

## ***Training & Development* magazine: Contributors Guidelines**

For over 40 years the Australian Institute of Training and Development (AITD) has published *Training & Development* magazine a leading source of current information, ideas, and news about training, learning and development and organisational development. *Training & Development* is distributed to members of AITD, the New Zealand Association for Training and Development (NZATD) and to subscribers. *Training & Development* is also available via journal databases. The magazine is published in February, April, June, August, October and December.

### **Audience**

Our readers are professionals working in training, learning and development. They range from new practitioners to executives with extensive experience across various industries. Readers include trainers, educators, consultants, coaches, course coordinators, mentors, instructors, academics, teachers, facilitators, designers and assessors.

### **Contributing Content**

The magazine aims to keep readers up to date with what is happening in their field. It provides stories on practitioners' experiences and projects, and informs readers about current issues affecting learning and performance in the workplace.

When planning an article, writers are encouraged to contact the Editor to discuss their idea. Article briefs can be supplied by the Editor to assist authors to prepare and improve chances of acceptance.

Readers particularly value articles which give them insight into someone else's experience, and something they can apply themselves, such as practical techniques, a process or a model. They also value contributions that express a strongly held point of view that is presented persuasively.

### **Contributing to *Training and Development***

Learning and development professionals are invited to submit: feature articles; case studies; reviews; my favourite resources; milestones and AITD/NZATD member profiles for publication. No fee is payable for articles published. Authors should not use articles to sell products or services.

### **Guidelines**

It is critical that potential contributors read and understand these guidelines, as article submission implies that authors agree with our policies. Failure to read and adhere to these guidelines will delay the editing process and may mean your article cannot be published. It is important that all relevant information is provided at the time of submission. See the checklist at the end of the document.

### **Conditions of acceptance**

The Editor does not guarantee that articles submitted will be published or the edition in which the article will be published. This will depend on the suitability of the article, space and other constraints.

We have a policy against double submissions. Please do not submit a manuscript that is under consideration by another publication or that has been accepted or published elsewhere including online posts and blogs.

### **Copyright**

Copyright of articles is retained by the author. By submitting an article for publication the author provides a non-exclusive licence to AITD to print the article in the publication and to reproduce it electronically via the AITD website at no cost and provide the article to online journal databases. In addition, the author authorises AITD to give permission for the reproduction of the article in part or whole by other persons and organisations for educational and training purposes. Royalties will not be paid to authors.

### Language

Authors need to avoid the use of any type of discriminatory language. Authors are free to challenge and critique ideas vigorously, but criticisms of people who hold these ideas will not be published.

### Editing

The magazine is professionally edited for style, format, length and readability. Time constraints do not allow us to return edited forms of manuscripts to authors. Where significant editing occurs, authors will have the opportunity to see their edited article before it is published.

### Rights

Authors are responsible for ensuring that any necessary rights to publish text and illustrations (photos, diagrams etc) are obtained. By submitting material to the publisher, contributors warrant that they hold the copyright to the materials submitted, and are granting licence to the publisher to use those materials in *Training & Development* and on both the AITD and NZATD websites.

### Avoidance of commercialism or self-promotion

Articles should be unbiased, informative and free of commercial content and self-promotion, we will not publish material that fails to respect this principle. As a guide, a company name should not be mentioned in the body of an article except where it is essential for the article's integrity and authors should strenuously avoid anything that may be taken by readers to be self-promotion.

### Advertising Enquiries

To reach over 3000 learning and development professionals in Australia and New Zealand you may like to submit an advertorial or advertise in *Training & Development* magazine. For more information contact our Business Development Manager on +61 2 9211 9414 or [marketing@aitd.com.au](mailto:marketing@aitd.com.au)

### Requirements

Authors must:

- Provide a succinct biography of themselves for publication (maximum 40 words). Biographies should focus on the person rather than the organisation or business. You may include your website, blog, email, LinkedIn or Twitter handle with your bio.
- Ensure that your information, references and quotations are accurate, using Harvard in-text style (see What and How to Reference).

## Suggested Topics

<ul style="list-style-type: none"><li>• Change Management</li><li>• Coaching and Mentoring</li><li>• Culture Change</li><li>• Design</li><li>• eLearning</li><li>• Emotional Intelligence</li><li>• Engagement</li><li>• Frameworks, Methodologies, Practices, Processes or Tools</li><li>• Gamification</li><li>• Innovation</li><li>• Instructional Design</li><li>• Language</li><li>• Leadership/Management</li><li>• Learner Difficulties</li><li>• Learning Management Systems</li></ul>	<ul style="list-style-type: none"><li>• Learning Outcomes</li><li>• Learning Styles</li><li>• Memory</li><li>• Motivation</li><li>• mLearning</li><li>• Networking</li><li>• Presentation Skills</li><li>• Program Evaluation</li><li>• Project Management</li><li>• Resources</li><li>• Return On Investment</li><li>• Social Media</li><li>• Sticky Learning</li><li>• Storyboarding</li><li>• Technology</li><li>• Video</li></ul>
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## Enhancing your contribution

Consider the following:

- Audience – our readers operate in learning and development, education, training and organisational development roles. If your article explores a broader topic (such as leadership, management, change management) think about how you will contextualise the topic to be relevant to our audience.
- Reflect – Consider your topic: What is the central idea/message of your article?
  - Why do learning and development professionals need to know about it?
  - How can your idea be applied in business today?
  - In what kind of organisations would your idea work/not work?
  - What academic, professional, or personal experience are you drawing on to support your idea?
  - What previous work (your own or others) relates to this idea?
  - Is this idea new? If not, does it offer a new and useful perspective on an existing idea?
  - Would readers find the article interesting?
  - Are there flaws and gaps in the argument?
  - Will the article be relevant (or written in such a manner) that it is relevant to both Australian and New Zealand audiences?

## Writing Style

- use plain English – clear, concise and direct
- avoid jargon; where technical/industry terms are used, they are used accurately and explained as necessary; this is particularly important because the readership always includes newcomers to the industry.
- spell out acronyms at their first appearance eg learning and development (L&D)

- use relevant graphic material where possible eg diagrams, charts, tables, checklists, photograph. Suggestions for photographs are welcome and again should be high quality images
- avoid the use of contractions (It's, don't etc)

## Referencing

*Training & Development* is not an academic publication, however it does include articles of an academic nature. We do not assume that readers have a prior knowledge of major theories or works or acknowledged industry experts.

## What and How to Reference

Sources need to be included for quotes, references to research, statistics etc. Generally, references are not required for paraphrased ideas or widely known information (such as the fact that skills shortages exist in many industries). Use references when exact words have been lifted from a source or when an idea originated with the source named and is not widely known.

Where references are used, the Harvard in-text style is required (eg (Jones, 2002)), with details listed at the end of the article. Examples indicating the style of referencing for various kinds of items are as follows:

### Books:

Argyris C, 1982, *Reasoning, learning and action: Individual and organizational*, Jossey-Bass, San Francisco CA.

### Articles in magazines and journals:

Evered R and Selman J, 1989, "Coaching and the art of management", *Organizational Dynamics*, vol 18, no 1, pp 16-32.

### Website:

Department of Immigration 2011, *Fact Sheet 1 - Immigration: The Background Part One*, Canberra, viewed 5 March 2013, <<http://www.immi.gov.au/media/fact-sheets/01backgd.htm>>.

### Online newspaper or magazine

Darby A. 2004, 'Furious Butler quits as governor', *Sydney Morning Herald*, 10 August, viewed 10 November 2009, <[http://www.smh.com.au/articles/2004/08/09/1092022411039.html?oneclick="true"](http://www.smh.com.au/articles/2004/08/09/1092022411039.html?oneclick=)>.

### Blog or Tweet:

To reference a tweet, use the author's real name; use the Twitter handle as the author only if the author's real name is unknown. Enclose the tweet itself in 'single quotes'. Type the words Twitter post, and the day and month of the post, after the text of the tweet.

Obama, B. 2009, 'Launched American Graduation Initiative to help additional 5 mill. Americans graduate college by 2020', Twitter post, 28 January, viewed 24 February 2012, <<http://twitter.com/BarackObama/status/2651151366>>.

Green, A. 2009, 'Fremantle by-election: should the Liberals run?', *Antony Green's election blog*, weblog, ABC, Sydney, viewed 10 April 2009, <<http://blogs.abc.net.au/antonygreen/2009/04/fremantle-by-el.html>>.

### Feature Articles

Potential contributors should pitch their article towards our audience of learning and development professionals.

Number of pages	Word Count
1 page	570 words
2 pages	900 words and a graphic
2 pages	1300 words

If contemplating an article beyond this scope, please consult with the Editor before submission.

### Reviews

We accept review of books that would appeal to learning and development professionals. Submit two reviews for one book (90 words and 150 words) and highlight key sections of the book that would interest our audience. Reviewers can suggest a book for review or confirm if AITD have any books available for review.

### My Favourite Resources

- **Introduction** (approx 50 words) Introduce yourself and how these resources help you.
- **My selection criteria** (approx 75 words) Give an overview of what is important to you when recommending a resource. This can be either a paragraph or bullet points.
- **Name of resource (website, app etc.)** (approx. 500 words) List a minimum of three and a maximum of eight resources that you find useful. Please include where the resource can be found a description and what you find unique or useful about the resource. Please note that YouTube and Google (including Alerts, News, Scholar and Translate) have been listed a number of times.

### Profiles

Each issue of the magazine profiles AITD/NZATD members. This section is designed to promote a sense of community among members and encourage networking. Submissions will only be accepted from current financial members of AITD/NZATD members. AITD/NZATD members that would like to be featured in the member profile section must provide 250 words total across three areas:

- Why I chose Learning and Development as a career (explain how you came to work in learning and development and anything interesting that happened along the way);
- My current role (roles that are interesting and different are great to read about);
- Key challenges for learning and development professionals (in this section can write about what you see as the most significant challenges for learning and development professionals within your industry, network etc).

Members are also required to provide a high resolution photo, see checklist for details.

### Milestones

AITD/NZATD members are encouraged to share their professional milestones. Members who have

changed jobs, won an award etc in the two months prior to the magazine being printed are encouraged to send their 55 word contribution to [editor@aitd.com.au](mailto:editor@aitd.com.au) along with a high resolution photo, no smaller than 60mm (wide) x 80mm (high) at 300dpi.

### How To

This section is designed to give practical information to readers on topics of interest. Maximum 570 words.

### Preparing and submitting your article

Articles should be submitted via email to [editor@aitd.com.au](mailto:editor@aitd.com.au)

The Editor appreciates the time and energy it takes to prepare a proposal for publication, and is grateful to you for that investment. We are always looking for new ideas, stories and experiences that can help readers to improve their learning and development practice. If you have a particular area/specialisation that you would be interested in writing about contact the Editor and request an article brief that is relevant to your area of expertise. Unsolicited articles that are of interest to AITD members will be accepted for publication.

### Checklist

	I have attached a completed <i>Training &amp; Development</i> submission cover sheet – with contact details and author biography.
	I have included relevant references to books, articles, research, websites etc. that I have referred to in my feature article using Harvard in-text style.
	I have checked my article for grammar, spelling and jargon.
	I have attached graphics, figures and tables in a separate electronic file (word or another readable format, PDF version). Included place markers to indicate their position. We do not guarantee the use of tables and figures.
	For Profiles and Milestones contributions – I have attached a high-resolution digital photo (jpg) of author no smaller than 60mm (wide) x 80mm (high) at 300dpi.