



WAFA Blog Guidance for Authors

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Purpose

This guideline outlines the process and standards for contributing content to the Working Animals Federation of Australia (WAFA) blog. It ensures all submissions align with WAFA's mission to promote welfare, education, and advocacy for working animals across Australia while maintaining professionalism, accuracy, accessibility, and inclusivity.

Scope

This guideline applies to all individuals and organisations seeking to submit content for publication on the WAFA blog. It covers eligibility, content standards, formatting requirements, submission processes, author information, and post-publication promotion.

Eligibility – Who Can Write for the WAFA Blog

WAFA welcomes contributions from individuals and organisations committed to advocating for working animals. Contributors do not need to be professional writers. Eligible contributors include:

1. Industry professionals – trainers, veterinarians, professional breeders, animal rescues, groomers, medical professionals, allied and mental health practitioners, researchers, and students.
2. Disability and animal advocacy groups – charities, educational initiatives, and organisations.
3. Handlers and owners of working animals – including primary handlers, secondary or alternate handlers, and their families or supporters.
4. Community members – individuals passionate about working animal rights, public access, or awareness.
5. Educators – with relevant experience and interest in working animals and inclusive practices.

WAFA Standards for Contributors

All contributors must:

- Align strongly with WAFA's mission to promote ethical, evidence-based practices and animal welfare.
- Present accurate, respectful, and well-researched information.
- Be open to editorial feedback and collaboration with the WAFA editorial team.
- Follow WAFA's legal, ethical, and copyright standards.

Content Restrictions

Contributors must not include:

- Promotion of unethical or abusive treatment of animals.
- Personal attacks or discriminatory language.
- Unverified claims, pseudoscience, or fearmongering.
- Excessive self-promotion unless directly linked to WAFA's mission or an approved partnership.
- Private or identifying information about handlers, animals, or clients without explicit permission.

General Writing Guidelines

Topic	Requirements
Tone & Style	Professional, respectful, and inclusive. Clear, accessible language; avoid jargon unless explained.
Audience	Diverse, including trainers, handlers, educators, policymakers, health professionals, and the general public.
Content Focus	Must relate to WAFA's themes, such as: • Working animal welfare and advocacy • Public access education • WAFA news and initiatives • Success stories • Community and policy challenges
Word Count	Aim for 800–1,200 words; longer or shorter posts considered case-by-case.
Headings	Use clear headings and sub-headings for readability.
Terminology	Use WAFA-preferred terminology (e.g., "assistance animal" instead of "service dog").
Sources & Referencing	Cite reputable sources (peer-reviewed journals, government publications) using APA 7 style for in-text citations and reference lists.
Call-to-Action (CTA)	End with a CTA (e.g., share the post, learn more, volunteer, donate).
Images & Multimedia	Provide high-quality images (minimum 1200px wide), copyright-free or owned by the contributor, with attribution. Videos, audio clips, and infographics are welcome if they meet WAFA accessibility and copyright standards. Include descriptive alt text for accessibility.

Formatting	Use short paragraphs, bullet points, and clear subheadings. Recommended font: Arial, 12pt, double-spaced.
Optional Additions	Include relevant keywords and alt text for accessibility. Embed links to WAFA resources where appropriate.

Diversity & Inclusion

WAFA encourages contributions from underrepresented voices, including Aboriginal and Torres Strait Islander communities, people with disabilities, multilingual contributors, and other minority groups. All content should be culturally safe and inclusive.

Examples of Content Topics

- Supporting access rights for assistance animals in public spaces.
- Success stories from working dog programs in rural communities.
- Innovations in welfare and ethical training practices.
- Policy updates and community advocacy initiatives.

Editorial Review & Timeline

- WAFA aims to review submissions within 2–3 weeks.
- Review stages include initial assessment, suggested edits, and final approval.
- WAFA reserves the right to decline posts that do not meet editorial, ethical, or quality standards.

Author Information

When submitting, contributors should provide:

- Full name or pseudonym
- Qualifications and/or relevant experience.
- A 100–150 word bio outlining background and connection to the topic.
- One link to a professional site, social media page, or relevant page (optional).

Submission Process

1. Submit the draft as a Word or Google Doc.
2. Include author bio, qualifications, working title, and any images with attribution.
3. Ensure APA 7 referencing is used throughout, including in-text citations and reference list.
4. The WAFA editorial team will review submissions and suggest revisions if needed.

5. Once approved, WAFA will schedule the post for publication and may make minor grammar or formatting edits.

Promotion & Engagement

- Contributors are encouraged to share their posts on social media and professional networks.
- Suggested hashtags: #WAFA #WorkingAnimalsAustralia.
- Posts may include questions or prompts to inspire reader engagement and discussion.

Review

This guideline will be reviewed annually or as necessary to ensure alignment with evolving industry standards, accessibility requirements, and WAFA's strategic mission.

Contact

To pitch an idea or submit a draft, email hello@workinganimals.com.au

Document Control

Version	Date	Author	Change Description	Approved By
V1.0	23/07/2025	V. Solomon	Initial	C.Williams