

## Guidelines for *InSight* articles

<http://cpd.org.au/category/publications/insight/>

*InSight* is the quarterly online journal of the Centre for Policy Development. Each edition unpacks a complex issue for a general audience, presenting hard-hitting policy analysis and ideas in a collection of punchy, plain-English articles. *InSight* aims to be a griping-free zone – we challenge our authors and our readers to go beyond criticism of current government policies by proposing viable alternatives. A diverse group of contributors, including prominent academics, advocates, politicians, and public servants, use well-written, well-argued articles to inform public debate and contribute to the development of policies for a fair and sustainable future.

An *InSight* article should:

- Join the dots between current policy debates and long-term policy challenges
- Define the problem or opportunity and relate it where possible to topical issues to engage readers' interest
- Be forward-looking: neither 'turn the clock back' nor 'more of the same'
- Make clear recommendations for policy change
- Make reference where relevant to the links between your article and other Centre for Policy Development publications

As well as articles and essays, *InSight* includes the following regular features:

- 5 ideas in 5 minutes: a round up of interesting ideas from around the world
- The lateralist: left field problem-solving on the fly
- View from the tanks: selected work from progressive think tanks worldwide

The Centre for Policy Development aims to engage non-experts as well as those practised in policymaking. Please avoid jargon and technocratic language and spell out any acronyms clearly.

Arguments should be based on evidence – but the spotlight should be on your ideas. To make your article easier to read online we suggest using more bulleted lists and sub-headings, and shorter paragraphs than you would for a print publication. We encourage the inclusion of hyperlinks to any documents cited in your piece. Links should be included in the body of the text. Please use endnotes rather than footnotes when citing documents that are not available online. For further details on style and formatting please refer to the Centre for Policy Development style guide at

<http://cpd.org.au/get-involved/write-for-us/>

***InSight* articles should aim to stay under 1,000 words.**

*InSight* is delivered to our 8,000 subscribers, relevant interest groups, politicians, and the media. We also will make an effort to place suitable articles in mainstream media outlets.

Copyright for *InSight* articles remains with the author – but we ask that you wait two weeks before republishing elsewhere, and that all republished versions of the article acknowledge prior publication by the Centre for Policy Development.

Email is the best way to get in touch with *InSight*'s editor to discuss an idea: [editor@cpd.org.au](mailto:editor@cpd.org.au).