



Editorial Code of Practice

Introduction

The Intermedia Group and its subsidiaries are committed to maintaining the highest standards of accuracy, impartiality and fairness. To that end The Intermedia Group has formulated a Code of Practice for journalists, bringing together various industry codes and our own policies formulated from 30 years of operation. All journalists are expected to read it and abide by it while carrying out their duties at The Intermedia Group or its subsidiaries.

The Intermedia Group's role as one of Australia's largest trade media house is to produce news and other editorial services which maintains the highest standards of accuracy, impartiality and fairness.

The company's policy on editorial standards is in line with generally recognised principles of journalism.

Key aspects:

1. Accuracy

1.1. The Intermedia Group and its subsidiaries have a valued reputation as a leading source of business intelligence in the markets in which we operate. All information, comment and opinion reported on our platforms must be accurate and authoritatively sourced.

1.2. Sources must be identified by name unless there are compelling reasons for not doing so. Always query a source's motives when they request anonymity

1.3. The vague attribution "sources say" or similar is generally not acceptable, unless it is the only way to protect a vital source in a matter of public interest.

1.4. While photographic images can be enhanced to improve resolution, an image must not be altered in such a way that it misrepresents the subject matter.

2. Impartiality and Fairness

2.1. The Intermedia Group does not promote the views of commercial interests, either through undue emphasis or by suppressing relevant material.

2.2. In reporting views on controversial matters, always seek to include a fair balance of other views. Any comment, conjecture or opinion by the journalist writing the story should be clearly identifiable as such.

2.3. The Intermedia Group's journalists have latitude to express their own views more freely only when, in the opinion of the Publisher or Editor, they have special knowledge or expertise or sufficient reputation. Such pieces should be labelled as View, Comment or Analysis.

2.4. Individuals or organisations that are criticised, or who might reasonably interpret their coverage as such, should be given a right of reply, in the original story whenever possible.

2.5. Emotive or contentious adjectives should be avoided unless they are contained within quotes from people interviewed for the article.

3. Corrections

3.1. Inaccuracies or suspected inaccuracies which affect the integrity of stories on our platforms must be dealt with promptly.

3.2. When we acknowledge an inaccuracy, a correction should be issued as an urgent priority.

3.3. Challenges to accuracy or fairness in our stories must be referred to the Publisher or Editor.

3.4 If there is serious doubt about the accuracy of any part of a story, and in particular if there are legal issues, we must alert subscribers that the story is on hold pending clarification. If such doubts are confirmed, we must advise subscribers to kill the story, issue take-down notices to magazine and internet subscribers and replace with a corrected version as soon as possible.

4. Conflicts of Interest

4.1. Journalists must consult the Publisher or Editor before covering a story which involves or might involve an actual or perceived conflict of interest. These may arise through such things as an active membership of a political, lobby or community group, or from personal, family or financial considerations.

4.2. Journalists must not use for their own profit financial information they receive in advance of its general publication, nor should they pass such information to others.

4.3. Journalists must not write about shares, securities and companies in whose performance they know that they or their close families have a significant financial interest without disclosing the interest to the Publisher or Editor.

4.4. Journalists must disclose to the Publisher or Editor or any personal trading, either directly or through nominees or agents, in shares or securities about which they have written recently or about which they intend to write in the near future.

4.5. Failure to notify the Publisher or Editor in writing of any real or potential conflict of interest before a story is issued on an Intermedia platform may result in dismissal.

5. Invitations

5.1. Invitations to Intermedia journalists from government, commercial and sporting organisations for expenses-paid trips and other assistance to cover events in which those organisations have an interest must be referred to and approved by the Publisher or Editor.

5.2. Generally, such invitations will be accepted only if they are made to The Intermedia Group and its subsidiaries as an organisation and provided the Publisher or Editor is satisfied that the event is worth covering.

5.3. In no circumstances can The Intermedia Group guarantee editorial coverage of the subject matter of these events.

5.4. Stories written as a result of these invitations should concentrate on the general subject matter, rather than the sponsor's product. For example, travel pieces should look at the region or the area, rather than

the specifics of a hotel or resort. Travel features should include a “how to get there” section at the bottom of the story with such details as airline schedules, etc.

5.5. All articles written as a result of such invitations should include a disclosure such as “The author travelled as a guest of [sponsor’s name]”

5.6. No journalist may be interviewed in a professional capacity in any media, nor take part in a panel discussion, without the prior approval of the Publisher or Editor.

6. Misrepresentation

6.1. The Intermedia Group and its subsidiaries does not sanction misrepresentation, deceit or subterfuge to obtain information.

6.2 Intermedia journalists must clearly identify themselves as such when interviewing and gathering material.

6.3. Journalists must not obtain information or publish material obtained clandestinely by using listening devices or by intercepting private telephone conversations.

7. Discrimination

7.1. Gratuitous emphasis should not be placed on gender, religion, minority groups, sexual orientation, race, colour or physical or mental disability. Such references should be included in copy only where they are strictly relevant.

8. Offensive Language

8.1. Offensive language, especially obscenities and terms of abuse relating to particular groups in the community, should be used only when they are essential to the meaning of the story, and never gratuitously.

8.2. Circumstances in which the words used are essential to a story might include use of a swear word in public by a major public figure; or a direct quote of an important piece of evidence in a court case, and even then only if the word or phrase itself is an integral part of the evidence.

8.3. Stories containing offensive language must begin with a warning to subscribers, so that they can make their own judgment.

9. Privacy

9.1. Personal privacy should be respected unless it interferes with publication of matters of public record, or of significant public interest. If in doubt, consult the Publisher or Editor.

9.2. Approaches to people suffering trauma or grief should be undertaken with care and sensitivity.

9.3. Relatives of people convicted or accused of crime should not be identified unless reference to them is strictly relevant to the story.

10. Children

10.1. Children under the age of 16 should not be unduly prompted in interviews or given inducements to cooperate, and every effort should be made to seek the permission of a parent or other legally responsible adult.

10.2. Children should not be approached in or near schools without the permission of the school authority.

10.3. Children should not be identified in crime or court reports without legal advice.

11. Suicide

11.1. The Intermedia Group and its subsidiaries does not report the details of suicides, suspected suicides or suicide attempts.

11.2. Any suicide notes obtained by Intermedia staff must immediately and unfailingly be referred to the Publisher or Editor.

12. Public Emergencies

12.1. Great care must be taken in reporting threats of violence to the public by bombs or other means of extortion such as contamination of groceries. If in doubt, consult the Publisher or Editor.

12.2. Generally, we do not run stories about hoaxes or suspected hoaxes unless there is an overriding public interest. If in doubt, consult the Publisher or Editor.

13. Social Media

13.1 Intermedia journalists may not use personal blogs or social networking sites like Twitter and Facebook to post Intermedia generated material or links to such material, or to make comments relating to their work, other Intermedia employees or to Intermedia and its policies and practices.

13.2 Content from social networking sites should be used in Intermedia stories only when the material is publicly available and the bona fides of the source have been established and checked. This should be done in consultation with the Editor.

13.3 Material from social networking sites like Facebook may be used only from pages that are publicly available. Journalists must not attempt to bypass security settings to obtain access to such material. Images from such sites can only be used in consultation with the Publisher or Editor.

Contacting The Intermedia Group

If you believe we have breached this Code of Practice or if you need more information, please approach The Intermedia Group by emailing mail@Intermedia.com.au or contact Christopher Baker by phone on +61 02 9660 2113.



ABN 94 002 583 682

Ph: +61 2 9660 2113

Fax: +61 2 9660 4419

www.intermedia.com.au

Head Office

41 Bridge Road
Glebe NSW 2037
AUSTRALIA

Postal Address

PO Box 55
Glebe NSW 2037
AUSTRALIA