which are set out above, for the purposes of section 272-80 of Schedule 2F to ITAA 1936 and that
- the trustee(s) or, if the trustee is a company, the public officer of the corporate trustee is/are able to make, vary or revoke the election in accordance with that section.

Signature of trustee or if the trustee is a company, the public officer of the corporate trustee

Date

PART D **Tax agent's certificate (shared facility users only)**

We declare that:

- We have prepared this tax return in accordance with the information supplied by the partner, trustee, director or public officer.
- We have received a declaration made by the entity that the information provided to us for the preparation of this tax return is true and correct, and
- We are authorised by the partner, trustee, director or public officer to lodge this tax return including any applicable schedules.

Agent's Signature

Date

Client Reference

1002745

Contact Name

TREVOR DEE

Agent's Phone Number

03 62331880

Agent's Reference Number

68578001

IN-CONFIDENCE – when completed

ATTACHMENT 4

Accreditation Board progress report IPEd meeting, 14–15 February 2009

The Accreditation Board is pleased to report that:

- Out of 170 candidates, 112 (65.88%) passed, achieving the status of Accredited Editor, or AE.
- Borderline papers (initially 70%–79.99%, later revised to 75%–79.99%) were re-marked either in part or full by another assessor, sometimes a third, and the marks moderated by the AB chair (Karen Disney), Exam Liaison Officer (Reneé Otmar) and the Lead Exam Developer (Meryl Potter).
- All candidates were notified of their results on 12 December 2008.
- Three appeals were received, one of which was upheld. All appellants were notified of the decision on 4 February 2009.
- Certificates for each successful candidate have been printed and passed to the societies for presentation or posting to their members.
- Most invoices have now been received (\$tba¹ still outstanding), indicating a surplus of approximately \$tba to be applied to the 2009 exam.

Accreditation Board face-to-face meeting 17–18 January 2009

All delegates met in Adelaide to review the exam, elect new office bearers and begin planning for 2009 and beyond. The major decisions follow.

Online/onscreen exam delivery

The board decided it was best to postpone further investigation of the online approach and to try for an onscreen exam in 2010. A subcommittee led by Pam Peters will investigate this. The 2009 exam will again be handwritten.

Improvements for 2009 exam

The major issue, which is unresolved at the time of writing, is whether to alter the length of the exam or increase the time allowance, in response to complaints about insufficient time. The actual structure of the exam, however, will remain pretty much unchanged.

It was agreed to change the composition of the exam development team to one Lead Writer/Developer, two Co-Writer/Developers, two Proofreaders, one Cross-checker and one Formatter, with this paid team to be backed by six volunteers for proofreading, cross-checking and trialling, all of them AB delegates or AEs. The Lead Writer/Developer will be allowed to help select the exam development team members, and opportunities for bringing the team together to write the paper will be explored.

¹ See Annex

The board also decided to separate the AB–Exam Development Team Liaison Officer and the Assessors Forum delegate roles, with the former (renamed ‘Lead Exam Assessor’) holding risk management, communication, adjudication and moderation roles, and the latter convening the Assessors Forum and representing the forum’s interest to the board.

The board felt that both Meryl Potter and Alan Ernst performed outstandingly in their roles as Lead Exam Writer and Exam Coordinator respectively, and that it would be wise to approach both to see whether they were interested in applying for the same role in 2009.

The board also agreed to set the date of the exam six months in advance (although official notice will remain at four months), and to focus considerable effort on revising the sample exam in conjunction with developing the 2009 exam, and vigorously promoting its usefulness to prospective candidates.

New committee

The new chair of the AB is Larissa Joseph. New AB positions created were:

- Treasurer – Robin Bennett: to liaise more closely with the IPEd Treasurer and Secretary, and maintain financial records
- Exam Trial Manager – Julie-Anne Justus: to oversee extensive trialling of the exam by volunteer AB delegates or AEs
- Lead Exam Assessor – Renée Otmar: as above
- Communications Liaison Officer – Kate Mackie: to liaise with the Communication Committee
- Website Officer – Roslyn Copas: to manage AB content on the IPEd website.

Other members are:

- Secretary – Amanda Curtin
- Assessors Forum Representative – Heather Jamieson [TBC by AF teleconference on 8 Feb.]
- IPEd Council Representative – Virginia Wilton
- Deputy Chair – Karen Disney

It was also agreed that from 2010 all AB delegates must be either assessors or Accredited Editors.

Risk management

The board undertook to develop a comprehensive risk management plan and will advise IPEd’s insurance company, Aon, if additional risks are identified.

Cost reduction

To reduce costs, the board will look into the feasibility of using Eureka or Skype for teleconferences and reducing meeting frequency to three-weekly, or monthly if possible. It was also agreed that the board must find ways to reduce courier costs, perhaps by printing exam papers simultaneously in the different cities.

Promotion of accreditation

The new head of the Communication Committee, Rowena Austin, will work with the AB and IPEd to develop messages that promote the accreditation scheme.

Matters requiring an IPEd Council decision

1. The board proposes 12 September 2009 for the next exam. This will allow sufficient time for planning but avoid a direct clash with the IPEd Editors Conference in Adelaide in October. The alternative is a November date, but this means that the process will again run over Christmas break, which is disruptive.
2. The board from time to time may require legal advice, and would like this to be provided through IPEd. For example, the board would like council to investigate the statute of limitations for appeals and advise on whether the board needs to keep exam papers and marking sheets indefinitely.
3. The board requests an additional payment of \$500 (without GST) to Alan Ernst as a token recognition of work undertaken (far in excess of contract) for the 2008 exam. He worked almost 200 hours for a payment of \$2000.
4. The board requests an additional payment of \$1000 (+GST) to Renée Otmar as a token recognition of significant work undertaken in writing reports to unsuccessful candidates for the 2008 exam.
5. The board requests that IPEd Council consider Comm Comm proposals for promoting accreditation, including merchandising items.
6. The board seeks the council's view on awarding a prize to the top-scoring candidate in each exam, notwithstanding that individual marks are not revealed to candidates.
7. The board would like to offer would-be applicants the option of paying online by credit card, and also asks the council to consider the viability of registrations being handled by the IPEd Secretary.
8. Could IPEd consider opening a courier account so that the exam coordinator doesn't have to cover these costs?
9. A commercial publisher (Pearson Education) approached the board seeking permission to use the sample exam for selection and training purposes. The board came to the view that use of the sample exam for commercial purposes should be restricted, that access via the website be limited to society members (or others at the AB's discretion) and, further, that the response to Pearson come from the council rather than the board. The board also asks the council to look into the possibility of removing the sample exam from the public part of the website.

Financial statement, 2009 exam (see also attached annex)

Income	\$89,090
Expenditure	\$tba
Surplus	\$tba

ANNEX

ACCREDITATION BOARD

Expenditure as of 14 February 2009

Expense	\$
Lead Exam Writer/Developer	3300
Reviewers	3200
Exam Coordinator	2378.85
Secretariat	10,505
Express teleconferencing	5054.82 [<i>cost of AF February teleconference to be added</i>]
Venue costs (hire, incidentals)	1261.14
Printing and scanning	1999.58
Document shredding	200 [<i>estimate</i>]
Postage, stationery, couriers	2475.95
Certificate design and printing	520
Markers' weekend	8213.05
Markers' fees incl 3 appeals	24,469.08
AB face to face meeting	4350.25
Sundries	600 [<i>allow</i>]
TOTAL EXPENSES	68,527.72
TOTAL INCOME*	88,760
SUBTOTAL	20,232.28
OUTSTANDING INVOICES	800[<i>estimate</i>]
SURPLUS	19,432.28

* Possible refund of \$1000 due to IPEd for double payment of exam reviewer

ATTACHMENT 5

IPEd Communications Committee discussion paper

30 January 2009

Rowena Austin, convenor

1. Introduction

This paper sets out the communications issues facing IPEd that I have identified during the past few weeks. I hope they prompt discussion at the February IPEd Council meeting to assist the development of a communications plan. (The plan would also need to take into account the results of the strategic directions survey, particularly if it shows the areas in which society members work.)

As a newcomer to the Communications Committee, I can only give an outsider's opinion. You may well have discussed these issues and made decisions in the best interests of IPEd.

Some issues are outside the Communications Committee brief; however, I believe they are worth raising. They are aligned to the aims and objectives paper circulated recently (see below).

2. IPEd aims

(Taken from Operating Procedures #4)

The Institute of Professional Editors Limited (IPEd) exists to:

- be the nationally recognised representative of the editing profession in Australia
- establish an appropriate and accountable governance, administrative, financial, commercial and social framework in Australia which advances the interests of the editing profession
- educate and inform the community about the editing profession in Australia, and the benefits to be derived from the use of professional editors
- provide a forum for technical, commercial and social interaction between editors
- facilitate research and development on issues affecting the editing profession
- promote ethical practice within the editing profession
- develop and promote a high standard of professional practice and a community of practice within the editing profession, which includes managing a national accreditation scheme for editors and encouraging and, where possible, coordinating professional development activities
- promote and maintain close working relationships with and among societies of editors, with the aim of complementing and enhancing their work
- promote and maintain good working relationships with other relevant business and industry associations
- undertake other activities relevant to its constituency and permitted by its Constitution.

3. The case for a national organisation

IPEd cannot be the nationally recognised representative of the editing profession while each state group is called a Society of Editors. The profession needs a clear, strong national brand. The current situation is confusing, particularly for potential employers. It makes the task of “educating and informing the community about the editing profession in Australia, and the benefits to be derived from the use of professional editors” almost impossible. Adding to the confusion is that each state has its own identity. State websites also carry different (not necessarily inconsistent) information and have varying standards of design.

We are running the profession along state lines, yet editing practice is not confined within state borders. Increasingly it is moving across national borders, even in countries where English is a second language. Australia has a great opportunity to take advantage of “follow the sun” international editing, just as other countries such as the UK and India are doing here. To do this we need to present a modern, professional front and promote a high standard of professional practice through nationally coordinated training, systems and procedures.

Aligned with IPEd’s aim to “establish an appropriate and accountable governance, administrative, financial, commercial and social framework in Australia which advances the interests of the editing profession”, the obvious move would be to rename each state society under the IPEd banner, e.g. IPEd WA. Each state would use the national branding. The national body could provide leadership and consistency in (among other things):

- Membership standards
- Training (continuing professional education [CPE], accreditation, advanced accreditation)
- Employment brokerage information (systems and procedures)
- Freelance register
- Accredited editor register
- Governance
- Code of conduct (necessary?)
- Communications
- Relationships with aligned industry associations.

Some of these areas are discussed below.

3.1. Membership standards

IPEd could apply consistent membership standards (e.g. portfolio, references) across all states. The criteria for membership would be highlighted on the website and in other communications tools, along with those for accreditation and advanced accreditation.

3.2. Training

Do university or other existing courses equip people to pass the accreditation exam, i.e. do they cover the Australian Standards for Editing Practice (ASEP)?

If yes, should these appropriate courses be recommended on the website to deter any shonky trainers and encourage people to improve their work skills? What are IPEd's links with appropriate course providers and should they be strengthened?

If no, is IPEd providing the opportunity for people to gain the skills necessary to become an accredited editor? Or is work experience the only way? What if that work experience is limited to, say, one aspect of editing?

Would there be advantages in IPEd taking over the development of the CPE program, which would then be rolled out in each state. Could CPE be linked directly to the ASEP to enable members to gain the skills and confidence to sit the accreditation exam?

The Canadian association has study guides for each section of its accreditation test – this could be a medium-term aim.

3.3. Employment brokerage information (systems and procedures)

Information about editing practice for employers and common standards for editors on how to deal with potential employers (e.g. standard contract forms, definitions of terms) could be available on the IPEd website. The information would be aimed at lifting the standards of professional practice. Information for editors could be password-protected as a member benefit.

3.4. National freelance register

Listed by state on the national IPEd website, and also appearing on each state website.

3.5. Communications

This section is the beginnings of a communication plan. At the moment it is a grab bag of ideas that need to be weighed up, prioritised, discounted, added to and resourced.

IPEd must act in the interests of its members. While less than 10 per cent of members of societies are accredited editors, it would be wrong to focus all communications efforts on accreditation. However, IPEd must continue to promote accreditation to members and prospective employers, in the interests of its objective to “develop and promote a high standard of professional practice”.

3.5.1 Objectives

Primary

- Communicate the value of editing as part of the publishing process
- Encourage employers and potential employers to hire a member of a society that is affiliated with IPEd
- Communicate to employers and potential employers the various standards achieved by IPEd society members, by accredited editors and by advanced accredited editors
- Promote accreditation to members (the low-hanging fruit. If members don't do the exam, what does that say to potential members about the value of accreditation?).

Secondary

- Promote accreditation to potential members.

3.5.2. Target audiences

- Members
- Employers and potential employers
- Aligned professions
- Media – mainstream and specialist
- Public

3.5.3. Communications methods

- Websites (national and state)
- Emails to members
- IPEd e-newsletter members
- Media news releases
by-line articles (promoting value of editing)
- Advertising for special purposes such as accreditation
- Letters to employers and prospective employers re accreditation
- Publication promotional and a potential profit centre
- Spokesperson IPEd president? Speaking engagements?
- Sponsorships value for money? Budget considerations
- Patron uses for promotional purposes?

Some of these methods are discussed below.

3.5.3.1. Media

News releases for specific announcements and by-line articles promoting the value of editing.

Targets

Develop distribution list using media database. List may include, as a minimum:

- Mainstream
 - Print
 - Radio – Radio National’s ‘The Book Show’ and local/regional radio
- Trade and specialist publications
 - Member societies’ newsletters
 - Bookseller and Publisher, including the Weekly Book Newsletter
 - Australian Society of Authors’ newsletter
 - The Walkley Magazine (MEAA)
 - Australian Society for Technical Communication
 - Writers centres’ newsletters
 - Universities offering editing courses
 - CAL
 - Human resources magazines
 - Public sector magazines

3.5.3.2. Letters

Are letters promoting accreditation to employer groups feasible? A good use of resources? How easy is it to isolate employer groups and are letters effective? Book publishers, for example, are an easily defined group, as are government departments. The Victorian Society sends a letter to up to 500 employers – do other societies have such a database?

3.5.3.3. Promotional publication

Promotional tools tend to be more effective if they are useful to the receiver. There seems to be immense interest in aspects of good writing, as the success of Don Watson’s books and *Eats, Shoots and Leaves* by Lynne Truss shows. IPEd’s society members have the skills and contacts to write, edit and gain a publisher for a book/let (or series of books) that provides easy-to-understand tips on good writing.

The book/let would not solely cover punctuation and grammar, but would highlight the extent of the editor’s work (e.g. substance and structure). It would be branded IPEd and contain background information on the benefits of using an editor.

IPEd would undertake to buy and distribute a certain number of book/lets for promotional purposes and society members could buy copies at cost for distribution to clients. It would also be sold in bookshops, with royalties returning to IPEd.

Clearly this would require a lot of resources in terms of time (authors paid?). The first step would be to develop a business plan to assess feasibility.

ATTACHMENT 6

Draft criteria for new Members of IPEd

The following criteria were agreed by Rosemary Luke, Pam Peters and Virginia Wilton following email exchanges and a teleconference during January and February.

An organisation that applies to become a Member of IPEd must fulfil the following criteria:

1. It must be able to demonstrate that its purposes, constitution and activities are fully consistent with and support those of the Institute.
2. Its membership, reckoned in terms of financial members, at the time of application is to be no less than that of the smallest founding Member (c. 70).
3. It must have been legally incorporated in an Australian state or territory as a not-for-profit entity for no less than four (4) years before the date of the application, and show reasonable expectation of continuing its existence in terms of steadily increasing paid-up membership over that period.
4. It must be able to demonstrate its financial viability, keep financial records of its members' subscriptions, and have its accounts audited annually.
5. Together with the application form, it must supply a statement of how it plans to contribute to the work of the Institute.

Notes

- One additional criterion was proposed, namely that 'Applicant societies should represent word-working professionals other than editors, not duplicate the representation of editors in any state'. The subcommittee did not reach unanimity on this one and felt that it therefore required additional discussion by Council—see additional questions below.
- Rosemary Luke undertook to investigate (and report on at the meeting in Adelaide) the different standard constitutions for not-for-profit organisations in the states and territories in order to determine the level of specificity we need for these criteria—another proposed criterion, for example, was 'The applicant society must elect/appoint legally responsible executive officers, appointed as president, treasurer, secretary'; but this may be unnecessary.

Questions and further implications

- How would the admission of a new Member affect the interests of existing Members?
- Can any potential or actual risks of conflict of interest be resolved? If so, how?
- What are the financial implications for IPEd of an increase in its membership?
- What are the voting implications?
- What will IPEd do about non-Australian applications?
- Can the current dilemma/application be dealt with by offering affiliation status?
- What are the potential advantages, if any, for IPEd of [many] more members?
- Should any applicants for membership of IPEd be charged a joining fee?

ATTACHMENT 7

How do we strengthen our societies?

These are some thoughts following readings of Rowena's discussion paper tabled at this meeting and further visits to Janet Mackenzie's paper of the above title on our website.

Janet's paper contains a host of great ideas for making the societies more useful to their members and thereby also attractive to potential new members. It may or may not be reasonable to assume that, other things being equal, bigger societies will generally be stronger societies. At the very least, they'll have more resources.

That aside, it seems to me that by far the most powerful way to strengthen our societies is to strengthen our profession. Perhaps that objective is implicit in the things we are doing, but I believe we need to make it an explicit aim of our activities. We need to divest ourselves of any lingering conceptions there might be that we are more like clubs than professional societies.

My tenet is that *we strengthen our societies by strengthening our profession*. Societies within a strong profession will be strengthened by virtue of attracting more members with greater commitment and intellectual input, and this will be just the first step towards an ongoing synergy.

We have given more muscle to our profession by developing and implementing, using no other resources than our own, a credible and robust accreditation system. We need to promulgate this great achievement to the whole of our profession.

As Rowena points out in her paper, it would be wrong to focus all communication efforts on accreditation. Nevertheless, accreditation is, I believe, the most powerful single marketing tool we have at the moment to strengthen our societies, because it tells of our professionalism and is therefore of interest to the profession as a whole, in the bigger world outside the societies.

Janet's article focuses on what societies can do to publicise themselves and attract and satisfy customers. My feeling is that we need to publicise the profession and that the beneficiaries of this will be not only the profession and its members, but also the societies and their members, and that we can look to a closer fusion of these two catchments.

To some extent, and understandably so given our origins and evolution, we've been somewhat inward looking, focusing on our societies and their members. Now we need to go to the wider world, and the best way to do that is, it seems to me, by wider promotion of future accreditation exams and increasing access to them.

We previously applied for a grant from the Copyright Agency Limited (CAL) to develop and implement an accreditation examination for editors. For reasons that remain largely unknown, our application was unsuccessful. Maybe we failed for the simple reason that we were an untried force. If so, then that circumstance is clearly no longer the case. It seems to me that, pointing to and building on the foundation we

ourselves have laid, we could mount a strong application for a CAL grant to publicise the accreditation scheme through the mainstream media and/or to develop a delivery system that would the exam much more accessible to working editors in that much broader catchment.

Ed Highley
Secretary
9 February 2009