



Australian Institute
of Landscape Architects

®

PUBLICATIONS National Policy

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AILA®

AILA's National Publications 2010-2014

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AILA Vision

(BEING REVISED IN SEPT 2010) The creation of thriving outdoor spaces and the stewardship of Australia's Sustainable Settlements.

AILA Mission

To grow and enhance the profession of landscape architecture and to provide leadership in the creation of meaningful, equitable and sustainable environments.

AILA Mission for Publications

To use both electronic and hard copy media to enhance the public's awareness of and appreciation of landscape architecture as well as to deliver effective and timely communications to the AILA membership.

Key Statements

Seeking integrated design solutions for National Sustainable Settlement

The Australian Institute of Landscape Architects strongly urges Australia's Federal and State Governments to provide an integrated vision for a sustainable future and to implement a National Sustainable Settlement policy that will guide a consistency of approach in all settlement development across the nation.

Key Elements of a National Sustainable Settlement Policy

- 1. Landscape Function:** Given that landscapes and their associated ecosystems provide the fundamental support system for life on earth, Governments need to reassess the role of landscape function & performance in creating more resilient and sustainable human settlements.
- 2. Adaptation for Climate Change:** Sustainable settlement provides the framework to identify problems and collectively devise strategies to deal with the challenge of climate change. In order to respond to climate change within the planning and development of Sustainable Settlements, Governments need to develop National Urban Design Protocols to more effectively guide the management of available resources to achieve sustainability within all future Australian urban development.
- 3. Green Infrastructure:** In the planning and development of all settlement green infrastructure, Governments need to assist with programs that provide leadership in proactively maximising opportunities for the enhancement and regeneration of ecosystem services rather than the practice of simply minimising damage to ecosystems.

An Overview of AILA's Publications

The AILA produces a suite of national and state publications.

LAA

The National Landscape Architecture Magazine, Landscape Architecture Australia (LAA), is endorsed quarterly profession magazine publication.

Landmark

Landmark is the AILA National Council's key publication that informs the membership of national conversations around national issues and policies as well as communicating to the members on Institute business.

The AILA Web Site

The AILA web site is the key electronic portal for Institute information, professional resources and related information and links.

National Office Communiqué

The AILA National Office Communiqué is the regular electronic information between the National Office and the membership

National Papers/policies/pamphlets

The AILA produces a suite of national papers, policy statements and pamphlets.

LApapers

The AILA publishes LApapers as an online archive and portal for occasional papers, articles, essays, conference papers and project reports.

Landscape Architecture Review

The Landscape Architecture REVIEW is the occasional refereed journal with a focus on publishing of refereed papers.

AILA's State Web Sites and Newsletters and Award Publications

The AILA has a national web site that incorporates separate discrete web pages identified as State Group Web Sites.

State newsletters are usually published online and circulated electronically about every quarter.

Several states publish booklets and award booklets which are published in line with national guidelines and using agreed styles and templates.

Social Media

At present the AILA utilises and supports outside initiatives in the use of Social Media for providing online networks amongst landscape architects.

AILA's Publication Framework

National Council ↔ National Office/CEO ↔ State Executives



Membership

National Office Communiqué

LAA

LA-Papers

Landmark

Web Site

National Pamphlets and Policies

State Newsletters

National Council ↔ National Office/CEO ↔ State Executives



Public and Other Professionals

Web Site

LAA

LA Papers

National Pamphlets and Policies

Note: Social Networking not included.

AILA's Nationally Endorsed Magazine

Landscape Architecture Australia (LAA)

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 issues as highlighted by the National Council.

The AILA seeks to have the following aims addressed by the magazine as part of its on-going endorsement.

Aims

- To showcase national and international Landscape Architecture practice.
- To provide a key forum for the profession and members of the general public involved in and concerned for the built and natural environment.
- To allow for the expression of a wide range of views by members and other writers on topics of relevance to the built and natural environment and the priorities of the AILA.
- To raise issues concerning the profession nationally and include local, state, and international issues where they have national relevance.
- 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.
- To be a professional publication with professional standard contributions by landscape architects and other professional and related writers.

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 and natural environment and Landscape Architecture.

LAA - Key Publication 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 and Landscape Architecture. The magazine represents the diverse interests of the many disciplines within Landscape Architecture.

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

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 does not publish material that may be in conflict with the directions and policies of the AILA.

The magazine is separate to the Institute's Newsletter and therefore restricts the publication of the Institute's news and related in-house developments unless it has an interest to a wider readership than just the AILA membership.

The magazine presents diversity in writings styles, content and views.

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

Key Operational Structures

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

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

The AILA utilises a sub-committee of National Council, the Editorial Advisory Panel, to represent the interests of AILA members and to influence the content and directions.

Guide to Contributors

A comprehensive and clear set of Guidelines is to be available through the Architecture Media web site and is linked to from the AILA site.

The Guidelines are to clearly articulate the principles and intent of LAA as well as provide more technical guidance in preparing articles and other content. While maintaining a level of flexibility, the guidelines should seek help generate engaging, challenging, informative, content that reinforces the image of the profession that AILA members aspire to and is captured in the Vision Statement.

LAA - Content

A key objective is to encourage a high level of debate on and critical analysis of issues and projects. Each issue should be devoted to having a range of writers addressing a selection of topics.

Critical to engaging the readership is the diversity of approaches in the articles.

There should be a variety in the style of writing, in the views being presented and in the length of articles. An homogenous style of articles is to be avoided.

Over time, the readership should experience both the particular styles and views of some regular contributors as well as be constantly introduced to new writers and opinions.

In discussing projects and issues, writers are requested where possible to illustrate and comment on the role of Registered Landscape Architects and to highlight their collaborations with other professionals and the community.

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.

There should be an on-going emphasis to source articles about ideas or issues that reference the diversity of practice. Another aspect of content diversity is that over time there is to be a proportion of articles that are focused on technical issues. These are to not only inform AILA members but also the general public and other professions.

The fundamental role of the cover of each issue is an important part of the branding of landscape architecture. Careful consideration is to be given to the images used to ensure that they relate in some identifiable way with the profession while still being contemporary, eye catching and memorable.

Where possible, articles should provide web links to the AILA web site and other relevant web links.

Magazine Quality

The AILA National Council has engaged a publisher for its endorsed National Magazine on the basis that the magazine has:

- A high professional profile.
- A strong emphasis on engaging graphic / photographic content.
- High standards in the paper quality.
- A high standard layout.
- Agreed restrictions on the number and impact of advertisements. That is AILA looks to the publisher to ensure that care be given to not confusing advertisements in too much with the editorial and articles.

Topics

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

- AILA's Conference themes
- Awards
- Critical Comment
- Education
- National and State issues and relevant political debates
- Sustainable Settlement
- Climate change adaptation & mitigation
- History and Heritage
- Issues - Such as Water, Housing, Infrastructure and the landscape
- LAs other works, passions and community involvement
- Profiles of landscape architects and their collaborations with other professions and the community.
- Projects – diversity of size and location.
- Landscape Planning
- Landscape Management
- Urban Design
- Public Health and Landscape
- Public Art and Landscape Architecture
- Research
- Technical Reports
- Technology
- Topics as identified through the Editorial Advisory Panel.

The Narrative of Landscape Architecture

LAA is the primary means of communicating to the public and other professions as well as providing readers with insight into the profession.

To achieve this goal the narrative needs to be engaging; to tell compelling stories in a style that is distinctly from the perspective of landscape architects.

The stories need to be about:

The People

- The relationships between LAs, clients, authorities, users, other professions
- How different LAs approach their work
- What influences their approach?
- What are the challenges?
- What are the joys?
- Profiles of LA firms with emphasis on examples of collaboration
- The user's perspective
- The client's perspective
- What do other professions think of LAs?

The projects

- How do they come about?
- How do they evolve?
- How do they succeed?
- Why do they not succeed?

The relation of LAs to other professions

- What are differences?
- What are similarities?
- Collaboration (successes, failures, opportunities)

The Trends and Influences

- Australia
- Overseas
- Social
- Economic
- Political
- Cultural
- Other professions
- Technology
- Research

LAA - 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 usually comprises a group of Councillors and the Executive Director.
3. The main point of contact with the Panel for the publisher is the AILA Executive Director or his/her appointee.
4. The Panel works with the editor and publisher to guide editorial policy and to advise on the content, contributors, quality and graphical presentation of the magazine.
5. The Panel meets (by telephone) at least once after each issue –within several weeks of each issue being received by the members.
6. Other than the quarterly telephone meeting as above, the Panel corresponds via email – with other occasional telephone hook-ups where necessary.
7. Outside the above meetings, 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 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 normally 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 will be provided by the AILA within timeframes previously notified by the publisher well ahead of the due date.

Archive

The AILA does not hold the back copies of the national magazine. However as it does hold an archive of one copy of every issue – it has an online index of articles that have been published.

Depending on the timing and levels of request – the National Office is able to provide emailed scanned copies of articles from previous issues of the magazine.

LANDMARK

LANDMARK is the AILA National Council's key hard copy information broadsheet.

LANDMARK is published to meet the following objectives:

- To present significant and regular National updates.
- To be a forum for National Council to provide leadership on 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.

Landmark presents news about the National Council and its advocacy initiatives and policy directions.

Landmark is the publication used by the National Council to communicate professional news and opinions with an emphasis on the business of the Institute.

It is one of the communication links between the National Council, National Office and the individuals who make up the AILA membership.

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

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

Production

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 CEO and others appointed to assist from time to time.

Target: Communications from the National Council/National Office to the membership.

The AILA Website

www.aila.org.au

The national website is the main electronic communication tool for the AILA between the Institute and the members, students, other professionals, government agencies and the general public – both locally, nationally and internationally.

The AILA National Office oversees and maintains the national website through a computer in the National Office.

The website includes both Institute and member information as well as materials about the profession and related information and links.

As the web site has many components and target audiences, it holds many layers of information and a huge amount of data, including tools and resources to be accessed by members.

The National Office has established protocols, standards and practices for the management of information published on the AILA Website – including those sections overseen by State Executives.

The Executive Director has the delegated responsibility (from National Council) for authoring and publishing information on the AILA Website.

The Executive Director may delegate responsibility to State Executives or State Managers to oversee publishing of materials within sections of the website.

Target: The AILA membership, related professionals and others such as agencies and the general public with an interest and or commitment to Sustainable Settlements.

AILA National Office Communiqués

The AILA National Office publishes regular emailed communiqués to all members and others on the distribution lists. These communiqués are usually sent out every 7 to 14 days.

The National Communiqué is a text based email of current notices and links to the web site. The most regular components are latest reminders and notices, news and events and job notices.

The State Executives are also encouraged to send out regular emailed communiqués to their respective State members. State communiqués should not duplicate messages or clash with the national communiqués. Under normal circumstances - all communiqués should not require attachments – rather such attachments should be uploaded to the website and links provided.

The Executive Director has the authority to approve or veto the contents of national and state communications.

Target: The membership.

LA papers

The AILA publishes online Conference Papers, occasional publications articles, essays and numerous titles focussed on research, professional issues and debates.

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.

LA papers also allows for project reporting by practices as well as critical comment on projects. Articles identified as more suitable for LAA are passed to the publishers of LAA.

LA papers aims:

- To be a portal and archive of professional online papers.
- To provide a key forum for the landscape architects and other built environment professions.
- 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 produce detailed articles on matters of Landscape Principles, Sustainable Settlement, 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 Provide a key online archive.

Operational Framework

LA papers is produced through the AILA National Office and is uploaded to the national web site. There is no set publication date – copy can be received at any time – the first contact being directly to the AILA Executive Director.

Articles and papers 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. Final editorial decisions rest with the Executive Director, who refers issues to the National Council's Publications Chair.

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.

LA REVIEW

Landscape Architecture **REVIEW**

Please note that LA Review is not currently active

The AILA's Landscape Architecture REVIEW is the AILA's occasional 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 National Council priorities.
- 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.
- To link the work of academics and practitioners.

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.

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.

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 other publications 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 – with the timing dependant on contributions.

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

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.

State Web Sites/Newsletters/Publications

Web Pages

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 practice directory
- 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 a link to this database.

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

State groups should lodge regular media statements with 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 using an agreed template, and having key links such as payments, copyright, refunds, and privacy.

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 relevant national sponsors (if agreed to under contract).

Any advertising is 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.

Awards Booklets and other publications

State Executives may from time to time publish other hard copy or online publications, including Award Booklets. All such publications are to use/reflect a national approved style and/or template.