

**Subject:**

RE: Eidos Méthode

---

**Editorial Production Transformation - Reclaiming the power of production journalism**

---

**From:** Reid, Campbell

**Sent:** Thursday, 6 December 2012 16:05

**Subject:** Editorial Production Transformation – Reclaiming the power of production journalism

Dear Colleagues,

Today we announced significant changes to the way we will manage the production of our journalism. These changes will help us to complete the transition to real-time, multi-platform publishing by fully utilising the capability of Eidos Méthode.

We must re-imagine the way we work and refresh the power of production journalism in our newsrooms. It is clear that the Eidos Méthode publishing system offers us extraordinary opportunities to build our profession – and our career paths – for the future. It means we no longer need to organise our newsrooms to work around the limitations of our old systems.

Méthode supports a simple and more efficient content production workflow. This new way of working will bring career opportunities for many of our journalists, and will see the new role for a multi-platform News Producer created in our newsrooms. It will also require changes to the structure of News Central.

Most importantly it allows us to concentrate on gathering and publishing great journalism which will always be our core purpose.

For **City Newsroom and News Central teams** these changes mean:

- Méthode will enable us to bring real-time publishing decisions into the heart of our newsrooms.
- During the transition to Méthode, the work currently performed within News Central will be transferred to the newsrooms, along with the people to execute these roles and tasks during this interim period.
- The text subbing for our regional publications, currently performed by News Central, will move to Pagemasters over the course of a number of months beginning December 2012.
- Both subbing and layout for our advertising features will also move to Pagemasters.
- The transition of this work will be completed by end-February 2013.
- As a result of these changes, a number of positions from across our News Central hubs nationally will no longer be required from February 2013.
- A new role will be created in our newsrooms ready for the launch of Eidos Méthode in July. This new role, called a News Producer, will combine the knowledge and skills of our best print sub-editors and our best digital content producers. Training and development will begin in January to support the transition.
- News Producers will act as multi-channel content editors working on print and digital content. It is anticipated that they will sit in the heart of the newsroom in each state and work alongside our Super Desks.

For **Regional Newsroom teams** these changes mean:

- The text subbing of our regional publications will move from NewsCentral to Pagemasters.
- As with the arrangements already in place for our Community titles, we will retain total editorial control of the layout of our Regional publications; page sign-off will be retained by our Regional Editors and Pagemasters will sub to our specifications and according to our standards.

For **Community Newsroom teams** these changes mean:

- Some NewsCentral staff will join these teams in Messenger, NewsLocal, Leader and Quest in order to provide additional production support for our Community newspapers.

There will be a reduction in the number of positions in the business as a result of these changes. We will seek to achieve this reduction through a combination of attrition, redeployment and redundancy, using a fair and equitable process. We will work with employee preferences wherever possible.

The reduction in the number of roles is a result of the evolving skills required in production, the outsourcing of regional word subbing and the opportunity that the Eidos Méthode system provides us to build our future workforce. Staff who leave the business will be treated with respect, and will be provided with professional outplacement support to assist with their career transition. Redundancy will be paid consistent with the appropriate enterprise agreement formula. Staff remaining in the business will receive appropriate training and development to equip them for success.

Thank you.

Campbell Reid

Group Director – Editorial