Stockbrokers and Investment Advisers Association
Serving the interests of investors

# SIAA EDITORIAL GUIDELINES

Stockbrokers and Investment Advisers Association (SIAA) is committed to producing publications that are educational, informative, relevant and supportive to all who operate in the securities, derivatives and investment advice industry.

The SIAA Editorial Committee is responsible for administering this guideline which applies to all SIAA publications including *SIAA Monthly* and *SIAA Newsroom*.

## Audience

As the professional body for the stockbroking and investment advice industry in Australia, our readers are Market Participants and those who work in Advisory firms that provide securities and investment advice, execution services and equity capital-raising for Australian investors, both retail and wholesale, and for businesses.


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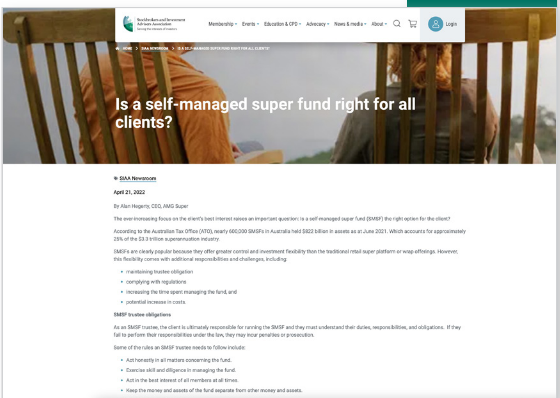
SIAA EDITORIAL GUIDELINES

# ARTICLES


1. Articles should be a minimum of 600 words and a maximum of 1200 words, or as agreed with SIAA. Although not essential, if appropriate we encourage the inclusion of a chart or graph to support the article. Ideally, charts, graphs and images are to be supplied as separate files.




2. Ideally articles must be original and must not have been published previously or be under consideration by another publication. However, with prior agreement, previously published or previously published and updated articles will be accepted for the *SIAA Newsroom*.

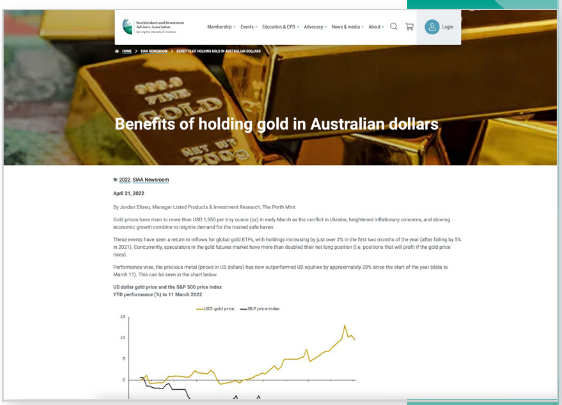
3. The article is to be attributed to an author with the byline to include the name, title and company.

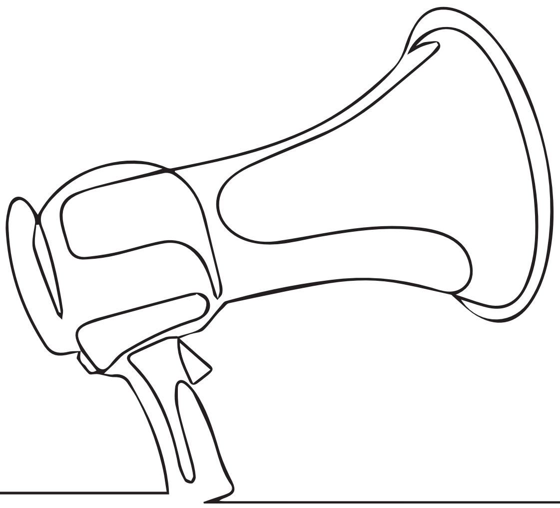
4. Articles submitted must be the final copy, fully edited and proofed for grammar and concept and provided in word format.

5. Advertorial, commercial or promotional articles will not be accepted. While we appreciate articles on new ideas and investment opportunities, our readers wish to be educated, not sold.


6. We will publish articles by our sponsors, which may feature information about their products or investment opportunities. In such cases, the article will always be published as a 'Sponsored article', so that our readers are fully informed.

7. We will apply house style to the articles and will edit them to correct spelling, typographic and grammatical errors. We will contact you should more substantive editing be required.



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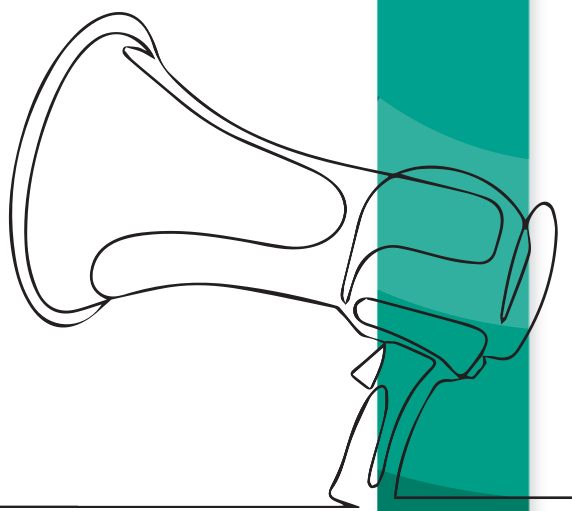

# EDITORIAL COMMITTEE

Should a misunderstanding or issue arise which cannot be resolved with the SIAA representative who commissioned the article, then the matter is to be referred to the SIAA Editorial Committee via info@stockbrokers.org.au.

The SIAA Editorial Committee reserves the right to not publish.

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