



## Advertising Policy

### Background

Individuals and businesses have approached FLPA seeking to advertise in its quarterly *RoundTable* magazine and FLPA's bi-monthly *Interesting Info* emails. The FLPA Executive Committee ("the Committee") has decided to allow advertising by members and industry organisations in those publications to assist in defraying the costs of the production and circulation of the *RoundTable* magazine and *Interesting Info* emails.

The FLPA Committee has developed the following guidelines for all advertising in these publications. All decisions regarding acceptance or refusal of advertising will be made in accordance with this policy. All advertisers who place advertising in or in connection with any of FLPA's services must consider these guidelines.

### General requirements

1. The service to be advertised must benefit FLPA members personally or their practices and/or their clients.
2. FLPA will not allow advertising from law firms or sole legal practitioners, other than for the placement of job advertisements.
3. Applications to advertise in both *RoundTable* and *Interesting Info* are to be emailed to [membership@flpa.org.au](mailto:membership@flpa.org.au). Please see the advertising rate card for deadline dates.

### Advertising costs - Not for profit organisations

4. FLPA will generally publish at no charge, in forms at its discretion (including one or more of bi-monthly *Interesting Info* emails, and/or quarterly *RoundTable* magazines), advertisements and Save the Date information, in respect of the events of not-for-profit organisations in the family law arena or otherwise relevant to FLPA members.

### Advertising costs - Commercial advertising

5. FLPA will publish, in a form mutually agreed (including via one or more of bi-monthly *Interesting Info* emails, and/or quarterly *RoundTable* magazines), for a fee mutually agreed, and on terms and conditions mutually agreed, advertisements and Save the Date information, in respect of the products and services and events of commercial organisations and commercial enterprises in the family law arena or otherwise relevant to FLPA members.
6. FLPA will consider applications to advertise from the following categories of businesses:

Category	Examples of businesses
Financial Services	Accountants Financial planners
Other Professional Services	Arbitrators Contact centres Debt collectors Document storage providers Information technology providers Investigation services Legal publishers Property valuation experts Other experts (business and other valuers)
Personal	Nutritionist Personal training Pilates studios
Social Services	Counselling and or psychological services Family Report writers Family Dispute Resolution Practitioners Mediators



7. Applications to advertise will be considered in order of receipt within each category of business as defined in paragraph 6. However, subject to any alternate decision by the editorial committee or Committee, there will be no more than three advertisements in each *RoundTable* magazine with only one advertiser from each of the above categories in each edition, and only one advertisement in each *Interesting Info* email.
8. Preference will be given to advertisers who commit to a four-edition package.
9. Advertisers who commit to a four-edition package may be invited to provide a short article/editorial of a topic of interest to FLPA members for inclusion in a *RoundTable* magazine. At the editorial committee or Committee's discretion, only one such editorial/article will be included.
10. Unless approved by the Committee, FLPA will not publish advertisements in any more than four consecutive *RoundTable* magazines or *Interesting Info* emails for the same advertiser.
11. When more than two consecutive advertisements are placed, advertisers may be asked to revise the advertisement so that it looks different to ones which have been previously published.
12. Details of the costs, format and artwork specifications are to be included in a separate *RoundTable* rate card and *Interesting Info* rate card.

### Advertising acceptance

13. The Committee reserves the right to refuse to publish; publish in full or in part; or publish on terms and conditions; any advertising material.
14. The timing and frequency of any such publication will be at the Committee's discretion. The Committee's decision as to these matters is final.
15. Initial acceptance of any advertisement does not imply that subsequent advertisements from the advertiser, even with the same or similar content, will be accepted.
16. FLPA reserves the right to review, at its sole discretion, the content of any advertisement and to reject, in part or in full, any advertisement which, in the Committee's opinion, does not comply with these guidelines.
17. FLPA will not advertise products, services or events which are deemed by its Committee to:
  - a. Be irrelevant to its members;
  - b. Be incongruent with its objectives;
  - c. Conflict or compete with FLPA events;
  - d. Be, or be likely to be, considered scandalous, offensive, derogatory or offensive to all or part of its members.
18. Advertisers must comply with all applicable Commonwealth, State and Territory laws and regulations and industry guidelines including the Australian Association of National Advertisers.
19. In particular, advertising is not permitted that:
  - a. promotes tobacco, gambling, lotteries, or the consumption or sale of alcohol;
  - b. causes offence or incites hatred of any individual, group or class;
  - c. glorifies or delivers for the purposes of entertainment, scenes or descriptions of non-consensual pain, suffering, death, torture or ill-treatment of humans or animals;
  - d. relates to bombs, guns, ammunition and other offensive weapons;
  - e. contains sexually explicit content and/or sexual innuendo and/or advertising containing offensive language;
  - f. is misleading or deceptive or be likely to mislead or deceive;
  - g. contains a misrepresentation which is likely to cause damage to the business or goodwill of a competitor;
  - h. is defamatory; or
  - i. is of a political nature.



### Response to advertisements which receive negative feedback

20. In the event negative feedback to a particular advertisement is received, the Committee will:
  - a. consider the issues raised;
  - b. determine whether it is necessary to remove the advertisement; and
  - c. contact the advertiser to inform them of the complaint (excluding the name of the person/agency making the complaint) and any removal of the advertisement.

### Advertising at FLPA events

21. Advertising and sponsorship at FLPA events (e.g. the FLPA Retreat) will be in accordance with the terms and conditions published in any sponsorship prospectus for those events from time to time.
22. FLPA does not presently accept sponsorship requests for Twilight and Lunch and Learn events.

### Publication and sharing of membership/delegate information to advertisers

23. FLPA will co-ordinate the distribution of any paid and other advertisements via its email list and/or mailing list of members.
24. FLPA's membership database and/or the personal details of members will not be released to advertisers, sponsors or other third parties. Any deviation from this policy will only be by resolution of the Committee. Where any such resolution represents a departure from its standing position, a motion in these terms will only be proposed in extraordinary circumstances.
25. FLPA will only reveal the contact details of delegates at FLPA events in the following circumstances:
  - a. The consent of delegates was procured as part of the invitation and RSVP/sign-up process; and/or
  - b. This option forms part of FLPA's sponsorship prospectus for the event, and/or is negotiated as part of the terms of sponsorship of the event.

### Other

26. The Committee may delegate responsibility for all or some of the matters arising under these guidelines to an editorial sub-committee.

### Review

27. These guidelines are subject to review by the FLPA Committee.

14 March 2021

