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This document outlines the rules governing work submitted to ASA.

All articles, illustrations, research, artwork, CPD questions/answers, survey's submitted to ASA will herein be referred to as WORK.

EDITORIAL/DESIGN POLICY AND POSITION STATEMENT

Accountancy SA (ASA) is the only publication solely targeted at a captive CA(SA) audience. As such, ASA represents both editorially and from a design perspective, the professional standing of the CA(SA) designation as well as the continued professional development needs of our audience. Part of our brand strategy is the measurement of the CA(SA) footprint in the market place, and the perceptions of the relevance and value of ASA to the CAs(SA) professional standing. And at the core of what sets ASA apart from any possible 'share of mind' competitors, is the fact that our content imperatives are directly guided, shaped and produced by our audience. Peer-to-peer discussions around strategic content matters and mentor-to-peer discussions around thought leadership. From a design perspective we understand that the face of our profession, quite literally, is changing, and so the design elements reflect this and provides a broader context for our content.

MAGAZINE OBJECTIVE: WHAT READER NEED DO WE SERVICE?

ASA's strategic objective is to influence and impact our readers [the CAs(SA)] Continued Professional Development requirements.

We do this by aligning our content imperatives with SAICA's objective which is to serve the interests of the chartered accountancy profession and society, by upholding professional standards and integrity, and the pre-eminence of CAs(SA) nationally and internationally. By:

- Delivering competent entry-level members
- Providing services to the members to maintain and enhance their professional competence, enabling them to create value for their clients and employers
- Enhancing the quality and information used in the private and public sectors for measuring and enhancing organizational performance
- Running and facilitating programmes to transform the profession and to facilitate community upliftment
- Fulfilling a leadership role regarding relevant business-related issues and providing reliable and respected public commentary

In summary, the value proposition ASA aspires to deliver to its reader's is: develop knowledge and leadership. influence business and society. and take the lead.



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ASA SUBMISSION PROCESS:

Submissions are accepted by electronic mail only (either in full text or by sending a URL of the material on the author's site). No submissions on paper are accepted.

Submitting News (Updates: Industry/internal), Opinion (Commentary), Features (Focus and Analysis), Reviews, or other Items

ASA welcomes submission of news, features, and opinion articles. Query the Editor first before submitting feature or opinion pieces. Send submissions or press releases about events, new resources, new technologies, book reviews, review copies of books or software, or other information to the Editor.

By submitting work to ASA, the author allows ASA to edit the work for clarity, presentation, including making appropriate hypermedia links within the work for online publishing purposes.

ASA REVIEW PROCESS:

All work submitted to Accountancy SA is reviewed according to the following criteria:

- Work should be relevant to the accounting industry specifically, or applicable to business in general.
- The work must be factually correct. Incorrect facts, unsubstantiated claims and ambiguous statements will lengthen the review process and may result in work not being accepted for publication in ASA.
- Work should be informative and interesting, by which is meant, the said work should either be an original idea or a fresh angle on an old idea, thereby providing the reader with topical and useful information.
- Work should be generic. ASA reserves the right to reject or edit any material it views to be promotional. Referring to a specific company or individual in a case study, if it is necessary to illustrate a point, will not be considered promotional. Work that blatantly promotes a company and/or its product(s) will not be accepted for publication.
- The authors' details are removed from work before it is 'blind' reviewed by a member of the Editorial Review Group. The review process takes a minimum of two weeks, depending on the length of the article and the availability of appropriate review members. Reviewers are drawn from both internal (SAICA) and external resources.
- It is ASA's duty to inform you of the status of your work once it has been reviewed. If your work is rejected, ASA will provide you with the reasons.
- If the work is 'accepted with changes' ASA will contact the author(s) about the reviewer's comments and suggested changes. If you exercise your right not to make the changes, your work may not be accepted for publication in ASA.

Please bear the following in mind when submitting work for review:

- The author is requested to please indicate if the work submitted has a 'shelf-life'. ASA has a three-month lead time, so this means, for example, if your work is submitted in June, the earliest issue it could be published in, is September. A list of deadlines for the publishing dates of each issue is available on request.
- Please note that once accepted by the review, submitted back to author for acceptance, all work is published on a 'priority list' basis. The Editor's decision on publishing dates is final.
- The Editor reserves the right to not publish any work even after it has been accepted by a 1st round review.
- The Editor reserves the right to have all work resubmitted for a 2nd review where deemed necessary.
- The Editor reserves the right to change publishing dates of all work as deemed appropriate, and with due discretion.
- Please note it is ASA's policy not to reveal the name or details of the reviewer.
- Please inform the Editor if your submitted article has been published in or sent to another publication for consideration.
- The final decision regarding publishing of any work submitted to ASA is **solely held with the Editor** who reserves the right to withdraw any material from publication with due discretion.

SUBMITTING LETTERS TO THE EDITOR

Letters to the Editor are welcome on any issues raised by or relating to the coverage area of *the ASA*. Please have as a subject line, "letter to the editor" to indicate that your note is intended for publication. Sending material as a letter to the editor will be considered permission to use the letter in full or in part in the magazine, including the author's name (unless the author stipulates anonymity). Letters should be short and include information helpful to verifying the identity of the sender, such as a daytime phone number, institutional affiliation, or postal address. The editor reserves the right to edit letters, to verify the identity of the sender, or to not print letters. Letters to the editor may appear as part of the Editor's From the Pen section.

TECHNICAL REQUIREMENTS

- All work submitted must clearly indicate the following: author(s) full name, qualifications, current position held, interest in the article topic (no more than 50 words), high-res j-peg image of the author(s), detailed contact information (i.e. email address, telephone and fax number, postal address).
- All work must be submitted in word document format, Tahoma size 10 font, double line-spacing, left aligned. Please do not submit work with track changes.
- All work must include a list references if not original thoughts/ideas, or where quoting part of full speech, or where derived from particular research paper(s) and or other materials or related legislation.
- Word length per article: Minimum 200 (Updates: news briefs), 740 (Updates: News, and Commentary), 1400 - 2400 (Focus and Analysis articles). (Please discuss with Editor.)

Please note the following:

- Language bias:
Articles published will be free of words or phrases that either implicitly or explicitly categorise persons so it either demeans or implies a bias against them. Prospective authors should submit manuscripts which use gender-fair language and avoid racial, ethnic, stereotypes or other examples of language bias.
- Vocabulary:
ASA uses UK spelling, and all work submitted must conform to this.
- Format:
Please read through a past issue of ASA to familiarize yourself with the format and placement of the articles etc.

CPD REQUIREMENTS

As of April 2008, all work submitted to ASA will be considered for CPD verifiable hours. ASA readers will have the option of reading selected articles in ASA, then log onto the SAICA website and answer selected article related questions for verifiable CPD hours. All questions and answers to be analysed and calculated online by SAICA.

- Therefore all work submitted for publication MUST be accompanied with a set of multiple choice questions and or no/yes, true/false option questions. Author to supply answers to these questions as well.
- Question sets (please discuss with Editor):
 - 740 words = 6 questions/answers
 - 741 - 1400 words = 12 questions/answers
 - 1401 - 2400 words = 18 questions/answers

COPYRIGHT TRANSFER

- Unless otherwise agreed to by the Editor of ASA, all work is submitted to ASA with the legal understanding that ASA retains copyright of the work as governed by South African Copyright Law (Copyright Act 98 of 1978, as amended).
- ASA therefore retains all necessary ownership to grant other publications permission to publish work, with necessary courtesy afforded to the author(s) of work whose copyright is held with ASA.

- ASA also agrees to authors retaining the right to use and distribute copies of their work submitted to ASA in manner of academic and personal use without discrimination thereto.
- In the event that work submitted to ASA is not accepted for publication or is withdrawn by the author(s) before acceptance by ASA, the foregoing copyright transfer shall become null and void and all materials embodying the Work submitted to ASA will be destroyed.
- All work submitted to ASA MUST be accompanied with a signed copy of the Copyright Transfer Letter attached hereto.

(If queries with Copyright Transfer, please discuss with Editor.)

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The undersigned hereby warrants that the Work is original and that he/she is the author of the Work; to the extent the Work incorporates text passages, figures, data, graphs, or other material from the works of others, the undersigned has obtained any and all necessary permissions.

IN WITNESS THEREOF, the undersigned has duly executed this Agreement.

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