

Policy – Composing, Writing and Publishing Industry Reports

Authority: C.A. Board of Directors
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1. Context:

Composites Australia (C.A.) exists to advance the interests of the Australian composites industry and its stakeholders. The organisation undertakes activities necessary for the sector's development. Periodically, C.A. publishes industry reports, including the annual *State of the Industry* report, to inform members about industry matters, inform external audiences and support the development of policies and programs.

As stewards of the C.A. brand and corporate identity, the organisation holds responsibility for safeguarding and strengthening its reputation and that of the Australian composites industry.

2. Purpose

This policy establishes the standards and guidelines for composing, writing, and publishing industry reports by Composites Australia. As the peak industry body, Composites Australia holds implicit knowledge of the sector, including its member companies, personnel, technologies, trends and international connections. The policy ensures consistency, professionalism and credibility in all published materials. It guides contributors, editors and stakeholders in ensuring all content aligns with the C.A. Constitution, its values, and standards.

3. Scope

This policy applies to all industry reports published by Composites Australia, including commissioned reports, collaborative publications and internal analyses.

4. Writing Style

Reports are written in the 'narration style' of report writing, the characteristics of which are:

- 4.1. Impersonal tone, avoiding the use of first-person ("I" or "we") unless explicitly required. The focus is on the subject matter rather than the writer.
- 4.2. The use of the third-person perspective, i.e., "it is observed that," "the data indicates," to maintain neutrality.
- 4.3. Chronological or logical flow progressing from background/context to findings, analysis and conclusions.
- 4.4. Fact-based presentation prioritises data, evidence, and verifiable information, including industry personnel's 'opinions'.
- 4.5. Structured approach that presents facts, guiding the reader toward logical conclusions and actionable recommendations.
- 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.
- 4.7. Terminology: Industry-standard terminology is prioritised, with technical terms defined where necessary to enhance accessibility.

5. Use of Citations

- 5.1. Implicit Knowledge: Information based on Composites Australia's implicit knowledge is presented as insights derived from the organisation's expertise and industry-wide connections and involvement without citation.
- 5.2. External Sources: Data, statistics and specific findings from external sources are accurately cited to maintain credibility and transparency. Contributors who request anonymity should be respected.
- 5.3. Citation Style includes referencing through 'footnotes' format using weblinks to the source of information.
- 5.4. Original data or findings generated by Composites Australia are attributed internally with methodology and data sources clearly outlined.

6. Editorial Standards

- 6.1. Reports present factually accurate information, free from errors or misrepresentation.
- 6.2. Affiliations with referenced organisations are disclosed to avoid conflicts of interest.
- 6.3. Confidential information obtained from member companies or other stakeholders is respected.
- 6.4. Reports are reviewed, incorporating fact-checking and editorial oversight before publication.

7. Publication Guidelines

- 7.1. Design and Branding - Alignment with Composites Australia's branding and design guidelines is maintained.
- 7.2. Reports and images generated for the reports must be copyrighted.
- 7.3. Include the clause in all reports: "Composites Australia prohibits the use of any information contained in this document for the purposes of applying for government grants without permission."

8. Alignment with C.A. Policies:

This policy aligns with content included in the Magazine Editorial & Content Policy, particularly the following sections

- 5: Prohibited Content
- 8: Risks: Note the long-standing policy of not publishing material inputs or manufacturing output volumes.
- 10: Style and Language
- 11: Punctuation and Formatting
- 12: Numbers and Measurements
- 13: Logos and Images.

9. Responsibility

The Executive Committee oversees compliance with this policy. All staff and contributors involved in report preparation and publication adhere to these guidelines.

10. Policy Review

The policy undergoes review annually to ensure alignment with industry practices and organisational priorities.

11. Linked Policies

- Branding Guidelines
- Social Media

- Privacy Policy
- Use of A.I.
- Magazine Editorial and Content Policy

END
