

## Editorial Code of Conduct

- Editorial content must be accurate and not misleading, and presented in a balanced and fair way.
- Any digital sponsored posts must be presented in a Sponsored Content blue tile.
- Any print advertorials must be flagged as ‘advertorial’ and/or designed in a different font.
- Any contributed articles must be clearly distinguished by a ‘contributed by’ and a bio.
- Any print errors and/or omissions are to be corrected in the next issue.
- Whenever possible, contributors, expert comment and other sources should always be locally sourced.
- Always aim to attribute information to the source.
- When interviewing always get authority to record.
- Avoid use of stereotypes and or discriminatory content.
- Do not publish content that is likely to cause harm or offence.
- Primarily search for stories that are positive, community building, and of interest to local families.
- Editorial should always be approached in a positive, supportive voice.
- Our mission is to connect and build the community up, not tear it down.