

Creative Ground

Contributions Guide

Thank you for your interest in contributing to Creative Ground. This newsletter brings together art, creativity, culture, gardens, community life and care for place, grounded in Ballarat and the surrounding region.

It is not a listings guide or a promotional bulletin. Contributions are reflective, human and place-based. To keep the newsletter sustainable, content is short, focused and lightly edited for clarity and fit.

Please read the guide below before submitting.

How contributions work

Contributors provide finished text in one of the formats below. My role is light editorial shaping only. I won't be ghostwriting, rewriting or creating content on behalf of contributors.

Everything is shared back with you for approval before publication.

Frequency and timing

The newsletter is sent **periodically**, not on a fixed schedule. I'm allowing it to find its own rhythm over time. I expect about eight issues a year.

Because of this:

- there are no guaranteed publication dates
- contributions are considered edition by edition
- time-sensitive items need to arrive before an edition closes to be included

This approach helps keep the newsletter thoughtful and manageable rather than rushed or burdensome. It should be fun to read; it should be fun to produce.

Contribution formats (choose one)

1. Short reflection

Best for individuals, artists, directors, curators, makers, growers.

Length: 250–400 words

Include:

- One image
- One sentence bio

Prompt to guide your writing:

What are you working on right now, and why does it matter to you or to Ballarat?

This is not a promotional piece. Think reflective rather than descriptive.

2. Seasonal note

Best for groups, collectives and organisations.

Length: 150–250 words

Include:

- What's happening this season
- Any key dates or links

Prompt:

What's coming up for you this season, and what feels important about it right now?

This format works well for theatre groups, gardening groups, community organisations and foundations.

3. Local promo

Best for photographers, supporters and small businesses.

Length: 60–80 words

Include:

- Contact details or links
- One image

This is the most promotional format and is kept short by design.

Time-sensitive items (important)

For exhibition openings, performances and events:

- These are included as **short notices only**
- Details must be received **before the edition closes**
- If an item misses that edition, it may not be included

Because the newsletter is not sent on fixed dates, timing is important. Longer reflections usually appear **after** an opening rather than before.

Tone and style

Please aim for writing that is:

- clear and accessible
- reflective rather than promotional

You do not need specialist language or arts training to contribute. KISS.

Editing and approval

I will:

- lightly edit for clarity, length and flow
- ensure consistency across the edition
- send the edited version back to you for approval

Nothing is published without your consent.

Cost and access

There is no cost to contribute.

The newsletter is free to read and will always remain free.

Timing

I will be aiming for about eight editions a year. Contributions received will be considered for the next edition.

If now isn't the right time, that's completely fine. Contributions are invited on a seasonal or occasional basis, and not everything submitted will appear immediately. If I cannot include a submission I will provide feedback. However, as the editor, my decision is final.