



**AILA's National Publications**  
**2007 - 2010**

AILA's National Magazine:

*Landscape Architecture Australia*

AILA's National Newsletter:

*AILA's Landmark*

AILA's State Newsletters

*Various formats, usually online*

AILA's National Online Magazine: LA Online

*The Australian Institute of Landscape Architects'*

*Landscape Architecture Online*

AILA National Online Review Journal:

*The Landscape Architecture REVIEW*

AILA Papers: Conference Papers and occasional publications

*Numerous Titles*

AILA – Student Publication

## **AILA's national publications**

### **An Overview of the AILA National Publications**

The AILA produces a suite of national publications as well as state based newsletters.

The National Magazine, [Landscape Architecture Australia \(LAA\)](#), is the primary publication for the profession. LAA is the professional magazine endorsed by the AILA as its national magazine that is marketed to the profession and the public.

LAA is owned and published by an external publisher. The magazine is published under an agreement whereby the publisher's magazine title is recognised by the AILA as the AILA's nationally endorsed magazine. An agreed structure of an editorial advisory panel allows the AILA to influence the content and style of the magazine as one relevant to its memberships and the profession of landscape architecture. In the past this magazine has been owned by two other publishers and was titled Landscape Australia. The current magazine is Landscape Architecture Australia and is owned by Architecture Media.

AILA's national online magazine [Landscape Architecture Online \(LA Online\)](#) is a professional magazine focussed on industry and professional issues and debates.

[LA Online](#) magazine is published in-house using journalists where possible and through the volunteer work of AILA's membership and their colleagues. LA Online concentrates on being a forum for LAs on priorities of the profession and industry, such those identified by the Charter and other policy priorities. Articles are able to be of any length as lengthy ones can be published with an introduction followed by a link to the larger complete and complex piece. More technical articles, such as those that used to be published within the older Landscape Australia, can also be published. LA Online also allows for project reporting by practices as well as critical comment on projects. Sponsors are being encouraged to assist with [LA Online](#). Overtime, technical data sheets could be made available for sale via the web site. Articles identified as more suitable for LAA are passed to the publishers of LAA.

AILA's National Newsletter: AILA's [Landmark](#) is published in-house. [Landmark](#) is AILA's national broadsheet newsletter and is focussed on the Institute and membership. It is made available exclusively to members.

AILA National Online Review Journal: [The Landscape Architecture REVIEW](#). This refereed journal is focussed on at least the annual publication for the publishing of refereed papers. It is published in-house and if possible is assisted through financial contributions of the LA programs.

AILA Papers: the AILA publishes from time to Conference Papers, occasional publications and numerous Titles. These are also published online.

AILA's State Newsletters: These are published in various formats and are usually published online and circulated electronically.

AILA Student publication: AILA supports students of landscape architecture from time to time with their publications.

Details of the above are set out in the following pages.

## **AILA's national publications**

### **AILA's National Magazine**

#### LANDSCAPE Architecture australia

##### Overview

Landscape Architecture Australia is the officially endorsed national quarterly magazine of the Australian Institute of Landscape Architects. The magazine title is owned and published by Architecture Media. From 2006, the title Landscape Architecture Australia replaced the former title Landscape Australia.

The AILA, in endorsing a magazine as its national magazine, requires the content to be focused on the issues of landscape architecture, related built environment matters as well as priorities issues as highlighted by the National Council.

The following structure is that sought by the AILA as part of its on-going endorsement.

##### Aims

- To be a professional publication written by LAs and other relevant writers.
- To provide a key forum for the professions and members of the general public involved in and concerned for the built environment.
- To allow for the expression of a wide range of views by members and other writers on topics of relevant to the built environment and the priorities of the AILA.
- To raise issues concerning the profession at local, state, national and international level.
- To maintain a high standard of editorial content and design.
- To keep readers aware of new developments, products and services through editorial content and quality advertising.

##### Target Audience

The primary targets of the publication are:

- The profession of landscape architecture.
- Allied professions.
- A general readership being members of the general public with an interest in the issues of the built environment and landscape architecture.

## **AILA's national publications**

### **AILA's National Magazine**

#### Key Operational Principles

The magazine aims to portray to the readership, particularly the general public, a clear and inspiring vision of the role and value of landscape architects.

The magazine should promote discussion about landscape architecture as well publish articles that provide informed, insightful and persuasive comments on project descriptions.

A key objective is to encourage a high level of project analysis by contributors, rather than straight forward reporting.

The magazine represents the diverse interests of the many disciplines within landscape architecture. (See attached description of the profession)

The magazine presents news and opinions and encourages debate on issues of the built environment with particular emphasis on the professional issues involved in landscape architecture.

The magazine provides one of the major links for the membership to keep abreast of relevant issues and debates.

The magazine functions as the magazine of the professional institute while being owned by Architecture Media.

The magazine avoids competing with the numerous well-presented and frequently published architecture, garden and horticulture-related publications.

The magazine is subject to an annual review conducted jointly by the AILA and the publisher. The review covers all aspects of this agreement and its implementation.

#### **Editorial Framework**

The Editorial Advisory Panel- Editor-

The panel was formed initially when Universal Magazines became the publishers in late 2002 and was agreed to again when AM became the publisher in 2005. The guidelines for the panel are included.

The publisher's editor is assisted by seeking the direct guidance and advice from the AILA Executive Director.

This assistance covers such matters as ideas on contributors, topics, dealing with feedback, implementing the suggestions of the panel and the National Council as well the provision of advice to assist the editor more understand the profession of landscape architecture and current issues facing the profession.

## **AILA's national publications**

### **AILA's National Magazine**

#### AILA's Editorial Advisory Panel

1. The AILA utilises the Editorial Advisory Panel (the Panel) to represent the interests of AILA members.
2. The Panel is a sub-committee of the AILA National Council and comprises a group of members, and includes the National Councillor with portfolio responsibilities for publications.
3. The main point of contact with the Panel for the publisher is the AILA Executive Director\* or his/her appointee.
4. The Panel will work with the editor and publisher to set editorial policy and guide the content, quality and graphical presentation of the magazine.
5. The Panel's main task is to advise the editor of potential contributors, articles and ideas for the magazine.
6. For the most part, the Panel corresponds via email – with occasional telephone hook-ups where necessary.
7. On a day-to-day basis, the editor consults with the Executive Director to ensure the content and directions of the AILA are followed.
8. The Panel reviews draft articles if referred to them by the editor, and advises the editor of any modifications that are required.
9. The editor will refer particular articles for comment to the Executive Director and/or the Panel when the article contains material that may be in conflict with the directions and policies of the AILA.
10. Comments and reports on landscape architecture projects are not accepted when written by those involved with the particular projects being discussed or reviewed.
11. The magazine does not reproduce advertorial comment, articles already submitted to other magazines, or complex refereed papers.
12. Final editorial decisions rest with the editor. In particular, the editor has final say on the length and style of the content to be submitted.
13. The AILA will be allotted two pages per issue for membership information, contact data, and reports from the president etc. Copy for those two pages must be provided by the AILA within timeframes notified by the publisher from time to time. AM may vet or edit those pages, but will not be obliged to do so.

\* When resources allow, the Executive Director may be replaced by another paid staff member: eg A communications /publications officer.

## AILA's national publications

### AILA's National Magazine

#### Content

Each issue is generally devoted to having a range of writers addressing a selection of topics of interest to the profession.

Thematic issues may be developed from time to time.

For the most part these themes would comprise several key articles with the other content being focused on other relevant topics and reports.

The magazine addresses the following 'behind the scene' list – themes/topic areas can be added to and amended – however over time there should be regular articles against each of these categories:

- AILA's current programs (eg Significant Landscapes)/News
- Art & Sculpture - Public Art
- Awards
- Critical Comment
- Education
- Environment – incl issues of climate change adaptation & mitigation
- History and Heritage
- Issues - Such as Water
- LAs other works, passions and community involvement
- Profiles
- Projects
- Public Health and Landscape
- Research
- Residential
- Technical Reports
- Technology
- Topics as identified through AILA's Landscape Charter

#### Operational Timeframe:

The Panel meets (by telephone) at least once after each issue with dates for these meeting agreed between the publisher and the AILA – usually within several weeks of each issue being received by the members.

## **AILA's national publications**

### **LANDMARK**

LANDMARK is the AILA's national quarterly newsletter.

It presents news and opinions on issues of the profession with an emphasis on the business of the Institute.

It is a major link between the National Council, National Office and the many companies and individuals who comprise the membership.

LANDMARK is published quarterly as part of the membership services, but on occasions there may be extra special issues.

Such special issues are produced to meet special events and national/international topics.

LANDMARK is published to meet the following objectives:

- To be a significant and regular professional newsletter.
- To be a forum for a range of views on topics of concern to the profession.
- To raise awareness of issues concerning the profession at local, state and national level.
- To encourage professionals to join the Institute.

LANDMARK is produced through the AILA National Office.

LANDMARK is produced at least quarterly.

Special issues may be produced to meet special events and national/international topics.

Editorial decisions are made by the Executive Director and others appointed to assist from time to time.

Final editorial decisions rest with the Executive Director, reporting to the National Chair of Publications.

The Australian Institute of Landscape Architects'

## LA Online

The AILA's Landscape Architecture Online is the AILA's new national online magazine.

### Aims

- To be a professional online publication.
- To provide a key forum for the landscape architects and other built environment professions.
- To provide a high profile direct link to the environment statements within the Landscape Charter.
- To allow for the expression of a wide range of views by members on topics of concern to the profession with an emphasis on the priorities issues as identified by AILA's national council.
- To raise issues concerning the profession at local, state, national and international level.
- To maintain a high standard of editorial content and design.
- To produce detailed articles on matters of Heritage, landscape management, cultural landscapes and related issues.
- To produce detailed technology articles; eg on new technologies, products and reports by LAs on technical solutions.
- To allow for project reporting by practices as well as critical comment.
- To keep readers aware of new developments, products and services.

### Target Audience

The primary targets of the publication are:

- The profession of landscape architecture.
- Allied professions.
- The online readership interested in the built environment and issues of climate change.

## **AILA's national publications**

### **LA ONLINE**

#### Operational Framework

LA Online aims to portray to the readership a clear and inspiring vision of the role and value of landscape architects with an emphasis on the issues as identified through the AILA's Landscape Charter and Policies.

LA Online should promote discussion about landscape architecture as well publish articles that provide informed, insightful and persuasive comments on project descriptions.

A key objective is to encourage a high level of project analysis by contributors while demonstrating the commitment by landscape architecture to the principles as expressed in the AILA's Landscape Charter.

LA Online represents the diverse interests of the many disciplines within landscape architecture. (See attached description of the profession)

LA Online presents news and opinions and encourages debate on issues and priorities as identified through the landscape Charter and Policies.

LA Online provides one of the major links for the membership to keep abreast of relevant issues and those debates centred on the principles within the AILA's Landscape Charter.

LA Online complements the national magazine as it is able to make best use of being online by presenting articles of any length; lengthy articles are introduced through a synopsis with an online link to the larger article and imagery.

When relevant, writers will be referred to Landscape Architecture Australia for the opportunity to have an article also placed in that magazine.

LA Online is produced through the AILA National Office and is uploaded to the national web site.

LA Online is produced at least twice a year;- with the aim to produce issues every two months depending on contributions, resources and sponsors. Special issues are produced to meet special events and national/international topics.

LA Online operates by assistance from sponsors; this assists to employ writers and an editor. LA Online does not accept advertising except as part of a related national sponsorship package.

LA Online is to be managed through the National Office and employs an editor/writer to commission and write articles. Articles can be submitted by members and others but will be subjected to editorial processes and may or may not be accepted. The AILA reserves the right to refuse any article whether commissioned or submitted unsolicited.

Editorial decisions are made by the editor in conjunction with a committee of the National Publications Chair, the Executive Director\* and others appointed to assist from time to time. Final editorial decisions rest with the LA Online editor, who works closely with the editorial committee.

The committee has final say on the length and style of the content to be published, but in most circumstances relies on the editor to make final choices.

\* When resources allow, the Executive Director may be replaced by another paid staff member: eg A communications/marketing officer.

The Australian Institute of Landscape Architects'  
**Landscape Architecture REVIEW**

The AILA's Landscape Architecture REVIEW is the AILA's new national online-refereed journal.

Aims

- To be a professional online-refereed journal for the publishing of academic research relevant to landscape architecture.
- To increase access to research relevant to the profession at national and international levels.
- To provide a direct link between academic research and the priorities within the Landscape Charter.
- To allow for the expression of a wide range of refereed articles on topics of concern to the profession and as set as priorities by AILA's national council.
- To maintain a high standard of editorial content and design.
- To keep readers aware of new research relating to landscape architecture.

Target Audience

The primary targets of the publication are:

- The profession of landscape architecture.
- Academics.
- Allied professions.
- The online readership interested in the built environment and issues of climate change.

## **AILA's national publications**

### **LA REVIEW**

#### Operational Framework

LA REVIEW aims to portray to the readership a clear and inspiring vision of the research being undertaken in relation to landscape architects with an emphasis on the issues as identified through the AILA's Landscape Charter and Policies.

LA REVIEW should promote discussion about landscape architecture as well publish refereed articles that provide informed, insightful and persuasive comments in relation to research being undertaken.

A key objective is to encourage a high level of research analysis by contributors while demonstrating the commitment by landscape architecture to the principles as expressed in the AILA's Landscape Charter and Policies.

LA REVIEW represents the diverse interests of the many disciplines within landscape architecture. (See attached description of the profession)

LA REVIEW provides a major links for the membership to keep abreast of relevant research centred on the principles within the AILA's Landscape Charter and Policies.

LA REVIEW complements the national magazine and LA Online, as it is able to provide a journal to represent research being undertaken that by its nature is not usually reported with the former magazines.

LA REVIEW is produced through the AILA National Office and is uploaded to the national web site at least annually – with the aim to produce more depending on contributions, resources and sponsors.

Special issues are produced to meet special events and national/international topics.

LA REVIEW operates by assistance from sponsors and contributions from LA programs.

Editorial decisions are made by a committee of the National Publications Chair, the Executive Director\* and others appointed to assist from time to time.

The Referee Panels are established through the editorial committee using the volunteer services of academics both within Australia and internationally.

LA REVIEW is subject to editorial decisions on the relevance and style of content before being subject to being refereed by fellow academics. Final editorial decisions rest with the LA REVIEW editorial committee. In particular, the committee has final say on the length and style of the content to be submitted.

- When resources allow, the Executive Director may be replaced by another paid staff member: eg A communications /publications officer.

The Australian Institute of Landscape Architects'  
Landscape Architecture  
**STUDENT MAGAZINES**

The AILA supports students of landscape architecture from time to time with their publications.

Support could be a state level or through the national office.

In all cases, this could be in the form of volunteer assistance or at times may include financial assistance.

From 2006, the AILA resolved to only consider financial support for a national student magazine if the magazine had already demonstrated that all recognised programs were fully involved and committed as full partners in the initiative. This would include the active participation of students as well as possible financial contributions from each program.

Each request for support would have to be made in advance to allow for the AILA to make a budget allocation through its usual budgetary processes. Last minute requests are most likely not to be considered.

Each request would be considered on a case-by-case basis with no guarantee of support implied.

From time to time, AILA state groups may also support a local initiative of the students from a local program. This decision remains the prerogative of the state group. Again, last minute applications may not be considered.

## **AILA's national publications**

### **State Web Sites**

A state web page contains the following pages:

- a front page – used for current notices
- news – news, media, announcements
- events – current cpd and/or events calendars
- awards – awards notices and archive of lists awards
- contacts – state group contacts – and link to national contacts
- directory – direct link to relevant state directory on national web site
- aila national – link to national home page

Awards: state group sites to list of award winners and minimal project information. Main information is lodged within the national database of projects. State lists have link to this database.

Any advertising on a state web site is to be approved by the national office. In general advertising not linked to a sponsorship package is not encouraged.

All state groups lodge regular media statements onto the national web site under Media. State Groups link to their relevant media pages via the national web site.

State web sites follow the same protocols as the national web site, including having key links such as payments, copyright, refunds, and privacy.

### **State Newsletters**

The State Groups use two methods for distributing eNews:

Web Based: State web newsletters to be on the relevant state web sites (archived) with option of sending an emailed version to members.

PDF Based: State pdf newsletters are located on the relevant state web sites (archived) with option of sending an email link to members. The preference is for the link to be emailed not the PDF itself. Ideally the pdf is to be kept at minimal size. If a newsletter is to contain too many graphics, it is suggested that a web-based page should be used instead.

Newsletters contain sponsors logos (as agreed to by contracts) and if relevant national sponsors (if agreed to under contract).

Any advertising to be approved by the national office. In general advertising not linked to a sponsorship package is not encouraged in newsletters.

Generally, newsletters should contain Institute news, membership information and reports on events. Larger critics and reviews are published within AILA's other publications.