



**COUNTRY PRESS AUSTRALIA INC.**

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**EXECUTIVE DIRECTOR**

Paul McEvey



## **2015 MID YEAR ENROLMENT**

**Deakin Post-cadet Journalism Course for Journalists classified Level 1, 2 and 3**

This course is for journalists employed on CPA-member newspapers who have completed successfully the training requirements of a cadetship. Under the Award and an Agreement, they are expected to continue "undertaking additional training" to gain practical experience in the community newspaper industry.

The "additional training" provided is the CPA/MEAA/Deakin University Post-cadet Journalism Course which is an "approved course" established in 1994 by and for the use of CPA-member employers to be operated through Country Press Australia Inc. in conjunction with the Journalism Department of Deakin University, Geelong.

## **ENROLMENTS ARE NOW OPEN**

For employers for eligible journalists to undertake the three levels of the course, beginning in late February 2015.

Employers need to complete the attached enrolment form, and send back to CPA.

## **ENROLMENTS CLOSE ON FRIDAY 5 JUNE 2015**

*From 2 July 2015, Hayley Fox at CPA will be the contact person,  
as Kate Gayfer will be on maternity leave until early January 2016.*

## Deakin Post-cadet Journalism Course Overview

**Previously courses fees per year were \$792 (inc GST). For 2015, the course fees have increased by 4% to be \$825 (inc GST).**

This course provides an online learning environment for students through the Deakin Studies Online (CLOUDDEAKIN) website.

In late February 2015, enrolled journalists will receive a letter detailing their assigned tutor's name and contact details as well as their log-on and password details to the CLOUDDEAKIN website.

In the case of Year 1 and 2 students, the letter will also contain details of unit exemptions, if they also hold an undergraduate degree, which the university might grant to those eligible if such exemptions are applied for by their employer.

Access to the site will allow participants access to all course related materials from any internet enabled computer. The responsibility for downloading all chapters of work and checking the website for updates and information about the course is the sole responsibility of the student.

On the website all students will find:

- the detail and schedule of assignments to be submitted,
- required texts
- recommended texts
- the workplace assessment form
- all other information related to the course

### **TWO INTAKES FOR ENROLMENT**

As usual, there will be two student intakes during 2015 - a January 2015 call for enrolments for a late February 2015 start and a single mid-year call in June for a start in July 2015.

The mid-year intake is designed primarily to accommodate cadets completing the Cadet Course mid-year and classified journalists employed during the first half of the year.

### **THE DEAKIN COURSE – Years 1 & 2**

The Deakin Course, designed for community newspapers by experienced journalists, editors and academics, is a three-year programme to nurture post-cadet journalists to Level 4, regarded as professional competency.

It involves 16 units of study – eight in each of years 1 and 2 – and includes revision of legal, ethical and grammatical subjects as well as units dealing with specific types of reporting, writing and sub-editing to prepare participants for the basic tasks of editing.

Exemptions are now available to Year 2 students if they were given in Year 1, as well as new Year 1 students. Copies of previous university transcripts are required with enrolment forms.

### **THE DEAKIN COURSE – YEAR 3**

The Year 3 program of the course is designed for senior journalists and consists of five chapters covering the role of the country editor, editorials and columns, marketing the regional newspaper and dealing with readers with such topics as conflicts of interest, privacy issues and matters of taste. The rapid changes in convergent journalism and the challenges ahead for country newspapers make the Year 3 course essential training for journalists advancing in their profession.

### **ELIGIBILITY FOR COURSE**

The Post-cadet Course is **ONLY** for journalists **classified under the Award at Levels 1, 2 and 3** by March 2015, or August for mid-year intake students.

CADET journalists are ineligible to be enrolled unless they are classified Level 1 by the end of March, 2015, for a beginning-of-year enrolment, or the end of August for a mid-year enrolment.

Journalists who have successfully completed Years 1 or 2 of the 2014 Post-cadet Course should now be enrolled in Years 2 or 3 respectively.

Journalists employed on a CPA member newspaper at Level 2 or 3 during a year also are required to be enrolled in the appropriate year of the course at one or other of the Deakin intakes.

Journalists meeting the conditions already mentioned are required to progress through each year of the course in keeping with the schedule provided following enrolment.

Enrolment of a journalist in a higher level of the course following failure at the lower level will be rejected by the university. Failing journalists are required by CPA and the University to repeat the year.

### **EXEMPTION FROM UNITS OF STUDY**

A provision exists in the conditions for the Deakin Post-cadet Course for eligible journalists entering **Year 1** and **Year 2** to be considered for exemptions from some units on the basis of previously having met approved educational criteria.

Year 2 students can only receive exemptions if they were applied for in Year 1, and only apply to students with an undergraduate degree. Eligibility is for up to 2 exemptions in Year 2.

The right to exemptions is not automatic.

The employer, when lodging an enrolment, has the right to decide if application should be made for the journalist's exemption from studying some units. (For various reasons including performance, the employer might not wish to apply for exemptions).

If NO application for exemptions is made by the employer, NO exemptions will be granted.

If an employer wishes to make an application for exemptions, it must be in writing to the CPA Secretariat and accompany the enrolment form.

If an application is being made for a former Non-graduate Cadet with a CPA Cadet Course Certificate of Successful Completion, or a letter stating a certificate will be awarded, the employer is to attach a copy of the letter or the certificate.

ALSO, whether or not a Cadet Course Certificate is held, if the journalist has attained a degree in Print Journalism or Communication majoring in Print Journalism or another tertiary qualification with a journalism emphasis; has undertaken journalism training through another approved newspaper course; or gained adequate practical journalism experience; university transcripts of results and/or other relevant documentation or written evidence of experience is to be attached to the employer's application.

THE DETERMINATION of ALL exemptions requested by employers will be the prerogative solely of the Course Academic Supervisor, Ms Kristy Hess, of Deakin University.

The Academic Supervisor is limited to approving Year 1 and Year 2 exemptions from NO MORE THAN

- TWO chapters for those with a Certificate of Successful Completion in a CPA Cadet Course,
- THREE chapters for graduates of approved tertiary courses, depending on university transcripts or, for others, depending on the quality of documentation or evidence submitted.
- TWO chapters for graduates of approved tertiary courses, depending on university transcripts, when undertaking the Year 2 Post-cadet course.

NO EXEMPTIONS will be given to chapters dealing with legal, ethical, grammatical or English Usage subjects.

## **CLASSIFICATION BY EMPLOYERS AND PROMOTION**

Under the Award and CPA/MEAA Agreement, the progression of graded journalists through the Band 1 classification scale will be the prerogative of the employer.

As journalists “gain experience in a wide range of practical areas AND/OR undertake additional training”, they will become eligible for consideration for advancement to a higher level – from Levels 1 to 2 to 3 and so on – as they gain additional skills and experience.

CPA recommends employers retain the policy of promoting Level 1, 2 and 3 journalists as they complete successfully each year's study in the Deakin Post-cadet Course to Level 4, provided improved journalistic performance in the workplace and an ability and willingness to accept increased responsibility are evident.

Inevitably in the country newspaper sphere, the limits of staff promotion will depend on the capacity of the business to accommodate increasing costs.

## **SHORTHAND ABILITY**

The first year of the Deakin Course presents **an eleventh-hour opportunity** for a journalist without the ability to write shorthand **to remedy the deficiency**. An enrolment in **Judy Ivey's Shorthand Training** course and a serious commitment to the year's study entailed could determine whether a participant continues as a pedestrian plodder or becomes a competent professional journalist with real potential.

Editors should facilitate this additional study and encourage young journalists to gain the essential skills for promotion and the prospect of higher office in a rewarding vocation.

A Judy Ivey enrolment form can be supplied at the Editor's request to Kate Gayfer.

## **UNIVERSITY REQUIREMENTS**

Managers, editors and journalists must accept that the Deakin Post-cadet Journalism Course is being conducted by a university which provides certification on successful completion of each year of study. Therefore, the university's strict conditions apply to the preparation and receipt of assignments.

A schedule for the lodgement of assignments is included on the website. Assignments are to be lodged on time monthly, beginning with the first assignment, usually due in mid April.

Published articles relating to a particular topic the subject of a study unit could be submitted for the consideration of an assessor in place of a set assignment, attaching the Workplace Assessment sheet provided on the website.

## **OBLIGATIONS OF PARTICIPANTS**

### **EMPLOYERS**

It is the responsibility of the employer to enrol the journalist/s in the appropriate course/s each year and pay the course fees. Also, the employer is to purchase the course material – one office set for the editor's use AND another set for the use of each journalist undertaking the course, which remains the property of the newspaper.

It is the delegated responsibility of editors to keep in constant contact with each journalist undertaking the course to ensure he/she undertakes diligently the course work prescribed and lodges assignments on time with the appointed assessor. Further the editor is to discuss with the journalist the assessor's comments on each assignment when returned to the journalist.

CPA's conviction is that employers should not promote journalists to a higher level if they fail any year of the post-cadet course.

**RESIGNATION OR WITHDRAWAL:** Most importantly, the employer is responsible for advising the CPA Melbourne Secretariat without delay of the resignation or the withdrawal of a participating journalist from the course.

### **RESPONSIBILITY OF EDITORS and JOURNALISTS**

It is the responsibility of the Editor to supervise participating journalists through the course and ensure they fulfil their personal responsibilities in relation to the course.

Journalists are responsible to complete and send their assignments to reach their assessor on time, in line with the lodgement schedule provided on the Deakin website.

They should arrange with their editor, if possible, for time to undertake assignments as appropriate and keep them regularly appraised of their progress or any problems encountered.

If the lodgement schedule cannot be kept for some legitimate reason, eg illness or leave, the assessor should be advised in advance and every effort made to catch up. Eligibility for promotion depends on successful completion.

Diligent attention to the course is fundamental to ultimate achievement and satisfaction. A journalist's time management, whether in office hours or after, in undertaking the course will reflect his/her personal and career priorities.

### **VALUABLE INVESTMENT**

CPA understands many member publishers could be experiencing some difficulty due to the economic situation but encourages them to regard training as an investment in the future of their businesses, producing dividends through quality journalism appreciated by the public.

Deakin courses equip graded journalists to enhance their skills and so be available to fill vacancies when experienced staff depart or fill higher positions within the organisation. Bearing in mind the cost and difficulty in finding journalists willing to move to country communities and stay there, retaining home grown products, undoubtedly, is the proven way to go.

### **REFERENCE BOOKS**

CPA expects all newspaper offices to have a basic library available for their journalistic staff. This must include reasonably modern editions of an atlas, dictionaries, encyclopaedia, the CPA textbook *Community Journalism* and a book on media law. Other useful books could be available in the town library or on the internet. Included on the Deakin Course website is the university's list of additional texts required or desirable to undertake the course effectively.

## **ENROLMENT FORMS**

Careful attention should be given by the employer to the completion and lodgement of the following Deakin Course enrolment forms to reach CPA by the closing date.

Also attached is an enrolment form for Judy Ivey's Shorthand Training for journalists wishing to acquire or improve this essential skill.

Please make a **COPY** of the attached Deakin Post cadet course enrolment form.

Send the enrolment form, together with a cheque for \$825 for course fees made out to Country Press Australia Inc. to

**Attn: Ms Kate Gayfer  
Country Press Australia  
Inc. Locked Bag 1000,  
Ascot Vale VIC 3032**

**Phone: 03 8387 5531  
Fax: 03 9372 2427  
Email: KGayfer@vcpa.com.au**

A copy is to be retained by the employer

## **Enrolments close on Friday 5 June 2015**

*From 2 July 2015, Hayley Fox at CPA will be the contact person,  
as Kate Gayfer will be on maternity leave until early January 2016.*