Digital Services Policy Framework

Digital Services Content Standard

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# Document Control

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# 1. Overview

The use of a shared content strategy and standards across government helps to develop accessible content. This helps everyone to better understand government information.

# 2. Definition of terms

| **Term** | **Definition** |
| --- | --- |
| Content | Information published online by agencies in the form of text, images, audio and video. It is used to inform, educate and connect people with our information and services. This also extends to applications, intranets, extranets and any information published on the internet. |

# 3. Purpose

The Digital Services Content Standard defines the minimum standards that Western Australian Government agencies must apply when creating content for digital services.

# 4. Objectives

* Ensure that content is created using a consistent approach so that a person has a similar experience regardless of which agency provides the digital service.
* Standardise the most important terms to avoid confusing people with a number of different terms.
* Make information more discoverable and easier to search online.
* Strengthen the 'brand' of government by ensuring that information is consistently well structured, easy to read and understand across all content types.
* Provide a single point of reference for content authors.

# 5. Scope

This Standard applies to all entities as defined under Section 3 of the *Public Sector Management Act 1994* (the Act). This includes all agencies except those listed in Schedule 1 of the Act. For further guidance refer to the Public Sector Commission’s chart outlining the [Key Entities of the Western Australian Government.](https://www.wa.gov.au/system/files/2023-06/keyentities_0.pdf)

The Standard is available for use by any public body to maximise benefits to the community.

These Standards are to be applied to all online content.

# 6. Authority

This Standard underpins the [Digital Services Policy](http://www.wa.gov.au/government/publications/digital-services-policy) and is a mandatory component of the Digital Services Policy Framework (DSPF).

# 7. Requirements

* 1. Content must be designed to meet a valid user need.
  2. All websites must use an analytics tool to measure website performance.
  3. Digital services must be designed for everyone.
  4. Content must be regularly reviewed.
  5. Content must be structured to make it easy for people to find what they need.
  6. Content must follow a consistent 'one government' writing style.
  7. Content must be provided in the most useful and accessible format for the community.
  8. Content must be designed for easy discovery.
  9. Content must be written in plain language.

# 8. Implementation

Implementation and achieving compliance to the Digital Services Content Standard requirements will fall to individual agencies. The level of effort and cost will vary by agency and depends on a number of factors, for example, number and complexity of websites and available resources.

Agencies must apply these standards:

* to any new content (for example, updates to existing content or creation of new content to an existing website)
* to any new public facing websites
* when there is significant redevelopment work including rebranding, restructure or major enhancements to websites
* when transitioning to a new platform or a new content management system.

# 9. Related policies, standards and guidance

This standard forms part of the DSPF that provides guidance for agencies in the delivery of digital services, including websites and supports the [Digital Services Policy](http://www.wa.gov.au/government/publications/digital-services-policy). You can also refer to the:

* [Digital Services Content Guidelines](http://www.wa.gov.au/government/publications/digital-services-content-guidelines) - provides information and recommendations to assist agencies in complying with the Digital Services Content Standard.
* [Digital Services Content Writing Guide](http://www.wa.gov.au/government/publications/digital-services-content-writing-guide) - as the single point of reference for common terms, spelling, punctuation, and naming conventions.
* [Digital Services Content Readiness Checklist](https://www.wa.gov.au/government/publications/digital-services-content-readiness-checklist) - to help you assess your content readiness.
* [Accessibility and Inclusivity Guidelines](http://www.wa.gov.au/government/publications/accessibility-and-inclusivity-guidelines) – provides information and recommendations to assist agencies in complying with the Accessibility and Inclusivity Standard.
* [Website Metadata Tagging Standard](http://www.wa.gov.au/government/publications/website-metadata-tagging-standard) – establishes a consistent approach to tagging website content for easy discovery and access.
* [Website Metadata Tagging Standard Guidelines](http://www.wa.gov.au/government/publications/website-metadata-tagging-guidelines) – guidance on managing the creation and publishing of website metadata tags for publicly available website content.