

GC 26.2.1964
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APIJ 1961; &
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1962 - 1968

February 26, 1964.

AUSTRALIAN PLANNING INSTITUTE JOURNAL

REPORT ON EXPERIENCE GAINED IN JOURNAL PUBLICATION 1961-64

REPORT BY HONORARY EDITOR AND HONORARY ASSOCIATE EDITORS TO THE A.P.I. FEDERAL EXECUTIVE

A. PERIOD COVERED BY REPORT

Discussion of a new, and more developed, A.P.I.J. began early in 1961. This discussion led to the approval by Sydney Division of a proposal that the Institute enter into a Contract for the publication of the Journal by the West Publishing Corporation. This proposal was approved by the Federal Executive on September 1, 1961. A Contract was signed, with the Institute Seal affixed thereto, on November 9, 1961, following ratification of the detailed Contract provisions by the Federal Executive on the previous day. Work then began in earnest on production of the first issue of the new Journal.

At its Meeting on 15th February, 1962, the Federal Executive confirmed the appointment by Sydney Division of Mr. George Clarke as Honorary Editor and Messrs. John Shaw and J.L. King as Honorary Associate Editors. The Federal Executive resolved that these three positions were official appointments of the Federal body, but that the Federal Institute officers concerned "would be responsible to Federal Council through the Sydney Division". The Sydney Division Committee was "asked to maintain close contact with" Federal Editors and to "generally supervise the content and production" of the Journal.

The first issue of APIJ, Volume 2, appeared in March, 1962. The eighth issue of Volume 2 will appear at the end of February, 1964.

This Report, then, covers experience over the past three years in matters of Contract negotiation, editing and publishing. Eight issues of the new Journal have been produced over the past two years. It has been felt that the length and depth of experience gained by the Editors and the Institute over these periods is sufficient to support a series of recommendations for future action by the Federal Executive.

Accordingly, on July 19, 1963, the Sydney Division Committee resolved to request the Federal A. P. I. J. Editors "to prepare and submit directly to the Federal Council" a report and a series of recommendations concerning the administration of the Journal.

B. ACHIEVEMENTS OF THE JOURNAL

(i) Raising the Status of the Institute and its Members

Considerable evidence demonstrates that the prime achievement of the new Journal has been to enhance the status, dignity and respect accorded to the Australian Planning Institute within the community. It is felt that each individual member of the Institute has thereby gained and that the arts and sciences of town and regional planning have been markedly advanced.

This evidence can be documented from the correspondence files of the Journal Editors, from hundreds of letters received from all sections of the community. It can also be documented from a dozen newspaper articles, news quotations, and reviews in professional journals, local government and other publications. It is also convincingly demonstrated in the paid subscription lists, particularly when so many Councils have subscribed for multiple copies of each issue. Subscriptions from Libraries, Universities, laymen, private companies and Government Departments also reflect the increased stature of the Institute.

(ii) Services to Institute Members

The Journal has served to educate, inform and stimulate Institute members, and to weld them closer together into a more effective and more united national professional body. The volume and comprehensiveness of the flow of accurate and authoritative information between Divisions and between Members has increased greatly.

(iii) The Attraction of New Institute Members and Recruitment to the Profession.

Upwards of a dozen names of new Institute Affiliate and Student Members are personally known to the Editors as persons who have been prompted to join the Institute in order to receive the Journal. This assists the Institute's financial resources as well as bringing a high standard of new recruits to the profession. However, it also serves to add to the financial burden of the Institute's publisher.

It is also felt that the Journal has helped Students both in their formal and in their private studies. The publication of a special Education section in the latest issue is a further contribution in this field. Finally, it is felt that the Journal is already playing a part in the broadly based efforts of the profession to raise both the number and the quality of new recruits to the planning school.

(iv) Encouragement to Australasian Standards of Research and Practice.

The Journal has adhered to a policy of only publishing papers of the highest possible competence, quality and originality. The Editors will not knowingly publish material which has already been published elsewhere. They will not publish badly written or composed material. They will not publish material which merely recapitulates what is already widely known and recognised.

Preference is given to work by Australasian authors about Australasian matters. Australasian books, Journals, Reports and other documents are sought out and given preference for review. Notwithstanding these exacting standards, the Journal is continually receiving more excellent news items, practice notes, articles and papers than can be fitted into the space available. The Editors suffer considerable embarrassment in attempting to allocate space among the many Divisions and Members who submit valuable contributions.

In accord with the Institute's Constitution and Aims, the Journal "brings matters affecting regional and town planning to the notice of government, municipal and other authorities, public bodies and associations and the officials thereof, in all parts of the Commonwealth of Australia and elsewhere,"

It is felt that efforts in this direction have not gone unrewarded, and that the Journal has played a part in raising the levels of public discussion and the standards of planning practice in Australia.

(v) Growth of Paid Non-Member Subscriptions

Proof that the new Journal is fulfilling a real need in the community is that publication of each of the first seven issues has attracted an average of about 65 new paid non-member subscriptions. Between the period March, 1961 to February, 1964, during which seven issues have been distributed, paid subscriptions have grown from nil to a total of 456.

For the current issue, 1280 copies will be distributed by post. Of these 754 will go free to A. P. I. members in Australia and overseas. A further 70 complimentary copies will be posted to various bodies and persons in Australia and overseas. Finally 456 copies will go to the non-member subscribers, 83 of whom are overseas. A complete analysis of A. P. I. J. distribution and subscriptions is given in Appendix A to this Report.

A measure of the potential influence of A. P. I. J. can be gauged from the detailed analysis of the paying subscribers. Australian Local Government Councils account for 184, and Australian Government Departments and Metropolitan Authorities together account for 46. Australian Private Companies account for 43, while individual Australians account for 91. Among the 83 overseas subscribers, 12 are from Universities. New Zealand absorbs 65 of the paid subscriptions.

It is, however, essential to note that many of these are bulk subscriptions at a reduced rate. The New Zealand Town Planning Institute, for example, has taken out a bulk subscription for each of its 47 full members at £1 per head per annum. There is a sliding scale for bulk subscriptions in lesser numbers.

Single subscriptions taken out before April 1963 were at £1. 10. 0. per annum. Since then, they have been at £2. 2. 0. per annum.

There is no way of knowing whether the market for A. P. I. J. is yet approaching saturation. The market has responded well so far to Journals

containing over 30 pages of editorial matter. It is not known how the market would react to a cutting back of the Journal to, say, 18 pages.

(vi) World-wide recognition and praise

Extraordinary recognition and praise has been given A. P. I. J. in the following publications:-

The T. P. I. Journal (London),
 Town & Country Planning, the Journal of the T. & C. P.
 Association (London),
 The Shire & Municipal Record (Australia),
 The Australian Surveyor,
 The Queensland Surveyor's Bulletin,
 Cross Section (Melbourne),
 The Australian Financial Review.

In addition, items from the Journal have been quoted, or A. P. I. J. has been mentioned, in at least the following:-

The Courier Mail (Brisbane)
 The Financial Review (Sydney)
 The Daily Telegraph (Sydney)
 The Sunday Mirror (Sydney)
 The Canberra Times (Canberra)
 The A. B. C. National News Service

Congratulations and praise have also been strongly expressed in many letters to the Editors from all over Australia and overseas.

(vii) Standard of Contributors

The range and the authoritativeness of authors whose work is published in A. P. I. J. can be judged by browsing through the Journal. They include some of our best academics, many leading Institute Members, a number of private developers, a journalist, many prominent public servants, and the following cabinet ministers and leading politicians:-

The Hon. L.A. Logan, W.A. Minister for Town Planning
 The Hon. Leslie Bury, Federal Minister for Housing,
 The Hon. Frank Nicklin, Queensland Premier,
 The Hon. J.B. Renshaw, N.S.W. Deputy Premier & Treasurer,
 The Hon. P.D. Hills, N.S.W. Minister for Local Government,
 Dr. J.F. Cairns, M.H.R., and
 Frank Crean, M.H.R.
 Alderman Gil Roper, Sydney City Council.

(viii) Standard of Design

Letters received by the Editors, from all over Australia and overseas, almost all specifically praise the high standards of typographic layout and page design in A.P.I.J. A typical sentence, in a recent letter from a Queensland University Professor, runs: "May I congratulate you on the content and the format of the Journal?"

Lenton Parr, of the Royal Melbourne Technical College, wrote: "I would like to congratulate you on the presentation of my article the excellence of your presentation of it is always mentioned (by people who have seen it)".

The Editor of the Journal of the American Institute of Planners wrote: "I have been very much impressed with the improvement in quality and appearance of your Journal".

These are typical of hundreds of comments received.

C. CURRENT PROBLEMS

(i) Contract Restrictions

The present Contract, which expires at the end of 1964, restricts the editorial content to the same number of pages as there are advertisements, or to 20,000 words, whichever is the greater.

This latter number of words would occupy about 18 pages, and this is therefore the minimum number which the Publisher must supply under the Contract. In practice, because it has so far proved impossible to sell more than 18 pages of advertising in each issue, this number of editorial

pages has also been, and will continue to be, the Publisher's maximum Contract responsibility.

The Editors and the Publisher, at an early stage, agreed that a Journal restricted to 18 pages would not be able to achieve very much either for the Institute, for town planning, or for the Publisher himself. The Publisher was persuaded by the Editors that if he donated additional pages of editorial content, that both advertising and subscriptions would sell more quickly, and that Institute members generally would eventually come to appreciate what was being achieved for them.

The Editors and the Publisher now feel that they have jointly and severally demonstrated what can be achieved. They also feel that what has been achieved so far in benefits for Institute members is only a fraction of what Institute members will gain in the future if the present size and quality of the Journal can be maintained.

A complete analysis of pages of advertising sold, actual pages of editorial content, and pages donated by the Publisher, is contained in Appendix B to this Report. This shows that over the first eight issues of Volume 2, the total pages published in the various categories are as follows:-

102 $\frac{1}{2}$ pages of advertising have been sold;

148 $\frac{1}{2}$ pages of editorial content has been the Contract maximum; but

249 $\frac{1}{3}$ actual pages of editorial have been published; of which

101 pages have been donated by the Publisher.

The Editors and the Publisher have now agreed that the future rate of growth of both advertising and subscriptions will slow down. Both of these fields of revenue should increase more slowly from now on. Appendix B shows that the number of pages of advertising has actually fallen between October 1963 and January 1964, from 22 $\frac{1}{2}$ to 17 $\frac{2}{3}$ rds.

It seems likely that the number of advertising pages which can be sold will hover between 18 and 22 over the next twelve months. This indicates that the Contract requirement over the next year could stabilise at about 20 pages.

The Publisher now feels that he has done enough to demonstrate his good faith to the Institute and has demonstrated his abilities to produce a Journal of a quality hitherto not believed by the Institute to be possible. He feels that, commencing with the April, 1964, issue, he will be forced to confine himself to the Contract requirement of an 18 page minimum of editorial content. This would be almost half of the editorial content of the January, 1964 issue. This would, of course, have an adverse effect on the rate of growth of both advertising and subscriptions.

The Editors and the Publisher now agree that the Institute's Federal Council must choose either conservation and maintenance of the present Journal, or its abandonment to chance.

(ii) Journal Finances
Statement as at 24. 2.64.

The Publisher has supplied the following figures covering the publication of the first eight issues of Volume 2.

PRODUCTION COSTS

Printing, Blocks, Wrappers etc.	£3,645
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PROMOTION COSTS

Circulars, Post, Stencils, Selling etc.	<u>567</u>
	£4,212

<u>ADVERTISING REVENUE</u>	£2,795
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SUBSCRIPTIONS SALES

Total Receipts including advance payments to Dec. 1964	<u>1,377</u>
	£4,172

These figures do not include time spent by the Publisher, A. B. West, nor do they make provision for a percentage of overheads.

These figures can only, of course, be approximate at this stage. They clearly indicate, however, that the Publisher has been bearing the brunt of the costs of the Institute's public relations, member relations, and education activities.

It will be particularly noted that neither the Institute itself nor its members have in any way had to pay anything at all for the benefits the Journal has already created for them.

(iii) Renewal of Contract

The present Contract provides for the publication of four more issues, finishing with the issue for January, 1965.

If the Institute wishes to continue publishing a Journal, it must immediately take steps towards the signing of a new Contract.

The present Publisher is willing to negotiate a new Contract. The Editors wish to record their high appreciation of the work done over the first two years by the Publisher, Mr. A.B. West. The Editors recommend that the Institute renegotiates a Contract with West Publishing Corporation.

(iv) Internal Organisation within the Institute

Section A of this Report sets out the ambiguous situation under which the Editors have so far been operating. They are Federal Officers of the Institute, but are only responsible to the Federal Council through the Sydney Division Committee.

Experience has shown, to the mutual satisfaction of both the Sydney Division Committee and the Editors, that this is a false and impractical mode of operation. For that reason, the Sydney Division Committee has asked that the Editors report directly to the Federal Executive.

The present arrangement is unwieldy, the chain of communication between Editors and Federal body is too long and inefficient.

The Editors furthermore feel that the Journal should be a truly national publication, and should not be, or even seem to be, under the undue influence of any one Division. The Editors feel this latter point to be one of important principle. It has not so far created any practical problems, although it could do so at some time in the future. All three of the present Editors happen to be members of the Sydney Division Committee, and no conflict has ever occurred between the Editors and the Committee.

Likewise, no allegations of undue Sydney influence have ever been made to the Editors. Nevertheless these kinds of things could conceivably occur in the future and it would seem wise to avoid the possibility.

D. RECOMMENDATIONS

In the light of the foregoing Report, the Editors recommend to the Federal Executive as follows:-

- (i) That the Institute permits the Publisher to retain 100% of all Journal subscriptions during the term of the present Contract, instead of the 50% permitted by that Contract.
- Note: On June 19, 1963, the Federal Executive permitted the Publisher to retain a sum of £180, being half of the first year's subscriptions. This present recommendation extends this waiver to the remaining two years of the Contract.
- (ii) That the Federal Executive expresses to the Institute's publisher, its high appreciation of his work over the past two years, and in recognition of this, and in order to maintain continuity of operations, the Institute enter into negotiations with the West Publishing Corporation Pty. Ltd. for a new Contract to operate from the completion of the present Contract in January 1964.
 - (iii) That the Institute offers to West Publishing Corporation such new Contract in the same general terms as the present Contract, except that the Publisher is to retain 100% of all paid non-member subscriptions.
 - (iv) That the Federal Executive instruct its Editors to prepare such a revised Draft Contract Document for presentation to the next Federal Executive or Council Meeting.
 - (v) That the Federal Executive confirms that the Institute's Honorary Editor and Honorary Associate Editors are officers of the Federal Council, to be appointed and removed by the Federal Executive as it deems fit, and to be responsible directly to the Federal Executive and Council for Federal

publications; and further, appoints the Federal Editors jointly as a Standing Committee under Clauses 14 and 15(b) of the By-Laws, under the Chairmanship of the Federal Honorary Editor.

- (vi) That the Federal Executive does not wish the size of the Institute Journal to fall below the minimum of 28 pages represented by the October 1963 issue.
- (vii) That therefore the Federal Executive establishes a Journal Conservation Fund, and pays into this Fund at the beginning of each financial year a sum of ten shillings per Fellow, Member, Affiliate and Student Member of the Institute, and resolves that this Fund be employed to maintain the Journal at 28 pages of editorial content per issue at a maximum subsidy of £96 per issue.

Note: It is anticipated that the Contract Minimum over the next year will stabilize at about 20 pages of editorial content. The Publisher has quoted a cost of £96 for each additional 8 pages added to the Contract provision. If an additional 8 pages per issue were required to maintain a 28 page Journal, then a sum of £384 would be required over the next year. This represents 10/- per member per annum.

- (ix) That the Federal Executive resolves to review the operation of the Journal Conservation Fund before June, 1965.

CONCLUSION

The Editors respectfully submit that adoption of these recommendations is the minimum action required by the Institute at this stage if the Federal Executive wishes the Journal to consolidate the benefits created for Institute members.

Once it has been established that Institute Members are making a modest contribution towards the costs of their own Journal, the Editors foreshadow an approach to the Social Science Research Council of the Australian National University for a special subsidy grant from that body.

This Report is the unanimous submission of the Honorary Editor, Mr. G. Clarke, and the Honorary Associate Editors, Mr. J.L. King and Professor J.H. Shaw.

SIGNED, on behalf of the
Editorial Committee

George Clarke, B. Arch. (Syd),
Dip T.P. (London), M.C.P. (M.I.T.),
A.M.T.P.I., A.R.I.B.A., A.R.A.I.A., (M).

APPENDIX A

A.P.I.J. DISTRIBUTION AS AT FEBRUARY 24, 1964

A. Free Postal Distribution to A. P. I. Members in Australia

N.S.W.	280	
Victoria	176	
South Australia	112	
West Australia	59	
Queensland	46	
Tasmania	22	
A.C.T.	<u>21</u>	716

Other Free Postal Distribution: (Including 38 API Members Overseas)

Australia	31	
United Kingdom	9	
Europe	10	
U.S.A.	6	
New Zealand	3	
Canada	3	
Indonesia	1	
Miscellaneous	<u>7</u>	<u>70</u>
TOTAL ALL FREE DISTRIBUTION		<u>824</u>

<u>B. Paid Subscriptions</u>	<u>Australia</u>	<u>Overseas</u>
Local Govt. Councils	184	9
Govt. Depts. & Metrop.		
Authorities	46	10
Univ. & Tech. Colleges	9	12
Private Companies	43	
Professional Men	48	50
Individuals, other	<u>43</u>	<u>2</u>
TOTALS	378	83
TOTAL ALL PAID SUBSCRIPTIONS		<u>456</u>

Overseas Paid Subscriptions by Countries

U.S.A.	11
New Zealand	65
U.K.	2
Miscellaneous	<u>5</u>
	83

TOTAL POSTAL DISTRIBUTION -

Free	824
Paid	<u>456</u>
	<u>1,280</u>

This does not include further free distribution or sample copies which are given out from time to time to the Editors, Division Secretaries, Advertisers and similar persons.

The total printing of each issue varies, but is generally 1,750.

APPENDIX B

ANALYSIS OF PAGE RATIOS BETWEEN ADVERTISING AND EDITORIAL,
AND BETWEEN CONTRACT REQUIREMENT AND ACTUAL EDITORIAL, IN
A. P. I. J. VOLUME 2, NOS. 1 - 8 INCLUSIVE.

Issue	Pages of Advertising Sold	Pages of Editorial (Actual)	Pages of Editorial (Contract Maximum)	Editorial Pages donated- by Pub- lisher
Mar. '62	$3\frac{1}{2}^*$	$30\frac{1}{2}$	18 <i>b</i>	$12\frac{1}{2}$
June '62	$7\frac{3}{4}^*$	33	18	15
Oct. '62	$8\frac{1}{4}^*$	33	18	15
Jan. '63	$9\frac{1}{2}^*$	32	18	14
Apr. '63	17	32	18	14
July '63	$16\frac{1}{4}$	$26\frac{1}{2}$	18	$8\frac{1}{2}$
Oct. '63	$22\frac{1}{2}$	28	$22\frac{1}{2}$	$5\frac{1}{2}$
Jan. '64	$17\frac{2}{3}$	$34\frac{1}{3}$	18	$16\frac{1}{3}$
TOTAL	$102\frac{1}{2}$	$249\frac{1}{3}$	$148\frac{1}{2}$	101

* Note: in the first four issues, certain additional
advertisements were printed free, in order
to fill out the Journal.

b Note: based on the contract provision for a minimum
of 20,000 words.