

Barb Clews

Journalist | Business Writer | Editor

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Professional Details

Received Three Outstanding Achievement Awards for Publicity.

Commercial Copywriting Background:

Partner with Government and the business sector to provide complete package from writing copy, providing creative concept and design, through to print.

Selection of Commercial Projects:

Diversity Australia – Content Writer/Editor, projects as required

Process: Client makes contact and either provides a brief from which I write material, or I edit material written by others. I have successfully completed a Water Efficiency Auditing Course conducted by Geoff Diver.

Leak Search – Editorial Consultant, projects as required

Process: Client provides a rough draft of water audit or electronic leak detection material and I prepare the report by writing/editing/rewriting where necessary. Print and bind the report, burn CD and forward to various clients. Write other material as required. Currently I am taking the client through ISO 9001 Quality Assurance documentation ready for accreditation.

AQWEST – Bunbury Water Board – Public Relations Consultant, projects as required.

Process: Meet with client monthly, and as required, to discuss the PR for various projects. Write material for client's approval, place articles, advertising, etc. in local press. Organise events, write media releases, speeches, newsletters, arrange radio interviews and generally work with the media to ensure a positive image.

Education Program – Working with the Water Corporation to jointly present a WaterWise program to primary schools in the Bunbury region. I prepared the training material including graphic design and Power Point slides. This is a joint branding and collaborative exercise to promote water conservation and waterwise techniques.

History Book – Commissioned to research and write the 100-year history of the Bunbury Water Board. Project included creative concept, image selection, commissioning graphic designer, selecting a printer, and project coordination. Publication deadline was fairly short. From commission to publication of book in A4 hardback full colour and full graphics format was just twelve months. All deadlines were met.

Floating Stone Project – Researched the correct material to be used for the plaques, as they would spend their life completely under water. Arranged with stonemason to adapt the stone and mount the plaques to the complete satisfaction of Aqwest.

Photographic Competition – Designed and wrote an article for the Board's newsletter, a brochure containing the terms and conditions and application form, and a dedicated web page plus media releases.

City of Mandurah – Content Writer, projects as required.

Process: Annual Report – Commissioned to write the City’s 2009 Annual Report. Interviewed the directors/ managers of various departments and wrote the reports, worked with my graphic designer to choose images and design the document. Media Releases – Receive instructions from the Manager of Communications and write media releases from supplied information.

Chevron Australia Pty Ltd – Short-term contract as a Technical Writer/Editor for the Health, Environment and Safety Division for the Gorgon Gas Project.

Challenger TAFE – Content Writer to research and write national units of competency on various subjects as directed by my coordinator.

Process: Coordinator provided the unit, student’s reading material and any other support information. I researched and wrote the learning guide, assessment tasks and answer books.

Combined Team Services – Technical Writer

Process: Developed and wrote training packages to national competencies. The client provided the units of competency. I wrote the table of contents, and after approval researched and wrote the copy/text including activities and assessment tasks. Single units were developed as well as clusters of four units.

TASC Training and Safety Consultants – Technical Writer/Editorial Consultant

Process: Worked with the business owner to write/rewrite the Application and Accreditation Manuals for WorkSafe Training Courses for Occupational Safety and Health Representatives. Wrote/rewrote the Accreditation Application (34 pages), Trainee’s Notes (162 pages), Trainer’s Notes (69 pages), Trainer’s Resource Materials (35 pages) plus edited 300 Power Point Presentation slides. Designed covers for manuals, arranged a short print run and assembled documentation. Met with Accreditation Panel coordinator to assess documentation before final submission. Documents addressed strict and extensive criteria.

Outcome: Accreditation usually takes between two and three months, sometimes much longer depending on the paperwork. TASC’s Accreditation was assessed in ten days, the Accreditation Panel deemed the Application and associated manuals to be the best ever presented to WorkSafe. The way the Application was cross-referenced to the supporting material was a “first” for WorkSafe. TASC was ecstatic with the unprecedented result. Course updates when necessary.

TASC Five-Day Training Courses – Prepared Five-Day Training for Occupational Health and Safety Representatives for the Offshore Oil and Gas Industry for accreditation with the National Offshore Petroleum Safety Authority. Accreditation granted in five days.

Prepare Five-Day Training for Occupational Health and Safety Representatives for the Seafarers’ Association. This course has now been accredited.

Other TASC Training Courses – Preparation of courses as and when required for a stipulated duration, including exercises and Power Point Presentations.

TASC RTO – Prepared all documentation to secure Registered Training Organisation status. Liaised with the Training Accreditation Council and coordinated office procedures including writing procedures for Recognised Prior Learning and the assessment process.

South West Catchments Council – Various Projects including editing and rewriting where necessary the first Annual Report for the Council; gathered material, edited and rewrote where necessary an eight page brochure for the Tone and Upper Warren Rivers Salinity Project 2007-2008, this project included the creative concept, graphic design, through to print.

Kaeser-Kroon Lawyers – Developed extensive website to meet the needs of the client. Edited and rewrote where necessary five brochures.

City of Gosnells – Edited and rewrote where necessary Strategic Plan, Annual Report, Award Submissions, newsletters.

City of Stirling – Edited and rewrote where necessary Annual Report including writing reports for the Mayor and CEO. Edited the histories of 29 suburbs, edited public relations post cards.

Herriot Wines – Branding including logo design, business cards, letterheads and brochure. Wrote website content and structure, worked with graphic designer including concept.

Raykon Group/Contracting Solutions – Edited and rewrote where necessary website content including structure and pdfs for download. Various editing and rewriting projects, including company profile and strategic documents.

Excel Business Broking – Technical Writer to complete vendor reports to secure purchasers for businesses.

Process: Received completed questionnaire from the vendor and wrote a report from the answers. The aim of the report was to present a positive image of the business to attract a buyer. Interviews were conducted with the vendor to better understand the business and to define any ambiguous remarks and to discuss the analysis of turnover and projected figures.

Outcome: Reports were an integral part of the selling process and well-written and expressed descriptions of the businesses achieved sales in the shortest possible time.

Worldwide Online Printing – Six-month contract to write/rewrite Franchise Manual.

Process: Worked with Worldwide's coordinator to design the manual, gathered information, wrote and rewrote material to ensure user-friendly style. Advised on concept and logical design to avoid legalese and an overburden of company policy.

Outcome: The client was extremely pleased with the user-friendly style of the written content and the logical sequence of the document.

Oilsafe (WA) Pty. Ltd. – Contracted to write a series of eleven articles to be uploaded onto the company's website and used as editorial support to paid advertising.

Process: Client advised the industries to be targeted. Technical information supplied by the company, plus research taken from various websites. Articles of approximately 800 words were written with the aim of encouraging companies to buy the products and change over their lubricant transfer containers and procedures.

Outcome: Articles were well received and met all the criteria stipulated by the client.

Gemmill Homes – Wrote a series of seventeen brochures for new homes. Wrote copy for newsletters and other associated promotional material.

MJB&B Advertising and Marketing – Technical Writer to complete tender submissions and expressions of interest for various Government contracts.

Process: Analysed tender document selection criteria, attended meetings to discuss material required to compile a response. Wrote/rewrote material to ensure it perfectly met the selection criteria guidelines. Commented on creative concept for the document and where necessary delivered the tender to the particular tender box.

Outcome: All tenders were written to the satisfaction of the Client and submitted before the tender closing times.

The Herbalist's Choice – Ghost wrote a book on the digestive system for a Perth herbalist. Also ghost wrote several articles that were published in the West Australian newspaper.

Process: Researched topics from medical journals; liaised with Herbalist and rewrote the technical descriptions into layman's terms with a user-friendly style.

Corporate Construction & Design – Wrote and edited a 140 page glossy magazine for the Multiplex 30th Year Anniversary. Required diplomacy when discussing heritage issues.

Process: Researched material from corporate documentation and interviews. Wrote copy, worked with Multiplex corporate to ensure authenticity of details. Accessed photographs, interviewed engineers and wrote extensive captions on materials and building techniques.

Getting It Airborne – Edited this book on golf, foreword by Craig Parry.

Alcoa of Australia – Rewrote 115 page Foreman's Handbook into a user-friendly style for electronic use. Ensured technical details and union requirements were easy to comprehend.

Process: Received electronic version of the Handbook. Liaised by telephone with Alcoa Kwinana to clarify any problems with the document. Edited and extensively rewrote where necessary to ensure continuity and a professional delivery of information.

Selection of Government Projects:

Department of Agriculture – Rolling five-year contract as Writing, Editorial and Media Consultant, for the "Time to Lime" Project from September 1997 to October 2002. The project was to encourage farmers to use one million tonnes of lime each year to decrease soil acidity.

At the beginning of the project farmers were using only 153,000 tonnes, at the end of the project the one million tonne target had been achieved. This was considered the most successful information extension project in the Department.

(Note: Before the contract, I did not have a background in agriculture. I was asked to step in when two agriculture journalists declined to fill the position. Total commitment, well-developed research skills and attention to detail, plus the ability to work autonomously ensured the success of the project.)

Process: Wrote persuasive copy in plain English to ensure comprehension by all sectors of the farming industry. Interacted with farmers to gain their trust to overcome the perception of being misquoted by journalists. Built relationships with editors of State and National publications to ensure regular dissemination of information.

In more detail, the Media Consultancy consisted of:

- Rewriting technical information into a user-friendly style;
- Interviewing scientists/researchers and writing feature articles for publications;
- Editing technical/scientific farmnotes;
- Editing and rewriting where necessary a series of six Project Update Books, one for each year of the project. This included creative concept for the covers, editing content and project management through to print;
- Producing demonstration and survey books, including creative design, editing and print management;
- Preparation of information for the website;

- Designing and writing a series of 16 editorial advertisements for the Countryman Newspaper, typesetting ready for print;
- Designing a series of editorial advertisements for the Lime Industry and writing the copy;
- Designing a full colour wrap for the Countryman Newspaper, this included selling the advertising space, writing the advertising material and project management;
- Researching and writing media releases;
- Arranging radio interviews;
- Advising Project Manager on various aspects of media coverage.

Outcome: At the end of the five-year contract farmers were using close to 1 million tonnes of lime. In 2003/2004 the target had been met.

Avon Working Group (Partially funded by the Department of Agriculture) – Avon River Awareness Campaign – Three-year contract as Media Consultant

The Avon River Basin covers 120,000 square kilometres and the objective of the consultancy was to keep farmers and the general community within the Avon River Basin up-to-date with new initiatives that met the strategies of the Natural Resource Management Plan.

Worked closely with hydrogeologists to write feature length articles on the hydrology of the Avon River Basin. Other article subjects were revegetation, solar powered pumping stations, natural habitats and reducing the water table.

The Media Consultancy consisted of:

- Rewriting technical information into a user-friendly style;
- Interviewing scientists/researchers and writing feature articles for publications;
- Editing technical/scientific documents;
- The creative concept for logos, presentation folders, newsletters and other public relations material;
- Designing a series of 12 editorial advertisements for the Countryman Newspaper;
- Writing content for the editorial advertisements;
- Editing field journalists' research and writing effective copy;
- Arranging radio interviews;
- Summarising the Natural Resource Management Plan;
- Arranging TV coverage for the launch of the Natural Resource Management Plan;
- Researching and writing media releases;
- Designing a large display for country field days;
- Writing and designing a quarterly newsletter and branding;
- Designing presentation folders, bumper stickers, banners, etc. and
- Advising Project Manager on various aspects of media coverage.

Other Government Projects:

Department of Commerce and Trade – Four-year panel contract for various assignments as directed. Wrote company profiles in article form for the annual business awards. Wrote media releases, copy for a series of six brochures. Wrote eight profiles of women in export.

Department of Land and Water Australia (National) – Six-month contract to write/rewrite National Report. Worked with project coordinator, who was a soil scientist, to write/rewrite national report on soil acidity. Advised on images including graphs, tables and photographs. Rewrote majority of the copy for a dedicated website.

Department of Communities – Short-term contract to edit and rewrite where necessary 1200 Living Histories stores each of 1000 words.

Department of Environmental Protection – Short-term contract to research and write Award Presentation.

Process: Interviewed various members of staff and prepared copy to be incorporated into an Award Presentation.

Department of Premier and Cabinet – Short-term contract to write/rewrite Annual Report for Office of Water Regulation and provide design guidance.

Process: Received information written by staff members. Rewrote copy into user-friendly style and provided guidance on acceptable graphic design for the publication.

Department of Premier and Cabinet – Panel contract to write speeches and media statements for various Ministers.

Process: Received brief, telephone interviews conducted with both the client and the Minister's office. Had all copy checked and delivered to deadline.

Department of Health Western Australia – Panel contract to write material for a wide range of readers on a variety of subjects as directed by the Department.

Process: Received brief for written material. Either researched and wrote document from scratch or rewrote provided material to ensure easy comprehension for chosen readership.

Projects included the drug and alcohol policy for the City of Stirling. Wrote copy for pamphlets on contraception and sexually transmitted diseases for primary school children. Other projects as and when required.

Journalism Background:

Diplomas in Journalism studies completed in mid 1989 and 1991, since then written and published just over 1,000 articles, on a wide variety of subjects, in mainstream publications, including:

West Australian Newspaper – More than 250 articles published in Supplements. I worked for the newspaper continuously for more than seven years and still submit on an ad hoc basis today. When required I research and write articles for various clients and negotiate publication by the newspaper.

Process: Used initiative to generate ideas, interviewed business owners, wrote compelling copy, worked with the West's photographers to direct picture shoots and coordinate projects. All deadlines met.

Auto Action – National motorsport reporter/photographer, position held for nine years.

Process: Reported on State, National and International events. Interviewed prominent motorsport personalities, emphasised sponsorships, etc. Supporting photographs published. All deadlines met on a weekly basis. At the beginning of 2005 the editor requested I write for the publication again and from 2005 until the end of 2007 I submitted 69 articles and arranged photographs.

Australian Grain – Technical journalist for this quarterly magazine considered the benchmark in the agriculture industry. Articles were published in every issue over a five-year period.

Process: Made an alliance with the editor to publish a 1500 word article every quarter on aspects of the Department of Agriculture’s “Time to Lime” project. Editor asked for association to continue when the contract was completed. All deadlines met.

Homes & Living – Wrote for the magazine for seven years covering gardening, wine, house descriptions, profiles of businesses and artists, plus general features.

Process: Worked with the editor to include my ideas into the editorial schedule. Wrote articles from brief and either took the images or liaised with the on-staff photographer. I proved to be a flexible writer able to generate articles on any subjects suggested by the editorial team.

Australian Property Investor Magazine – Associated with the magazine for more than five years. The magazine had a demanding requirement for professional journalists with experience in the property industry, capable of writing convincing copy that motivated readers to become property investors. Required to explain complex financial arrangements in plain English, highlight skills used for negotiation and working with property developers.

Process: Conducted in-depth interviews with investors and architects. Wrote 2500 word profile articles with the aim of generating interest in property investment. Gained the client’s confidence and trust by carefully handling personal and financial details.

Regional Newspapers – Journalist

Process: Made alliances with numerous editors to publish media releases regularly to disseminate the “Time to Lime” message to farmers.

Regional Radio and Television – Journalist

Process: Made alliances with numerous journalists and arranged regular interviews with development officers and farmers. Arranged for television crews to visit country locations to cover significant events. As part of the process, liaised with the newspapers to be present at the television opportunities.

One-off articles published in numerous magazines.

Qualifications

Diploma in Freelance Journalism from the Australian College of Journalism (1989)

Diploma of Freelance Journalism from Stott’s College (1991)

Copywriting One-to-One (Refresher Course 1996)

Certificate of Accomplishment Technical Writing Workshop Edith Cowan University (1996)

Certification IV in Assessment and Workplace Training (2005)

Training

Lecture on aspects of writing for the University of Western Australia Extension Program on the following subjects:

- Business/Technical Writing;
- Freelance Writing for Newspapers & Magazines;
- Taking the Minutes.

Training is also presented business-to-business on:

- Writing Scientific Papers;
- Technical Writing;
- Writing for the Electronic Media.

Memberships

- Society of Editors;
- Copywriting One-to-One;
- Bunbury Chamber of Commerce and Industries.

Publications

Liquid Gold – Providing Water to Bunbury for 100 Years

20 Tips to Increase Writing Skills

Freelance Writing for Newspapers and Magazines

(Both downloadable pdfs)

Extract of Reference

Chris Gazey, Project Leader, Department of Agriculture Western Australia

“From 1999 to 2002 I led a large programme which was designed to research, develop and extend information primarily to the farming community of Western Australia, but also to the urban public about the management of soil acidity in Western Australia.

“As part of the communications strategy for the project Barb Clews & Associates was retained to assist the researchers to distribute their messages to the target audiences. Barb demonstrated an excellent knowledge of the rural media and had a well-established network of contacts, which ensured our messages were published in the rural media. The project had regular features published in the Australian Grain magazine, the Farm Weekly and Countryman rural press. An icon of the project was the set of annual update booklets professionally produced by Barb with information from the project staff.

“Barb also showed that she had the capacity to understand and learn about the science involved in the project which helped her to provide the project with suggestions and opportunities to publicise our messages. For example, she suggested that we embark on a weekly lime snippet during the peak periods when farmers were making decisions about liming. She arranged for these to be published in the Countryman under a co-sponsorship arrangement, which made excellent value to the project. She approached each of the researchers to provide her with the basics and wrote each snippet, which was then approved by me before publication. Some 16 snippets were published in the series. This would not have been possible if left to the busy researchers to organise.

“I would recommend Barb Clews & Associates for similar work in the future without hesitation.”