



Community Newspaper Association of Victoria
Representing Community Owned Newspapers

Roundabout

September 2015

Celebrate 10 Years of CNAV

on the 10th of the 10th!

And it seems many people do want to be part of this anniversary as conference bookings are rolling in. The Friday evening will see an informal get-together at a local hotel for the early arrivals - dinner has been booked at York & Swansea Roads, Mooroolbark for 7pm on Friday, 9 October. CNAV will be circulating the details of this optional gathering, and will be asking for indications of intentions to attend.

The "10 Years of CNAV" conference itself will begin on Saturday with registration a 9 a.m. and a welcome and introduction at 9.30 and an action-packed program to follow. A keynote speaker will look at a major issue currently confronting communities and governments, exploring its ramifications and how community newspapers can play a role.

Workshops concentrating on the core business of community newspaper production will follow – and we are fortunate in having the topics of writing, photography and community engagement facilitated by Liz Hart, Julie Millowick and Scott Podmore.

- Liz Hart is a former CNAV committee member with an interest in the association that goes back to the early days of its formation. She has worked for

ten years in local newspaper journalism in the outer south east of Melbourne on country and suburban newspapers and also as a professional writing teacher at TAFE and a journalism lecturer at Monash, Federation, and James Cook universities for more than 15 years. She began her working life as a secondary school teacher of English and History. Her interest is in country newspapers and their contribution to the well-being of people in small communities. She is a



specialised in corporate/industrial photography. Clients included Shell, Mayne Nickless, Westpac, Victorian Arts Centre, Australian Wheat Board, Australian Wool Corporation and Fruehauf Semi-trailers. In 1977 Julie achieved early recognition for her photojournalism when she exhibited at the National Gallery of Victoria and Australian Centre for Photography, Sydney, [Australian New Work]. Julie has work in the collections of the National Gallery of Australia, National Gallery of Victoria, National Library of Australia, State Library of Victoria, Monash Gallery of Art, Warrnambool Art Gallery, Horsham Art Gallery, as well as other public and private collections. In 2009 she established the 100% online Photojournalism Course at La Trobe University. She is currently an Honorary of La Trobe University supervising Higher Degree students in Photography and Photojournalism.

- Scott Podmore is the editor of the Warrandyte Diary, the community newspaper that was so successful in the 2014 CNAV Awards. Winner of Best Community Content, Winner Best Design and Layout, Finalist in Best News Feature Story, Finalist in Best Photograph, Finalist in Best Sports Reporting and, of course, Winner of Best Newspaper. Scott is to lead the workshop on community engagement.



mother and grandmother, and she attends the CNAV conference every year.

- Julie Millowick began her career in the darkroom of Athol Shmith, John Cato and Peter Barr. Gradually she emerged into the light and for several years worked as a freelance press photographer. From 1978 Julie Millowick's Melbourne studio

Register for the conference

CONTACT		POST/EMAIL your registration with payment no later than Friday 22 September 2015 to: CNAV Treasurer Julie Smith 88 Stonely Creek Rd Upper Swantonfield, Vic 3028 cnav.member@vca.com.au
PAPER		
Postal address		CONF Conference registration including meals, per person: \$65 First member delegate and associate member \$55 Additional member delegates
Tel		
Email		PAYMENT BY Cheque payable to Community Newspaper Association of Victoria or Direct bank deposit Bank: BSB 633-000 account no. 1201240 Send to: Bank 633-000 account no. 1201240 Please log your payment to us to know who sent it.
Names for conference		
1		CONFERENCE ASSISTANT: Helen Smith cnav.member@vca.com.au 0844 3238
2		
3		
4		
Diary required - number		
Signature		

Celebrating 10 years cont.



time for discussion and the all-important networking before it leads through the CNAV AGM and eventually the Awards Dinner. The award entries are in, the judges now have them, and the rating

auspicing body Mountain District Learning Centre have issued an invitation to CNAV members to visit the newspaper office on Sunday morning after the conference. The office is in The Cottage, 8 The Avenue, Ferntree Gully (Melway 74B3). The Cottage is next to the Uniting Church. It was originally the parsonage of the Methodist church and has been leased to MDLC since the 1970s.

Community Newspapers in Knox

Community newspapers are the voice of the community, the tapestry that weaves us all together. Each exists to tell a story, a history – to build and promote a sense of community and identity by reporting on local events, activities, individuals, businesses and groups.



You too can join in

It is the voice of the people that make a community newspaper what it is. New helpers are always needed! If you would like to help out with your local community paper – be it with writing, editing, deliveries, photography, or advertising – please contact the Editor of the relevant paper. Here in Knox we have six community papers, all run and distributed by teams of local volunteers:

During the afternoon sessions, we will be joined by Jeremi Moule who is the Executive Director of Strategic Communication and Protocol in the State Government's Department of Premier and Cabinet. Jeremi will have the opportunity to speak to delegates, and take questions. A full program but one that will allow

process is underway. The announcements at the dinner will reveal all! On Sunday we have been invited to the nearby home of Ferntree Gully News. Ferntree Gully News and their

As Ferntree Gully News editor Anne Boyd explains, "There are six community newspapers in the municipality of Knox. For the last two years the editors of all six have been meeting for lunch in The Cottage to share matters of interest: opportunities for joint promotion (Knox Festival etc), sharing news, methods of work, relations with Knox Council, and generally supporting each other. One paper, The Bayswater Buzz, is currently 'in recess' and the group is working to get it started again.

We hope volunteers from some of the other Knox papers will join us in welcoming you to the Cottage. Open house, or open cottage, will be from 9.30. Refreshments will be provided."

The tenth annual conference of CNAV is one not to be missed!

ROWVILLE-LYSTERFIELD
COMMUNITY NEWS

Running for over 30 years, the Rowville-Lysterfield Community News began publication in September 1983. Produced monthly (except January), the paper has a current circulation of 14,000, and aims to inform and entertain the communities of Rowville and Lysterfield. It is designed to create a strong sense of community and it is an ideal forum for the community to express their viewpoints and stay abreast of local events.

Contact: 9764 4763

Boronia and The Basin
COMMUNITY NEWS

The Boronia-Basin Community News has an emphasis on local news, events, characters and issues. This includes the stories of locals which may have taken place anywhere at any time throughout the world. The publication is delivered by volunteers to over 12,000 homes and businesses in Boronia and The Basin. It is run by a committee of volunteers and distributed by a dedicated team of volunteer walkers and drivers.

Contact: 9761 3670
info@bbcn.org.au

the foothills

Formerly known as Upper Gully News, The Foothills is published through Coonara Community House. The Foothills is a full colour magazine published quarterly. It is staffed by dedicated volunteers who have a passion for sharing news, developing their skills and enjoy being part of a committed group.

Contact: 9758 7081
thefoothills@coonarahouse.org.au

Bayswater
buzz

A quarterly publication, the Bayswater Buzz was auspiced by a partnership of Knox Social and Community Health and Boroondara. Currently in recess, it is looking for an enthusiastic auspicing body and editor to enable publication again.

Contact: bayswaterbuzz@gmail.com

SpringDale Messenger – Connecting our Community for 25 years

There are some great stories emanating from the achievements of community newspapers and their publishers – and it's no surprise when another comes to the surface. Down Geelong way, there's a community newspaper that's been kicking goals for communities in the Drysdale and Clifton Springs area. An update on their activity has been forwarded to CNAV...

The SpringDale Messenger is currently home delivered to more than 10,000 homes on the Bellarine Peninsula and 1000 copies are shop delivered. Quarterly we print 15,000 copies and home deliver it to more homes. While other print media is struggling the SpringDale Messenger continues to thrive. It began as an 8 page A5 booklet, printing 3000 copies of black print on white paper a month, printed 9 times a year. The Messenger has since evolved into an A4 full colour magazine of 24 pages and we print 11 issues a year.

Each month we seek out great stories to inspire and new opportunities to offer. We rely on stories from our local organisations, which we polish a little to ensure they are timely and don't look out of date, are positive and looking forward – focusing on offering opportunities not just telling people what they missed out on.

Our community is growing quickly with the Bellarine being a designated growth area for Victoria. One of our goals is to help new community members to connect and to allow long term residents to be aware of trends and ways to adapt with change.

A local long term project featured in many editions of the Messenger over

the last 5 years, and last year our community was successful in gaining more than \$120 million in election promises and our \$106 million Ring Road Project is now underway. This gives us a real result from great Community Connections and creation of Community Capacity.

Our magazine is created by volunteers, enhanced by a professional graphic designer and printed by a local business. We try to keep the goodwill and investment by advertisers circulating around our community. Thousands of volunteer hours are invested each year.

The community celebrates with each issue and looks forward to its delivery. Each month we are thanked for providing such an informative, positive message, highlighting opportunities for everyone in our community. It is a privilege to be connected with the SpringDale Messenger and I continue to love to write articles each month.

Anne Brackley, Coordinator SpringDale Neighbourhood Centre for the SpringDale Messenger Team.

<http://www.springdale.org.au/>



An Independent Legend

Lorne Heritage & History added a new photo to the album Lorne Legends on August 20 at 2:28pm. It was quickly shared on CNAV's Facebook page because, as they say on Lorne Legends, "Jo Vondra has been keeping Lorne informed by producing and editing the Lorne Independent for nearly a decade."



Welcome to The Goon News!

At the September CNAV committee meeting The Goon News became the latest CNAV member. This all-volunteer paper is auspiced by the Nar Nar Goon Progress Association and is commercially printed. It commenced as a newsletter for local sporting groups but now incorporates other community groups. It is a monthly publication with a circulation of 285 copies. The Goon News gives a profile to community organisations and groups and shows the worthwhile contribution of what they are doing in the area.



Party time at...

1. The Waterline News

The September issue of The Waterline News makes its first birthday. A front page composite of first 12 front pages greets readers, and the From the Editor's Desk on page 3 thanks the people that make up the large team behind the paper. Advertisers aren't neglected either – a listing on page 9 acknowledges them too!

FROM THE EDITOR'S DESK



It's Our Birthday
Welcome to the first birthday edition of The Waterline News. Production of this magazine relies on the contributions of a large number of Cowesites.



I would like to take thank the following contributions over the Betty Caldwell (Auth (French Island) Amoi Viv Hamilton (Earth (Author), Pam Marsh Terry Martin (French Middleton (Author), J (Gardening), Noelene Amanda Penrose (Ko Smith (The Weekly T (The Gold River Con (Poetry & writing), C (Hass Coast Post), Ke & writing) and www. (Recipes).

I would also like to thank the team, and webmaster, anonymous, without it no Waterline News. Thanks also to our printer from Cowes who do getting the magazine month, thanks Galate. Many thanks also to advertisers, see Page Distribution Area: We distribute 1150 copies Lang Lang, Nyora, Loel Corinella, Coronet Bay, Cowes and French Island. We also send out almost all editions are available www.waterline.com.au. If you would like a copy monthly, are interested in would like to advertise editor@waterline.com.au

FREE The Waterline News
GRANTVILLE & DISTRICTS
Volume 2 #1 September 2015
Lang Lang, Nyora, Loel, Coronet Bay, Corinella, Coronet Bay, Buss, Sea View, Phillip Island and French Island.

It's our Birthday

Vinyl Layer
Expert laying of...
Sheet Vinyl, Wall Tiles, Vinyl Planks,
Laminates & Floating Timber Floors.
No job too small. Satisfaction guaranteed.
Contact - L & J Modelling, Flooring Contractors
0419 192 542

For Quality Service
Personal Care & Attention
Servicing all areas.
Free Quote and Free Advice
The Service Continues - 24 Hours
Resolving Service & Client
Experience the Difference
Call Us Today

THE WATERLINE NEWS
Editor Roger Clark
PO Box 184 Grantville 3984
Phone 0410 952 932
Office Hours Mon-Fri 8.30am - 4.30pm
Email: editor@waterline.com.au
Website: www.waterline.com.au
The Waterline News is independently produced and distributed by Roger J Clark T/As The Waterline News. ABN 97 395 483 268

The Waterline News is also available online at www.waterline.com.au

1. Chewton Chat

The October Chewton Chat will be the 200th edition! And that evokes memories of the 100th edition way back in June 2007. The cold night in the Chewton Town Hall, when we first had contact with CNAV. We'd invited local high profile journalist Genevieve Barlow to come as guest speaker, she couldn't so suggested Dr. Mary Jo Fortuna of CNAV saying she would be ideal if she was available. She was! Mary Jo came, a candle-lit Boston bun was shared and the Chewton Chat became a member of CNAV as a result. The July 2007 Chewton Chat recorded that occasion.

Time has moved on and plans are being laid for the 200th edition. A social function in the now renovated town hall, a guest speaker - and readers, contributors, advertisers have been invited to submit photos of themselves holding the Chat or reading it on line. An eye-catcher received is a local pup named Finn who apparently likes the poetry section each month – loving the doggerel published there!

CHAT'S 100TH CELEBRATIONS



Association of Victoria (CNAV). In congratulating the Chat Mary Jo spoke of the value of community newspapers to the local community and how it's a widespread and ever growing movement. She spoke of the CNAV's role in representing and being a lobbyist on behalf of the many community newspapers. The CNAV hosts conferences and organises annual awards. The first one hundred issues of the Chewton Chat were bound up and presented to the gathering by Barbara Day. Barbara had made the original suggestion that the State Library may be interested in beginning a Chat collection – and they were! The very heavy box was then delivered to the State Library. Thanks Ben and Sheri!



On display were two congratulatory cards from Alex and Jessica Bhoru, who regularly appear in the Chat. A number of apologies were also read out (see opposite page). In thanking Mary Jo for her presentation and attendance in Chewton (Mary Jo lives in Rudworth and works on the Wangaratta News) Franca made a presentation of a bottle of local wine, a thank you card that featured the local crimson spider orchid, and a basket of flowers. The 100th 'cake' came out along with the 100th candle - and it fell to weather reporter Keith Richardson to provide the wind to blow it out. (Because the Chat is done on a shoestring budget our celebratory cakes are always Boston buns!) Another highlight of the evening was the array of beautiful food – provided by those attending who all brought something to share. And the last word for the evening was provided by Edna - "It's the best birthday I've had since my 70th!"

Photo Top Left: CDS President Helen McGivoch welcoming those who braved the cold to celebrate the 100th Chat. Photo Centre Right: The Chat's associate Barbara Day and Solomon Islands correspondent Paul Miller in conversation with Guest Speaker Dr Mary Jo Fortuna. Photo Bottom Left: Keith Richardson about to reduce the temperature by blowing out the 100th candle.

The Conversation an antidote to shrinking newsrooms

THE CONVERSATION

Academic rigour, journalistic flair

<https://theconversation.com/au>

For anyone interested in the growth of The Conversation's unique form of global journalism there has been some interesting coverage this week. In a piece from the Nieman Lab, Shan Wang writes that The Conversation has found its place as an antidote to shrinking newsrooms and "bite-size takes on news".

Meanwhile US editor Maria Balinska has written a blog for the Knight Foundation about the first year of The Conversation US, during which the team commissioned and published 1,491 articles from 1,382 authors that garnered more than 30 million reads. Writes Balinska: "One of our proudest achievements has been how our content is being republished – under a Creative Commons licence – by national publications such as Fortune, Newsweek, Time and The Washington Post."

Since it was launched in Australia in 2011, The Conversation has expanded to the UK, the US and Africa. Further expansion is expected to be announced in coming months and we'll keep you posted on our progress.

From The Conversation's website: We believe in the free flow of information. We use a Creative Commons Attribution NoDerivatives licence, so you can republish our articles for free, online or in print. The Conversation has a monthly audience of 2.6 million users, and a reach of 23 million through Creative Commons republication.

And in answer to the question Who are we: The Conversation is an independent source of news and views, sourced from the academic and research community and delivered direct to the public. Our team of professional editors work

with university, CSIRO and research institute experts to unlock their knowledge for use by the wider public. Access to independent, high-quality, authenticated, explanatory journalism underpins a functioning democracy. Our aim is to allow for better understanding of current affairs and complex issues. And hopefully allow for a better quality of public discourse and conversations.

We have introduced new protocols and controls to help rebuild trust in journalism. All authors and editors sign up to our Editorial Charter. And all contributors must abide by our Community Standards policy. We only allow authors to write on a subject on which they have proven expertise, which they must disclose alongside their article. Authors' funding and potential conflicts of interest must be disclosed. Failure to do so carries a risk of being banned from contributing to the site.

Since our launch in March 2011, we've grown to become one of Australia's largest independent news and commentary sites. Around 35% of our readers are from outside Australia.

We believe in open access and the free-flow of information. The Conversation is a free resource: free to read (we'll never go behind a paywall), and free to share or republish under Creative Commons. All you need to do is follow our simple guidelines. We have also become an indispensable media

A Great Men's Shed

The GREAT Gisborne Gazette is apparently into the Men's Shed movement in a big way. An article in the free commercial Midland Express explained, "the recent grand opening of GREAT Gisborne Gazette Men's Shed was an overwhelming success with a huge attendance from the local community - a delicious barbecue lunch provided before the official opening was a festive start to the afternoon."

The article also described the facility as one of the world's best men's sheds! And the credit for the new facility was attributed to, "the Men's Shed team, Macedon Ranges Health and The GREAT Gisborne Gazette."

The GREAT Gisborne Gazette hosted a visit by CNAV members after the 2014 CNAV conference – a GREAT experience for those who attended.

MIDLAND EXPRESS



Patron of the Men's Shed Association Prof Barry Golding prepares to cut the cake!

One of the world's best men's sheds

The recent grand opening of GREAT Gisborne Gazette Men's Shed was an overwhelming success with a huge attendance from the local community - a delicious barbecue lunch provided before the official opening was a festive start to the afternoon.

Special guest, Australian Men's Shed Association patron, Professor Barry Golding, claimed after visiting sheds all over the world that the Gisborne Men's Shed was one of the best and the establishment of this new facility was an extraordinary achievement for the Men's Shed team, Macedon Ranges Health and the GREAT Gisborne Gazette.

The building the new shed is housed in started out as a depot for Western Water. It was then revamped to accommodate the local operations of Thines Construction, then refitted as an office for Macedon Ranges Health and has now

been renovated to become a state-of-the-art Men's Shed facility.

The Men's Shed now has a magnificent workshop but the Men's Shed is not just a workshop. It's a place for men to connect with the broader community after being outside it for most of their waking hours during a lifetime of work. The site has meeting room and kitchen facilities to support fellowship and discussions.

It is a place where they construct projects which are of value to the broader community. But more importantly, it's a safe place for them to congregate, to communicate, to exchange experiences and talk about issues affecting their health.

The Gisborne Men's Shed meets Mondays, Wednesdays and Thursdays mornings at 10 Lyell Street Gisborne. Call in and visit the Men's Shedders and see what all the fuss is about.

resource: providing free content, ideas and talent to follow up for press, web, radio or TV.

Marketing your Community Newspaper

If anyone has marketing ideas, big or small, Roundabout would love to hear of them. Advertising a product is a constant theme across sport, across politics and even across community newspapers. In some regions, community newspaper editors and publishers are regular guests on radio programs, enabling both their community and community events to reach a wider audience whilst also promoting the existence and virtues of their publication. And there are other marketing ideas as the CNAV

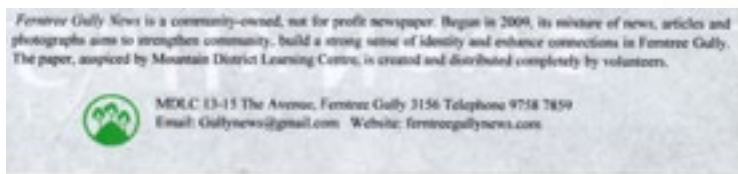
committee saw at the last meeting

Ferntree Gully News editor Anne Boyd had a simple bookmark that had been created by her team. Its message is unmistakable – and effective. And it can then be used in other logo-creating ways.

And, the Knox group of community newspapers has some communal advertising going on as we have seen in an earlier article in this Roundabout.

CNAV Website

As reported by email to members, and on the CNAV Facebook page, the CNAV website has further woes – being hacked for a second time. Being without a “shopfront” is inconvenient at best, and disastrous at worst. Work is continuing to redress the problem and gain an understanding of the issue.



Meeting with Jeremi Moule

A meeting on the 34th floor at 121 Exhibition Street allowed CNAV representatives Mick Bourke and John Ellis to discuss the present situation of state government advertising in CNAV member papers with the Strategic Communications Unit. Jeremi is Executive Director of this unit, which is located within the Department of Premier and Cabinet. As Jeremi and his team had only moved into the high rise address at Southern Cross Towers four days before the meeting, they were not well-known to the impressively efficient security team and for some time it looked like the meeting wouldn't be possible. Fortunately, things sorted themselves out and the planned discussion took place.

State government advertising in CNAV papers since the June meeting was reviewed, as was the advertising during the 2014/15 financial year. The analysis showed some alarming

statistics. The full 2014/15 financial year saw the placement of 155 ads in CNAV member publications, principally fire season ads. The fire ads had been “put out” by January so the last 5 months of the financial year saw only 10 ads placed statewide, and since 1/7/15 only another 3.

A further breakdown of the figures showed 27.8% of our member newspapers received no state government advertising between 1/7/14 and 10/9/15. A handful of CNAV member publications don't publish advertising as a matter of policy, but a handful doesn't equate to 27.8%. And in the same period 79% of CNAV members received no more than two ads.

It was pointed out by Jeremi that state government advertising has been reduced and lately has been down by as much as 65% on a month to month

basis. But campaigns are imminent, not only for the fire season but for summer heat and water safety.

A further meeting is being planned pre-conference, this time with a representative from Dentsu Mitchell (since July 1st, Mitchell and Partners is no more – an acquisition by Dentsu Aegis Network has resulted in a re-branding of Mitchells, hence Dentsu Mitchell).

Another outcome of the meeting is that CNAV is to acquire a wall map showing graphically the location of each of our members along with their distribution areas. The data supplied by each member in either their membership application or membership renewal will provide the basic data for this map – work on this has begun already. Another reason to keep your publication's data provided to CNAV up to date!

Roberta makes The Age

A September 12th Age carried an article that would trigger some memories for those of us who followed the closure of French Island's community newspaper - The Pinnacle. And it evokes memories of the CNAV committee meeting held on the island a few short years ago. It picks up the story of the imminent sale of a French Island property by Roberta Esbitt and her husband. Roberta is well-known to CNAV members because of her involvement in The Pinnacle, a frequent CNAV award winner.

The advantages of life on French Island were outlined by the Age, "Just 60 kilometres from the bustle of Melbourne's CBD, the 15-minute

ferry ride to French Island feels like "you're leaving your troubles behind". It's a place that's like another planet, says Ms Esbitt fondly of her home, where the locals take their own rubbish to the tip, live off the grid on solar power and where there's no doctor or policeman to be found."

There is also an accompanying

video on the Age site, <http://media.theage.com.au/property/domain/life-on-french-island-6840854.html>



CNAV Committee

The September meeting of the committee filled the book-lined room at Borderlands, with Anne Boyd joining the discussion for the first part of the meeting. Anne is well known in CNAV circles and will be playing a big part in the 2015 conference, so was helping to review the conference planning. The finer details of the conference weekend occupied much of the meeting but time was also spent on reviewing the financial and membership reports, on planning an approach to the website problems, reviewing the state

government advertising situation, reviewing a proposed contract for the CNAV/Broker relationship and discussing and adopting policies and procedures relating to volunteers and induction.

The next CNAV committee meeting will be on October 10th shortly after the AGM, the main business being the filling of executive roles after the election of committee members. It is important that CNAV moves into the post-conference period with a leadership team in place.



CNAV's Facebook

Are you missing the articles and discussions on the CNAV Facebook page? And the opportunities to communicate with other CNAV members, and to publicise your publication to other CNAV members?

Recent postings have been some of the items in this Roundabout, but also access to publications like the latest New Woodend Star and The Waterline News. There's an interesting post about the perils of community associations dealing with VCAT – all resulting from a lack of consultation between a city council and a small community over a service station permit.

CNAV's Facebook page is only available to members – but if your paper is a member you can have more than one person become a CNAV Facebook member. The advantages could be enormous.

Contact Marina Cook on marinacook2105@gmail.com to request membership if you aren't there already – miss out no longer!

Next Roundabout due October

Any items or snippets of interest for Roundabout should be forwarded to John Ellis goldenpoint2@bigpond.com or Tim Croucher timo_840@hotmail.com