

Advertising and editorial policy

This policy relates to advertising and editorial in all Queensland Association of School Tuckshops (QAST) publications.

Advertising

QAST accepts advertising in QAST publications according to the following principles:

- QAST will not accept advertising for any product or service that, in the publisher's opinion and at its sole discretion, is not in good taste, is dangerous or harmful, contains false or misleading information, or is offensive.
- In addition, QAST will not accept advertising for any product or service that conflicts with QAST's policy or competes directly with QAST's products and services. These include:
 - Menu Health Checks
 - Food Safety Training & Support
 - Financial Consultancy Service
- QAST will only reject advertising that conflicts with products and services of business partners and sponsors when a signed service level agreement (SLA) is in place that dictates exclusivity of a product or service.

Editorial/Advertorial

QAST welcomes editorial and advertorial contributions from credible external authors, however placement is not guaranteed and all contributions are included at the QAST's discretion.

Article proofs and layouts will not be supplied for review.

All contributions will be vetted for timeliness, relevance to QAST members and technical accuracy.

Readers should be able to distinguish advertising and editorial content clearly. Any advertising that could be misconstrued as editorial content will be amended by QAST, at our sole discretion, so it is clearly labelled as an advertisement.

QAST does not allow advertisers, business partners or sponsors to influence editorial decisions in the creation or presentation of content, or to make any changes to its content.

QAST will not accept editorial for any product or service that conflicts with QAST's policy or competes directly with any of QAST products and services (including, but not limited to, the aforementioned list).

Articles in question will be vetted by the appropriate QAST manager.

QAST retains the right to cut, edit or otherwise alter all material submitted for publication to suit the publication's style and layout, and QAST's Style Guide.

Food and Drink Advertising and Editorial

All food and drink products advertised must be classified as GREEN or AMBER as defined by the Department of Education Smart Choices Healthy Food and Drink Supply Strategy.

AMBER products within the Crumbed and coated foods, frankfurters, sausages and the Commercial oven-baked potato products categories would need to be presented as part of a healthy meal, as per the Smart Choices Ready Reckoner.

Healthier choices within the AMBER category are recommended, and QAST reserves the right to refuse food or drink advertising if it is not deemed to encourage healthy eating according to the Australian Dietary Guidelines.

Political contributions

QAST is committed to working with any elected government and opposition in the pursuit of key reforms and issues that provide positive benefits for Queensland school tuckshops.

As such, QAST welcomes editorial contributions from all political parties in relation to school tuckshops and children's health.

When publishing political statements in publications, all parties and/or candidates will be invited to provide comment.

Should any party or candidate choose not to contribute, publishing of single statements is acceptable.

Responsibilities

Contributors are responsible for ensuring that their submission is final, complete and correct, as QAST is not obliged to return editorial copy or proofs for review or approval.