

About Amy

Amy specialises in matters of sustainability and community action and empowerment. She is a Bachelor of Science (2000) graduate and has spent the previous eight years working for not-for-profit organisations, including the Californian Conservation Corps and Conservation Volunteers Australia, local governments, particularly the Cities of Casey, Frankston and Yarra, and the Shires of Mornington Peninsula, Cardinia and Bass Coast, and peak bodies such as the Municipal Association of Victoria.

In May 2007 Amy established Amy McDonald Writing and Editing, and has been running this business successfully since. Her clients include lobby groups, State Government departments, local governments and not-for-profit organisations. Amy also offers training, facilitation and project management services. She has an easy, engaging style.

Amy's writing and editing clients

Melbourne Water

Water authority and waterway manager for greater Melbourne: writing guidelines, reporting templates, application forms and information sheets for community micro and corporate partnerships grants programs. Writing local government information sheets for each council in the MW region. Writing *River Health Youth Conference* proceedings, including interviews with participants.

Mornington Peninsula Shire Council

Local government: writing the Mornington Peninsula Shire Council Community Plan 2008 - 2010. Writing the discussion paper regarding landfill, waste management and sustainability for the National Local Roads and Transport Congress, 2008.

West Wimmera Shire Council

Local government: writing business case, including technical details and designs, for three township decentralised domestic wastewater treatment systems for a funding application to the Victorian Department of Sustainability and Environment.

City of Port Phillip

Local government: drafting the EcoBuy green purchasing report and *Towards Zero* climate change brochure.

Fresh Green Clean

Consultants for cleaning industry and sustainable cleaning. Writing information sheets and editing web content and promotional material.

Firestarter

Environmental education organisation: drafting the ResourceSmart Schools Awards finalists report.

Victorian Central Coastal Board

Strategic coastal planning advisory body responsible to the State Minister for Environment: editing the *Boating Coastal Action Plan* and writing *the Boating Coastal Action Plan Summary* (separate publication)

Municipal Association of Victoria

Peak representative and advocacy body for Victorian local councils, sustainability section: project managing 'Rural Zones' local government statutory planning project, including design and implementation of a state-wide consultation process. Writing content for local government sustainability website: www.sustainability.mav.asn.au. Writing *Victorian Local Government Secrets of Success in Urban Water Management Case Studies Report*.

Centre for Sustainability Leadership

Award-winning Future Sustainability Leaders program: interviewing past participants to develop a series of five profile articles to be used for promotional purposes.

ANEX

Community-based, not for profit organisation that promotes and supports Needle and Syringe Programs for harm reduction: editing and writing articles for the Bulletin, their national newsletter.

Victorian Department of Sustainability and Environment

Port Phillip Region: writing the proceedings for the hypothetical *Westernport: Feeling the Heat*.

Association for Waste and Resource Education (AWARE)

Peak body for waste and recycling educators: editing the 2007 *AWAREness* Journal

Red Stitch Actors Theatre

Independent Melbourne-based theatre company: writing grant application for the Australia Council New Work Fund.

Amy's training and facilitation clients

Community Childcare

Peak body for childcare providers in Victoria. Development and facilitation of strategic planning workshops with staff and stakeholders.

Victorian Environment Protection Authority

Water Industry Unit: facilitating the Onsite Wastewater Review Reference Group. Developing and facilitating state-wide consultation workshops for local councils, industry professionals, manufacturers and others regarding changes to greywater recycling regulations.

Moreland Energy Foundation

Sustainability Streets: Facilitating community grant seeker training.

Victorian Department of Infrastructure

Public Transport Division, Train Stations as Creative Community Hubs project: design and facilitation of creative workshops, development of reports and findings.

Association of Neighbourhood Houses & Learning Centres Inc.

National peak body: developing and delivering 'Grant seeker training for beginners' at the 2008 Conference.

RMIT

Community Advocacy Unit Grant Seeking Know How: writing the training manual and facilitating a one-day training session for the health and social justice not-for-profit sectors.

Amy's other publishing history

Amy is also a freelance journalist and contributes regularly to LOTL magazine and samesame.com. She has had short stories published in the anthologies *Unleashed* and *In the Moment* (2007, 2008 respectively, both published by Red Bubble) and *Climate* (2007, published by the CAE). Amy was a winner of the Eastern Region Libraries National Storywriting Competition (2007).

Amy provides manuscript assessments for budding novelists, and subcontracts to Sid Harta Publishing as a copy and substantive editor.

Testimonials

Clients

'We wouldn't hesitate to recommend Amy for her proactive networking abilities and excellent skills in forging and negotiating projects which contribute to enhanced community well-being.'

Sam Seamer, Senior Women's Health Advocate, Women's Health in the South East

'Amy completed her work of capturing the essence of a complex hypothetically-based discussion that ranged across the full gamut of sustainability promptly and professionally. She distilled clear insights into the critical messages and dilemmas that emerged from the event. Her writing is crisp and thoughtful and demonstrates her own strong grasp of the issues, as well as an ability to convey others' views objectively.'

Jack Krohn, Manager Project Development & Practice, Department of Sustainability and Environment Port Phillip Region

'Amy is committed and easy to work with. She understands what we need and delivers professional and really useful material.'

Larissa Brown, Executive Director, Centre for Sustainability Leadership

'Amy has been an invaluable asset to us. With the funds she has secured our group has been able to achieve so much more. She has the magic touch!'

Clare Worsnop, President, MEEPPA

Training participants

'The content was superbly communicated. Already, I am starting to think beyond the square and am jotting down innovative 'grant packages' that I know would benefit our community and have far more of a ripple effect than the closed mind-set I had before. Keep up the good work Amy.'

Sharon Roberts, Corryong Neighbourhood House, participants Grant Seeker's Crash Course, ANHLC Conference, 2008

'Lots of opportunities to discuss where we are at and lots of ideas on how to move forward. Very useful and fun and engaging.'

Kylie Henschke, EPA, participant, Is it Working? Monitoring and evaluating domestic wastewater management projects, MAV, 2007.

'Very practical and useful. Tailored to what matters to us. Expectations were met and exceeded!'

Skye Scott, South Gippsland Shire Council, participant, Lets Talk: Working meaningfully and effectively with your community, MAV, 2007

'Presenter was great! Good level of experience and great communication skills.'

Participant, RMIT Community Advocacy Unit Grant Seeking Know How, October, 2007

Amy's rates*

Note that all the rates below are hourly for off-site work (training and facilitation excluded). Estimates are provided at no cost and in negotiation with the client. Rates for working on-site can be negotiated. As a general rule, the hourly fee is from \$70.00.

Proof reading

Proof reading involves checking through finalised documents (proofs) for spelling mistakes, typographical errors and minor grammatical errors. Proof reading is the last stage in the development of a document and is not as extensive as editing; proof reading does not include substantive editing or copyediting.

\$60.00 per hour

Editing

Editing a document involves correcting editorial and linguistic errors (grammar, spelling, punctuation, paragraphing, inaccuracies, omissions, repetitions, ambiguities, language level, tone etc). Edited documents can be provided marked-up in hard copy, with tracked changes in soft copy, or both. Note that marking up a hard copy as well as tracking changes electronically takes additional time. An editing report containing suggestions for improvements in style, structure, factual content, order etc, can be developed, again at an additional cost.

\$75.00 per hour

Corporate writing

Corporate writing may take many forms: newsletters, reports, plans, strategies, grant applications, brochures, training manuals etc.. Writing at this level involves combining existing material into a reworked or reformatted style. It does not involve research and development of new ideas, concepts or substantial material.

\$75.00 per hour

Research and development

Writing that involves the development of new ideas or the synthesis of new material is considered research and development. For example, drafting a document in first draft, developing project plans or writing a complete training package would be work undertaken at this rate.

\$95.00 per hour

Training and facilitation

The training and facilitation rate is for contact hours only. Preparatory work, including client meetings, will be costed in negotiation with the client. As a guide, the research and development rate will apply. The training and facilitation rate is dependant on a minimum of three hours. It does not include transport costs, which are charged at \$0.50 per kilometre.

\$150.00 per hour

*If you run a small not-for-profit organisation and can't afford these rates, please contact Amy to negotiate the possibility of a 'giving back' rate.