From the Style Manual Working Group (SMWG)
Society of Editors WA (SOEWA)

Comprising: Michèle Drouart, Satima Flavell, Helen Renwick, and Ilsa Sharp.

PREAMBLE

SMWG’s inaugural meeting was 4 pm–6 pm, Thursday 29 January 2015,
At Ilsa Sharp’s home, Bentley, WA.
All SMWG members present.

**Background:** This working group arose from SOEWA’s networking meeting and workshop for the general membership on 21 October 2014, ‘Still Defending the Barricades? The national Style Manual dilemma’. SOEWA subsequently formed this informal Style Manual Working Group, comprising four volunteers who put up their hands at that workshop to do some follow-up. (See Appendix 3, report on the workshop in SOEWA’s newsletter Bookworm, November 2014 issue). The SMWG has met only once, on 29 January 2015, but has conducted its business otherwise via email and phone.

**Goals:** SOEWA SMWG’s chief goal as defined by itself, was to produce a position paper presenting a range of researched options and opinions on the future of the Style Manual, for consideration both at SOEWA and IPEd levels, as preparation for the formation of a national Style Manual committee. This working paper is the result.

It should also be noted that this working group expects to have an inbuilt ‘sunset clause’ on its own existence, aiming to close its own work by/before the May 2015 national IPEd conference and to hand over to a more formally constituted expert committee at the national level.
Key Points Emerging from the SMWG Discussions

**Bottom Line:** The Style Manual (6th edition) has not been revised for 13 years and no longer commands government support, particularly financial support (see Appendix 2 on History). The SMWG was agreed that the manual was now outdated in many respects, and perhaps more seriously, that it might also soon disappear completely if no reprints are planned, if stocks are dwindling, and if no online or electronic edition is planned, all of which seem likely scenarios.

However, SMWG was also agreed that the core of the manual remains valid (i.e. not necessarily in need of revision) and solidly useful, especially as a professional benchmark for new or young editors just starting out in their careers. That core remains worth preserving, in some form, probably online.

It was also obvious to this working group that any re-issue of the manual as a print book (which would have to include at least some tacked-on new chapters to fit the demands of new electronic media and other changing contemporary editing standards), would be an enormous venture, and prohibitively costly. Financial sponsorship does not look likely to be forthcoming from either government or the currently cash-strapped universities.

More importantly, considering the rapidity of change in electronic media and even in editing standards today, any new print edition would likely go out of date almost as soon as it was published. As one member of the SMWG (Helen Renwick) put it: ‘If we managed to produce a seventh edition, a new generation of SoE members would face the same issues in a very few years, when the eighth edition was needed.’

The SMWG felt that the Style Manual probably could not and should not be re-issued as a 7th edition print book, but that its survival in some other form was still important to the profession.

**Government needs to be brought on board for the future of the Style Manual.**

While post-modernism has made monolithic, benchmark standards unfashionable (and anarchy quite fashionable!) nonetheless most developed western nations do still have a national style guide that has been adopted or endorsed by government—Canada, New Zealand, the UK and the US, for example (although SMWG cautions that its exploratory research into these overseas style guides is incomplete at this stage):

- **Canada:** *The Canadian Style*, issued by Termium Plus, which is the Government of Canada’s terminology and linguistic data bank under the Public Works and Government Services unit; first edition 1997 (with earlier predecessors), revised 2007/2008, possibly now also online and apparently again revised (possibly only online) in 2012. [http://www.btb.termiumplus.gc.ca/tpv2alpha/alpha-eng.html?lang=eng](http://www.btb.termiumplus.gc.ca/tpv2alpha/alpha-eng.html?lang=eng)
  See Linguistic Reminders and Recommendations button on left-hand menu.

• **New Zealand**: *The Govt.nz style guide*—all online [www.govt.nz/about/our-style-guide](http://www.govt.nz/about/our-style-guide)
   Possibly the least developed of the style guides for the four countries listed here.

• **UK**: *Style Guide*—Gov.UK. There may also be a print version, SMWG is not sure of this yet. This guide seems to have been initiated in 2007.

   Additionally (or possibly this is the same publication), there is the *GOV.UK editorial style guide* (2012), accompanied by a blog explaining more about it, published by the Cabinet Office branch named the Government Digital Service: [www.gov.UK/government-digital-guidance/content-publishing](http://www.gov.UK/government-digital-guidance/content-publishing) and [https://gds.blog.gov.uk/2012/07/02/gov-uk-editorial-style-guide/](https://gds.blog.gov.uk/2012/07/02/gov-uk-editorial-style-guide/)


In Australia, there is already considerable divergence from centralised standards among the many different government departments, each with their own style guides.

But as one member of the SMWG (Michèle Drouart) has said: ‘It has been a major achievement within Australia over the past six decades that the same high standard of writing and editing for publication has been nationally recognised so that consistency has been maintained.’

The question now is, just how committed to that traditionally high standard are the government, the professional editing, the academic and the education communities, to name only the key stakeholders?

It is also an open question as to how much influence a style manual could exert on national standards without endorsement from government, and possibly also from a range of major corporations, NGOs and other public institutions.
Key Recommendations for Further Action

1. For the professional editing community to formally accept (via a motion at IPEd national conference, May 2015?) that probably the only way forward for the Style Manual is for it to go digital/online/electronic in some form, if it is to survive at all; change is inevitable, and the print version is unlikely to survive.

2. To approach John Wiley & Sons asap to discover whether there are any plans a) to reprint SM, b) to digitise, go online or make the manual available as an e-book, c) to let the manual go out of print (and if so, by when, and what is the current stock position?). If Wiley has no plans, to negotiate with them ways of putting the manual online, and/or of making pdf versions of key chapters available for purchase; the editing community would need to move immediately to ensure preservation of the 6th edition manual in online/digital/electronic form.

3. To go ahead asap with Editors Victoria’s proposed survey of state society members’ views on the existing 6th edition Style Manual and its future. SOEWA SMWG is happy to assist in this process (see Appendix 1, re suggested questions for incorporation into the survey).

4. For IPEd to pass a motion at the upcoming national conference in Canberra (May 2015) to indicate its own commitment to prioritise the Style Manual issue immediately after its own restructuring has been effected; and for IPEd to set up a national Style Manual committee, comprising state branch reps, and other experts and interested parties, e.g. from government, publishing, universities etc. It will be important to ensure that experienced IT and electronic media experts are included on this committee, which is likely to have to deal with a host of technological issues, given that the way forward appears to be digital and web-based, online.

5. To canvas the original sponsors, Department of Finance/Australian Government Information Management Office. In-depth discussions are needed with government about the importance of the Style Manual on the national level, and to what extent government would get involved with, or would endorse, its re-issue in whatever medium or format—this includes simple involvement, e.g. in the form of a government representative on an IPEd Style Manual committee etc, not necessarily or solely financial involvement. It needs to be conveyed to government that a style manual is a national concern, not one restricted to the professional editing or academic communities.

6. To create a new Professional Resources section on the state society and IPEd websites that will regularly and interactively (Q&A etc) discuss specific style issues, post relevant papers and articles, and list other style guides, resources etc. Linkage with a selection of government/departmental style guides should also be sought for this site. This dynamic site will build on the legacy of the Style Manual. The site will require careful moderation, and archiving; the moderator function could perhaps be allocated to willing individual members on rota (there are volunteers on this SMWG), if it cannot be funded as a permanent paid role (the ideal for the future?).

7. **To canvas interested parties and participants, and distinguished persons, for ideas and opinions on both past, present and future issues, and record these ideas:** e.g. Assoc Prof Pam Peters, Professor of Linguistics, Macquarie University; Loma Snooks, Snooks & Co; Editors.

8. **To continue researching and documenting the development and history of the Style Manual, where relevant to current and future directions.** For example, following are other materials that may need to be accessed, and questions to be asked:

   To obtain: copies of the original Expression of Interest document (2010), as well as the government invitation and other related correspondence of that time.

   What are other state societies besides SOEWA doing (or what have they done since 2002) about the Style Manual, if anything? It will be necessary to coordinate all efforts, and to avoid duplication.

   Who were the parties in the IPEd consortium for the 2010 Expression of Interest when government last looked likely to start a tender process for the Style Manual?

   Who sat on the former ‘National Editing Standards Working Group’ (2002—Macquarie University-based?) that worked on the last, 6th edition Style Manual of 2002—was it part of IPEd, does it still exist?
Appendix 1

Some suggested questions for the proposed Editors Victoria survey of state society members—all questions refer to the existing 6th edition of the Style Manual unless otherwise stated:

- Which parts of the Style Manual do you consult most often?
- Are there parts of the Style Manual that you never use? If so, which parts?
- If you had to name one section/aspect of the Style Manual that you most dislike, which would it be, and briefly, why is that?
- Briefly, what is it that you most like about the Style Manual?
- Do you think the design, layout and appearance of the Style Manual is currently satisfactory, or would you like to see changes? If the latter, explain in one sentence.
- What are the key areas of professional practice on which you would most welcome additional guidance?
- Would you be happy with an online-only 7th edition of the Style Manual?
- Would you be interested in seeing a well moderated, continuously updated, and interactive ‘Professional Resources’ area on society websites, which would discuss specific style issues, inform you about key resources, handle Q&A sessions, and post relevant papers, articles and discussions, in place of or complementary to a new edition of the Style Manual?
- How important is it to you to keep a print edition of the Style Manual? (Very/Quite/Not at all/Not sure).
- Do you think a) the entire Style Manual needs revision, or b) just some additional chapters on new electronic media and other contemporary issues would be enough?
- What do you think is the main role and purpose for a national Style Manual? Is it important to have one?
Appendix 2

History/Background:


In 2002, it was published by John Wiley & Sons Australia Ltd. It was marked copyright of the Commonwealth of Australia. The client agency was the federal government’s Department of Finance and Administration. Revision was attributed to Snooks & Co, under a team led by Loma Snooks.

The (2002) production procedure adopted a teamwork approach, allocating specific chapters to individual authors. Other contributors then reviewed the drafts. The 10-person team included Associate Professor Pam Peters, Professor of Linguistics at Macquarie University, and member of the Editorial Committee of Macquarie Dictionary etc.

There was also an external review panel which reviewed the second draft extensively. There was also liaison with government on topics such as parliamentary compliance, and awards and national symbols (Department of PM and Cabinet); accessibility strategies (Department of Family and Community Services; government metadata and record-keeping requirements (National Archives of Australia), and privacy (Office of the Federal Privacy Commissioner); standards and measurements (National Standards Commission); copyright and intellectual property (Attorney-General’s Department).

Other reviewers dealt with topics such as international numbering systems (National Library of Australia); inclusive language and Aboriginal issues (Aboriginal and Torres Strait Islander Commission, ATSIC); tables formatting (Australian Bureau of Statistics).

There were many other contributions, not least by the National Editing Standards Working Group, and by many general public inputs on the earlier 5th edition (1994).

Key differences between the 5th and 6th edition in terms of both content and considerations were highlighted in the 6th edition’s Introduction as follows:

- The Internet revolution
- New, digital, publishing and printing technologies
- Changing trends in language within Australia
- ‘A more multicultural and global outlook that recognises the influence of the Internet on publishing.’
- The boom in information documents, both public- and private-sector, and a trend to outsourcing of their publication and production, requiring more education of laymen on publication project management techniques.
According to IPEd’s own website (News, search for Style Manual—see References/links below), as posted on 3 December 2010, the Department of Finance and Administration issued an invitation for expressions of interest in revising the 6th edition SM, ‘well before’ the federal election of 2010 was called. IPEd put in a submission, as part of a consortium. But nothing has proceeded since then.

IPEd says a letter was received from the Department of Finance and Deregulation on 12 October 2010 stating that the Department had decided not to proceed to Phase Two, Request for Tender.

IPEd wrote to the Department for clarification, to which the Department’s response, in November 2010, was that it recognised ‘that the current edition of the Style Manual is due for review’; it stated that the Department had ‘begun this process’, adding, ‘Finance is currently investigating a range of issues relating to the future of the Style Manual, many of which were raised in the requirements of the Expression of Interest. For example, we need to consider the future format of the Style Manual and all the opportunities and challenges associated with moving the Style Manual online. Finance is also assessing the Government’s requirements from the Style Manual, as this remains the key purpose of the publication.’

However, according to a Department of Finance paper of January 2012 (Review of the Operational Activities and Structure of the Australian Government Information Management Office, AGIMO) by Helen Williams AO, the SM publication falls under the Department’s Online Services Branch’s, Web Policy and Advice section (p. 42 onscreen).

This paper states that the ‘Australian Style Manual’ was previously published by the Australian Government Publishing Service, and was last updated in 2002 at the cost of approximately $0.8 million.

The paper further comments (pp. 44–45 onscreen) that,

‘The Style Manual is a commercial publication that is not available electronically and, again, it has little relevance to AGIMO’s responsibilities. The Online Services Branch is currently considering options for the future including possible outsourcing as a commercial proposition. This consideration should also include the option of discontinuing production of the Manual.’

This opinion is repeated on pp. 46, 47 and 72 onscreen of this paper.


It would appear that government has permanently shelved the SM revision, or put it in the ‘too hard’ basket.
Appendix 3

A government employee's blogpost (Craig Thomler)

THURSDAY, JANUARY 31, 2013

When I joined the Australian Public Service in 2006, one of the first manuals I was made aware of was the Style Manual: For Authors, Editors and Printers.

The Style Manual was the bible for communications professionals and senior executives in the APS, containing detailed advice on how to plan, design, write, structure, edit and publish content that met the standards expected of Australia’s Government.

The Style Manual was, for the most part, practical; clearly and concisely written while covering a vast range of material in a relatively short 550 pages.

From my perspective the Manual only had one major flaw - it was a print-only publication with a price tag for purchase ($44.95).

What this meant, in practice, was that agencies never had enough Manuals to go around.

While Communications team always had quite a few, and many senior executives had their own copies, many people across departments, who wrote policy, program documents, business cases and other materials for a living, didn't have ready and ongoing access to a Style Manual.

Sure the price wasn't that much (and many people bought their own), however when an agency has hundreds or thousands of staff who could benefit from access to the Style Manual, the cost quickly added up.

Another issue caused by the print-only nature of the Style Manual was the speed at which it updated.

At the time I joined the public service the latest edition, the 6th, was four years old. It was already out-of-date due to rapid changes in web communications. Now the 6th Edition of the Style Manual is over ten years old, it is far out of touch with modern writing approaches and channels.

The first Style Manual was published in 1966 and, on average, editions had been published every six years. That may have been fine in the 'old days' when there were three mass media and before desktop computers and the internet, however it fails to meet the speed of change today.

So I was please earlier this week to see that the Australian Government was going to be going to market to update the Style Manual. However, when I looked into what was initially proposed I was concerned:

The Department of Finance and Deregulation (Finance) is preparing for an approach to market in mid 2013 seeking to form a joint arrangement with a suitably qualified provider to develop, publish and distribute the 7th edition of the Style manual for authors, editors and printers (Style manual).
Phase 1 of the project involves consulting with industry in order to explore and better understand potential business models under which the 7th edition could be produced, published and distributed. Finance is particularly interested in business models where the provider recovers development costs through collecting revenue from selling the Style manual, rather than Finance providing the capital to develop the 7th edition. Government News summed up the situation well in their article, Paywall to surround official government Style guide.

I believe it is time for a rethink of how the Style Manual is constructed, managed and distributed, matching the modern technologies we now have.

Here's my proposal.

**Let's crowdsource the Style Manual**

The principles under which the government Style Manual should operate, in my view, are as follows.

The Style Manual should be:

- developed by the people who most understand it and need it - development of the new edition should involve writing and media experts, but also should involve the people who use these mediums for government every day, the users of the current 6th Edition Style Manual. Many of these people have suggestions for improvements and ideas for extensions to the Manual which aren't commonly captured or respected in a centrally managed updating process.
- readily available - to all government officials and to all organisations and individuals who engage or contract with government on the platform and in the place of their choosing.
- continually current - a 'living document', updated on an ongoing basis to reflect changing communication channels and language usage.
- relevant - a communal document, with communications specialists (particularly those in government who rely on it) able to participate in its development and ongoing updating so that it addresses their needs and reflects best practice, prompting engagement and use.
- accessible - meeting the WCAG 2.0 AA accessibility standards
- useful - providing examples, templates and allowing people to pose challenges and respond with advice and ideas in an active communal way.
- open and transparent - the style guide should support and reinforce the government's stated open government agenda.

On this basis, I see the 'native' format being a cross between a wiki and an online community, a living Style Manual where people can search for and reference all the content, plus additional examples and templates that cannot be delivered effectively in a print publication.

Every piece of guidance in the Style Manual would support a discussion, with the community of public servants able to ask questions, debate points of style and offer improvements, which could be implemented through a managed consensus and voting approach.
To support people who needed an offline Manual, or who prefer a printed version, regular (perhaps annual) print versions could be released from the website for departments and other organisations to print (at their own cost or via the site) as books or distribute as ebooks across mobile platforms.

If a revenue model is critical, perhaps the site can charge government departments - not individuals - an annual subscription fee based on their headcount. With around 260,000 public servants, a charge of $2 per head would be more than sufficient to cover the running costs of the site, meaning a large agency with 20,000 staff would pay only $40,000 for an annual subscription for all staff, equivalent to buying 800 copies of the current 6th Edition Style Manual book (one book per 25 people), while a smaller 500 person agency would pay only $1,000 per year.

This subscription fee would allow full access to the online Style Manual and the right to print as many copies as they chose (at their own cost), as well as including full access to enewsletters and the ability to both suggest edits to the guide and to participate in the community, asking and answering questions related to ‘gray’ areas in style.

Outside organisations may be able to pay for this access as well, at a higher rate.

In summary, we need a government Style Manual. It provides a basis for standardisation of language and common understanding within and without government.

It needs to always be current and accessible, to engage and support the community by going beyond what a book or website can do by fostering a community of communicators within government - whether they use paper, video, voice or the web as their mediums for communication.

We have the technology today to do this in a cost-effective and managed way. It doesn't require a book publisher or distributor to achieve this goal. In fact these companies are often the worst placed to deliver the outcome as they are tied to legacy investments.

Finally, we need the Style Guide to demonstrate and support the government's open government agenda - something a book publisher, seeking profits, would be disinclined to do.
Appendix 4

Report on SOEWA’s Style Manual Workshop, 21 October 2014 – from Bookworm, November 2014:

The need for a new Style manual

The Style manual, supposedly an editor’s most trustworthy resource, was the topic of discussion at the society’s 21 October networking meeting. At the end of the night one thing was clear: we need a new edition.

Under the leadership of experienced editors and long-time members, Jan Knight and James Hansen, attendees began the evening finding grammatical mistakes and inconsistencies in print advertisements. But what was an error for one member was considered modern usage by another. The variety of ways you can mind your P’s and Q(s) provoked at least five minutes of debate.

We turned to the Style manual, but I got stuck on page ii which states that our current edition, the sixth, was published in 2002. In twelve years we’ve seen the rise of digital publishing, a huge increase in writing for the web, and a brand new use for the hashtag, just a few of the issues the Style manual doesn’t account for.

I know editors who never learned the proofreading marks laid out in the appendix (it’s been well over a year since I last used them). When our touchstone is so out of touch with the evolution of the English language and its common usage, it’s difficult for editors to defend the rules that still have value or to demand standards of fast-paced contemporary publishing.

Attendees agreed that the Style manual needs updating but how and when that will happen is a real problem. The sixth edition was prepared by a team lead by Loma Snooks for the then federal Department of Finance and Administration. A tender to revise it went out three years ago but there was no forward movement and the current Department of Finance has displayed little interest in taking it up again.

Other departments have acknowledged the deficiencies of the sixth edition by creating their own style guide supplements – some of which are at least sixty pages long. A seventh edition could ensure consistency and quality from all government publications and be an authoritative resource in the private sector.

The value of a new Style manual might be seen if it answered the call for greater accessibility in publications, particularly those on the web. Accessibility guidelines, which state the rules for formatting text so that it can be read aloud by screen readers are currently fulfilling some of the functions of the Style manual but they are lacking when it comes to spelling, grammar and punctuation.
IPEd could lobby government and corporates for a seventh edition but only after the transition to direct membership. We cannot expect IPEd to tackle a revision for at least another nine months (not unless they get more volunteers). IPEd could look to the universities or the publishing industry to fund a seventh edition, but would such a Style manual lack authority? It may be less likely to be adopted by the very institutions that need it.

The general consensus at the meeting was that we cannot let this issue be forgotten. The society’s committee will propose that the IPEd council make the revision of the Style manual its first priority once this period of transition is over. Four members indicated interest in exploring this issue further. After the meeting they formed themselves into an informal working group. Well done, Michele Drouart AE, Satima Flavell, Helen Renwick AE and Ilsa Sharp. We look forward to your findings.

Thank you to Jan Knight, James Hansen and all 21 members who attended for the fascinating discussion. Many great ideas were raised – editors are nothing if not passionate.

*Brittany Woodhams is a freelance editor and a society committee member.*
References/Background:

IPEd post on SM revision, 3 December 2010:
http://iped-editors.org/News_and_events/View_News/Featured_News_Item_1.aspx

November 2014 Bookworm report (SOEWA) http://us6.campaign-archive1.com/?u=14bad99600fc7072a44854b7c&id=69d601d969&e=c228210876


Page from current Department of Finance website describing the scope of work of AGIMO (the Australian Government Information Management Office).

Department of Finance paper of January 2012 (Review of the Operational Activities and Structure of the Australian Government Information Management Office, AGIMO) by Helen Williams AO,

Australian Style:
Formerly at Australian Government Publishing Information, Web Guide webpublishing@finance.gov.au
but it seems that government participation in this publication ceased in 2007 (1992–2007) and it reverted solely to Macquarie University Linguistics Department, Faculty of Human Sciences. It is now the Department’s biannual newsletter. One section of the site features ‘Australian Style’, a blog on English in Australia, published by linguistics experts and apparently supported by the Australian Government Information Management Office (AGIMO), hosted by Macquarie University:
http://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_human_sciences/linguistics/linguistics_research/a-z_research_list/australian_style_blog/

Other links for this:
covers issues in Australian style and the use of English in Australia, and invites feedback from the Australian public on topical points of usage.
http://www.humansciences.mq.edu.au/

Contact: Adam Smith, Macquarie University:
Ph: 02 9850 8773, Fax: 02 9850 9199; Email: adam.smith@mq.edu.au;
Post: Linguistics Department, Macquarie University, N. Ryde, NSW 2109.
(example of useful style guides that can be linked to a Professional Resources area on society website).

Copyediting (US)
http://www.copyediting.com/home
(another example of useful style guide sites that can be linked to society websites).

Abbreviations used in this working paper:

AGIMO = Australian Government Information Management Office.
IPEd = Institute of Professional Editors
SM = Style Manual
SMWG = Style Manual Working Group
SOEWA = Society of Editors WA.

This report was drafted by Ilsa Sharp, incorporating inputs from Helen Renwick and Michèle Drouart. Ilsa expresses her sincere thanks for these valuable inputs, and for the Working Group’s dedication of personal time to this report.