TRAINING & DEVELOPMENT publication

Guidelines for Contributors

Training & Development is published by the *Australian Institute of Training & Development* and is distributed to both members of the *Australian Institute of Training & Development* and *New Zealand Association for Training & Development*. It has been serving its audience since 1972 and is a leading source of current information, ideas, and news on national and global trends and developments in professional practices.

Our readers

Our readers are professionals working in the field of training, learning and development. They range from new practitioners to executives with extensive experience. Readers are employed in commercial enterprises, government, not-for-profit organisations, and in education and the academic world, and they may work as employees or as consultants and external training providers.

Training & Development is published six times a year. It issues early in February, April, June, August, October and December. Circulation is approximately 4,000.

The publication's 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.

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

The publication is divided into 3 sections: *Strategy*, *Training Techniques, Technology & Resources*.

Strategy - section primarily for L&D / OD managers focussing on organisational learning and development topics

Test question: Does the topic have implications for how an organisation approaches its learning & development efforts and ideally extrapolates how an organisation might react.

Training Techniques - section primarily for hands-on trainers looking to hone training styles & techniques including aspects such as instructional design, pedagogy, delivering/facilitating training across different mediums

Test question: Would a hands-on trainer be able read the article and incorporate the technique or concept into their training design or delivery (and how!)?

Technology & Resources - section containing information around learning technology (including eLearning, social learning aspects) plus resources that can used to help people learn (books, DVDs, websites, assessments, measurements).

Test question: Is the topic technology based OR is it a concept/assessment/measurement that that can be adopted into learning & development (but does not talk about how).
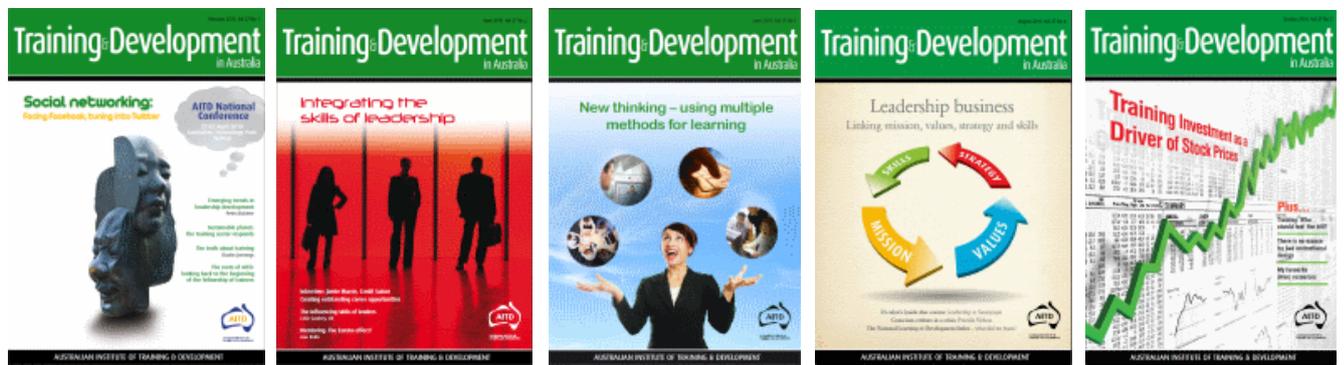
Contributing to *Training and Development*

Members of the L&D community are invited to submit articles for publication. Potential contributors should consider which section of the magazine their article will be written for and pitch the article towards that section & audience.

No fee is payable for articles published and authors should not use articles to sell products or services.

The length of articles is generally from 900 (approx 1 page) to 1,800 words (approx 2 pages). If contemplating an article beyond this scope, please consult with the editor before submitting it. To improve your chances of being published, please review recent issues of the publication to determine the type and style of material. Electronic copies can be viewed at http://www.aitd.com.au/eReader

Conditions of acceptance

The publisher 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 given the themes, space and other constraints of each issue. Guidance is given below on "How to write a good article".

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.

Copyright of articles is retained by the author, but by submitting an article for publication the author provides a non-exclusive licence to the publisher to print the article in the publication and to reproduce it electronically via the publisher website at no cost.

In addition, the author authorises the publisher to give permission for the reproduction of the article in part or whole by other persons and organisations for educational and training purposes.

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

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

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 & NZATD websites.

Article submission implies that authors agree with our policies.
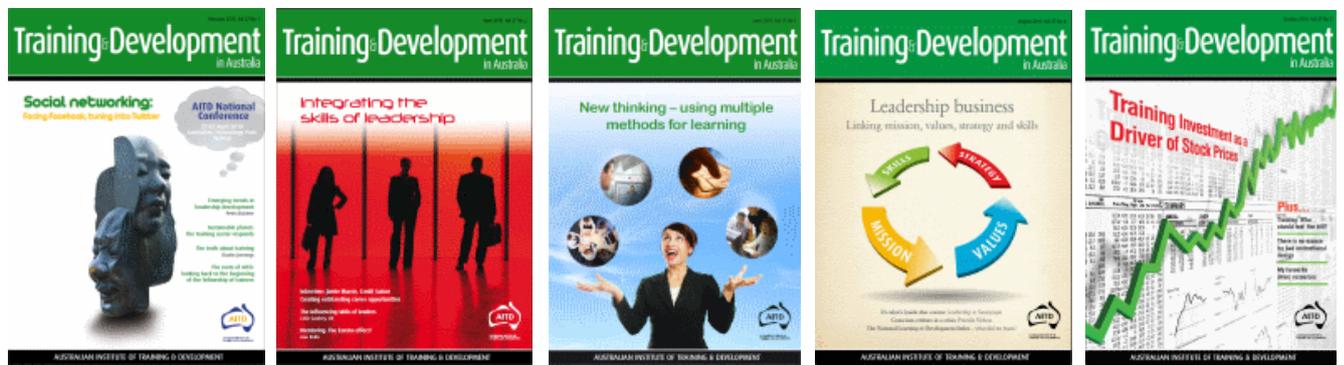
How to write a good article

To write a good (suitable) article, consider the following:

- Remember our audience! Our readers operate with L&D, Education, Training and Organisational Development roles. If your article is explores a broader topic such as leadership, management, change management etc. then think about how you will contextualise the topic to be explicitly relevant to our audience.
- Decide which section of the magazine you will be writing for (*Strategy*, *Training Techniques*, *Technology & Resources*). Again section selection impacts on the specific segment of our audience you are writing for.
- What is the central idea or message of your article?
- Why do L&D practitioners need to know about it?
- Why is it important?
- How can your idea be applied in business today?
- In what kind of organisations would your idea work?
- Where would it 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?
- Is it interesting? Would readers find it interesting?
- Are their flaws and gaps in the argument?
- Will the article be relevant (or written in such a manner) that it is relevant to both Australian & New Zealand audiences

Training & Development appreciates the time and energy it takes to prepare a proposal for publication, and we are grateful to you for that investment. We are always looking for new ideas and new stories and experiences that can help readers to improve their L&D practice.

Enhancing your contribution

The preferred writing style:

- uses straightforward English – clear, concise and direct (keeping things as simple as they really are)
- avoids unnecessary 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 and people whose key expertise is not in L&D
- spells out acronyms at their first appearance, eg "learning and development (L&D)"
- uses graphic material where possible, eg diagrams, charts, tables, checklists, photographs

Relevant diagrams, photographs or suggestions for photograph opportunities are welcome and again should be high quality images.

Authors **must** provide a full-colour, high-resolution, digital photograph of themselves to accompany their article (jpg format preferred).
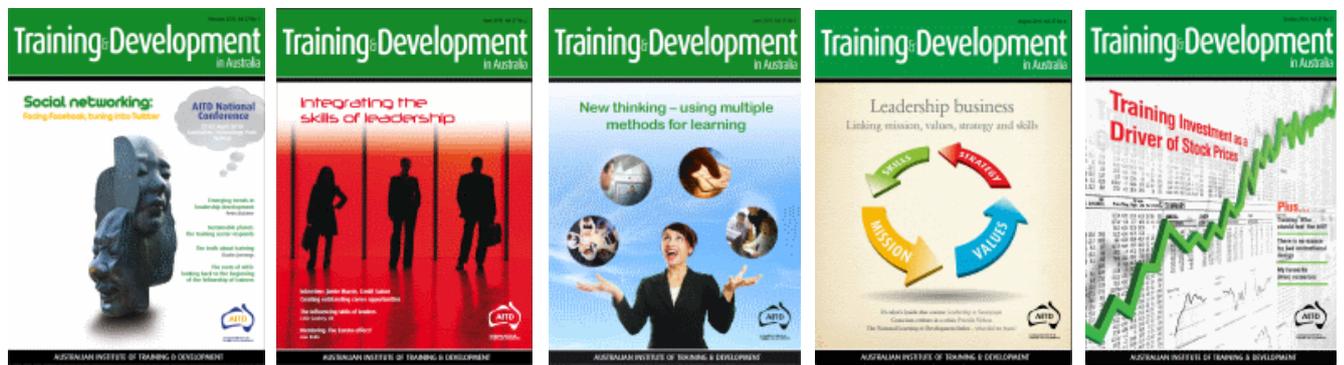
Authors **must** provide a succinct bio of themselves for publication. Your bio should focus on you rather than your organisation or business. You may include a contact email with your bio.

Remember that your audience is made up of professionals. Ensure that your information, references and quotations are accurate.

Avoidance of commercialism or self-promotion
Readers have strongly expressed the desire for articles to be free of commercial content and self-promotion, and so we will not publish material that fails to respect this principle. Articles should be unbiased and informative.

As a guide:
- A company name should not be mentioned in the body of an article expect where it is essential for the article's integrity.
- Authors should strenuously avoid anything that may be taken by readers to be self-promotion.

In most instances, authors enhance their reputations and commercial opportunities by contributing articles that demonstrate their professional expertise and knowledge of key issues affecting the industry.

Referencing
While *Training & Development* is primarily a magazine containing news and articles of interest to practitioners, not an academic publication, it does include articles of a more academic kind. Bear in mind that we do not assume that readers have a prior knowledge of major theories or works or acknowledged industry experts.

Generally, references are not required for paraphrased ideas or widely known information (such as the fact that skills shortages exist in many industries). We do not publish footnotes. Use references only 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.

Web-based articles:
Vajda P, 2007, "Are you suffering from burnout?", Management Issues website, http://www.management-issues.com.
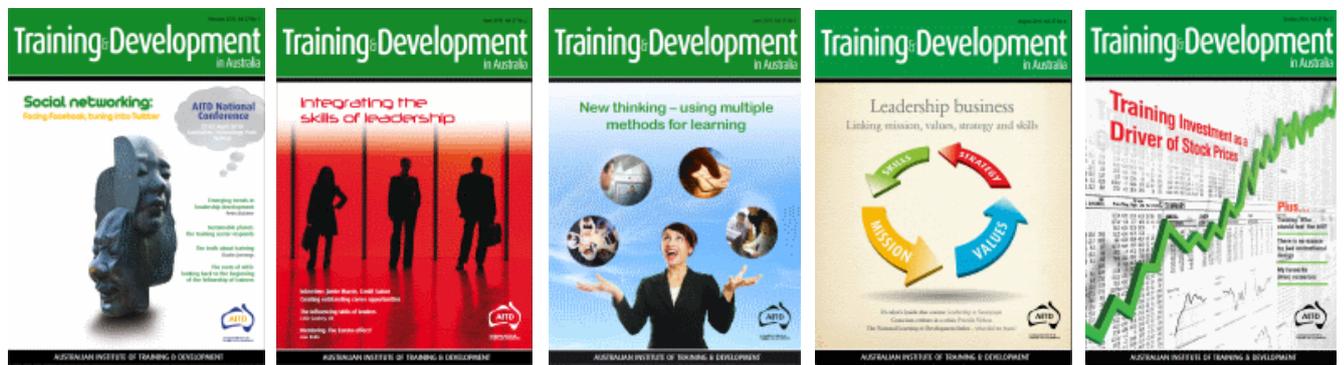
Checklist: Preparing and submitting your article

Articles should be submitted in electronic form via email. If you wish to contribute but are unable to submit your article in this way, please contact the editor to make alternative arrangements. Send articles to editor@aitd.com.au.

- ☐ Word format is preferred (documents sent in pdf format will not be accepted)
- ☐ **Page 1:**
  - o Article title
  - o Section for which the article is written
  - o Author(s) name
  - o Succinct bio for all authors
  - o Mailing address (for printed copies of the magazine should your article be published)
  - o Contact number / email addresses
  - o Article goal – in up to 50 words explain what outcome the reader should have by reading your article (it is always useful to touch-base with this summary after you have finished your article to ensure that you have achieved your goal)
- ☐ Do not include any logos, footers, headers or other formatting such as full justification or multiple columns in the document.
- ☐ Do not incorporate PowerPoint slides or tables, charts, figures, and so forth into the body of the document. Place markers indicating their position. Either place these at end of the document or send graphics in a separate electronic file, in Word or other readable format.
- ☐ Check spelling and use English (Australian) language option.
- ☐ Graphics and photographs: Please provide captions as appropriate.
- ☐ Author photo: Please provide high-resolution digital photo (jpg).
- ☐ Body: Include subheadings – about one for every page of text is appropriate. Type them flush left with the margin. Capitalise only the first letter in sub-headings and titles.
- ☐ Tables and figures: Include these only if they will help readers understand the article. We do not guarantee their use.

We look forward to receiving your contribution.