

The Agenda

Quarterly Magazine for the Qld/NT Planning Profession

PIA



Guide for contributing to PIA's "Agenda" magazine

Share your insights and opinions with thousands of planners across Queensland and the Northern Territory. This magazine prioritises engaging and thought-provoking content, and this guide will help you craft an article that gets noticed.

1 Think about your reader

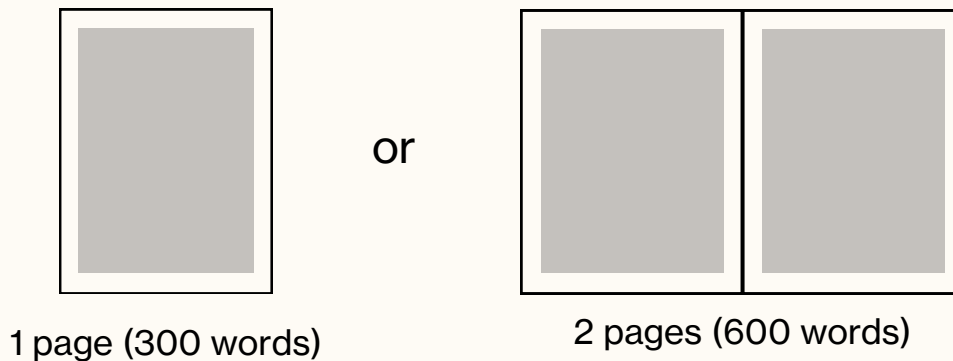
The magazine is read by thousands of Qld and NT **urban and regional planners**. Consider how to engage, educate and entertain the audience, focusing on what matter most to planners.

2 Brainstorm your article

- Plan out the flow of your article
- Focus on one or two key messages to avoid confusing your reader
- Be concise and keep your word count between 600 to 800 words
- Let your ideas develop! Great concepts often come from multiple brainstorming sessions.
- There's no need to finish everything in one day.

Consider topics like design, development, sustainability, arts, heritage, environment, and engineering.

3 Choose the size of your article



4 Tips to preparing a captivating article

- The headline should be short, snappy, and enticing to capture interest.
 - For example *“Natural disaster mitigation measures – a case study of planning practices in Fiji”* is less enticing than *“5 things every planner must know about natural disasters”*
- Your opening paragraph should engage readers by convincing them that the article is worth their time.
 - Consider posing a question, highlighting an interesting statistic, or mentioning a key finding.
- Use bulleted or numbered lists whenever possible. Lists are easier to scan, read, and remember than lengthy paragraphs.
- Use plenty of subheadings to break up your article into digestible pieces
- Quote are memorable and excellent way to capture interest. (If you'd like any of your statements featured as a pull quote, please highlight them.)
- Images can attract readers, so include 2-5 high-resolution images along with a brief caption for each. Other graphics such as illustrations, sketches, and charts, are also welcome.
- Adding a headshot can make the piece feel more personal, but you also have the option to write anonymously.
- Remember to proofread at least one day after writing your first draft.

5

Still stuck? Try exploring other creative ideas

Articles can be entertaining too! They don't always need to be serious news or lengthy. Here are some examples to spark your brainstorming!



- **Postcards from travels**

Highlight intriguing and unexpected discoveries from your journeys, along with lessons applicable to Qld or the NT.

- **Puzzle and Quizzes**

Organising a puzzle or quiz can be a fantastic team bonding activity! All members will receive credit for their contributions.

- **Short submission on**

personal passions, potentially connected to the community.

- **Mentoring program update**

Features an interview/bio on the mentee and mentor to inspire greater participation.

'Hazards' puzzles

Compiled by the Natural Hazards Planning team, Environment & Sustainability Policy & Planning, City of Moreton Bay (Shannon Haines MPIA (Fellow), Pradesh Ramiah, Stephen Ashton, Emma Hunt).

Find-a-word

K M F L M X F J L Y C H P O A T B W C L Z T X B Z Z S M V A
 B M B E O N P V I S B C W O F A O Z N M X X L I L T K E I G
 N V F P E C N D H M P R O B A B L E M A X I M U M F L O O D
 K A I Y Z L X L M M P R E P A R E D N E S S A E X I O S P W
 I V F R A F P G H J M Y V T I M N R Y X U W U J P Q O A T X
 C O R E G D J W G O F E V R O L A B W N N Y X U A P L M H H
 R I W C X R A M J G Q N Z P E H J R P J O R A L L B A I R F
 U D C O Z B M P R W X A D M R S C U M G U H W I W F A T U N
 K I C V Q R T A T T W M O V A R P P Q F L H X G D R Z I E G
 C O Z E H R I S B A W R W G P V D O Q Y M G L R U E E G F Q
 X O K R N R F S M S T Y C J R K X D N N B D P T W Q F A D T
 C R I Y G E S E M P O I G R T Z V N V S C R A H Y U G T P V

Feel free to reach out to the editorial committee at qld@planning.org.au with any questions—we're here to help create great content!

Why contribute?

- Share your expertise
- Gain recognition
- Reach out to a broader audience
- Establish authority in your field
- Build and expand your professional network
- Contribute to important industry discussions
- Showcase your ideas and creativity
- Inspire and educate others!