

Editorial Charter



People, Places, Promotion

1. Our Mission

1.1. To independently promote the people and places of Adelaide and South Australia by publishing interesting, relevant and compelling content that celebrates:

1.1.1. Business, Innovation & Growth

1.1.2. Lifestyle, Community & Cultural Diversity

1.1.3. Anything Quintessentially South Australian!

1.2. All content published is exclusively selected, edited and approved by the relevant individuals, communities, bodies, companies and/or owners.

2. Publication & Content

2.1. YAdelaide is a free online promotional initiative. We aren't journalists. Nor are we a media/marketing business. Any news or marketing material published (republished or promoted) is in accordance with our mission statement.

2.2. YAdelaide endeavours to only publish content that independently promotes the people and places deemed of relevance to Adelaide and South Australia. Content may include information that, in our opinion:

2.2.1. defines the unique lifestyle, culture and community spirit of Adelaide and South Australia;

2.2.2. recognises peoples' unique efforts and genuinely applaudable causes; and/or

2.2.3. is innovative, compelling and trending in nature (albeit potentially disruptive).

3. Terms & Conditions

3.1. It is free to have an article published and promoted on YAdelaide branded platforms, provided:

3.1.1. it meets the criteria of the Editorial Charter and is deemed appropriate by the editorial team;

3.1.2. does not explicitly cover the topics of any religion or directly involve politics (or promote any religious or political agendas); and

3.1.3. it adheres to our strict independence.

3.2. With regards to ownership of the content, you provide us full permission for use of all information. You also provide full permission for the ongoing use of any promotional material, photographs, factual information and content relevant to the article.

3.3. Confidentiality and privacy laws apply. Should you wish to edit, amend or have removed any information, photographs or content, this will be done within 7 days of your request (up to a maximum of three occasions, at which point all content will be removed).

3.4. Additional photographs may be provided for further boosting the content but will be published at the discretion of the editorial team.

3.5. There is no limit to the number amendments or corrections with regards to any typos, misprints and/or material omissions.

3.6. All drafts and copies of proposed content and photographs are provided to you for proof reading prior to publication. Nothing is published without your express written consent.

3.7. An article, photographs and content may be periodically re-written, updated, boosted or re-promoted subject to approval of the editorial team.