



THE ORDER OF AUSTRALIA ASSOCIATION

VICTORIA BRANCH

PO Box 18389, Collins Street East, Melbourne Vic 8003

Guidelines: Preparation of articles for the State e-Newsletter, Web pages and The Order magazine

Policy adopted: Meeting 16 May 2017

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The State e-Newsletter, the State Branch Web pages of the OAA Website and The Order (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:-

- All articles should be emailed to Dr John Basarin OAM before the cut-off date for the State e-Newsletter and The Order to
Email: editorvic@theorderofaustralia.asn.au with a copy to jbasarin.oaavic@gmail.com noting 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 State 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 State e-Newsletter or The Order, the regional group will be
- Photos must be of high resolution (jpg or png format) and 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.

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

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