

# IPEd.

To advance the  
profession of editing

**Annual Report 2016–2017**



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## Member benefits and services

### NATIONAL BRANCH NETWORK

IPed branches in all six states hold branch events that include guest speakers, panel discussions, professional development workshops and networking events.

### CONFERENCE

The IPed National Editors Conference is a biennial, three-day event hosted by a branch of IPed.

### AWARDS AND PRIZES

Editors can gain recognition for their work through IPed awards such as the Rosanne Fitzgibbon Editorial Award and the annual IPed Prize, or through the Beatrice Davis Editorial Fellowship, sponsored by IPed.

### ACCREDITATION SCHEME

The accreditation scheme allows editors to demonstrate their competence through a written exam and ongoing professional development, and offers employers confidence in the skills of an editor they hire.

### NATIONAL MENTORING PROGRAM

The National Mentoring Program helps participants, both mentees and mentors, improve their knowledge and skills in a two-way learning experience.

### BRANCH AND NATIONAL NEWSLETTER

IPed keeps members updated through a bi-monthly e-newsletter and IPed Notes, and branches distribute their own branch magazines or newsletters.

### EDITORS DIRECTORY

Professional members of IPed can list their contact details and services they offer in the Editors Directory, linked to the IPed website.

### EDITING OPPORTUNITIES

Members are notified about permanent, contract and freelance editing opportunities.

### MEMBER DISCOUNTS

Members can access discounts on the following publications, online courses and events:

- *Australian Manual of Scientific Style*
- *Books + Publishing* magazine
- *Macquarie Dictionary Online*
- *Writing for Science Journals: Tips, Tricks and a Learning Plan*
- *Effective Onscreen Editing*, 3rd Edition
- PerfectIt Pro
- The Society for Editors and Proofreaders (SfEP) (UK) online courses and conferences
- Editors Canada conferences, webinars and online courses.

### RESOURCES

The member-only pages of the IPed website give members exclusive access to online resources, book lists, articles and member discounts.

### INSURANCE

Members have access to discounted rates for professional indemnity and public liability insurance.

# About IPEd

The Institute of Professional Editors (IPEd) is the Australia-based professional membership association for editors, with more than 1300 members. IPEd exists to advance the profession of editing, and to support and promote Australian editors. We aim to develop a strong organisation that supports a thriving membership by offering professional development opportunities, valuable member benefits and advocacy for the profession.

Our members play an important role in content development and publication. They work collaboratively with authors, writers and content creators to help them to get their message across with greater clarity, elegance and insight.

IPEd operates an accreditation scheme that confers the postnominals AE (Accredited Editor) and DE (Distinguished Editor), the latter applying to those so nominated in order to develop and deliver the initial accreditation exam, held in 2008.

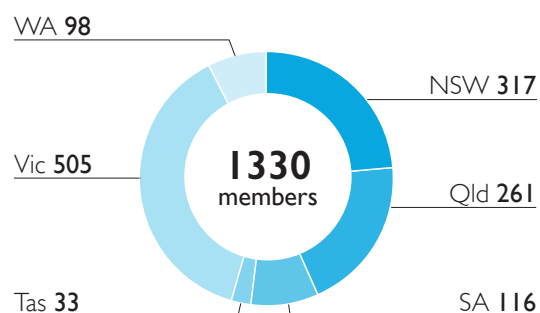
On 1 July 2016, IPEd became a direct-membership organisation with six former societies of editors, in New South Wales, Queensland, South Australia,

Tasmania, Victoria and Western Australia, becoming its branches, and the individual editors of those branches becoming members of IPEd.

The branches of IPEd are:

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

## Membership of IPEd at 30 June 2017



## Vision

IPEd is the trusted voice of professional editors – shaping the future of communication.

## Mission

Our mission is to advance the profession of editing.

## Values

We are:

- collaborative
- mutually supportive
- adaptable
- inclusive
- respectful
- principled
- committed to excellence.

We celebrate our contributions and success.

# CEO's message



Karen Lee

Throughout the year, national staff have been working to develop and implement the requisite operational and reporting structures to support IPED's work and provide services to our members. This work has not been without challenges, but I am pleased to be surrounded by an amazing team who possess boundless enthusiasm and patience, and a passion for doing things right.

Having the right people on the team is crucial for IPED to be a successful organisation. Staff appointments, therefore, have been a large focus this year and I'm pleased to say that we now have a solid team in place and I look forward to working with them in the coming years.

I have begun to have meetings with peak bodies, industry groups and other stakeholders, with more to come, and have begun planning for future advocacy initiatives.

I have so far met with the CEOs of the Australian Society of Authors (ASA), the Media, Entertainment and Arts Alliance (MEAA), the Australian Publishers Association (APA) and the Australian Booksellers Association (ABA). I'm looking forward to working collaboratively with these organisations on issues that are important to our members and to the industry as a whole.

It was a pleasure to attend the Australian Book Industry Awards (ABIAs) with NSW branch president Julie Ganner AE, which was hosted by the APA in Sydney. It was a fantastic opportunity to network with industry leaders and to build working relationships with relevant CEOs.

The following key activities were undertaken over the past year.

- The successful transfer of members to the national membership system, MemNet, was a major achievement. Transfer of funds from the former societies has been a gradual process over the year as each of the incorporated societies deregistered, with just one society yet to complete the process.

- In October 2016, IPED lodged a submission opposing the proposed changes to the VET FEE-HELP scheme that would see cuts to student loans for those wanting to study tertiary arts courses, some of which are relevant to the editing profession.
- We held the eighth National Survey of Editors in November 2016, the largest to date, with 541 respondents (a 35% response rate). Results were released in July 2017. The Chair and I would like to thank Communication Officer Mary-Ann Came AE and Councillor Loene Doube AE for their work on preparing the survey and collating the results – a massive achievement. Thanks also to those who participated, IPED members and non-members alike.
- We launched the national Editors Directory in early January 2017, which had 417 entries at 30 June, and began a review of how well it was working in June. Following the review and successful implementation of any changes, we will ask the branches to close their own registers, most of which have remained in place to allow time for any glitches in the Editors Directory to be ironed out. Thanks to Elizabeth Spiegel AE for her work on this.
- We have met informally with members of the Canberra Society of Editors (CSE) Committee to discuss the possibility that CSE will form a branch of IPED in the near future.
- We've made further progress in attracting members from New Zealand and are looking forward to welcoming a possible NZ branch in the near future, with Tourism NZ offering support to investigate options to hold a future conference there in 2021.

With the imminent finalisation of a three-year strategic plan, I am excited about the course that IPED will be setting for the years ahead, and I look forward to sharing the first stage of the plan with our members at the 8th IPED National Editors Conference in Brisbane in September.

Karen Lee  
CEO, IPED



# Chair's report



Kerry Davies AE

The work of Council since IPEd's new structure was launched on 1 July 2016 has been crucial to its success. It has been quite a challenge to navigate new rules and processes, for councillors as much as for staff, branch committees and members.

Council thanks everyone for their patience and understanding over this first exciting yet demanding year. We continue our commitment to the aims of IPEd, to strengthening our position as the professional association for editors and to providing sound guidance and services for IPEd's members.

## COUNCIL HIGHLIGHTS

IPEd activities for the year are covered in detail in the following sections. Here are some highlights.

- IPEd joined forces with CSE in February 2017 to raise concerns with the Australian Council for Graduate Research (ACGR) on aspects of academic editing. We are in the throes of forming an IPEd standing committee in this regard to review the 'Guidelines for editing research theses' and investigate improvements in professional development and specialist accreditation for academic editing, with the Accreditation Board also considering specialist accreditation in other specific areas. Councillor Renée Otmar DE will chair the Academic Editing Committee.
- We have also established the Standing Committee for Professional Development, with Councillor Stephen White chairing. Many thanks to the Professional Development officers and others from the branches who have joined this committee. We look forward to your outcomes, including development of widely accessible online workshops.
- The Accreditation Board, chaired by Ted Briggs AE, is gearing up for the next onscreen exam, planned for May 2018, as well as looking into specialist accreditation, as noted earlier.

- The National Mentoring Program is now formally represented by an IPEd standing committee, comprising the program's branch coordinators and co-chaired by national administrators Ted Briggs AE and Elizabeth Manning Murphy DE.
- Council is also planning to convene an IPEd Communications Working Group soon to investigate options for a national newsletter or journal and a truly national website.
- In late May, Council held a strategic planning meeting in Sydney in conjunction with governance training provided by Associations Forum and a face-to-face Council meeting. This produced a ground-breaking three-year plan that will see IPEd achieve much over that period, delivering on our mission to advance the profession of editing and our vision to be the trusted voice of professional editors – shaping the future of communication.

Yet again, I am honoured to be part of IPEd Council, especially in this momentous year of transition. I thank all councillors, past and present, for their diligence and commitment to IPEd and the profession.

**Kerry Davies AE**  
Chair, IPEd Council

# Editors NSW

Editors NSW has been serving the editing profession for almost 40 years. As the NSW branch of IPed, it promotes editorial services, and contributes to the development of editorial standards and the exchange and dissemination of information and ideas between editors.



Julie Ganner AE

Julie Ganner AE, President of Editors NSW, has over 25 years' experience in the publishing industry in Australia, the UK and Singapore, working in-house and as a freelancer. Julie describes herself as a bibliophile whose entire working career has been closely connected with editing. In publishing, many of the functions are practical, and editing offers an opportunity to provide some elements of creative input to a project. Julie particularly enjoys being immersed in a manuscript and working with authors and in-house contacts, connecting what the author wants to say with what the reader understands.

Editors NSW has more than 310 members, who enjoy the benefit of lifelong learning through engaging with other editors and hearing about their experiences, and attending professional development events. Its members are freelance and in-house editors working on books, journals, magazines, and corporate and public sector productions, as well as indexers, proofreaders, writers, translators and others, who all share the common bond of dedication to language and effective communication.

Members attend workshops and member meetings where there is a generous sharing of information, offering benefits to editors at any stage of their career. This year, workshop topics included the business aspects of being a freelancer, editing children's and YA fiction, and InDesign for editors, and a free seminar for members on editing in the digital era. Belonging to a branch of IPed allows members to experience the professionalism of peers across the country and gives them greater access to resources. This is reflected in the branch's monthly member meetings, which have covered topics such as insurance for editors, networking, indexing, novellas and academic editing.

These activities would not be possible without the dedication of the Editors NSW committee. Julie extends warm thanks and appreciation to them all, particularly Zoe Hale, who served as branch President for much of this year. Julie also wishes to thank Robin Appleton, an Honorary Life Member who regularly attends committee meetings as an adviser and generously shares a wealth of knowledge and experience. Thanks are also extended to Susie Pilkington, Editors NSW Office Manager, for her commitment and hard work.

More information about Editors NSW can be found at [www.editorsnsw.com](http://www.editorsnsw.com).



# Governance and management

IPed is governed by a council comprising one nominee from each branch. Councillors, who are directors of the company, serve two-year terms. Retiring councillors are eligible for re-election for a maximum of three consecutive terms. The role of Council is to manage the business and affairs of IPed, as per the Constitution and the Corporations Act.

Councillors during the period covered by this report were:

- Claire Linsdell AE (New South Wales) until September 2016
- Michael Wyatt AE (New South Wales) from October 2016
- Kerry Davies AE (Queensland)
- Loene Doube AE (South Australia)
- Joely Taylor AE (Victoria) until January 2017
- Renée Otmar DE (Victoria) from May 2017
- Stephen White (Western Australia)
- Katy McDevitt AE (South Australia) as Alternate until March 2017
- Mary-Jo O'Rourke AE (Victoria) as Alternate from November 2016
- Anna Maynard (formerly Sweet) AE (Western Australia) as Alternate

Kerry Davies continued as Council Chair for the year. Connie Finestone was appointed as Company Secretary, succeeding Margaret Telford, in April 2017.

Council was without a Councillor from Tasmania for the 2016–17 financial year. Society of Editors (Tasmania) President Ann Hughes attended several Council meetings during that period as an observer.

In accordance with the Corporations Act, each councillor is bound to act in the interests of the company as a whole, and not in the interests of any particular branch or group of members.

On 27 November 2016 the first IPed AGM under the new structure was held by teleconference, with postal votes and proxies via email, and electronic votes and proxies conducted through SurveyMonkey. Attending in person were 16 eligible voting members, with 3 proxies directed to the Chair and 17 postal and electronic votes received, making a total of 36 Voting members taking part. The AGM also included an open forum following the formal business. Many thanks to all who attended or participated in the AGM.

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



# Editors Queensland

Editors Queensland (EdsQ) is an association of editors and other professionals in publishing and communications. Its predecessor, the Society of Editors (Qld), was established in 1990. It has more than 260 members and is the Queensland branch of IPed.



Ruth Davies AE

EdsQ President, Ruth Davies AE, came to editing via linguistics through her work teaching in the Northern Territory. Ruth has worked as an editor for 15 years and enjoys the array of subjects and facts that come across her desk, from aquaculture in Africa, to the use of mobile phones to communicate birth and death statistics for public health funding, to how Surf Life Saving Australia is going to be affected by climate change. Her objective is always to help the audience get the intended message as clearly as possible.

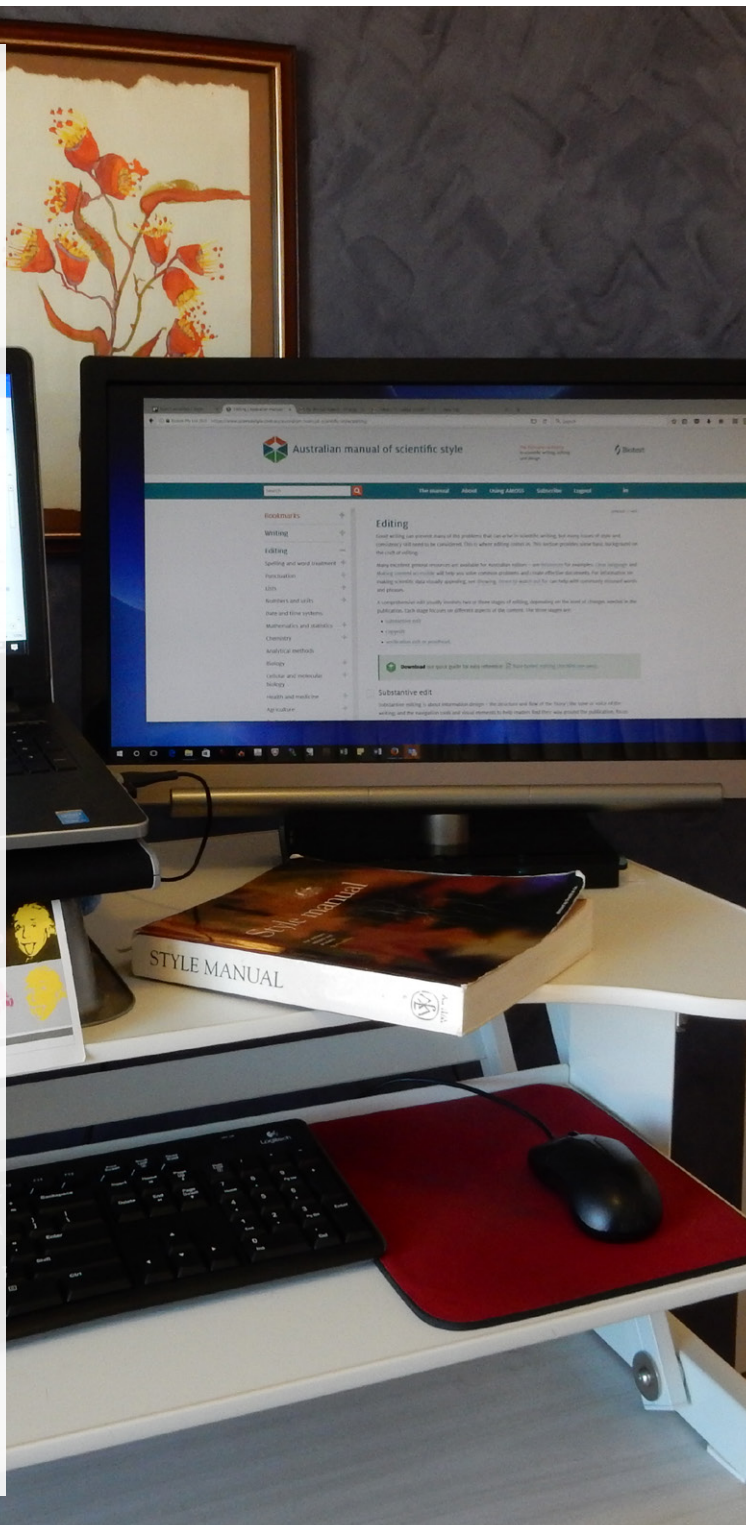
Members of EdsQ include both freelancers and in-house editors. Membership provides support to both groups, offering networking, professional development opportunities and guidance across all aspects of editing, with freelancers also gaining access to work opportunities.

Other benefits include access to a national pool of skills, knowledge and information, as well as advocacy, to ensure that skills are appropriately rewarded, and that national standards for editing can be set and maintained.

Over the past year, EdsQ has been actively preparing for the 8th IPed National Editors Conference in Brisbane and has delivered workshops and member meetings. Topics ranged from how editing skills can be applied to video-editing, to the relationship between writers and editors, the intersections between editing and art, and even editing and radio. A particular highlight was a guest spot by author Nick Earls, who presented a detailed look at novellas in the 21st century. He told fascinating stories about who likes them (Ian McEwan called them perfect prose) and who laments their position, stuck between short stories and novels (Joe Fassler called the novella a 50,000-word abyss). He also treated members to a personal signing session of his five Wisdom Tree novellas.

On behalf of EdsQ, Ruth wishes to thank both the IPed Conference Subcommittee, for their dedication to the delivery of the conference, and the management committee, for all their support. In addition, Ruth would like to especially thank Robin Bennett AE and Roberta Blake, two long-term committee members who will be finishing their duties in this committee cycle, and Kerry Davies AE for her ongoing support throughout the year.

Information about EdsQ can be found at [www.editorsqld.com](http://www.editorsqld.com).





## Governance and management

### STAFF

IPed engaged most staff as direct part-time employees during the year and recruited its first CEO, Karen Lee, to lead the organisation. Detailed position descriptions were developed for each role. IPed also hired short-term contractors for project work.

At 30 June 2017, IPed staff and their positions were as follows:

#### **Chief Executive Officer, Karen Lee**

Karen works closely with Council to develop IPed strategy, and to lead IPed in developing and executing the organisation's operational plans to advance the interests of its members and the profession of editing.

#### **Company Secretary, Connie Finestone**

Connie is accountable directly to Council, through the Chair, for all matters to do with IPed's governance. The statutory duties are defined in the Corporations Act, IPed's Constitution and ASIC regulations.

#### **Administration Officer, Tay Winchester**

Tay carries out duties related to the corporate administration of IPed and works closely with the Company Secretary.

#### **Communication Officer, Mary-Ann Came AE**

Mary-Ann is responsible for IPed's communication to both members and stakeholders via e-bulletins, IPed Notes, media releases, the website and social media. She updates and maintains the website. Mary-Ann also designed and administered the National Survey of Editors 2016 and wrote the report, along with SA Councillor Loene Doube AE.

#### **Membership Officer, Nicole Mathers**

Nicole manages the administration of membership applications, member services and branch event announcements through MemNet, as well as the Editors Directory, and provides support to members.

#### **Finance Officer, Katrina Potter CPA**

Katrina is responsible for the management of IPed accounting, banking, payroll, and BAS and financial returns.

### Short-term contractors

Short-term contractors engaged to work on specific projects during the reporting period were as follows:

- Julie Ganner AE, temporary Assistant Manager from July 2016 to November 2016
- Charles Houen (Vector Services), Technical Transition Manager until July 2016
- Elizabeth Spiegel AE, Editors Directory development from September 2016 to January 2017 and review in June 2017
- David Drinkwater, Technical Officer from December 2016 to April 2017
- Dorothy Kobialka, temporary Finance Officer from February 2017 to March 2017.

These staff were IPed's only paid positions, but various members of the accreditation exam development, implementation and marking team, the Accreditation Board Chair and the IPed Chair received honoraria for their services.

### COUNCIL MEETINGS

IPed Council held 12 regular meetings during the year, mostly by teleconference, on the following dates:

- 17 July 2016
- 14 August 2016
- 11 September 2016
- 9 October 2016
- 16 November 2016
- 11 December 2016
- 17 January 2017
- 12 February 2017
- 16 March 2017
- 9 April 2017
- 28 May 2017 (face-to-face meeting in Sydney)
- 18 June 2017

Several additional, task-specific meetings by teleconference were held throughout the year.

The Annual General Meeting of IPed was held on 27 November 2016.

# Society of Editors (SA)

The Society of Editors (SA) was established in 1989 and currently has 116 members. The Society supports its members by holding regular meetings, running a professional development program and publishing a newsletter. As the South Australian branch of IPED, the Society of Editors (SA) aims to actively address the interests of members as well as the qualities and skills needed by editors at all stages of their careers.



Loene Doube AE

Seeing herself as an editor was a gradual process for Loene Doube AE, President of the Society of Editors (SA), but the realisation hit her in 1986, when she discovered that the *Style Manual* was a riveting read, and she was offered a job as an editor. Loene has been a member of the Society of Editors (SA) since 1990 and has also been a long-term committee member.

As it can for all members, membership of the Society of Editors (SA) has helped Loene's career development through freelance and other job opportunities, and she has benefited from an array of professional development activities, including the national conferences. Committee work provides an opportunity to give back to the profession, as well as to gain other skills. And that meeting of minds with other editors continues to be a wonderful, warming thing. National membership enhances these benefits for all members and enables more targeted and efficient support and promotion of editing and editors.

The Society of Editors (SA) hosts six member meetings and several half- or full-day workshops each year, and has reinstituted 'occasional lunches' (which may be breakfasts). The Society has offered recent workshops on manuscript assessment and working with authors who use English as an additional language, and basic skills workshops on proofreading and creating style sheets. Recent meeting topics include a panel discussion on 'What editors must do', a living example of a fiction author–editor collaboration and a presentation on 'Digital publishing: new roles for editors'. Our PD events are always well attended and South Australian members are lively and engaged. It is particularly thrilling to see younger editors contributing with wit and wisdom to branch events.

The Society of Editors (SA) extends a warm thank you to all members, volunteers and, especially, the committee, who are committed, generous, positive and good-willed to a tee.

Further information about membership and events can be found at [www.editors-sa.org.au](http://www.editors-sa.org.au).





### STANDING COMMITTEES

At 30 June 2017, there were four standing committees of Council – Finance and Risk Management, the Accreditation Board, the Standing Committee for Professional Development and the Mentoring Standing Committee.

Two working groups were also in operation – the Style Manual Steering Group and the Queensland Conference Subcommittee.

#### Finance and Risk Management

The Finance and Risk Management (FRM) Committee assists Council to fulfil its corporate governance and statutory responsibilities in relation to financial reporting, internal control, risk management and audit functions. Members of this committee at 30 June 2017 were Kerry Davies AE (Chair), Councillor Loene Doube AE, and IPed's CEO and Company Secretary.

The financial year 2016–17, as the first year of operation under the new national structure, was far different from any previous year, with a new income base through membership fees, as well as new costs in national staffing and administration, and financial responsibility for branch operations.

Overall, branch events (meetings and PD) were close to cost neutral, so IPed relied on membership and Editors Directory fees for income. Some difficulties were experienced establishing the new operating and reporting systems, which meant that branch reporting could not be conducted as well as expected. However, the FRM Committee was vigilant in overseeing the national finances and was satisfied that the organisation maintained a reasonable financial position.

Costs associated with the establishment of the new structure, systems and processes were identified as national development costs, to be expended against unreserved society donations, in order to use those finite funds appropriately and preserve as much as possible for future needs. National development costs included initial staff and branch training, some contractor, staff and recruitment costs, and strategic planning.

#### IPed financial statements

The audit of financial statements for the year ended 30 June 2017 has been completed and the statements are available from the Company Secretary and on the IPed website. They will be presented at the AGM to be held during the IPed National Editors Conference in September for the consideration of members.

#### Income and expenditure

IPed ended the year with an operating surplus of \$25,550 (2016 operating deficit: \$58,760). Society donations (unreserved funds) of \$101,497 during the year contributed to this surplus. The retained surplus at the end of 2015–16 was \$30,983, which, when added to the 2017 surplus, gave a total retained surplus at 30 June 2017 of \$56,533. National development costs (costs associated with development of new systems and processes in 2016–17) were \$32,547.

The 2016–17 Professional membership fee was \$180, and Associate membership \$135. There were also discounted subscriptions for students, concession holders and retired members.

Council approved an honorarium of \$6000 to be paid to the IPed Chair and \$600 to each of the other councillors in appreciation of the significant services they have provided during the financial year. The Accreditation Board and Council approved an honorarium of \$4000 to be paid to the Accreditation Board Chair.

#### Balance sheet

The bank balance at 30 June 2017 was \$248,317 (2016: \$66,401).

At that date IPed had trade debtors of \$75,250 (being income to be paid to IPed by the conference organisers), receivables through MemNet (the membership system) of \$19,378 and expense prepayments of \$4871. There were non-current assets of \$15,810 (accreditation exam database and onscreen exam development, and direct membership set-up). Total IPed assets were \$363,627 (2016: \$89,203).

At financial year end, IPed had liabilities of \$307,094 (2016: \$58,220), including deferred income of \$174,950 and branch reserved funds of \$84,382. Net assets were \$56,533 (2016: \$30,983).



## Governance and management

### Budget for financial year 2017–18

The 2017–18 interim budget has been prepared and was approved by Council at its July meeting, with provision for increased staff expenses due to a need for increased hours, and increased branch administration costs, now including AGM costs and honoraria that were former society costs in 2016–17. Part of the interim budget is based on draft July–December 2017 budgets submitted by the branches. Branch budgets are yet to be prepared for the six months January–June 2018. National development costs of \$46,356 have been identified.

Income has been estimated with a 5 per cent increase in member numbers and a 10 per cent increase in Editors Directory subscriptions, and includes projected conference income and new sponsorship income.

The accreditation exam is being treated as cost neutral for 2017–18.

### Accreditation

The national accreditation scheme helps editors gain recognition for their skills. Editors who pass the accreditation exam are certified by the IPed Accreditation Board and can use the postnominal AE (Accredited Editor).

There are now 312 accredited editors, including one in Hong Kong and one in New Zealand. There are also 28 Distinguished Editors (DEs) – these were a group of experienced and highly regarded editors appointed by the then societies of editors to develop and deliver the first accreditation exam, held in 2008.

Accreditation lasts five years, after which accredited editors may apply to have their accreditation renewed by demonstrating that they have:

- been actively employed or involved in the editing profession
- undertaken relevant professional development.

The Accreditation Board administers the national accreditation scheme and comprises:

- branch delegates, who are accredited editors appointed by their branch's management committees
- an IPed Council delegate, who is responsible for representing Council's interests at board meetings and for reporting to Council on the outcome of board discussions.

Members of the Accreditation Board during 2016–17 were:

#### Chair

- Ted Briggs AE

#### Branch delegates:

- Ted Briggs AE (New South Wales and representing editors in and around ACT)
- Julie Ganner AE (New South Wales) to March 2017, then Alternate delegate
- Linda Nix AE (New South Wales) from March 2017
- Desolie Page AE (Queensland)
- Valerie Mobley AE (South Australia)
- Elizabeth Spiegel AE (Tasmania)
- Stephanie Heriot AE (Victoria)
- Anna Maynard (formerly Sweet) AE (Western Australia)

#### IPed Council delegate

- vacant

The Accreditation Board met 17 times during the year. All meetings were by teleconference.

The Board's main activities during 2016–17 were:

- wrapping up the sixth accreditation exam, held on 25 June 2016
- processing renewal of accreditation for editors accredited in 2011
- planning for the seventh accreditation exam, to be held in May 2018, which will be conducted onscreen as was the 2016 exam.

### Professional Development

An IPed Standing Committee for Professional Development (PD) was established in April 2017. The committee comprises branch PD officers or other branch committee members with a particular interest in PD and is chaired by Stephen White.

The main aims of the standing committee are:

- to develop a national PD framework with short-term and long-term initiatives as specified in the IPed Strategic Plan (2017–20)
- to improve equity of PD opportunities for IPed members regardless of location, financial means or other limiting factors
- to support branch PD training programs and achieve greater parity between branch events in terms of breadth, depth and subject matter.

## Governance and management

To achieve these aims, the committee will expand a register of PD resources for branches to draw on, set up web-based training events (such as live and recorded webinars) and develop guidelines for the procurement, delivery and pricing of PD training nationally.

The committee is coordinating its program with those of the Standing Committee on Academic Editing and the national Accreditation Board to ensure that members have PD opportunities that align with the areas of activity of those bodies.

A pilot webinar is being planned for late 2017 or early 2018 to test the concept and gauge member interest.

The standing committee is in the early stages of creating the envisaged national PD framework. Challenges faced include setting up a suitable platform for PD resources, such as a user-friendly cloud-based system, delivering cost-effective PD events for members outside larger metropolitan centres, meeting expectations for standards and providing PD opportunities across a diverse spectrum of professional interests. To date the members are:

### Chair

- Stephen White (Western Australia)

### Branch delegates

- Belinda Pollard (Queensland)
- Marisa Trigger (Queensland)
- Lilla Wendoloski (New South Wales)

### National Mentoring Program

The IPed National Mentoring Program for editors offers the opportunity for members to improve their editing skills with professional oversight and feedback from experienced editors.

The program began as a pilot program of the Canberra Society of Editors in late 2012. It quickly grew to become a national (even an international) program and came under the auspices of IPed in 2015.

Since the inception of the program, some 40 mentorships have been conducted. At any one time there are about 10 mentorships in progress.

The Mentoring Standing Committee, formed in September 2016, oversees development and administration of the National Mentoring Program.

It consists of branch mentoring coordinators and is jointly chaired by Ted Briggs AE and Elizabeth Manning Murphy DE.

Local coordinators were:

- Geoff Dawson AE (Canberra)
- Roberta Blake (Queensland)
- Shannon Kelly (New South Wales)
- Louise Zedda-Sampson (Victoria)
- Adele Walker AE (South Australia)
- Catherine Schwerin (Western Australia) to April 2017
- Sheelagh Wegman AE (Tasmania)

## WORKING GROUPS

The following working groups continued their work on projects and initiatives during the year.

### The IPed Style Manual Steering Group

The IPed Style Manual Steering Group was consolidated in late 2016 to tackle the then-impending tender announcement for the production of the long-awaited seventh edition of the *Style Manual*, which had been expected in early 2017. This was delayed, however, with the transfer of the project from the federal Department of Finance to the Digital Transformation Agency (DTA).

The Steering Group comprises:

- Rowena Austin AE (South Australia)
- Julie Ganner AE (New South Wales)
- Janet Mackenzie DE (Victoria)
- Ilsa Sharp (Western Australia)
- Kathie Stove DE (South Australia)

IPed's Chair and CEO are part of the group to represent IPed. Five members of the group met with representatives of the DTA in May 2017 to discuss IPed's future involvement in an advisory capacity, regardless of the business model chosen. This will hopefully be confirmed in coming months.

### IPed Conference Subcommittee

The IPed Conference Subcommittee was formed in early 2016 as a subcommittee of the Editors Queensland branch committee. The Conference Convenor is Ruth Davies AE, President of EdsQ. The team includes Christine Atkinson, Robin Bennett AE, Charlotte Cottier AE, Kerry Davies AE, Glenine Hamlyn AE, Jeni Lewington, Laurel Mackinnon and Patrice Shaw, with others contributing to specific aspects of the work on an ad hoc basis.

# Society of Editors (Tasmania)

The Society of Editors (Tasmania) has a membership of 33, each of whom demonstrates that there is more to an editor than meets the eye. The multi-skilled membership has a range of expertise that goes far beyond checking spelling and scrutinising syntax (although they do those tasks extremely well).



Ann Hughes

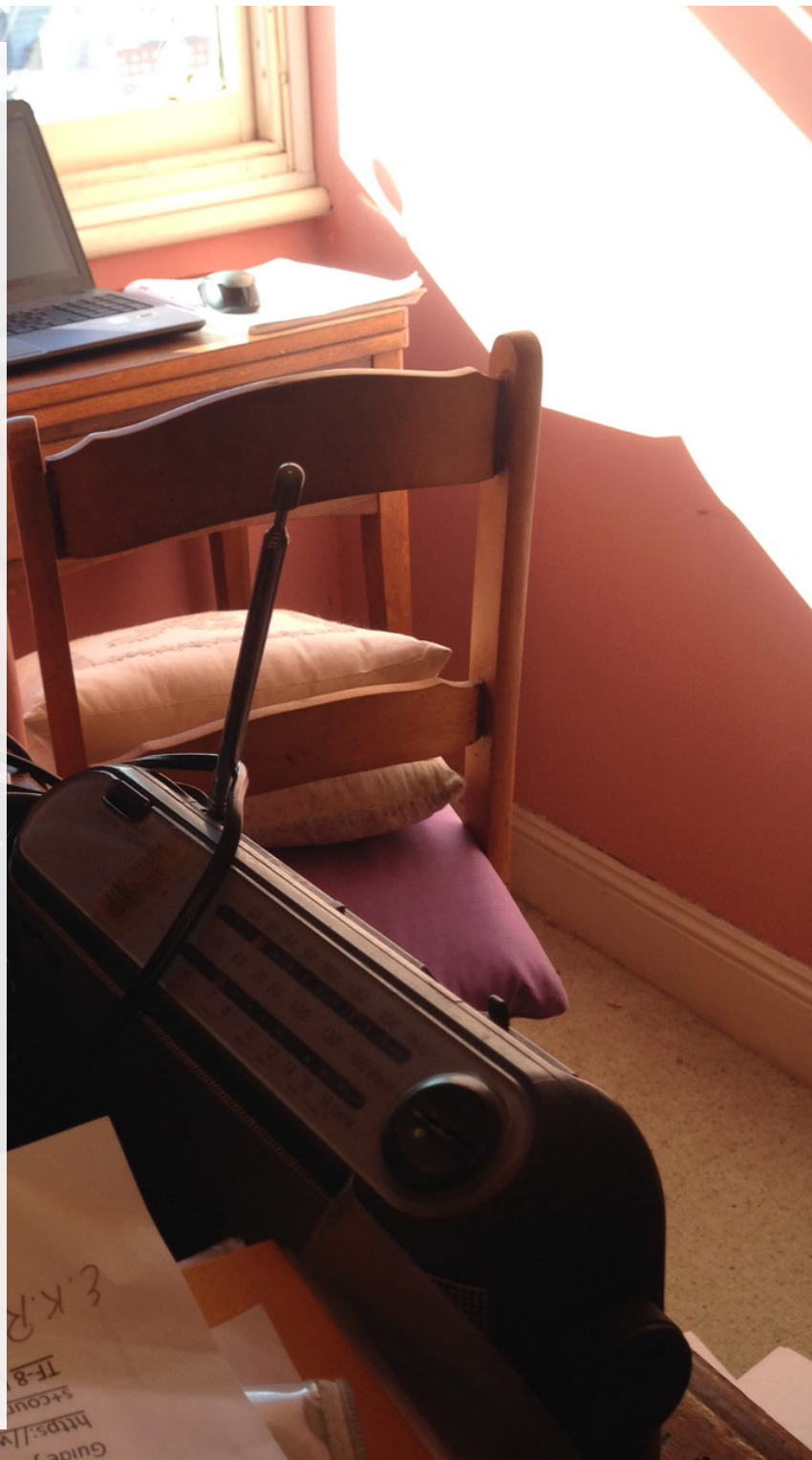
Ann Hughes, President of the Society of Editors (Tasmania), came to editing as one stream of her career. Ann believes in the importance of clear communication and this has been an essential part of her work as a social worker and librarian. These industry areas rely on people being able to access the correct resources and information to make decisions and to improve their current knowledge. Ann sees clear communication as vital, as it ensures people have the best possible information on any given topic. Good editing is one of the tools that supports Ann's work and continues to be a feature of her work in policy, research and freelance editing.

The branch promotes and enhances the profession of editing by offering professional development activities, liaising with other organisations and working with universities about standards for academic editing. It has a strong commitment to helping to establish and maintain high standards of editing and for over 30 years has been active in raising government, academic and commercial awareness of the benefits of professional writing and editing.

The Society of Editors (Tasmania) provides professional development, networking and social events that include tax workshops for editors, panels on plain language and writing for people with disabilities, annual dinners and social activities. Members also have the opportunity to contribute to the membership and wider industry by joining the branch committee.

Ann acknowledges the hard work and commitment of the branch's past presidents and past and present members, as well as the branch committee. Special thanks are extended to the current committee who, while being small in number, support excellent services for the membership.

More information about the Society of Editors (Tasmania) can be found at [www.tas-editors.org.au](http://www.tas-editors.org.au).





# Communication

The transition of IPed to a direct-membership association on 1 July 2016 has allowed us to communicate directly with individual editors who transferred their membership to IPed.

Member records were transferred to MemNet and IPed staff, followed by designated branch committee members, were given access and training to use the system.

Member notices were introduced immediately to ensure that members were kept up to date about IPed branch events and activities. IPed Notes, which had been a regular feature of communication between IPed and the societies of editors, was redesigned to go directly to members and issues increased to bi-monthly.

With the generous support of Omni Software, which administers MemNet, IPed was provided with a free HTML template for IPed Notes. While not ideal for the long term, this has been a fit-for-purpose solution

to ensure we have sustained communication to members via email using our database in MemNet. We have also distributed details of editing jobs and freelance opportunities to members.

Listings for branch events and workshops are now created in MemNet and notices sent directly to members, with links to the IPed member portal, where members can book and pay for events.

Use of the IPed website increased from last year, with 33,644 users (2015–16: 29,324) and 131,059 page views (2015–16: 114,699).

IPed also has three social media sites, which are open to both members and non-members. These are used to share IPed activities and engage with existing members, and as a means of attracting new members.

At 30 June 2017 IPed had 786 Facebook followers, 1143 Twitter followers and 210 LinkedIn followers.



# Editors Victoria

Editors Victoria was founded in 1970 and is based in Melbourne – the world's second City of Literature. It is Australia's oldest and largest IPed branch, with more than 500 members.



Jackey Coyle

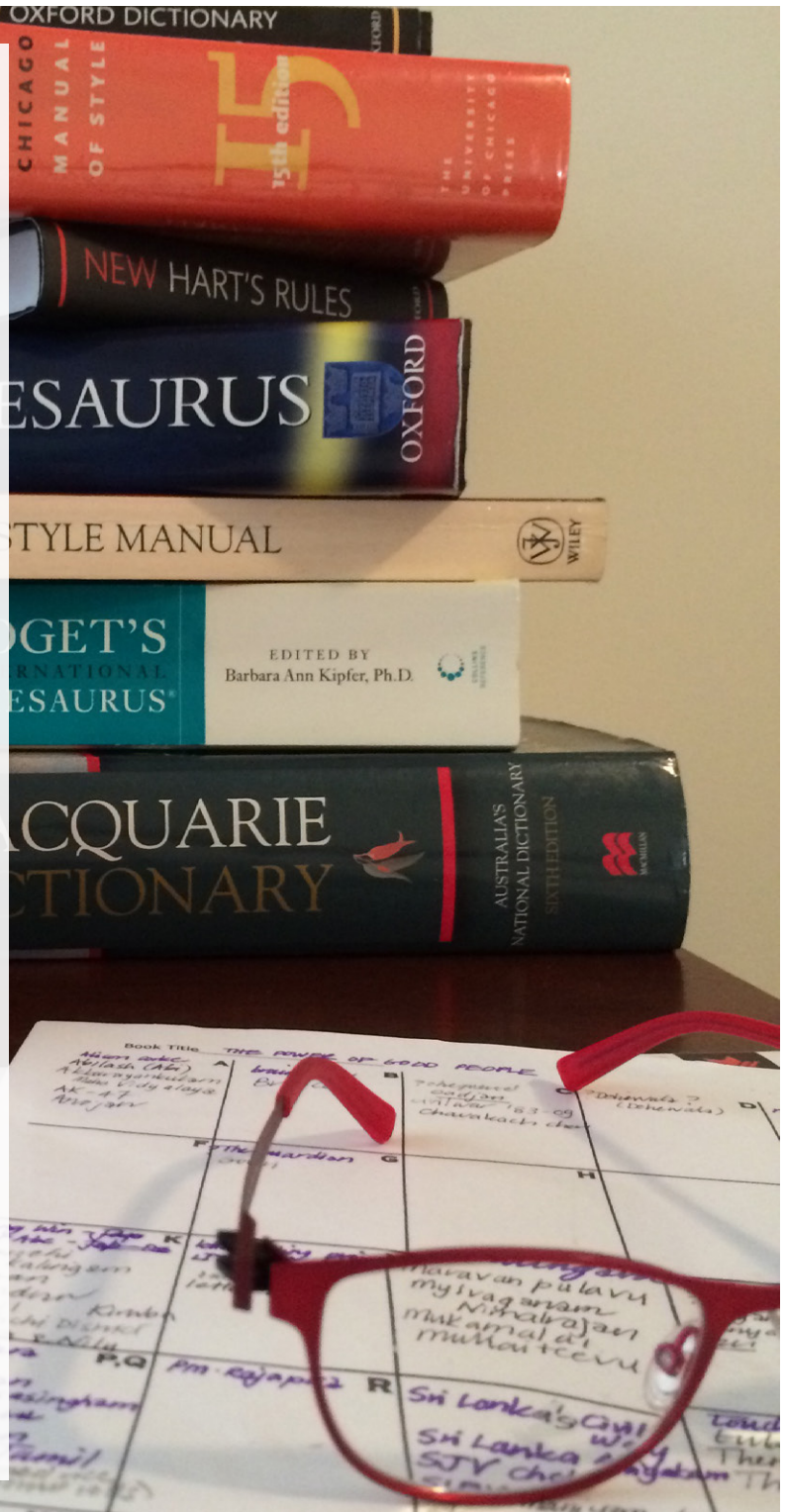
Jackey Coyle is the outgoing President of the branch, which has a committee of 25, including volunteers and paid staff. Jackey Coyle began music research in 1993 and fell in love with editing while gaining a masters in writing and literature. She edits magazines and new media, fiction and nonfiction books, poetry and academia, travel, music, health, business and visual arts.

Editors Victoria works to help establish and maintain high standards of editing through promoting the exchange of ideas and sharing of information about editing. Members can contribute to this through discounted access to a lively calendar of local dinner, freelance and training events, and receive a monthly newsletter and email notifications of interest.

Editors Victoria was instrumental in forming the beginnings of IPed. Belonging to a national membership body gives editors a larger, national voice to strengthen the professional status of editors by advocating with government and industry on all matters that affect editors as a group. It also improves member services, with access to greater resources, and helps to lessen the load on volunteer committees, with some activities and functions being centralised.

Thank you to the outgoing Budget Officer, Charles Houen, for the countless hours he has put in presiding over finance, secretarial, IPed and IT matters leading up to and throughout the transition to a national body. Thank you also to Mary-Jo O'Rourke AE, Vice-President, Freelance Affairs Officer and Alternate IPed Councillor, who has also been a valuable sounding board. Thank you to Kate Cuthbert on Events and Paul Bugeja on Communications, who are also outgoing; Steph Heriot AE as Accreditation Board Delegate; Margie Beilharz as incoming Communication Officer and ongoing Newsletter Editor. The subcommittees supply the engine to run portfolios, and for that we also extend a warm thank you. Big thanks go also to Nicole Mathers, the Administration Officer – who is also IPed's national Membership Officer – and Maryna Mews for help with training.

More information about Editors Victoria can be found at [editorsvictoria.org](http://editorsvictoria.org).





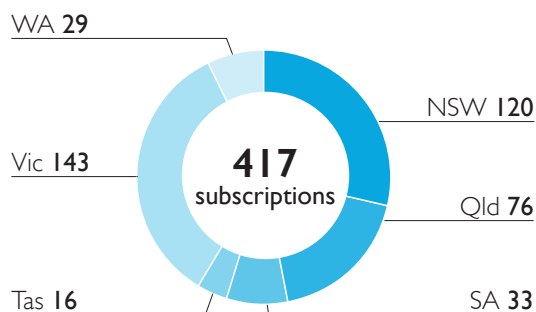
# Activities for the year

## EDITORS DIRECTORY

One of the goals of IPed as a direct-membership organisation was to develop a national directory of Professional members of IPed to replace the state-based directories and freelance registers of the previous societies of editors.

The new directory was designed by the Systems and Records Transition Team and was built on MemNet's standard member directory module, to allow members to create and maintain their own entries.

Members were invited to create their profiles from November 2016, and the directory was launched to the public in January 2017. By 30 June 2017, the directory had 417 subscriptions, with the branch breakdown as follows:



A review is currently being undertaken, beginning with a survey of directory subscribers. Agreed changes proposed as a result of the survey will be implemented later in 2017, at which point state-based registers should be discontinued.

## NATIONAL SURVEY OF EDITORS 2016

The IPed National Survey of Editors 2016 was undertaken in November and, with 541 respondents, we believe it represents the largest ever undertaken of the profession in Australia.

The survey link was emailed to 1531 IPed and CSE members and generated an average response rate of 35%, with between 30% and 49% of the members of each branch of IPed or CSE taking part. It was also shared on IPed's social media sites, generating a few respondents who were not members of IPed or CSE.

The survey report covers demographic information, qualifications and training of editors, Australian editing work, technology and editing, professional development needs of editors, editing income and freelancer information. It includes graphs and tables, as well as responses to open-ended questions, which give some insight into the work that editors do, the sectors they work in and the challenges they face.

Responses are compared with those gained in the previous IPed national survey, undertaken in 2014. The survey report provides IPed with valuable information that can be used to inform future activities to meet the needs and expectations of members.

Mary-Ann Came AE, IPed Communication Officer, developed the survey and wrote the report along with Loene Doube AE. It is available on the [IPed website](#).



## Activities for the year

### AWARDS AND PRIZES

In order to raise the profile of editing and editors, and recognise excellence in the field, IPed supports several awards and prizes.

#### The Rosanne Fitzgibbon Editorial Award

The Rosanne Fitzgibbon Editorial Award – the Rosie – was initiated by Editors Queensland. IPed is pleased to have launched the Rosie, which recognises excellence in editing in fiction, non-fiction or any other substantial body of work.

The Rosie will be awarded biennially, in the same year as the IPed National Editors Conference and in the alternate years to the Beatrice Davis Editorial Fellowship, also sponsored by IPed.

The Rosie honours the editorial contribution of Rosanne Fitzgibbon DE (1947–2012), whose professional life was spent chiefly at University of Queensland Press, editing fiction titles. She was herself the inaugural winner of the Beatrice Davis Editorial Fellowship, in 1992, which took her to publishing houses in New York, subsequently benefiting every author she worked with. Rosie was known and loved for her passionate commitment to her authors, often over several titles.

Nominations were called for in December 2016 for a brief nomination by March 2017 and a shortlist of entrants invited to submit a detailed nomination in May 2017.

The shortlist of three editors was announced at the end of June: Jacqueline Blanchard (*All Fall Down*), Denise O'Hagan (*Jerome and His Women*) and Susan Pierotti (*City Kid*).

The winner of the inaugural Rosie Award will be announced at the conference dinner on Thursday 14 September and will receive a cash prize of \$4000.

#### IPed Prize 2016

In order to support research in editing and publishing, IPed sponsors an annual prize of \$250 for an essay or paper written as part of a postgraduate degree in editing, publishing or a related discipline that permits a focus on editing.

The IPed Prize 2016 was awarded to Robyn Williams for her essay 'Defamation laws: a tale of two civil actions', which she wrote as part of her studies for a Master of Communication from Deakin University.

The judges' comments noted that it 'is written with both a narrative arc and stylistic flair, demonstrating a story-telling sensibility that makes it particularly engaging'.

While the judges had some reservations about how relevant the topic was to editors, they acknowledged that the subject is a critical issue for editors working in particular areas of the industry and something of which most editors would require a general knowledge.

# Editors WA

Editors WA was originally the Society of Editors (WA) and has a long history of providing diverse professional development, networking and learning opportunities to editors at all stages of their careers. Currently the branch has more than 90 members and a hard-working committee that delivers a broad range of workshops and activities to members and non-members.



Cheryl Bettridge AE

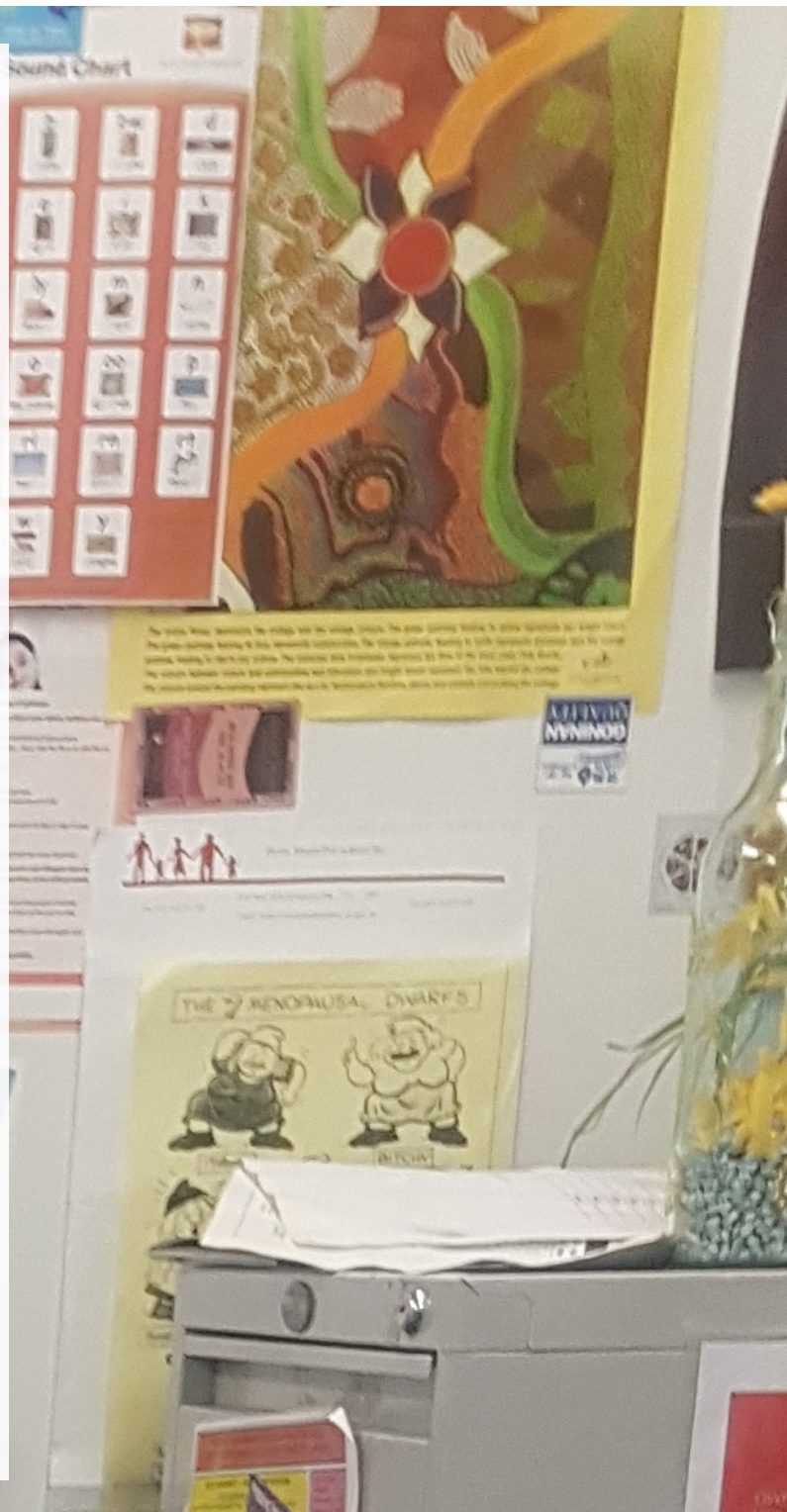
Cheryl Bettridge AE, the current President of Editors WA, describes herself as someone who has always had a knack for editing and early on in her career found that she was regularly asked to edit content. This has continued throughout a long career in education, with editing being an intrinsic part of the daily work of teaching and education management. Cheryl built on this inherent ability by gaining qualifications and becoming an Accredited Editor. In addition to her ongoing work in education, Cheryl works as a freelancer.

Workshops, branch meetings and other activities provide important opportunities for members to network and gain and share a wide range of knowledge and insight. Editors WA has provided events such as the Winter Seminar, an all-day workshop focused on organisational skills and streamlining processes for freelancers. Other events have provided guidance on the use of editing tools such as PerfectIt, and wellbeing topics such as mindfulness and coping with stress. Members are also engaged through social media and email.

Editors WA has provided a creative response to members seeking more opportunities to directly connect with their peers through 'speed-dating' style events that allow for facilitated interaction between larger groups of editors, a Café Society event that occurs about three times a year, and an annual Christmas party. These events are well attended and demonstrate a strong, engaged community of editors supported by a dedicated committee.

Editors WA would like to thank the committee for their hard work throughout the year, particularly the efforts of those who retired from the committee over the past year. They are Accreditation Board Delegate Sue Thomson AE, Mentoring Coordinator Catherine Schwerin and Membership Officer Jan Walker. We welcome new and continuing committee members and look forward to another rewarding year.

Further information about Editors WA and its calendar of workshops, activities and meetings can be found at [www.editorswa.com](http://www.editorswa.com).



# Strategic Plan

## July 2017 – June 2020

### THE ROAD AHEAD

The IPed transition process has brought both challenges and opportunities. As part of the process, IPed councillors, CEO and Company Secretary met in Sydney in May 2017 for a weekend of strategic planning and governance training.

Facilitated by an external consulting firm, the strategic planning session allowed councillors to review and sharpen IPed's vision, mission and values, articulate our promise to members, and set high-level strategic priorities and initiatives for IPed to focus on over the next three years.

Following this session, much work was undertaken by Council to develop a detailed implementation plan for 2017–18, which sets out key projects and some ambitious targets, and is the basis for developing a staffing and resourcing structure for the year ahead.

IPed's strategic priorities for 2017–20 are designed to enhance the value we offer to members and stakeholders, to improve the delivery of that value and, importantly, to advance the profession of editing.

IPed's strategic priorities are to:

- build a strong organisation
- support a thriving membership
- deliver integrated professional development
- become a trusted voice of the profession.

The Institute of Professional Editors Limited is a public, not-for-profit company (ACN 129 337 217) registered under the Commonwealth Corporations Act.

The registered office of the company is:  
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The company has engaged the audit services of the chartered accountancy firm:

Teamwork Accounting Pty Ltd  
PO Box 6083  
Point Cook VIC 3030

During the period of this report, the company banked with Bankwest Australia.



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