

## Competitions

- ◆ Another round of writing and photography challenges to inspire you.
- ◆ Do jump in - the applause is refreshing.

## Signs in other languages

- ◆ Tricky when it's Welsh.

## Should our schools, and other public buildings, be built to last, or with the lowest tender?

- ◆ When we choose 'the lowest price' should we expect all to be well?
- ◆ Or is a nightmare going to be inevitable?

## Compensation for David Bain

- ◆ The discussion continues.

## Nine choices you can make that might change your life forever

- ◆ Ready for a restart?

## Who's the big bad wolf in yacht racing right now? Will Team New Zealand beat them and bring home the auld mug?



## Job Opportunities, near and far

- ◆ Including, maybe, the one you've been waiting for!

## The opportunity to work online

- ◆ More and more positions are being created for online employees. Will you be one?

## It's in the drawer

- ◆ When you know something, and can't tell, how do you feel?

**Fiction to finish. P12.**

## America's Cup. Oracle caught cheating!

Oracle hold the America's Cup so you'd expect them to want a clean sporting contest.

Ahh, but no. According to the international jury which monitors the rules, Oracle cheated to win the AC45 Naples regatta in April.

Surprise, surprise!

Russell Coutts, CEO of Oracle, did a Key manœuvre and distanced himself from those who had done the actual unsporting deeds.

"Our team is very disappointed by this turn of events" (What happened was Oracle got caught cheating, using LEAD where it shouldn't be, so their boat had a sailing advantage).

"Voluntarily withdrawing from these past AC45 events" (taking action after the judge says you cheated and must give back your trophies), "is the appropriate corrective action."

I'm sure Kiwis aren't quite so silly they can't see through this.

Oracle's webpage:

<http://oracle-team-usa.americascup.com/news/5279>

What a farce, but how typical of the America's Cup.

My forecast is there'll be more of the same trickeries, shenanigans and cheating (followed by legal battles) when the AC72 boats race the contest proper starting 7 September.

Big-time sport can bring out the best and the worst in people. Under-arm bowling wasn't against the rules in 1981, but fair-minded people knew it wasn't right, regardless.

Australian NRL coach Laurie Daley defended his players who smeared Vaseline on their legs so they were harder to tackle. Whose idea was that?

An NRL player poured slippery sports drink on the ball before kick-off to make catching it more difficult for his opponents.



After incidents like these, world shot-put champion Valerie Adams's light shines even brighter for me. □

**Brian Morris** ♦ **Principal.**

## How much compensation for the acquitted David Bain?

by **Brian Morris**

This is a story that won't go away until it is settled to everyone's satisfaction. In the absence of King Solomon, I offer my solution.

Given that David Bain has been acquitted of the murder charges, he must be considered an innocent man who was held in prison for 13½ years.

This injustice deserves equitable compensation – and quickly.

Every day he is left without adequate funds and the proper restitution of his good name is another portion of a young man's life denied to him.

He cannot get meaningful work. He has no financial nest egg. All he has is a few loyal supporters and their meager donations.

My suggestion is simple. David Bain should be compensated by the State at the rate of pay for a prison guard with 13½ years' experience, plus an additional amount which recognises his unfair treatment by State servants, ie the police who bungled his case.

If senior corrections officers earn around \$70,000 pa for 40 hours a week, and this is extended to cover Bain's 168 hours a week incarceration, for 13½ years, this amounts to \$3,969,000. After income tax Mr Bain would get \$2,781,810.

That would be enough to rebuild his life financially. It's enough for the government to go "Ouch!" and it's enough for New Zealanders to say "We're sorry, David, and the public debt is now paid in full."

So far the assorted costs of legal aid for David Bain, High Court retrials, Justice Binnie, Robert Fisher QC, the Privy Council, travel, hotels, expert witnesses, printing, blood tests etc must be many times my figure – and the end is not in sight.

Let's put the poor man out of his misery and let us all move on.

After all, there's the Teina Pora case to consider next.

*Note:* Arthur Allan Thomas was paid \$950,000 in 1979. In 2013 money that would be \$2,700,000.

**a headline:**

**Juvenile Court to Try Shooting Defendant**

Will that be better than a fair trial?

## Who hasn't had assignment PAE #8 returned yet?

We have it here – with no name on. Call the registrar if it's yours.

< >

When I was in the pub I heard a couple of plonkers saying they wouldn't feel safe on an aircraft if they knew the pilot was a woman.

What a pair of sexists. I mean, it's not as if she'd have to reverse the thing!

< >

A TV presenter named Holmes Gets credit wherever he roams But his glasses got blurred And one day I heard

He'd interviewed six garden gnomes.

*Tony Broome, Christchurch.*



## **NOTE:**

### **Institute Mailing Address**

To help us get your work back to you quickly, please check the return address on your return envelopes (You may have some old ones):

**NZIBS  
PO Box 282288,  
Auckland 2147**

Please handwrite the new PO Box number on your reply-paid envelopes. Thank you.

**Carol Morris** ♦ **Registrar**

## On our website

Learn new skills and make a new career for yourself.

### Freelance Travel Writing and Photography:

[http://nzibs.co.nz/?page\\_id=40](http://nzibs.co.nz/?page_id=40)

### Journalism and Non Fiction Writing

[http://nzibs.co.nz/?page\\_id=38](http://nzibs.co.nz/?page_id=38)

### Sports Journalism

[http://nzibs.co.nz/?page\\_id=60](http://nzibs.co.nz/?page_id=60)

### Creative writing

[http://nzibs.co.nz/?page\\_id=28](http://nzibs.co.nz/?page_id=28)

### Romance writing

[http://nzibs.co.nz/?page\\_id=58](http://nzibs.co.nz/?page_id=58)

### Mystery and Thriller writing

[http://nzibs.co.nz/?page\\_id=50](http://nzibs.co.nz/?page_id=50)

### How to write poetry

[http://nzibs.co.nz/?page\\_id=44](http://nzibs.co.nz/?page_id=44)

### Writing stories for children

[http://nzibs.co.nz/?page\\_id=83](http://nzibs.co.nz/?page_id=83)

### Writing short stories

[http://nzibs.co.nz/?page\\_id=79](http://nzibs.co.nz/?page_id=79)

### Writing your first novel

[http://nzibs.co.nz/?page\\_id=85](http://nzibs.co.nz/?page_id=85)

### Life Coaching

[http://nzibs.co.nz/?page\\_id=46](http://nzibs.co.nz/?page_id=46)

### Digital Photography for Beginners

[http://nzibs.co.nz/?page\\_id=30](http://nzibs.co.nz/?page_id=30)

Professional Freelance Photography

[http://nzibs.co.nz/?page\\_id=130](http://nzibs.co.nz/?page_id=130)

### Proofreading and Book Editing

[http://nzibs.co.nz/?page\\_id=56](http://nzibs.co.nz/?page_id=56)

Information on any course we run is available by telephone:

**09 5329059** or **0800 801994**.

You already have one foot on the first rung of a ladder. Your climb could take you to the stars.

\*call **Carol Morris** ♦ Registrar, now.

## Photography Clubs

They are everywhere - nationwide. Photography clubs keep you up to date with events, seminars, competitions, and more.

NZ Photographic Society details:

[http://www.photography.org.nz/clubs\\_map.html](http://www.photography.org.nz/clubs_map.html)

## There's more to life

A scholar asked a boatman to row him across the river. The journey was long and slow. The scholar was bored.

"Boatman," he called out, "Let's have a conversation."

Suggesting a topic of special interest to himself, he asked, "Have you ever studied phonetics or grammar?"

"No," said the boatman, "I've no use for those tools."

"Too bad," said the scholar, "You've wasted half your life. It's useful to know the rules."

Later, as the rickety boat crashed into a rock in the middle of the river, the boatman turned to the scholar.

"Pardon my humble mind that to you must seem dim," he said, "but, wise man, tell me, have you ever learned to swim?"

"No," said the scholar, "I've never learned. I've immersed myself in thinking."

"In that case," said the boatman, "you've wasted all your life. Alas, the boat is sinking. Now we swim."

## International Writers' Workshop

This group meets on the 1st and 3rd Tuesday of each month, February to November inclusive, at the Lake House Arts Centre, Takapuna, North Shore.

<http://www.iww.co.nz/>

## Hibiscus Coast Writers

Members enjoy workshops and up to six competitions a year including poetry, short stories, drama and non-fiction, all judged externally.

<http://hibiscuscoastwriters.weebly.com/>

## Franklin Writers

This group meets at Franklin Arts and Cultural Centre, Pukekohe. Contact Judy / Barbara 09232 0132.

## Job Opportunities

### Museum Exhibitions, Team Leader, Rotorua.

Experience in mounting exhibitions essential. Send application & CV. Job description online:

[www.rdc.govt.nz](http://www.rdc.govt.nz) or [www.rotoruanz.com](http://www.rotoruanz.com) Closes 30 Aug 2013.

NOTE: New broom always sweeps clean. Ask about lesser jobs 1-2 months from now.

### Social Worker, Pitcairn Island.

Experience in child safety, all family matters. Willing to live on Pitcairn Island. One year contract starts March 2014. [www.government.pn](http://www.government.pn) Apply Pitcairn Islands Office, P O Box 105696, Auckland. Closing 16 September.

### Night Chief of Staff, Waikato Times

Write headlines, coordinate reporters and make the hard calls at deadline. Closes 4 Sep.

### Senior Communications Consultant, NZ Trade & Enterprise, Auckland

Do you have an understanding of business plus excellent writing skills? Closes 3 Sep.

[Reporter](#), Southland Times  
Seeking multimedia journalist who can break great stories and think on the run.  
Closes 6 Sep.

### Photographer, Fatboy Photography, Auckland

Opportunity for an individual to take their photography career to the next level. Closes 7 Sep.

### Executive Assistant, Naylor Love, Christchurch

Requires excellent editing and proofing skills. Closes 2 Sep.

### Financial Coach, Full Balance Financial Coaching, Auckland

Ideally you will have a background in personal development / coaching / counselling / teaching with life skills. No closing date.

## It's all in the Ilofnodi [Sign]

Information on road signs in Wales is displayed in both English and Welsh.

And, so the story goes, when the Swansea Council wanted a Welsh translation of a road sign saying:

**"No entry for heavy goods vehicles. Residential site only"**, an email was sent to its in-house translation service.

Unfortunately, the translator was away. As the auto-response email received back was in Welsh, no-one realised it wasn't the translation they'd asked for, so they used it.

If the message had been in English, it would have read:

**"I am not in the office at the moment. Send any work to be translated"**.

And that was what a sign writer put, in Welsh, up beneath the English version on a sign board which barred trucks from a road near a supermarket.



It hasn't been the only piece of unintentional humour installed by councils in Britain.

- Cyclists between Cardiff and Penarth in 2006 were left confused by a bilingual road sign telling them they had problems with an "inflamed bladder".
- In the same year, a sign for pedestrians in Cardiff reading 'Look Right' in English read 'Look Left' in Welsh.
- In 2006, a shared-faith school in Wrexham removed a sign which translated the Welsh for staff as "wooden stave".

## Writing an Ebook

by *Brian Morris*

You'll remember I guided some new writers on to the path that leads them to the wonders of **indie publishing on Amazon**.

kindle direct publishing



No one has to suffer rejection from the gatekeepers in the big publishing houses anymore.

If your book is any good – it will sell. If it's not, it won't sell.

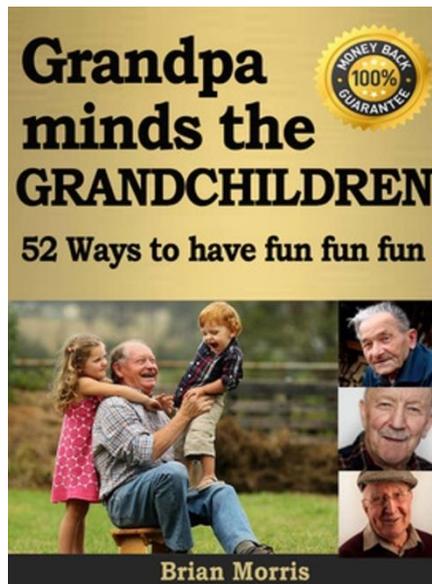
### Simple as that.

The reading public are now the arbiters of what succeeds and what doesn't.

I set all the new authors the same task: **Write a book and have it on Amazon before the end of August.**

I set about doing the same task. Yes, we all have day jobs to fit in alongside our writing.

To get the rest of the story, look for my new ebook on Amazon.



Here's where you'll find it:

### Grandpa minds the grandchildren.

[http://www.amazon.com/Grandpa-minds-grandchildren-Grandad-ebook/dp/B00ERQGKTI/ref=sr\\_1\\_1?ie=UTF8&qid=1377943069&sr=8-1&keywords=grandpa+minds+the+grandchildren](http://www.amazon.com/Grandpa-minds-grandchildren-Grandad-ebook/dp/B00ERQGKTI/ref=sr_1_1?ie=UTF8&qid=1377943069&sr=8-1&keywords=grandpa+minds+the+grandchildren)

### What next?

The grandfathers' book was quite easy to write, so I wrote a companion book for grandmothers.

It is also on Amazon. Both books are making sales already. I find that rather satisfying.

While deciding on a title, I researched the relative popularity of different terms for grandmother.

(I had done the same with grandfather, opting for Grandpa because it scored **seven times** higher than Grandad!)

### Google searches produced this:

**Nana = 122million**  
**Nanna = 10m**  
**Granny = .09 m**  
**Omah = 2m**  
**Grandma = 65m**  
**Granma = 15m**  
**Gramma = 3m**  
**Grandmother = 55m**  
**Grandparent = 8m**  
**Grandchild = 6m**  
**Grandchildren = 34m**  
**Nanny = 76m**

I was looking for a suitable title and subtitle, which would tick a few keyword boxes. I didn't use Nanny as that's a completely different concept.

I decided on:

### Grandma minds the grandchildren.

**Grandmother knows fifty ways to have fun with Nana**

[http://www.amazon.com/Grandma-minds-grandchildren-Grandmother-ebook/dp/B00EWJ87FK/ref=sr\\_1\\_4?s=digital-text&ie=UTF8&qid=1377953211&sr=1-4&keywords=brian+morris](http://www.amazon.com/Grandma-minds-grandchildren-Grandmother-ebook/dp/B00EWJ87FK/ref=sr_1_4?s=digital-text&ie=UTF8&qid=1377953211&sr=1-4&keywords=brian+morris)

This combo with FOUR keywords gives me 65m + 34m + 55m + 122m = 276m Google entries.

A few searchers seeking those terms might stumble across my Grandma ebook.

At \$3 it is terrific value, and is well worth 5 stars when you REVIEW it.)

Thanks for following our progress.

## Midnight writer gets lucky

When business was quiet, hotel night clerk William Young wrote his story.

*"It was a metaphor for the house you build in your mind to escape personal pain,"* Young explained.

The father of six wrote a mystical parable about the tragic loss of a family's young daughter. He took his pages to a photocopy place and made 15 copies to use as inexpensive Christmas presents for family and friends.

*"I've always been a novice writer but my stuff has been only for family gifts. I've had no proper writing education. It never crossed my mind to get my book published."*

Young started to get emails from people he didn't know who told him how much they loved his book. It seems his friends had given their copies to their friends, spreading the story in an ever-widening circle. His book was going viral.

*"The response was remarkable for the impact my story was having on people's lives,"* Young said.

Somewhat intrigued and surprised, he sent the photocopied book to the only writer he knew, pastor Wayne Jacobsen, for an informed opinion.

*"I just wanted him to take read it,"* Young said.

Jacobsen called him three days later to rave about the story. Young was shocked.

Jacobsen asked permission to share it with writer friends - who were equally enthusiastic about the book.

*"That was all the encouragement Young needed,"* said Brian Morris, Principal of New Zealand Institute of Business Studies. *"He sent his story to a publisher and 'The Shack' has sold 18 million copies so far."*

It is on Amazon here:

<http://tinyurl.com/lj58bog>

## Candidates should learn from Stephanie, Sarah and Mitt

Standing as a political candidate isn't a walk in the park.

Novice contenders should spend time in candidate school. This is where people skilled in the dark arts try to bring novice politicians up to an acceptable standard. Those who don't reach PASS grade shouldn't stand.

### Tip 1: Know the facts of life.

Australian candidate Stephanie Banister thinks Islam is a country.



<http://www.youtube.com/watch?v=IQDT54zoiFk>

### Tip 2: Keep up with the news.

Sarah Palin couldn't name one newspaper she read regularly.

<http://www.youtube.com/watch?v=xRkWebP2Q0Y> (Preview)

### Tip 3: When the job looks easy, that's when you slip up.

As Mitt Romney did.

[http://www.youtube.com/watch?v=Lh\\_gk9ht7Ps](http://www.youtube.com/watch?v=Lh_gk9ht7Ps) (Preview)

### Tip 4: When you don't get all of what you want, keep your cool.

President Obama lost his.

<http://www.youtube.com/watch?v=quh7Bt8p9w4> (Preview)

For all that, candidates for national, regional and council positions deserve our thanks and appreciation.

Stand, Vote, or Get out of the way.

## Job Opportunities

### [Senior Communications Consultant](#), NZ Trade & Enterprise, Auckland

Do you have a strong understanding of business plus excellent writing skills? Closes 3 Sep.

### [Political Reporter](#), TVNZ, Wellington

Lead the reporting of New Zealand politics across News and Current Affairs. Closes 4 Sep.

[Photography Stylist](#), The Warehouse, Auckland  
Produce images for mailer, press and point of sale marketing materials. No closing date.

### [Business Reporter](#), The Press, Christchurch

Develop issues, break stories and write about local business news. Closes 9 Sep.

### [Principal Communications Advisor](#), Ministry of Education, Christchurch

Manage communications associated with Christchurch Education Renewal. Closes 3 Sep.

### [Junior Publicist](#), Maori TV, Auckland

Seeking graduate with a communications, journalism or marketing qualification. Closes 11 Sep.

### [Document Formatting Administrator](#), Madison Recruitment, Auckland

Type, format and proofread documents. No closing date.

### [Proofreader](#), Kiwimaps, Christchurch

Proofread map pages before they go to print. Closes 13 Sep.

### [Publicist – News & Current Affairs](#), TVNZ, Auckland

Talk to media daily and write media materials. Closes 8 Sep.

### Society of Authors

The NZ Society of Authors works in the interests of authors in New Zealand. The Society (PEN NZ Inc) is guided by values of fairness, accountability and responsiveness.

The mission of the Society is to support the interests of all writers in New Zealand, and the communities they serve.

#### Join here:

<http://www.authors.org.nz/>

**How to get a job** is an ebook you'll find at Amazon. This short \$5 book gives you all the steps for getting a job. Age 16 to 65, this is the book. Call 0800-801994 for a chat about your upskilling career options.

<http://tinyurl.com/pgvqjky>

### The Poets Society

Membership of the New Zealand Poetry Society entitles you to their bimonthly magazine and reduced fees in their annual competition.

Several other benefits include a **members-only** website page.

<http://www.poetrysociety.org.nz/join>

### New Zealand Freelance Writers' Association

Have you found their site yet? You can't always find a writer's group, so here's another place you can go to connect with writers.

<http://www.nzfreelancewriters.org.nz/>

### Romance Writers of NZ

This non-profit organisation was founded in September 1990 by Jean Drew (NZIBS tutor) RWNZ has over 260 members (published and unpublished writers) from NZ, Australia, USA, UK and SA.

<http://www.romancewriters.co.nz/>

#### **MEDIA caps** for NZIBS graduates

- ❖ Journalist,
- ❖ Sports Journalist
- ❖ Photographer
- ❖ Travel Writer.

If you'd like one, please send \$10 and a letter detailing your name, postal address and former student number. White. One size fits all.



## Emma Chissit lives on

by **Brian Morris**

For generations it has been the policy of successive governments that the cheapest tender gets the contract.

But now those chickens are flying home to dump the results of those decisions right in our laps. One sizable disaster is the number of leaking schools.

A high reputation school in my region (Macleans College) is reported to have paid \$19 million to remove, repair and/or replace 23 buildings where leaks and rot are the problem.

Nationwide, more than 300 schools and 800 other buildings have been classified as 'leaky buildings' with a total cost, to 'fix it all', of \$1.5billion.

I stopped believing price was my main choice indicator in my teens. I learned to look for long term overall value.

How come government advisors haven't learned this important lesson?

Could it be that keeping within this year's budget is paramount?

Do government advisors get reprimanded when they recommend copper spouting instead of plastic? First grade timber instead of second?

Does a lick of paint cover what's missing in the substrata?

Maybe it's time building contracts were costed on a 50 year life of usefulness. There must be a saving there somewhere for the country.

There are grand civic buildings around the world which have lasted an age. A few are still in use after 1000 years.

While artistic and architectural marvels, like Notre Dame Cathedral, have had leaks and roof refurbishment over the years, they have stood up for the job they were built for.



It's true that some architects do like to push the boundaries of what's technically possible.

A number of Frank Lloyd Wright's buildings leaked significantly.

But that was the result of experimentation with cutting-edge design. Clients, to an extent, accept the risks inherent in a design that 'pushes the envelope'.

Basic NZ school construction, however, is mostly unimaginative and utilitarian. There's no reason for it to be otherwise.

There's no reason why any of it should leak, either. It is *not difficult* to arrange for buildings to be built that don't leak or rot.

But if we want those sort of buildings, we should pay sufficient to ensure the builders can use materials of the quality required.

Surely, happenings over the last decade should have educated us all about the importance of using only tried and tested building methods and materials?

There is a red herring to watch for: leaky buildings were not caused *primarily* by builders taking ridiculous shortcuts and leaving out processes. They were primarily caused by client dictates: to build faster, cheaper, and to use fashionable but unfortunately unproven materials.

Clients have control over those things. Better decision-making in our Government's bureaucracy is required.

The monies being used to repair the results of these foolish decisions are your tax dollars.

Have you told your MP what you think about this *build-gate*?

## Online Openings

### for editors and proofreaders

When searching online, search for variations of what you want, i.e.:

- **Proofreading**
- **Proof reading**
- **Book editing**
- **Editing**
- **Manuscript correcting**

Get creative. Some more ideas:

### Craigslist.org

Don't forget this international billboard of opportunities.

<http://auckland.craigslist.org/>

## To boldly split?

Some do, some don't, but in case you wondered whether you **should**, here's a link to the definitive answer on splitting infinitives, at **Writer's Digest**

[http://www.writersdigest.com/online-editor/dont-split-infinitives-fact-or-myth?et\\_mid=632890&rid=239107212](http://www.writersdigest.com/online-editor/dont-split-infinitives-fact-or-myth?et_mid=632890&rid=239107212)

### Online Writing Jobs.com

<http://www.online-writing-jobs.com/jobs/freelance-proofreading-jobs.php>

### Virtual Vocations

The whole spectrum of vocations are here – so use a targeted search to find your specialty.

<http://www.virtualvocations.com/jobs>

### iFreelance

Advertise your services here:

<http://www.ifreelance.com/>

### Freelance Writing Gigs

Online references, contract jobs and plenty of contacts.

<http://FreelanceWritingGigs.com>

### Freelance Writing

This site gives links to writing, proofreading and editing work:

<http://FreelanceWriting.com>

### E lance.com

<https://www.elance.com/q/find-work/online-work-overview/>

### Donanza.com

Donanza does draw its job listings from other places, so you may see ads you've seen elsewhere.

<http://www.donanza.com/jobs/proofreading>

## Banning Gang Patches Won't Work

by **Brian Morris**

Some things are just too difficult, like catching water in a sieve.

It's not gang patches as such, it's the legal definition of 'what constitutes a gang'.

I can see countless, pointless court cases to sort out the differences between a Black Power chapter and a rugby club; between the regalia worn by Mongrel Mob members and Catholic bishops.



Don't laugh. These distinctions will become the gravy train for a gaggle of politicians and lawyers. They will quibble over the details while they clog the courts.

There must be an easier way to address the real problem: anti-social behaviour, intimidation and breaking meaningful laws.

Gangs, bishops and rugby players all enjoy a sense of belonging, so that isn't the problem.

Maybe if gangs were to adopt the social values of St John Ambulance or Surf Lifesaving clubs or Lifeline Samaritans? There could be a huge social turnaround.

Which social engineering agency will volunteer to take on this re-training task?

Which philanthropist will offer to fund the experiment?

Which community will provide premises for the **Hells Angels Training Academy**?

Hey, every radical idea needs a champion. Any volunteers?

## Job Opportunities

### [Reporter](#), **Manukau Courier, Auckland**

Requires writing, photography and video skills. Closes 11 Sep

### [Copy Editor/Content Writer](#), **Enterprise Recruitment, Christchurch**

Manage and deliver best practice business management content. No closing date.

### [Journalist/Editor](#), **Waikato Business Publications**

Seeking local Waikato journalist to write and edit a magazine. No closing date.

### [Business Journalist](#), **National Business Review, Auckland**

Report on legal affairs, interpret commercial judgments and cover the High Court. No closing date.

### [Senior Internal Communications Manager](#), **Madison Recruitment, Auckland**

Requires staff management and mentorship experience. No closing date.

### [Technical Communicator/Writer](#), **Farrow Jamieson, Christchurch**

Requires technical writing, editing and proofreading skills. No closing date.

### [Vocational Support Worker](#), **IHC, Hamilton**

Coach, mentor and assist a disabled man in the daily running of a farm. Closes 5 Sep.

### [Educational Designer](#), **Open Polytechnic, Wellington**

Design learning materials across print, online and blended mediums. Closes 3 Sep.

### [Audio Sub-Editor](#), **Radio NZ, Wellington**

Gather and edit news material and write bulletin copy. Closes 16 Sep.

## Companies Outsource Work To Freelancers Worldwide

Graduates Club Newsletter #1069

From a blog by **Elena Kvochko**,  
information specialist.

Reproduced for educational purposes

**Disappointing employment reports** mean an increasing number of companies are outsourcing jobs to online freelancers. This is their way to cut costs and gain greater work flexibility.

This trend is likely to accelerate and transform the way we work, requiring employees to improve their skills and adapt to the changing job market.

Online marketplaces connect jobs seekers and employers, companies ranging from startups to the giants are outsourcing everything from IT and website specialists to personal assistants who live in the cloud.

The global online work industry is estimated to be between \$1Billion and \$2Billion. It is expected to be \$5Billion by 2018.

Jobs are found on marketplaces like: Elance, Guru, Freelancer and oDesk. They each listed around 1million jobs posted last year, performed by 3million contractors.

Gary Swart, CEO of oDesk, sees demand for just about any job that can be done in front of a computer. This includes lawyers, accountants, proofreaders, editors and all kinds of consultants.

Swart estimates that by 2020, one in every three workers will be hired to work online.

In 2005, when the first platforms were launched, most jobs required only basic skills such as data entry and coding. Outsource companies such as Samasource, Amazon Mechanical Turk,

CloudFactory, CloudFlower, 99Designs, Microtask and MobileWorks deliberately focus on routine tasks performed by low-skill workers who are ready to take on assignments for minimal dollars per task. But that's clearly changing.

Some of the hot categories in steady demand are marketing, social media, data analysis, academic writing, all kinds of research, website design, infographics, translations, virtual assistants, and IT.

On Elance the average hourly rate is us\$28 – about four times more than the US minimum wage.

Online workers relieve companies from fixed wage rates, maximum working hours, health insurance, holiday pay and other commitments.

US companies are the biggest users of Elance, reflecting \$166 million in revenue commissions for that company. Work opportunities placed by non-US employers are the fastest growing segment.

New Zealanders have obvious advantages, such as knowledge of the English language, Western culture, and a wide range of advanced skills.

But freelancers face competition from other nations including India, Pakistan, Philippines, UK, Canada and Bangladesh.

In 2010, according to the University of California, 57% of workers registered on Amazon Mechanical Turk came from the United States.



*"Only 17% of oDesk's clients say they would hire locally if online freelancers were not available,"* Swart says.

In emerging economies job creation via the Internet is a catalyst for growth and is part of government-supported efforts.

Governments in developing countries and large development institutions such as the World Bank are adopting the online work approach as a catalyst for job creation for disadvantaged populations.

Nokia partnered with the World Bank to offer cash prizes for the best new mobile microwork solutions.

*"New work opportunities are coming online all the time,"* said Brian Morris of NZIBS.

*"Online workers have to be careful about getting paid for their work,"* said Morris. *"So we help them find work with reputable employers worldwide."*

Thanks to technology, companies are able to *"tap into brainpower all over the world,"* says Samasource CEO, Leila Janah. *"We go to places that are full of bright individuals and give them access to Samasource jobs, and we train them how to do those jobs."* *"These people don't normally have access to that sort of training and those opportunities."*

For many unemployed young BA and LLB professionals, outsourcing is their best way to find a job and start building their portfolio of work experience.

*"In the future the world of work will comprise blended teams of workers on our premises, local temporary workers, partners and temporary workers who do our work via the Internet,"* Swart says.

As the Internet matures, equalising the job opportunities marketplace, employers will select workers from a global pool of candidates without opening branches in other regions.

*"There will also be fewer full-time jobs,"* says Morris. *"People between 18 and 30 are more likely to end up with several part-time jobs, regardless of their education credentials. Employers will invest more in their workers' skills to remain competitive."*

*"It will be important for employees to maximise job opportunities by improving their 'online signals of excellence,'"* says Michael Fertik, CEO of Reputation.com.

An individual's online profiles, client/customer ratings and recommendations all help a worker create a more advantaged fee leverage.

The continued growth of online job marketplaces will create pressure on both employees and businesses to become more flexible and efficient.

While online workers cannot perform all jobs (hairdressers and baristas come immediately to mind), these platforms have demonstrated that companies can leverage the talents of millions of literate and skilled individuals located throughout the world.

Already, this trend is changing the perception of employees and the composition of work teams.

As it accelerates in the years ahead it will radically alter the way many of us work.

# Nine Choices That Will Change Your Life Forever

by **Chris Widener**

Reproduced for educational purposes.

The direction of our lives is determined by the choices we make every day.

They accumulate and add up to our ultimate destiny.

Here are eight choices you can make - choices that will create for you a life of abundance and prosperity in all areas of life.

**1. Choose to grow personally.** This sounds simple but many people only wish to grow personally. They never choose to grow by taking action, such as actually exercising, opening a savings account etc.

Make a decision today to be a person who is on the never ending journey of personal growth.

**2. Choose to always treat others right.** In life we come across all sorts of people, some who treat us badly.

We can choose to treat everyone right, no matter how they treated us. When they lie, we tell the truth. When they cheat, we play by the rules.

We may get the short end of the stick sometimes, but in the long-run life is better.

Most importantly, we will sleep well at night.

**3. Choose to break a bad habit.** Tackle the biggest one head on. (If you don't know what it is, ask a trusted friend.)

Spend every effort you can muster to replace that habit with something positive.

Sidestep your other bad habits, as you will get to them later.

Choose one and master it. Exercise the power to choose!

**4. Choose to work smarter.** Many people know their life is out of balance.

Step 1: Find out how much time you are wasting at work, which makes you work longer hours, which throws the rest of your life out of balance.

Getting your work done by working diligently in the time you have will free your life up extraordinarily.

Another option is to out-source work to other people. Anything you struggle with can usually be done by someone who can do it

quickly. Look here for help: [www.fiverr.com](http://www.fiverr.com)

**5. Choose to see your work as a way to help others, and not as a way to make money.**

If you put your heart into helping others the money will most assuredly come.

Spend time helping others grow and your finances will grow with it. It's Karma.

**6. Find ways to become balanced spiritually, emotionally and physically.**

Our lives are best when we have these three major areas in balance.

Spend some time becoming emotionally healthy and physically fit. Take time to think.

**7. Choose to sow more than you reap.** There are many takers in this world, but our lives will be better when we become givers. The world will become better when more people become givers.

Give away your time, donate money, give your love and energy to causes you believe in.

Get 250 business cards at [www.vistaprint.co.nz](http://www.vistaprint.co.nz) (Free, plus \$10 postage.) Get your photo on: that's \$10 extra. Put something on the back: another \$10. That's still good value.

Promote yourself. Give your cards to five people every day.

**8. Choose to get home for the family dinner more often.**

The family is the most important group of people you will ever belong to - more important than work colleagues or your sports team.

Make a decision today to grow in your relationship with your spouse, children, parents, siblings, and friends. This one choice you will never regret.

**9. Start collecting positive quotes.** Read your collection daily.

*"The history of free men is never written by chance, but by choice; our daily choices."*

— Dwight Eisenhower

**10. \*Start a list of helpful websites.** Like these:

Chris Widener's site:

[www.YourSuccessStore.com](http://www.YourSuccessStore.com).

Brian Morris' Facebook Page:

<http://tinyurl.com/ls7kl6y>

NZ Society of Authors:

[www.authors.org.nz](http://www.authors.org.nz)

\*Yes, there were only supposed to be nine in this list of choices. The tenth's a bonus!

Always deliver more than you promised.

## Job Opportunities

[Web and Marketing Writer, Working In, Auckland](#)

Manage social media channels and website content.

No closing date.

[Compliance Administration Assistant, The Warehouse, Auckland](#)

Proofread and ensure the price accuracy of all Warehouse advertising. No closing date.

[Bulletin Editor, Radio NZ, Wellington](#)

Seeking experienced journalists with sound editorial judgment. Closes 16 Sep.

[PR Account Manager, Beat Communications, Auckland](#)

The ideal person will be degree qualified in Journalism, PR or Marketing. No closing date.

[Advertising Feature Writer, The Press, Christchurch](#)

Do you have a flair for writing and a way with words? Closes 4 Sep.

[Multi-skilled Consultant/Writer/Presenter, AbleOwl, Hamilton](#)

Write entertaining articles and develop training materials. No closing date.

[Technical Writer for Accountants, Xero, Wellington](#)

Do you know how to use apostrophes correctly? No closing date.

[Marketing PR and Communications Manager, Belgium Street Enterprises, Auckland](#)

Research, write, edit, and proofread marketing communications. No closing date.

[Data Journalist, Tarawera Publishing, Rotorua](#)

Edit NZ Mortgage magazine; write features and news articles. No closing date.

# When should kids learn to use tools?

by Brian Morris

I was fortunate that my father was a keen do-it-yourselfer. He had a fair range of gear in his shed, including power tools. His man-cave was his refuge, in a world of frilly aprons, house-cleaning and cooking.

He showed me how to use various tools from an early age.

It seems this kind of training isn't the case these days.

One teacher claimed the kids in his woodwork class didn't know the difference between a screwdriver and a chisel.

It's easy for blokes my age to be critical. My father could repair toasters, kettles, or anything else which stopped working. Some of his knowledge he passed on to me.

But consider how the world has changed. Now, things are made of moulded plastic, with completely sealed mechanics, and a short lifespan. When they stop working, we discard them and buy another for a few dollars.

Manual skills teachers complain that so much time and emphasis is put on the 3Rs, computers, music, art, theatre and sport, that there's little time left for the manual skills needed to fix something broken.

Families without a father, homes without a shed, households without tools; no wonder today's kids don't know the basics of being manually handy.

There's a place for scouting, guiding and the Big Brother movements to be reintroduced into the lives of boys and girls. That's where adults who know stuff show youngsters how to make things, fix



things, appreciate nature, be self-supporting and generally creative with simple tools.

The Men's Shed movement is where men can go to use tools, build or repair things and share their knowledge of how stuff works. Great idea. Take a look.

<http://www.menzshed.org.nz/>

## Her Majesty has reigned a long while.

How many of these Presidents do you remember? Will she see off the next US President too?



## Competitions

Come on . . . have a go 😊



For details of all competitions, click the links - and join in!

**Winners' names are posted on SDB after each competition is judged at month's end.**

### What's the Question?

(Answer supplied - you write a question that matches)

<http://nzibs.org/forums/showthread.php?t=5043>

### That's Life!

What's happening?

<http://nzibs.org/forums/showthread.php?t=4953>

### Chinese Whispers

(write a new verse for the poem)

<http://nzibs.org/forums/showthread.php?t=5041>

### Proofreading and Editing

(find the mistakes)

<http://nzibs.org/forums/showthread.php?t=5044>

### Romance

(write the next 50-100 words)

<http://nzibs.org/forums/showthread.php?p=25673>

### Fable rewriting

(the fox and the hedgehog)

<http://nzibs.org/forums/showthread.php?p=25662>

### Creative Photography

(August challenge: corner, tenderly and lipstick!)

<http://nzibs.org/forums/showthread.php?t=5037>

### The first 100 words

(Write a novel's first 100 words)

<http://nzibs.org/forums/showthread.php?t=4965>

### And more competitions here:

<http://nzibs.org/forums/forumdisplay.php?f=11>

## 2013 DANA AWARDS Fiction, Poetry, Novels

**Novel award** . . . for the first 40 pages ONLY of a novel either completed or in progress (in-progress submissions should be as polished as possible). All types of novels accepted (NO MEMOIRS). No novels for or by persons under 16. Typed, double-spaced only.

**Short Story award** . . . for the best short fiction. Maximum 10,000 words per short story. No stories for or by persons under 16. Typed, double-spaced only.

**Poetry award** . . . for the best group of 5 poems, judged on the overall excellence of all 5. Five poems per entry. No light verse or verse for or by persons under 16. Poems may be thematically related but need not be. Poems longer than 100 lines are discouraged. Typed. Single-spaced preferred.

**Submission deadline is Oct 31**  
[www.danaawards.com](http://www.danaawards.com)

### Cheating Death

King Solomon's servant came breathlessly into the court, "Please! Let me borrow your fastest horse!" he said to the King. "I must be in a town ten miles south of here by nightfall!"

"Why?" asked King Solomon.

"Because," said his shuddering servant, "I just met Death in the garden! Death looked me in the face! I know for certain I'm to be taken and I don't want to be around when Death comes to claim me!"

"Very well," said King Solomon. "My fastest horse has hoofs like wings. Take it."

Solomon walked into the garden. He saw Death sitting there with a perplexed look on its face. "What's wrong?" asked King Solomon.

Death replied, "Tonight I'm supposed to claim the life of your servant whom I saw just now in your garden. But I'm supposed to claim him in a town ten miles south of here! Unless he had a horse with hooves like wings, I don't see how he could get there by nightfall . . ."

## Job Opportunities

[Brand Assistant,](#)

**Tui Products, Tauranga**

Create content for Tui's website, social media platforms and e-news. No closing date.

[Editors, Madison](#)

**Recruitment, Auckland.**

Edit celebrity images and add captions or headlines.

No closing date.

[Business and Life Coaches,](#)

**YB 12 NZ, Auckland**

Start your own YB 12 coaching consultancy. No closing date.

[Communications](#)

[Assistant/Writer,](#)

**EROAD, Auckland**

Requires exceptional writing and communication skills.

No closing date.

[Journalists, Newstalk ZB,](#)

**Auckland**

Find and break news stories; write concise, accurate radio copy. Closes 16 Aug.

[Photography/Video Assistant,](#)

**White Studios, Auckland**

Prepare studios and equipment; greet and assist clients. No closing date.

[Intermediate Technical Writer,](#)

**Sourced, Christchurch**

Create written and on-line documentation that describes health products.

No closing date.

[Sub-editor, New Idea,](#)

**Auckland**

Experience in Adobe InDesign is essential. No closing date.

[Video Journalist Producer,](#)

**SKY News, Auckland**

Seeking multi-skilled broadcast journalist with strong writing ability. No closing date.

[Marketing Designer, Random](#)

**House, Auckland**

Passionate about marketing and love books?

No closing date.

# In the drawer of the dresser

by Philip Irving

A short story example reproduced for students and graduates.

There was a drawer in the dresser. It was small and white with fine gold trim. It had a brass handle. It had a small keyhole. She looked at it all the time while she cried. I watched her from the window, unable to speak.

The key to the drawer was under the four-poster bed we'd bought twelve years ago. It was secreted in the depression made by the foot of the bottom-left bedpost. I knew this, and I knew that she did not.

An eternity ago, I'd given up trying to speak to her. Perhaps two days isn't an eternity.

Two days spent silently watching the love of your life suffer, all alone, certainly felt like an eternity.

My end had been quick. I hadn't suffered as she was suffering. I'd fallen asleep in the luxurious driving seat of a family car, to the soft sound of children singing.

She stood up and walked to the dresser, and pulled on the handle.

She'd done this before. She pulled and cried and cried and pulled.

But she never once looked at the spot under the bedpost where the key was kept. I'd hidden it there months ago, for safety's sake, to keep the children from finding it.

She pulled the dresser so hard that it rocked forward onto two front legs and teetered for a moment on the verge of falling. It held there for what seemed like an age, a gulf of indecision between what was and what was not going to happen next. Then it fell back, ever so softly, into its resting place by the wall.

She crumpled then from the knees up, an uncomplicated downward motion that saw her come to rest sitting on her ankles on the floor.

She cried a savage cry, a cry that wolves might cry, her shoulders shaking so violently with each wail that it looked like she might break.

She sat back, and came to rest with her back against the foot of the bed. She cried still, loudly and awfully, like torrential rain on a stormy day that shouldn't last but does until all hope of sunshine has left.

Eventually, emptied of tears, she sat and heaved great, ragged breaths that seemed to give her no life. She stared still at the drawer. I wondered what she saw there. I wondered if it to her was the escape that she had been spared but her family had not.

The bed moved as she leaned her weight against it.



I moved from my vantage point by the window to the foot of the bed and watched, aghast, as her hand pressed down on the floor by the depression in the carpet at the foot of the bed, resting by, but not touching, the shiny object that lay there.

She stood, unmindful of its revelation, and walked to the dresser again.

She watched herself this time in the mirror. She studied for some time the lines in her face, tracing them now and then with the soft tips of her fingers.

Then she paused. Her stance changed.

Her whole body communicated recognition.

For a moment, just a fleeting moment, I thought it was me she was looking at.

My imaginary breath caught. My still heart jumped into my mouth.

She turned and looked right through what I had become. My heart fell, but my empty breath remained tight in my chest.

I followed her eyes, only too aware of where they would lead me.

She walked to the foot of the bed and crouched, scooping up what had been concealed. She held it up to the light, and looked at it for a while, watching the reflections in its surface.

My heart sank still further as she turned to the drawer.

She was not thinking, I could see.

Her actions were meaningless to her now. Her eyes were empty; her mind was blank.

She crossed the small space in an instant and I watched, eyes wide, willing her to turn, with every empty inch of what I had once been. She did not seem to notice.

I couldn't get between her and the dresser and push her back, to keep her clear and save her life.

I was as insubstantial as air, as music, as mist.

The lock clicked as it opened, and I watched her reach for what was lying there; that terrible thing.

All at once it was too much.

I screamed.

I bellowed forth a shriek of pain and rage and woe that bent me in two and tore me apart.

The room remained impassively silent.

The silence bore through me, mocking me, belittling my frantic efforts to make sound without air, voice without breath.

And then she raised her arm and the silence was shattered, never to be repaired. □