Guidelines: Preparation of articles for the VIC Branch e-Newsletter, OAA Website VIC Branch pages and *The Order* national magazine

Policy Adopted: VIC Branch Meeting 16th May 2017
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The VIC Branch quarterly e-Newsletter, the Branch Web pages of the OAA Website and *The Order* quarterly National magazine present important marketing and communication opportunities for Regional Groups and the Victoria Branch

Feedback confirms that our members look forward to reading about their region, other regions and Victorian *Upcoming Events* plus post event articles and enjoying photos.

The guidelines listed below will ensure uniformity and a professional approach to our newsletter, web pages and the national magazine articles:-

- All articles should be emailed to Helene Bender OAM before the cut-off date for the Branch eNewsletter and *The Order* to Email: victheordermag@theorderofaustralia.asn.au early submission of articles will always be appreciated

- All articles should be sent in Word format

- Make the article interesting and relevant ensuring it is enjoyable to read

- Limit the word count to 300 for post event articles and 135 words for upcoming events

- *Upcoming Events* are best noted in the Branch e-Newsletter and on the web pages unless they have the potential to generate national bookings. The event article should include as much information as possible to encourage bookings from other regional groups. Remember to include an email address and telephone number that allows interested readers to make contact and request a booking form

- Post event articles that embrace the ethos of the Order of Australia Association are appropriate and encouraged for The Order magazine

- Remember to think from the perspective of the reader when writing your articles

- Please proof read, proof read, proof read

- The writer of the article will not be noted in the Branch e-Newsletter or *The Order*; the regional group will be noted.

- Photos must be of high resolution (jpg or png format) and preferably only one photo per article except in exceptional circumstances. Aim to use a photo that will enhance the article. Note the appropriate caption and name the people in the photo from left to right. If using a photo from a professional photographer or media, there should be appropriate recognition.

The Branch e-Newsletter is also a good marketing tool that regional groups may consider appropriate to send with their letter of congratulations to Australia Day and Queen's Birthday recipients.