

## ANZIIF Editorial Guidelines for contributors

ANZIIF strives to be a powerful advocate for the insurance and finance industries, working as a trusted partner to deliver ideas and resources that get professionals in these industries future-ready.

While we enlist the foremost experts to express their thoughts and experience, you don't have to be well-known to be a contributor.

When preparing content for ANZIIF, please refer to the following checklist:

- **SPEAK TO MEMBERS:** ANZIIF content covers a broad spectrum of topics across our six member areas including general Insurance; life, health and superannuation; claims; broking reinsurance and risk management. Our content is most importantly useful to our members and readers. It **MUST** cover off on at least one of the above areas of interest.
- **EXPERT, EVIDENCE-BASED:** Our members and readers are professionals with a thirst for knowledge. They need to know they can trust us to deliver. We aim to provide them with best practice, credible, evidence-based information, advice and opinion. Use data, real world examples and cite research.
- **NEED TO KNOW:** Gaining the essential insights required for excellence and longevity in a highly competitive environment is the reason our members turn to ANZIIF. Material for the Journal must be original. Material for the Professional Development section on the website may be previously published if it is of significant importance to the insurance industry and its extended reach would be of benefit to members. This will be evaluated on a case-by-case basis.
- **ENGAGING, WELL-WRITTEN:** Our editors and content writers have years of experience creating and evaluating great writing. In turn we look for quality content from contributors that informs and entertains, has a strong narrative structure and is

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persuasively expressed. In some instances, we will work with you to improve your article but will always retain the final say on what goes online and in print.

- **ONLINE ACUMEN:** Our content people understand the sort of headlines that get clicks. If we rewrite your title and introduction, or restructure your online piece, it's to ensure we give it the best chance of being read, found online and shared both on social media and in offices around the world.
- **NO UNPAID ADVERTISING:** While it can sometimes be a fine line, we are very careful about the promotion of products, services and specific companies. ANZIIF's aim is to provide unbiased and fair representation for the whole industry and therefore will not publish unpaid content we determine has a sales-driven motive rather than a news-driven angle.

ANZIIF's editorial guidelines for contributors cover all our content including online assets and the Journal magazine.

For more information or to contribute a piece to ANZIIF, contact [Anna Game-Lopata](#) on 03 9613 7218 or 0407 754 220.