



# LEAD

News leads from South Australia  
theleadsouthaustralia.com.au

## EDITORIAL CHARTER

### **Mission:**

To create real, compelling journalism for a global and national audience that tells the ongoing story of South Australia as an outstanding destination for investment, lifestyle and doing business.

To achieve this mission, *The Lead South Australia* will adhere to the following Editorial Charter:

*The Lead South Australia* will provide honest, independent and impartial journalism and will be transparent in all its stories and reporting.

The editor will commission and publish stories based on their editorial merit in meeting the mission of *The Lead South Australia*, not on their political or business expediency.

*The Lead South Australia* will partner with all South Australian media to tell the story of South Australia and will spearhead and share best practices in new media, including social media and innovative ways of reporting and storytelling.

*The Lead South Australia* will help talented new journalists as well as established freelance journalists, photographers, videographers and factual storytellers to find a voice and a market for their work.

While *The Lead South Australia* will feature stories and facts highlighting South Australian innovation and leaders, it will not carry editorials or opinion articles on party political or industrial relations matters. On those subjects we will seek to only report proven and established facts.

While the editor will determine the day-to-day editorial content of *The Lead South Australia*, an editorial board will meet monthly to review the content and direction of *The Lead*. The editorial board will be chaired by the editor and will be comprised of the GM of Solstice media, the CEO of Brand SA, an Editorial mentor and a representative of industry or business.