



Community Newspaper Association of Victoria
Representing Community Owned Newspapers

Roundabout

September 2014

Conference Fast Approaching



The 2014 CNAV Conference is now approaching rapidly. The venue, WestWaters, is booked, the Friday night socialising spot is organised, the award entries are being judged and a Sunday morning visit arranged. And what's on offer?



Genevieve Barlow believes community newspapers are treasure troves

We are fortunate to have Genevieve Barlow as keynote speaker for our conference this year. With the conference theme "Embracing Change" Genevieve is an inspired choice. Genevieve is a rural journalist who began her career as writer, photographer, editor, sub-editor, advertising sales rep and copy writer, and distributor of a weekly newspaper in a small country town in NSW. Since then, she has worked on local, regional and national newspapers, covering everything from state and national politics to international trade agreements, agribusiness, education, and various rural industries (beef, dairy, horticulture and grain). Her beat is rural Australia. Now self-

employed, she writes and edits from her home in central Victoria. She is a regular contributor to magazines such as Outback and Slow. Her stories have been published in the Sydney Morning Herald, The Age and the Herald Sun and she continues to write a column for The Weekly Times highlighting social issues facing country Australia.

Like most other working journalists she has joined the online revolution and is in the throes of establishing a service that offers online content for businesses and organisations too overwhelmed or busy to create, write and post it themselves. She believes community newspapers are treasure troves for citizen journalists and news seekers.

A series of exciting workshops will be available for selection. Choices include:

- Generating of stories and content for your publication. Do you sometimes look enviously at others' publications and wonder if your community newspaper could do something similar?
- Digitisation of your archives. Paper storage is eventually bulky and time consuming – is there a better way?

- Achieving balance in editing your community newspaper. What are your experiences? Is it difficult? Easy? Something to be worked at? Something to be constantly aware of?

- How your publication can build and maintain relationships with other community groups. Is your community newspaper an island or do you have tentacles that reach through your community?

The conference theme will be further explored with an open mic session and during the afternoon's plenary session. And there's going to



Conference - continued



be a presentation of a current snapshot of the community newspaper scene in Victoria. Community newspapers embracing change? You betcha! In 2010 Volume One of *The Community Newspaper* was published. But four years is a long time in publishing – just think what your publication was like four years ago. Has anything changed? Has anything not changed? CNAV papers renewing memberships have completed a comprehensive survey form that provides an informative peek below the surface of community newspaper land. Did you know that 4 of our members publish more than 10,000 copies each publication? That thirty of our members publish monthly but 6 now publish weekly? That six CNAV members charge a cover price - ranging from 50 cents to \$7. That 43 members now use a commercial printer – and three are printed by the local shire (triple congratulations Mount Alexander Shire!)? Data collation for Volume Two of *The Community Newspaper* (2014) is continuing but we are only working with the material we have. If your community newspaper is still intending to join or renew its membership it would help this data compilation if it was done quickly now!

Networking opportunities the CNAV conference provides are significant. Apart from meeting and conversing with people who are doing similar things in sometimes unique ways, there's the availability of CNAV's Advertising Broker Bill Penrose. Break

the monotony of email communications with a face to face chat. And if you come armed with a pile of your recent publications to share you will soon find others wanting to discuss how and why you achieved what you did. And there's the opportunity to collect a sample of other publications to take back and share with your paper's valuable volunteers – to inspire them or to re-affirm their views that their publication is just unsurpassable!

And then it's into the evening with the Conference Dinner and the award announcements. The finalists and winners introduced and receiving their awards – and the opportunity to hear the stories behind the stories. If your newspaper entered any award category, if you possibly can, ensure you have a representative present at the dinner to be acknowledged. The confidence and morale boosting aspect of this acknowledgement by one's community newspaper peers is captured on the faces of the photographed recipients each year.

So far so good – the framework is in place. Now we need representatives from our CNAV community newspapers to fill the venue! Your support is requested – and needed.

Volunteer photographers wanted! Each year a number of photos are taken during the conference activities and award presentations. Other commitments are going to

leave a photography void and create opportunities for other snappers. It is surprising how many of the conference photos are requested for individual publications and internet postings - so it is a great way to hone and share your skills. Applications for these positions aren't needed, just bring your camera, empty memory card and a charged battery!

CNAV committee members are sought too. The CNAV AGM is held in the late afternoon – with an essential component being the formation of a committee for the following year. Members are elected for a two year period and for the first time CNAV has a full complement of nine committee members. Six of those members have another year to go, with three committee members having terms that have expired – John Ellis, Caroline Roff and Ian Oshlack. Retiring committee members are eligible for nomination for a further two years.



Round the traps

Looking at a few recently published front pages gives a real insight into the word “community”. Community papers indeed (and in action!)



Call for Reporters

The (volunteer) Members of the Round-about team are constantly on the look out for community - based news and information, and while we do have liaison with several community based groups, local schools, CFA etc., we are greedy for more.

We know there are many groups, clubs and individuals out there who haven't yet been included in the publication and we would like to rectify that. If you are a member of a sporting, environmental, social or hobby club or group etc., etc., or know fellow residents whose work, profile or opinion would be of interest to others, the Roundabout Team would welcome your regular, or even just occasional, report/input regarding same.

Much of our communication is done via email or telephone, while decisions about content, finances and so on are discussed at one or other of six meetings throughout the year, where your input would be very welcome. Please contact: Pam: 9718 2271 or Bill: 9719 7468

And this invitation for writers and contributors from Round-about Hurstbridge rings a bell for many!

Policy development within CNAV

The CNAV committee understands that it needs a solid structure to ensure that decisions it makes are consistent, both in relationship to its constitution and between individual decisions themselves. Policies provide a strong framework for this to occur. The CNAV committee has recently decided to develop a suite of policies to ensure good governance of the association.

The policies cover a range of areas, such as governance, committee of management, financial management, values, people management and occupational health and safety. There is even a policy on developing policies. We will have a total of 22 policies, with a number having supporting procedures documents. The committee has recently adopted its first two policies: Policy and Procedures Development Policy; and Governance Policy. The next 'batch' will relate to financial management. Due to the number to be developed, two draft policies will be reviewed at each committee meeting. Once all policies have been adopted (in about a year's time) a process will commence whereby 2-3 policies will be tabled at each committee meeting on a rotating basis so that they are continually reviewed and remain relevant. It also ensures that policies, once adopted, aren't forgotten nor will it allow dust to cover them.

The policies are also relevant to community newspapers; in fact, the CNAV committee is using the policies of one of its member newspapers as precedents in developing its own.

Mick Bourke has taken on the role of Policy Co-ordinator for the CNAV committee.

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COMMUNITY NEWSPAPER ASSOCIATION OF VICTORIA



POLICY & PROCEDURES DEVELOPMENT

| Policy Number | 001 | Version | 00.01 | Date approved | Draft |
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|---------------|-----|---------|-------|---------------|-------|

Purpose

This policy ensures policies and procedures are developed in a consistent manner, and meet the management and operational needs of Community Newspaper Association of Victoria Inc. ("CNAV").

CNAV in and around Victoria

The map marking the locations of CNAV members that membership secretary Helen Smith meticulously maintains has always shown the concentrations of CNAV activity. But what municipalities are they located in? This year's renewals show Knox to be the hotspot, with 6 community newspapers as CNAV members. Following closely are Cardinia, Mount Alexander and Wellington with 5 each. Some members claim two municipalities as home - and The Pinnacle is published on French Island which is municipality free!

The complete current listing is:

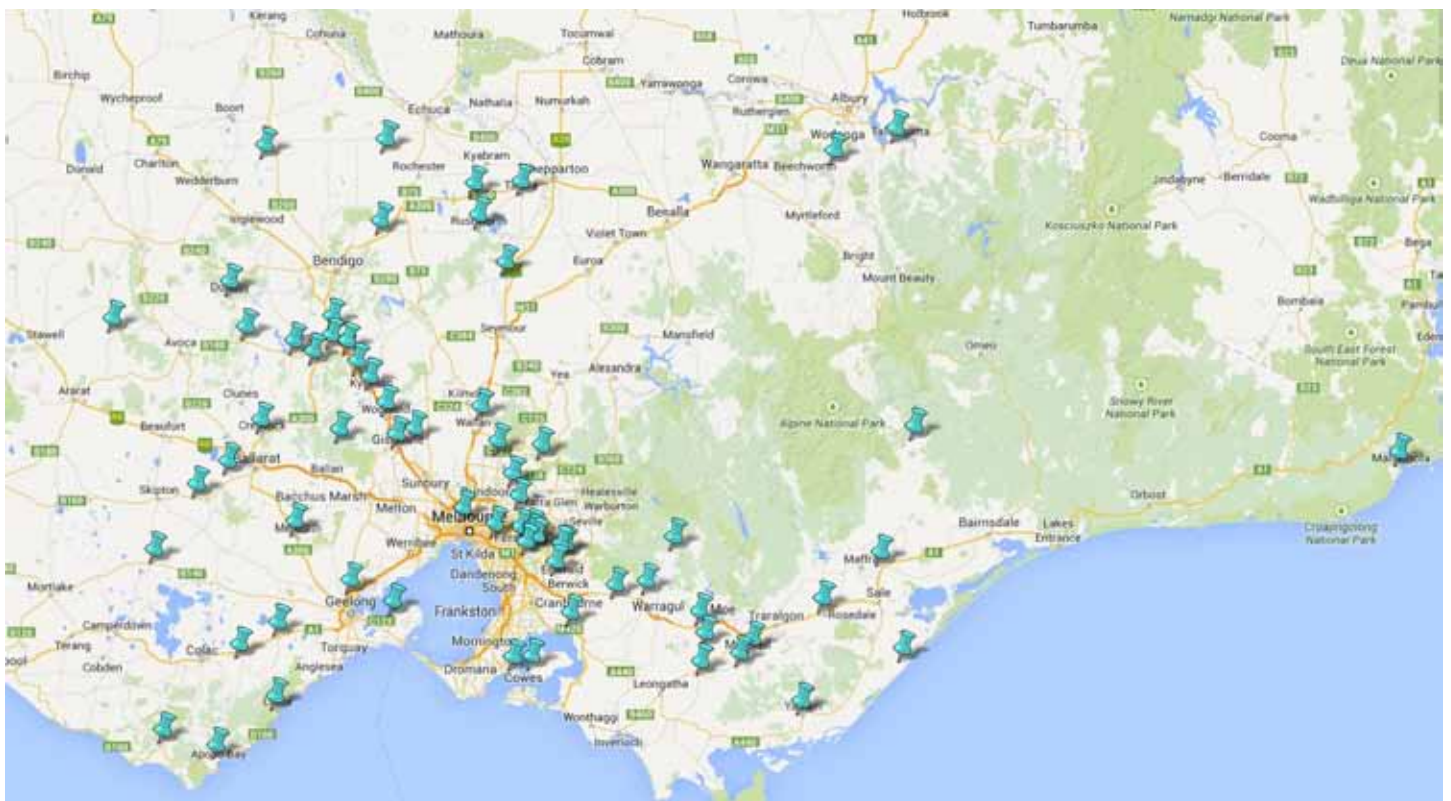
| | | | |
|--------------------|---|----------------------|---|
| Knox | 6 | Hepburn | 2 |
| Cardinia | 5 | Greater Geelong | 2 |
| Mount Alexander | 5 | Latrobe City | 2 |
| Wellington | 5 | Nillumbik | 2 |
| Colac/Otway | 4 | Surf Coast | 2 |
| Macedon Ranges | 4 | City of Melbourne | 1 |
| Baw Baw | 3 | East Gippsland | 1 |
| Campaspe | 3 | *French Island | 1 |
| Golden Plains | 3 | Greater Bendigo | 1 |
| Central Goldfields | 2 | Greater Shepparton | 1 |
| Corangamite | 2 | Indigo | 1 |
| | | Loddon | 1 |
| | | Manningham City | 1 |
| | | Maroondah City | 1 |
| | | Mitchell | 1 |
| | | Moonee Valley | 1 |
| | | Moorabool | 1 |
| | | Mornington Peninsula | 1 |
| | | Murrindindi | 1 |
| | | Northern Grampians | 1 |
| | | Pyrenees | 1 |
| | | Strathbogie | 1 |
| | | Towong | 1 |
| | | Whittlesea City | 1 |
| | | Yarra Ranges | 1 |

CNAV website

After a lengthy delay in the website updating process things are now moving forward again. As CNAV members would be aware, the website was "put into storage" while the underlying form and administrative arrangements were thrashed out. The result has seen an Expressions of Interest process followed by a Request for Quotation process. Some excellent proposals were received.

At the recent CNAV committee meeting a recommendation was received and endorsed by the committee so at long last things are now progressing. It had been planned to launch and showcase the new website at the 2014 Embracing Change CNAV Conference - but the most recent delays in the process will hamper that idea. The process and what has been achieved will be part of the Conference though.

The locations and concentrations of CNAV members



State Government advertising

The monthly reports provided by CNAV's broker Bill Penrose indicate an increase in the flow of state government advertisements since November last year – more than 200 at this stage and as many were largish ads the total value of them has increased proportionally. These have addressed a number of topics - Fire Preparation Works, Healthy Together Communities, Forests Act 1958, Fire Advert Campaign 2013, Business Enterprise Centres, High Road to Reading Burst 6, Fire Volunteers, Moving Victoria, Premier's Volunteer Awards, Wodonga Collection, Govt. Concession Funding, Fire Services Levy Phase 2, Four Days Road Closure Wye River, Accident Towing and Storage, Shepparton Collection, Law and Order, Payroll Tax and Workcover Reductions and Specific Cemetery Trust ads placed geographically locally.

This, and the whole process, is all to be reviewed at a meeting with senior personnel from the Department of

Premier and Cabinet on September 29th. Among the concerns to be discussed from a CNAV perspective are the system of selecting which CNAV papers receive specific advertisements and the short notice of some advertisement bookings and subsequent late provision of the artwork. Also to be raised will be observations, experiences and possible concerns from the government side. If anyone has observations or issues they'd like raised at that meeting please email them to John Ellis at goldenpoint2@bigpond.com asap. A report from the meeting will be ready for the conference, and the next such review meeting is scheduled for January 14th.

In the meantime continue to keep your paper's details up to date on the CNAV Broker's website. Advertisements are booked from this data so are booked at the charge listed there, and aren't booked if the future publication dates and deadlines aren't listed.

CNAV Facebook

A closed CNAV Facebook page was established earlier this year. Members were invited to apply to be a member of the closed group by contacting Marina Cook marinacook2105@gmail.com for an invitation – and member papers were also encouraged to have several members of their team become a CNAV Facebook member.

Things have progressed slowly – there have been several posts (particularly from Helen Smith) that have been shared amongst the 17 members. It is planned that a demonstration of the immediacy of the Facebook approach will be part of the 2014 Embracing Change CNAV Conference... and hopefully our number of Facebook members will swell.

Recent postings on the page have included a mention of a fantastic recognition for one the CNAV award judges from 2013, is the age of the press baron over? and links two recent Age articles on state government advertising!



Victoria's payroll tax rate and WorkCover premiums were reduced on 1 July 2014.

- Payroll tax rate has reduced to 4.85 per cent, saving businesses over \$234 million over four years.
 - The average WorkCover premium rate has reduced to 1.27 per cent, saving businesses more than \$160 million over four years.
- Reducing business costs, increasing investment and creating jobs.

Making Victorian businesses more competitive.

Find out more about taxes and premiums at: www.dtf.vic.gov.au/businessrates

Authorised by the Victorian Government,
1 Treasury Place, Melbourne.

SAVING
VICTORIAN
BUSINESSES
**\$394
million**
over four years



Institutions

Keep up with the latest news and content from some of our leading history institutions:

- 1 Australian National Maritime Museum, www.nmimuseum.com
- 2 Australian War Memorial, www.awm.gov.au/blog
- 3 By the Rivers: Memories of Ipswich, blog.library.ipswich.qld.gov.au/ib
- 4 Geelong Library Local Studies, shangigee@geelong.lib.vic.gov.au
- 5 Canada Bay Connections, cbbc@canbairconnections.wordpress.com
- 6 **Carry Cardina - Links to our Past, www.carrycardina.blogspot.com.au**
- 7 familyconnections.blogspot.com
- 8 Kintal, kintalfamilyhistory.blogspot.com
- 9 Local Notes, localnotes.net.au
- 10 Murrumbidgee Valley Family and Local History, murrumbidgee.familyandlocalhistory.blogspot.com.au
- 11 Public Record Office of Victoria, pov.vic.gov.au/publications/blog
- 12 Queensland's World War One Centenary, blogs.dsq.qld.gov.au/ww1
- 13 Shellharbour's Local History Blog, shellharbourlocalhistory.blogspot.com.au
- 14 Signpost, blog.signpost.net.au
- 15 The Cook and the Carrot, blogs.bhb.net.au/cook
- 16 The Hocken Blog, blogs.otago.ac.nz/thehockenblog
- 17 The National Archives, blog.nationalarchives.gov.uk

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Facebook Figures Fascinate

As mentioned in the last Roundabout a recent post on our paper's Facebook page about Chewton's Red Hill Hotel's imminent 160th anniversary attracted 810 views and 9 likes in 3 days! A write up about a new local history book was posted and quickly attracted 430 views and 11 likes. And the record breaking post about the snow on Mount Alexander had a massive 1,714 views and 40 likes.

When our webmaster Blade first suggested a Facebook site to complement Chewton's other community media presences I must admit to being very sceptical. But now? Wow!

When we print our community paper each month the exposure to readers is limited to that number of hard copies printed – even though they are shared around in many cases, and more than one reader exists in many households. But the Facebook scenario attracts a wider audience and a greater set of readers or viewers. From the Facebook admin section of our page we were told that in the previous 28 days our posts were served to people in these locations:

- Melbourne, VIC, Australia 705
- Bendigo, VIC, Australia 396
- Castlemaine, VIC, Australia 365
- Harcourt, VIC, Australia 80
- Sydney, NSW, Australia 75
- Adelaide, SA, Australia 69
- Brisbane, QLD, Australia 53



- Geelong, VIC, Australia 51
- Perth, WA, Australia 44
- Chewton, VIC, Australia 39
- Campbells Creek, VIC, Australia 34
- Ballarat, VIC, Australia 32
- London, England, United Kingdom 23
- Newcastle, NSW, Australia 20
- Gold Coast, QLD, Australia 16
- Ouyen, VIC, Australia 16
- Ocean Grove, VIC, Australia 15
- Hamilton, VIC, Australia 14
- Vriezenveen, Overijssel, Netherlands 14
- Maryborough, VIC, Australia 13
- Maldon, VIC, Australia 12
- Melton, VIC 12
- Liverpool, England, United Kingdom 12
- Elphinstone, VIC, Australia 11
- Newstead, VIC, Australia 11
- Shepparton, VIC, Australia 11
- Deniliquin, NSW 11
- Canberra, ACT, Australia 10
- Sutton Grange, VIC 10
- Mildura, VIC, Australia 10
- Kyneton, VIC 10
- Hobart, TAS, Australia 10
- Kangaroo Flat, VIC, Australia 9
- Warrnambool, VIC, Australia 9
- Camperdown, VIC 9
- Barkers Creek, VIC, Australia 8
- Echuca, VIC 8
- Yapeen, VIC, Australia 8
- Horsham, VIC 7
- Mt. Waverley, VIC 7
- Swan Hill, VIC 7
- Kerang, VIC, Australia 6
- St. Arnaud, VIC 6
- Rockhampton, QLD, Australia 6
- Auckland, New Zealand 6

Interesting reach? And interesting to note our local area was ranked a lowly 10th!

Have a look on <https://www.facebook.com/pages/Chewton-net/288889464550308>

Are there any other Facebook users with anecdotes, data or experiences to share?

Current mastheads needed

The Community Newspaper will give a snapshot of CNAV community newspaper – could you forward a graphic of your masthead for possible inclusion in this publication?

Forward these to either John or Tim at the email addresses below.

Thanks to all the CNAV papers that regularly send Roundabout either latest publication or a link to it – it makes gathering material for Round the traps very easy (and very, very inspiring!) Forward publications or links to goldenpoint2@bigpond.com and timo_840@hotmail.com

Next Roundabout due October