



Community Newspaper Association of Victoria
Representing Community Owned Newspapers

Roundabout

October 2013



Future Directions for Community newspapers and CNAV

Community Newspapers Association of Victoria
8th Annual Conference,
Best Western International
Frankston

Program and events

Saturday, 12 October, 2013

9:00 am - 9:45 am	Registration			
9:45 am - 10:00 am	President's welcome			
10:00 am - 10:15 am	Official opening: Mayor			
10:15 am - 10:40 am	Keynote speaker: Angela Carey			
10:40 am - 11:00 am	Morning tea, community newspaper displays, register for workshops			
11:00 am - 11:15 am	Intro of new members (& new attendees)			
11:15 am - 11:30 am	The theme: Future directions (explaining the day) Where are we going? What has changed? What do we need to do to meet the change?			
11:30 am - 12:30 pm	Government Advertising: Ron Phillips (Mitchells) Intro Bill Penrose			
12:30 pm - 1:30 pm	Lunch			
1:30 pm - 3:00 pm	Workshops			
	What makes a good page? - 10 best rules of layout & design	Not taking sides - dealing with local conflict - a case study to workshop	Planning for the future - succession, change, reading the signs	Making a difference: United Youth Media
3:00 pm - 3:20 pm	Afternoon tea			
3:30 pm - 4:15 pm	Round tables: Future of CNAV			
4:15 pm - 4:30 pm	Final wrap			
4:30 pm - 5:00 pm	Annual General Meeting			
7:00 pm - 10:00 pm	Awards dinner: presentation of 2013 awards			

Conference 2013

Although an October Roundabout wasn't planned until after the 2013 Annual Conference was over, an earlier one has been requested to share some of the recent developments. Conference planning is reaching the pointy end and an exciting program has evolved as the program shows. This program may still be subject to change – the usual disclaimer everyone falls back on when only days out from an event!

The **pre-Conference Friday night** at Sofia's on the Frankston Waterfront Pier Promenade will be kicking off at 6.30 p.m. Bookings for Sofia's are still being taken - email Helen Smith at cnav.membership@gmail.com

Conference Friday nights are always a congenial way to catch up with old friends and begin the informal networking that is always a highlight of CNAV conferences.

Keynote speaker Angela Carey

After Saturday morning's welcome and official opening, our **keynote speaker is Angela Carey**. Angela works at Fairfax Media as Head of Content (Features) for its regional division of more than 180 newspapers across Australia. More detail on Angela's background was in the September Roundabout.

The conference theme of **Future Directions** will then be teased out. In an ever-changing world where change is the only constant, communications seem to be on the whirling high-speed outer perimeter. Inevitably, community owned newspapers and CNAV are drawn into this maelstrom. This session will set the scene for the day.

State government advertising procedures will be explained by Ron Phillips (Group Account Director at

Mitchell & Partners Pty Ltd). There have been numerous meetings involving Ron, CNAV representatives and Strategic Communications personnel from the Department of Premier and Cabinet over recent years, and Ron has accepted our invitation to speak at the conference and be with us during the lunch break following. Also speaking during this time will be Bill Penrose, CNAV's new appointee as advertising broker. Bill has already established a website for CNAV members to lodge their publication details and advertising rates – and pleasingly, many members have already entered their data. This will be a wonderful opportunity to meet both Ron and Bill, formally and informally.

Four workshops are scheduled after lunch, and those newspapers with multiple representatives will have the opportunity to participate in several. A synopsis of each workshop will be published post-conference for those limited to participating in one session.

Not Taking Sides is a topic that recurs at every CNAV conference because communities do change and local conflict throws community newspapers into the

centre of conflict. How do you handle it? What other ways could it be handled? In this workshop a case study will be thrown open for discussion.

Planning for the Future is another conference perennial. As changes occur in communities, how do you read the signs? How do you plan successional change so your community paper can be sustainable into the future? Do we all survey our readership as thoroughly as Traf News reported in the September Roundabout?

Making a Difference is a workshop where United Youth Media will showcase some of the projects they undertake with young aspiring media participants, and talk about how they engage with youth and community partnerships.

What makes a Good Page? is the fourth workshop. Layout and design invariably starts with a blank page. What variables are offered to the designer? What possibilities do these throw up? Exploring the variables can lead to more attractive and/or more effective messaging.

The **Future of CNAV** discussions will give you the opportunity to present your thoughts on how CNAV should evolve. Is CNAV meeting the needs of your community newspaper? What needs is it not currently meeting? What would you like to see it address? And just as newspapers need to address succession and continuity issues, so it is with CNAV.

A final wrap of the conference, the CNAV AGM and then it's time to glam up for the Red Carpet of the CNAV Awards. 165 entries have kept the judges busy!

And one last request...

Please give consideration to putting your hand up for a nomination to the CNAV committee at the AGM. Use the opportunities offered by the conference to sound out current committee members about the role. Mary Jo Fortuna, Caroline Roff, Helen Smith, Ian Oshlack (Rajeev) or John Ellis would be delighted to have such conversations.

And during the course of the conference see if you can identify a possible committee candidate and encourage them to nominate!



Details still needed for some

Advertising broker Bill Penrose has just forwarded reminders to CNAV members who haven't entered or completed their community newspaper's details on the new website as yet.

Advertising sizes, advertising prices, deadline details and publication dates are unique to each paper and are necessary to be known if you are to be considered for state government messaging. With the rapid approach of the fire season and fire season advertising, your community could be overlooked in this process without that detail.

To date 23 papers have their complete details entered, 19 have partial details entered (they are missing important information), 10 have given assurances details are on the way, 3 have said they don't take advertising and 11 haven't responded to the request at this stage.

Off for a bit of R&R... ...from the Lorne Independent

After 14 years as editor of the Lorne Independent, more or less continuous, I have booked myself in for a comprehensive overall check-up, lube and oil change and would like to formally introduce Liz Hart who will be in charge of the Lorne Independent for at least the next three months.

A main-stream journalist and academic, Liz has recently purchased a home in Lorne and will be an alternating editor for our newsletter.

Liz is a founding member of the Community Newspaper Association of Victoria and a former president; she is currently finishing a PhD on the community newspaper phenomenon that is sweeping Australia.

Liz and her family have had a long association with Lorne, so please make her sincerely welcome as a new (perhaps returned may be a better word!) member of the community. Jo Vondra.

Jo has been a long standing servant of CNAV; Lorne hosting the 2007 CNAV Conference, serving as Vice-President and foundation editor of Roundabout. Jo will be missed at Frankston this weekend. All at CNAV wish Jo a speedy recovery from the lube and oil change, and hope the batteries are re-charged for the miles ahead.

Archiving the Village Bell

I just read the CNAV Roundabout again and I thought I would email you the link to the Village Bell on our association web site.

<http://www.upperbeaconsfield.org.au/index.html>

It occurred to me also that you might be interested in seeing our archive (see link left side of page) with a selection of old Village Bells from the very first edition in 1978. These issues have been scanned as images and then changed into pdfs by Marianne Rocke so you can search names etc in each issue. Helen Smith.

From the Blackwood Times...

NEW BLACKWOOD CFA STATION: A FIRE REFUGE FIRST

Minister for Bushfire Response Kim Wells today marked the start of construction for Victoria's first co-located CFA fire station and Community Fire Refuge in Blackwood.

Mr Wells said Blackwood, in the Moorabool Shire, was a high-risk town in a fire-prone area and that the upgrade would incorporate designs to increase shelter options for the community in a last-resort emergency situation.

Mr Wells said the upgrade would be completed under the Victorian Coalition Government's Community Fire Refuge Pilot Program which incorporates new policy, building standards and design, operational procedures and vegetation management, all with the safety of community members in mind. Mr Wells advised that these works were taking place as part of the Coalition Government's commitment to upgrade 250 CFA stations.

"The existing Blackwood Fire Station was opened in 1987, and the upgrade we're commencing today aims to not only provide last-resort protection, but improve the operational capability of the Blackwood Fire Brigade to respond to and manage major fire and other emergencies in the area," Mr Wells said.

Mr Wells said this would be the first time a CFA fire station would be built incorporating the latest designs and specifications to qualify it as a Community Fire Refuge, with funding of \$1.5 million.

"A Community Fire Refuge is designed to be a last-resort option for communities and individuals who find they have no other survival options in a significant bushfire," Mr Wells said.

"However, construction works must be complete and the operating procedures tested before the upgraded station is ever designated for use as a refuge."

Community fire refuges are also under construction at primary school campuses in East Warburton and Ferny Creek. All three refuges are due for completion later this year, but all will undergo stringent testing before being designated as places of last resort.

"The process to design, test and build Community Fire Refuges to stringent standards has never been undertaken in Australia and has proven to be incredibly complex," Mr Wells said.

"Ideally, we'd never need to use a Community Fire Refuge because leaving early remains the safest option in a high-risk bushfire area."

Mr Wells said the work that is being done will ensure that Victoria will be a world-leader in the development of Community Fire Refuges, benefitting not only the state but also other high bushfire risk communities in Australia and around the world.

Searle Brothers, a Ballarat company, has been awarded the contract for Blackwood.



L-R: Moorabool Mayor Pat Toohey, Minister for Bushfire Response Kim Wells, Fire Services Commissioner Craig Lapsley (speaking)

Regional Communications Forum

The State Government's latest Regional Communication Forum run by the Department of Premier and Cabinet was held on October the 1st. The main media players in the state are invited, along with the state government's advertising agency Mitchell and Partners. Communications people from various government departments and agencies also attend. CNAV has been represented at these for a number of years. The program was packed...



Regional Communication Forum – Agenda

Date	Time	Location
Tuesday, 1 October 2013	8:30am registration and coffee 9.00am – 2.30pm	Melbourne Museum – Treetops
Agenda items		
1	Introduction	Louise Martin, Director Strategic Communication and Protocol, Department of Premier and Cabinet
2	Official Opening	The Hon Dr Denis Napthine MP, Premier of Victoria
3	The importance of regional media relationships in delivering public policy	Andrew Tongue, Secretary, Department of Premier and Cabinet
4	Not one nation, nor one state	David Chalke, AustraliaSCAN Quantum Market Research
Morning break		
5	Summer bushfire briefing	Craig Lapsley, Fire Services Commissioner for Victoria Simon Troeth, Director Strategic Communication, Department of Justice Laura Miller, Director Communication, Department of Environment and Primary Industries
6	Regional panel discussing issues facing regional Victoria	Paul McEvey, Victorian Country Press Association, will facilitate a panel of regional media representatives: • Michael Giles, Managing Director, South-Gippsland Sentinel Times • Rob Duffield, General Manager, Swan Hill Guardian
Lunch / networking break		
7	Responding to the digital media challenge	Jade Morrison, Director of Publishing and Sales, Ballarat Courier
8	Communication Directors' panel discussion	Louise Martin will facilitate a panel of Communication Directors from Victorian Government Departments: • Kate Eskdale, Department of Transport, Planning and Local Infrastructure • Laura Miller, Department of Environment and Primary Industries • Danielle Kabos, Department of Human Services.
9	Close	Louise Martin

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DEPARTMENT OF
PREMIER AND CABINET

A report will be prepared for the Frankston conference, but it was interesting to note that during the official opening the Premier spoke of the importance of these forums as opportunities for government media agencies and departments to mingle with regional media representatives, and introduced the word "local" to the day. It became a recurring theme after that. He spoke of his personal experiences of local media, where the "local" is read from cover to cover by everyone in the community because it is locally relevant.

A later speaker referred to mass communication as dying and "local is the new black!"

An interesting forum resulted, with Fire Services Commissioner for Victoria, Craig Lapsley introducing the fire safety campaign that is almost on us again. He assured listeners that this is not a scare campaign, just a reflection of the reality of living in the Victorian landscape. He also mentioned that since 2009 there has been a growing realisation of how communities can be fractured in both the short and long term by fires. Local is important, and is being recognised as such.

Next Roundabout due in November

Please consider forwarding a link to your latest edition to

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