



**ON THE ROAD,  
OFF THE PAGE**

smart moves in the new media age

**12TH ANNUAL FREELANCE JOURNALISM CONVENTION**

Join the largest gathering of Australia's independent media, where freelance journalists meet to make new contacts and update professional skills

Convention: Thursday March 19 – Friday March 20, 2009  
Telstra Conference Centre, 242 Exhibition St, Melbourne  
<http://freelance.alliance.org.au>

**NETWORK, LEARN AND BE INSPIRED**

Welcome drinks Wednesday, March 18 at Trunk  
With **guest speaker Bruce Guthrie**

Dinner Thursday, March 19 at Café Italia  
With **guest speaker John Silvester**

**Weekend training sessions**  
Saturday March 21 and Sunday March 22  
RMIT University

#### **DAY ONE: THURSDAY MARCH 19**

##### **Plenary sessions: Main Auditorium**

**8.30**  
**Registrations**

**9.00**  
**Welcome**  
**Chris Warren**, federal secretary, Media Alliance

**9:05**  
**Freelancing the Future: Aussie context**  
**Chris Warren**, federal secretary, Media Alliance  
**Margaret Simons**, freelance journalist and author

Chris and Margaret will discuss the future of journalism, how it is changing, with particular reference to how the changes will affect freelances. Clearly, with more full-time journalists taking redundancy, there may be more competition for freelance work. But savvy freelances who are tech-smart, and can specialise in niche areas, perhaps like hyper-local journalism or other topics, will find themselves in demand, especially if they can produce work not just for print but particularly online. And more importantly still, freelances will have to brand themselves smarter and develop social networking skills in order to maximize their exposure.

**9.35**  
**Keynote: Investigating the future of freelance**  
**Mark Schapiro**, editorial director, the Center for Investigative Reporting

Mark will talk about the opportunities for freelance journalists, particularly in the area of investigative journalism which has been under-funded by major media employers but, if pursued cleverly by freelancers will help improve their marketability.

## 10.10

### Panel with Q&A

#### **Guns for hire: freelancers are the future**

**Stephen Mayne**, *The Mayne Report* (CHAIR)

**Mark Schapiro**, editorial director, the Center for Investigative Reporting

**Margaret Simons**, author, *The Content Makers*

This panel will examine how freelancers must adapt to the changing environment in order to take advantage of the opportunities presented by technology. Also, how freelancers are a likely roadmap for the future of journalism as roving funds for hire, ready to tackle subjects that big media groups overlook or cannot tackle.

## 11.05 Morning Tea

<b>Plenary sessions: Main Auditorium</b>
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## 11.30

### **NUTS AND BOLTS: Your questions answered**

Media law to tax and finance, business tips and using the Alliance: advice directed by your questions.

- Avoid being ripped-off
- Customising the model contract
- Negotiation tips
- Digital rights

Featuring:

**Peter Bartlett**, partner, Minter Ellison Lawyers

**Danny Lustig**, partner, Lowe Lippmann accountants

**Karen Pitt**, Copyright Agency Limited

**Colleen Sells**, Media Super

This is where freelancers – or those considering going freelance – get the chance to ask experts about important aspects of their job: what recourse do they have against non-payers? What about tax and copyright issues? What is the most efficient way to save for the future?

- The stimulus package and how it reinforces the need for freelancers to file a tax return to potentially benefit from it; including a co-contribution, if eligible; also how salary sacrificing has the potential to decrease your taxable income.
- Ensure your fund has your TFN to minimise the amount of tax you could owe.
- Monitor investment markets to ensure you have the investment option suitable for your needs; also do you have adequate contributions going in to ensure you have money invested to garner returns?
- You may not necessarily be eligible for the SG, so either incorporating an extra 9% into your freelance rates (not always possible in getting extra \$ from a publisher especially in this tight economic climate) and putting an amount away ensures you will be effectively saving for the future.

## 12:30 Lunch

## Breakout workshops: three streams

1:30

### Workshop 1A: Main Auditorium

#### **Guerilla Freelancing: How to come out on top despite economic turmoil**

**Alison Aprhys**, freelance writer and photographer

Suddenly there are a whole lot of new freelancers on the block and they all want to know the secrets to success. Alison will be taking you through the fundamentals – how to pitch stories and build relationships with commissioning editors, how to build one's own brand, how to manage one's time most efficiently.

*Or*

1:30

### Workshop 1B: breakout room 1 (TBA)

#### **I am the brand – Marketing for more advanced freelancers**

**Stephen Mayne**, maynereport.com

**Kevin Jones**, OHS consultant and freelance writer

The accepted wisdom among those people paid to watch the industry change is that in the future a writer's individual brand will become more important. But how do you build a brand without the support of a major media organisation? This session will help freelancers learn the basics of building networks using online tools such as a blog, or through social networking applications such as Facebook and Twitter.

*Or*

1:30

### Workshop 1C: breakout room 2 (TBA)

#### **Performance consultant: How to get more out of yourself**

**Kate James**, director of Total Balance

When you are freelancing for a living, it's a 24/7 occupation. Kate will be talking with people who want to know how to manage their time and resources more efficiently, how to achieve a better work-life balance. She'll also be talking to people who have recently made the transition to freelance journalism and need to identify their key skills and build the confidence needed to flourish in a competitive world.

## 2.45 Afternoon Tea

## Plenary sessions: Main Auditorium

3.14

### **On the road: Gear, gadgets and guts**

**Sophie McNeill** (via satellite), freelance videojournalist and 2008 Young Australian Journalist of the Year

**John Martinkus**, freelance videojournalist

**John Andersen**, roaming journalist, the *Townsville Bulletin*

New advances in technology mean that journalists can take their show on the road – literally. The purpose of this session is for speakers to share their insights into getting and selling stories while working as a sole trader. They'll be talking about the technology they prefer and giving tips on how to survive while going that extra mile for a killer yarn.

4.00

**Break out sessions**

**Workshop 2A: Main Auditorium**

**Extreme filing**

**Courtney Crow**, founder, [explorergirls.com](http://explorergirls.com)

**John Martinkus**, freelance videojournalist

Speakers reveal the most improbable places they have filed from and what sorts of gear and gadgets the budding freelancer needs before feeling well-equipped to take on a life on the road. They'll be sharing their insights and fielding questions from freelancers with the urge to report from the ends of the earth.

**Workshop 2B: break out room 1 (TBA)**

**Sub-editing tips**

**Alison Cassar**, *The Age*

**Louise Robson**, the *Herald Sun*

As we all know, a lot of subs can write but very few writers can sub. But still, nothing impresses an editor as much as clean copy – especially if you are a freelancer. Alison and Louise will be sharing their insights and tips about the most common bloopers and how to avoid them.

**Workshop 2C: breakout room 2 (TBA)**

**Get paid to travel**

**Tim Richards**, freelance travel writer including *Lonely Planet*

It's the world's best job. Here's a chance to hear a few yarns about some of Tim's favourite commissions: where did his ideas come from and how did he sell them? This audience will be keen to hear of some of the pitfalls awaiting the intrepid travel writer and how best to avoid them. He'll also be talking about the do's and don'ts of the travelling life.

**5:00 End of day one**

**Day Two: Friday March 20 2009**

**Plenary sessions: Main Auditorium**

**9.00**

**Keynote: Freelancing in Baghdad**

Colin Freeman (via satellite), chief correspondent, UK's *Daily Telegraph*

Our second **keynote speaker Colin Freeman** joins us by satellite. Colin was a bored city hall reporter when he decided to up sticks and freelance in Baghdad. After some rudimentary "hostile environment training" in a local park at the hands of a reporter friend, Colin took himself off to Iraq shortly after Baghdad fell to US troops and started filing (getting shot in the backside along the way). Colin was released earlier this month from 40 days of captivity by Somali pirates. Colin is now chief correspondent for the *Daily Telegraph*, specialising in trouble spots.

**9.40**

**Forum + Q&A**

**Weaving the threads: Drawing out characters and narrative**

**Craig Sherborne**, freelance writer and author, *Muck / Hoi Polloi*

**Kate Legge**, journalist, *The Australian*

**Colm McNaughton**, Walkley-winning freelance radio documentary-maker

This is one of our more "literary" panels which aims is to share insights into the way in which journalists, in print, online or in radio and TV broadcasting can explore different narrative forms and convey characters. The speakers share some common ground but they'll also share personal techniques and expertise.

**11.00 Morning tea**

**Get practical: Workshops**

**11:30**

**Workshop 3A: Main Auditorium**

**Photography**

**Beginner stream - Alison Aprhys**, freelance writer and photographer

As you know, today's journalist is expected to carry a camera and file photos to go with that breathless prose. As a freelancer of many years, Alison is used to carrying a camera and integrating the taking of pictures into interview time. She'll explain her working processes and what sort of equipment today's freelancer should carry in case the spot news photo of the year goes begging.

**Workshop 3B: Main Auditorium (TBA)**

**Advanced stream - Luis Ascui**, freelance photographer

This session is for the more experienced of our freelance photo-journalists. You've mastered the art of the point and click, so Luis will take you a bit beyond the basics and give you his insights in how to plan a shoot, what equipment he prefers and some of the pitfalls awaiting the freelancer when it comes to nailing the next Walkley Award-winning shot. Luis will be pitching this at people who know what they are doing but may not have made a living out of it and need the help and encouragement to take the next career step.

**Workshop 3C: breakout room 1 (TBA)**  
**Make your copy sing: tips and tricks for sparkling copy**  
Gary Tippet, *The Age*

This is an advanced session on how to keep your copy fresh and surprising and how to avoid the nasty clichés which we all fall prey to at times. A lot of freelancers are starting out on their own for the first time and might welcome advice on how to produce really polished copy.

**Workshop 3D: breakout room 2 (TBA)**  
**Tutorial in online tools for reporting**  
Charles Wright, freelance technology blogger  
Adam Turner, freelance technology journalist

There are so many new ways of telling stories online: tools and technology being developed almost daily make it easier for us to tell our stories more vividly and immediately and give us the chance to share with so many more people than in the old print age. This session will discuss those tools the speakers think are most useful to journalists: maps, slideshows audio/video and flash animation make stories really vivid, while the use of social networking tools such as Twitter and Facebook allow us to build networks of interested readers.

**12:30 Lunch**

**Plenary sessions: Main Auditorium**

**1.30**

**Writers at the crossroads: Where journalism meets literature**

Gideon Haigh, freelance writer, author and commentator

Matthew Ricketson, media editor, *The Age*

Jeff Sparrow, freelance writer and author

What is literary journalism? How do you sustain narratives in the long form? Speakers will discuss storytelling techniques and insights into how to identify a story that has legs and run with it: developing character and using the techniques of the novelist to create work that is capable of fascinating and sustaining the reader's attention.

**3.00 Afternoon tea**

**Speed Pitching: Main Auditorium**

**3.30**

**Pick an editor, pitch an idea, and move on**

Each editor has a table; delegates queue up and one-by-one spend 5 minutes with an editor to make their pitch.

Please visit the speed pitching desk located in the foyer and fill out your name and nominate a time you'd like to pitch to each (or all!) editor/s. Take a copy of the publication's guidelines from the registration desk to better prepare yourself and make the most of your five minutes.

**Editors:**

**Lucy Beaumont**, *Metro*

**Terri Cowley**, RM Williams *OUTBACK* magazine

**Matthia Dempsey**, *Bookseller & Publisher* online

**Angus Holland**, *theage(melbourne)magazine*

**Robert Keeley**, *Australian Photography*

**Katarina Kroslakova**, *Limelight*

**Penny Modra**, *Is Not Magazine* & [threethousand.com.au](http://threethousand.com.au)

**Kate Rhodes**, *Artichoke*

**Jo Spurling**, *Desktop* magazine

\*Please note: editors subject to change and availability

**5:10 End of convention**