

# ADVERTISING & EDITORIAL POLICY

## ADVERTISING

Master Builders SA accepts advertising in Master Builders SA's publications according to the following principles:

- Master Builders SA will not accept advertising for any product or service that, in the publisher's opinion and at its sole discretion, is not in good taste, is dangerous or harmful, contains false or misleading information, or is offensive.
- In addition, Master Builders SA will not accept advertising for any product or service that conflicts with Master Builders SA's policy or competes directly with Master Builders' products and services. These include, but are not limited to:
  - Construction industry training
  - Other Building Industry Insurance Brokers exc. (MBIB)
  - Superannuation (CBUS)
  - Industrial relations, workplace health and safety, technical, or legal and contracts advice (with the exception of specific solicitors, as directed by Master Builders)
  - Construction industry contract documentation and signage
  - Online contract management systems.
- Master Builders SA will only reject advertising that conflicts with products and services of business partners and sponsors when a signed corporate agreement is in place that dictates exclusivity of product/service placement.
- Builders and subcontractors must be members to advertise.
- Any builder or subcontractor promoting building/contracting services must include their building licence number in all material.

## EDITORIAL

The Editor welcomes editorial contributions from credible external authors, however placement is not guaranteed and all contributions are included at the Editor's discretion. Article proofs and layouts will not be supplied for review.

All contributions will be vetted for timeliness, relevance to Master Builders SA's members and technical accuracy.

Readers should be able to distinguish advertising and editorial content clearly. Any advertising that could be misconstrued as editorial content will be amended by Master Builders SA, at our sole discretion, so it is clearly labelled as an advertisement.

Advertorial must not use Master Builders' fonts, layout style or logo unless approved by the editor.

Master Builders SA does not allow advertisers, business partners or sponsors to influence editorial decisions in the creation or presentation of content, or to make any changes to its content.

Master Builders SA will not accept editorial for any product or service that conflicts with Master Builders SA's policy or competes directly with any of Master Builders SA's products and services (including, but not limited to, the aforementioned list).

The Editor retains the right to cut, edit or otherwise alter all material submitted for publication to suit the publication's style and layout.

## POLITICAL CONTRIBUTIONS

Master Builders SA is committed to working with any elected government and opposition in the pursuit of key reforms and issues that provide positive benefits for Queensland's building and construction industry. As such, Master Builders SA welcomes editorial contributions from all political parties in relation to the building industry. When publishing political statements in publications, all parties and/or candidates will be invited to provide comment. Should any party or candidate choose not to contribute, publishing of single statements is acceptable.

### RESPONSIBILITIES

Contributors are responsible for ensuring that their submission is final, complete and correct, as Master Builders SA is not obliged to return editorial copy or proofs for review or approval.

### INTERNAL USE ONLY

It is the responsibility of the directors and managers of Master Builders SA to obtain approval from the Senior Leadership Team for additional products and services to be included in this policy. Once approval is obtained, written advice must be given to the Director, Policy and Communications so this policy can be updated.

It is the responsibility of the Director, Policy and Communications and the Editor (SA Builder magazine) to ensure that all political candidates are provided with the opportunity to submit comments within a reasonable timeframe and that advertisements do not conflict with this policy.

It is the responsibility of the department that manages an SLA to advise when exclusivity arrangements are in place. The Director, Policy and Communications must ensure that editorial independence is adhered to.