



Editorial Guidelines for Woden Business News

Woden Business News is an online news site for anyone interested in business in the Woden region and is published by Lighthouse Business Innovation Centre. Lighthouse encourages businesses and community organisations to submit articles, whether they are early stage start-ups, well established businesses or organisations that support community services, innovation and business growth in Woden and surrounding area. While there is no guarantee that all articles submitted will be published, we encourage you to send us your stories.

Publishing Priority:

Once we have received your story and it is deemed suitable for our readers, we rank stories in terms of publishing priority. Please keep in mind all articles submitted are subject to editing. This means we can change headlines and content to suit the style of the publication. We may also add links for context or artwork to provide visual interest.

Editorial Guidelines:

Before submitting an article, please ensure it meets the requirements below:

Editorial submissions should not be advertising, sales copy or excessive self-promotion. If you would prefer to advertise and want some help creating an advertisement that will appeal to our readers, please contact us at enquiries@lighthouseinnovation.com.au

Please stick to between 500-750 words.

Articles need to be written in second or third person - avoid personal pronouns such as "I", "my", "we" or "us". Use the third person "he", "she", "it" or "they".

We especially like stories that share your unique experiences, your lessons learned, tips, strategies, techniques, analysis and opinions. We love to hear about how you have overcome challenges and some of the highs and lows you have experienced in starting and running a business, organisation or project. New ideas, industry trends and local events are also great.

We appreciate balanced reviews and thought-provoking articles that inspire conversation. Anecdotes that illustrate your points will also add interest. We have several categories of articles on our website:

- Upcoming events – these are articles about upcoming events in the Woden Valley
- Community - these articles focus on initiatives, projects, interviews and services provided by community organisations in the area or that service the area.

- Lifestyle - these articles are about the start-ups, inventors, businesses and organisations who contribute to making the Woden Valley a special place to live and work.
- Learning – there are a large number of education providers in the Woden Valley including schools, day care, driving schools, dance schools, martial arts academies, art classes, first aid training and so much more. We would love to hear from you.
- Health - these articles include tips, information and stories about health, fitness and wellbeing businesses, organisations and topics.
- Directory – we have a free business directory for businesses and organisations to list. Please provide your business name, a brief description of the type of business (e.g florist, car servicing etc.), your website address, phone number, contact person and email (for our records).

Images: Please include a photo of yourself as well as up to 3 images relevant to your story.

One of the images needs to be landscape (723 X 274 pixels). Please make sure you have obtained any necessary permissions for people in your photographs.

Editorial Copyright: Editorial submissions are accepted on the basis that we may use your name, comments and content for Woden Business News as well as for promotional purposes across our other communication platforms including electronic, media and printed mediums.

Payment: We do not pay for contributed content.

Exclusivity: We love to publish original and exclusive content, but understand this might not always be possible. Where possible, we would appreciate it if contributed articles remain exclusive to our site for 24 hours.

How to Submit Your Editorial: You can send your article and photographs to enquiries@lighthouseinnovation.com.au

If you have any questions or would like to discuss paid advertising or sponsorship options, please give us a call on 6163-8300.