

# Policy – Magazine Editorial and Content Policy

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## 1. Introduction:

Published for over 20 years, 'Connection' (referred to as 'the Magazine') is the official magazine of Composites Australia Inc (C.A.) - the peak body for composite manufacturers, suppliers, research and education and consultancy service providers.

The Magazine is dedicated to fostering a well-informed, progressive and innovative composites community. The content policy serves to guide contributors, editors and stakeholders to ensure all content aligns with the C.A. Constitution, its values and standards.

## 2. Purpose and Scope:

This policy outlines the criteria for acceptable content to be featured in the Magazine. It applies to all forms of content, including articles, advertisements, images and subsequent publishing through social media.

## 3. Guiding Principles:

- 3.1. The Magazine is an entitlement of Membership.
- 3.2. The Magazine is a vehicle to:
  - 3.2.1. Amplify the achievements of the Australian Composites sector;
  - 3.2.2. Produce content that is practical and serves as an educational resource for the Australian composites manufacturing industry, including related supply chains, R&D, and education;
  - 3.2.3. Highlight product improvements and related announcements;
  - 3.2.4. Use as a platform to advocate for the often under-represented members of the industry, especially to the government;
  - 3.2.5. Provide insights that promote a comprehensive understanding of the Australian composites manufacturing industry;
  - 3.2.6. Reach, when necessary, government and other organizations involved in industry policy development.
  - 3.2.7. For paid advertising to promote legitimate services and products to the sector.
- 3.3. Content must be pertinent to the composites industry in Australia or have a significant bearing on the sector globally.
- 3.4. All information presented must be factual, well-researched, and verifiable.
- 3.5. The Magazine will be professionally printed and published in hard copy.
- 3.6. Content should uphold the highest standards of journalistic and business ethics.
- 3.7. All content should be respectful of diverse viewpoints and backgrounds.

## 4. Content Criteria:

- 4.1. Preference is given to articles on member companies, including but not limited to their achievements, product innovations and opinions.
- 4.2. Preference is given to special interest articles including themes on materials, industry reports, government policy and education and training.
- 4.3. Articles may cover non-member companies in instances where:

- 4.3.1. A member company has facilitated an outcome, such as through professional services or material supply;
- 4.3.2. Publication aligns with the association's interests; or
- 4.3.3. The content pertains to membership recruitment efforts.
- 4.4. Articles must be original, meaning they haven't been published elsewhere prior to their appearance in the Magazine.
- 4.5. Technical content should be based on sound principles and should cite relevant sources.
- 4.6. Language must be clear, concise, and free of jargon, unless the jargon is standard within the composites industry and is essential for conveying the intended message. Avoid fluff and adverbs

## 5. Prohibited Content:

- 5.1. Overtly promotional content without substantial informational value.
- 5.2. Any content that promotes discrimination, hate speech, or violence.
- 5.3. False or misleading information.
- 5.4. Cultivation of a personal brand.
- 5.5. Content that infringes on copyrights, trademarks or intellectual property rights.

## 6. Advertisements:

- 6.1. All advertisements must be relevant to the Australian composites industry.
- 6.2. Advertisements must clearly be identified as such.
- 6.3. Advertisers must ensure the accuracy and ethical integrity of their content.
- 6.4. The Magazine reserves the right to reject or remove any advertisement that does not align with the Association's values or this content policy.
- 6.5. An advertising prospectus will be publically available on the C.A. website.

## 7. Editorial Review:

- 7.1. All external editorial and advertising submissions will undergo a rigorous editorial review process.
- 7.2. The Magazine has the right to reject, modify, or ask for revisions on any submission based on relevance, quality, accuracy, or alignment with our values.
- 7.3. Feedback will be provided to contributors wherever necessary.

## 8. Revisions to Policy:

- 8.1. Composites Australia Magazine reserves the right to update or revise this content policy periodically. Stakeholders will be notified of significant changes.

## 9. Style and Language:

- 9.1. Default to Australian English unless stylistically it's preferable otherwise; in particular for 'fibre' and 'fibreglass'; 'mould' and 'mold' and 'Program' or 'Programme'.
- 9.2. Capitalize all job titles like 'Co-founder' and team/department names such as 'Support', 'Engineering'.
- 9.3. Use 'per cent' over '%' unless stylistically it's preferable otherwise.
- 9.4. Use 'and' as the first choice and the ampersand ('&') when referring R&D or included in a trade or product name.
- 9.5. Don't end web or email addresses with full stops. Write headings, measurements and captions without full stops
- 9.6. When referencing 'Composites Australia', use the full term over abbreviations like C.A..
- 9.7. Always place a person's title followed by the company name after their first mention in any article or photo caption.

## 10. Punctuation and Formatting:

- 10.1. Follow the Oxford (serial) comma rule. This means including a comma before 'and' or 'or' in lists: e.g., 'red, blue and green'.
- 10.2. Avoid titles such as Mr, Mrs, Ms or Miss unless contextually necessary.
- 10.3. Respect names and titles as they appear in communications.
- 10.4. Prioritize the use of first names.
- 10.5. Adhere to specific abbreviations and punctuations: Pty Ltd, Mr, Dr, Prof., Assoc., CRC's.
- 10.6. Use specific date formats: 20 January 2008 or 18 November.
- 10.7. Emphasize using bold or italics, not ALL CAPS. Use bold for call-to-action items.
- 10.8. For bullet points, utilize full stops only if the bullet points are complete sentences.

## 11. Numbers and Measurements:

- 11.1. Always accompany numerical measurements with their respective units.
- 11.2. Use metric measurements and weights.
- 11.3. Use Australian dollars.
- 11.4. Use concise forms for currency: \$1.8 m, \$2.3 b.
- 11.5. Standardize dimensions: 1.8 m, 2.3 mm.
- 11.6. Spell out numbers from one to twelve and use numerals from 10 onwards.

## 12. Logos and Images:

- 12.1. Supply logos as .jpeg or .tiff. Avoid .gif files.
- 12.2. Supply electronic images above 750 kb and provide cropping details.
- 12.3. When images are unavailable, stock images can be purchased from photo stock such as Shutterstock.
- 12.4. Caption images and acknowledge 'Copyright' or 'Courtesy of' if applicable and where possible.

## 13. Publication Specifics

- 13.1. Issue the Magazine thrice yearly.
- 13.2. Articles to be republished on the Association's website as well as through ENews and relevant social media.
- 13.3. The Magazine will be freely available for download and promoted on the Composite Australia website.

## 14. Responsibilities and Authorities:

- 14.1. The Public Officer of C.A..
- 14.2. The President of C.A..
- 14.3. The Executive Director of C.A..

## 15. Linked Policies

- 15.1. Branding Guidelines
- 15.2. Social Media
- 15.3. Use of C.A. trademark
- 15.4. Conflicts of Interest