Publication Policy

Publication Implementation Standard

1. Purpose

This implementation standard identifies the minimum (and auditable) requirements that evidence the implementation of the Department of Health Publication Policy and identifies individual positions accountabilities and responsibilities in relation to these requirements.

2. Scope

This implementation standard applies to all Department of Health employees (permanent, temporary and casual) and all organisations and individuals acting as its agents (including partners, contractors, consultants and volunteers).

3. Supporting documents

Authorising Policy and Standard/s:
Publication Policy # QH-POL-288:2013

Procedures, guidelines and protocols:
- Department of Health Publication Policy
- Queensland Health editorial style guide
- Queensland Government brand guidelines.

4. Related documents

Legislative or other authority
- Disability Services Act 2006
- Queensland Libraries Act 1988
- Right to Information Act 2009
- Information Privacy Act 2009
- Copyright Act 1968 (Cth).

Related policy or documents
- Australian Governments Open Access and Licensing Framework (AusGOAL)
Publication Implementation Standard

- Queensland Health Ownership and Protection of Intellectual Property Created by Queensland Health Employees and Others Procedure (QH-PCD-009-1-1)
- Queensland Government corporate identity guidelines
- Queensland Government Coat of Arms—style guide
- Queensland Health editorial style guide.

Supporting documents
- Department of Health Publication Policy
- Guidelines for Aboriginal and Torres Strait Islander Terminology
- Cultural Diversity Queensland information sheets.

5. Requirements

5.1 Initiating a publication

5.1.1 Approval from the relevant Deputy Director-General, Chief Information Officer, Chief Executive Officer (Health Services Support Agency), Commissioner (Queensland Ambulance Service) or Executive Director (Office of the Director-General), as appropriate, shall be sought before initiating the development of all major publications.

5.1.2 Staff with approval to develop a new major publication or update a current publication shall consult with the Communication Unit, Integrated Communications Branch, at the start of the project via communication@health.qld.gov.au

5.2 Developing a publication

5.2.1 All publications shall comply with the Queensland Health editorial style guide, the Queensland Government brand guidelines and Queensland Government corporate identity guidelines.

5.2.2 All publications shall comply with the relevant Department of Health template available at http://qheps.health.qld.gov.au/corro-templates

5.2.3 All publications shall form part of a communication plan. For assistance with developing a communication plan please contact the Communication Unit by emailing communication@health.qld.gov.au

5.2.4 Content authors shall ensure content is accurate and approved prior to publication.

5.2.5 All publications shall be published online where possible.

5.2.6 A brief shall be submitted to the Senior Director, Media and Communication or delegate for approval should printing for a publication be required to ensure print is the most cost-efficient communication channel.

5.2.7 All external publications shall be registered on the publication portal before they are published, available at http://qheps.health.qld.gov.au/publications
5.3 Intellectual property, licensing and privacy

5.3.1 The Australian Government’s Open Access and Licensing Framework (AusGOAL) shall be applied to all copyright works owned by the department. Licences shall be determined and included in accordance with the Ownership and Protection of Intellectual Property Created by Queensland Health Employees and Others Procedure (QH-PCD-009-1-1).

5.3.2 A copyright statement shall be included in all major publications, and all minor publications where appropriate.

5.3.3 Where the department is the sole owner of the intellectual property in the publication, the Creative Commons Attribution (BY) licence statement shall be included, unless there is a defendable reason not to do so.

5.3.4 Where the department is the joint owner of the intellectual property in the publication, the Creative Commons Attribution (BY) licence statement shall include the names of the other intellectual property owners.

5.3.5 Individual authors shall not be named on public documents that outline a departmental position.

5.3.6 Acknowledgement may be appropriate for major research projects or collaborative studies funded or undertaken by the Department of Health. In such instances, work may be attributed to a research team or a small number of identified authors. Attribution issues shall be considered on a case-by-case basis and approval shall be sought from a Deputy Director-General, Chief Information Officer, Chief Executive Officer (Health Services Support Agency), Commissioner (Queensland Ambulance Service) or Executive Director (Office of the Director-General), as appropriate, before publication.

5.3.7 All major publications and minor publications, where appropriate, shall include an International Standard Book Number (ISBN) or an International Standard Serial Number (ISSN), available from the department’s Communication Unit by emailing communication@health.qld.gov.au

The use of intellectual property, privacy details and licensing shall comply with the Queensland Health editorial style guide.

5.3.8 For assistance and more information on intellectual property, privacy details and licencing refer to the Queensland Health editorial style guide.

5.4 Cultural appropriateness

5.4.1 A publication’s content shall be culturally appropriate for its audience.

5.4.2 Where possible and appropriate, senior Aboriginal and Torres Strait Islander staff or Aboriginal and Torres Strait Islander community leaders shall be consulted to identify preferred local terminology and ensure appropriateness of photography (see 5.5 for photography requirements).

5.4.3 Publication content shall be made accessible for all members of the community, including people with a disability and those from a different culture or background. Agencies shall request an interpreter accredited by the National Accreditation Authority for Translators and Interpreters (NAATI)
at the 'professional interpreter' level as a first preference, and a NAATI accredited 'paraprofessional interpreter' as a second preference, wherever possible

5.5 Photography and images

5.5.1 Photographs used in publications shall meet the following requirements:

• Have signed consent of all identifiable people.
• Have signed consent of a parent or guardian for persons under 18 years of age.
• Photographs of parts of the anatomy may be published without consent, provided the person cannot be identified from the photographs.
• Cultural references are taken into consideration.
• Shall be free of racist, sexist and discriminatory language or symbols and not contain political bias, political reference or comment.

5.5.2 All photographs used in publications, together with scanned copies of their consent forms, shall be sent to the manager of the Image Library by emailing images@health.qld.gov.au

5.5.3 Use of photographs shall comply with the Queensland Health editorial style guide.

5.5.4 Authors should source their own photographs and images before contacting the Communication Unit for assistance with graphic design.

5.5.5 Images can be sourced via the Queensland Government Image Library. For assistance contact images@health.qld.gov.au

5.6 Corporate identity and logo

5.6.1 All external publications shall be published using the Meta or Rotis fonts in line with the Queensland Government brand guidelines. Arial may be used for internal publications.

5.6.2 The Queensland Government Coat of Arms shall appear on all government publications, in accordance with the Queensland Government brand guidelines.

5.7 Use of external providers

5.7.1 Major documents that set out policy, strategic direction or data shall be graphically designed—contact the department's graphic design team via design@health.qld.gov.au.

5.7.2 External graphic designers for publications shall only be engaged when the department’s graphic design team is at capacity. External providers shall be engaged in accordance with the department’s Procurement Policy and Procedures.

5.7.3 Where external providers are engaged, a contract shall be agreed that ensures the department:
• owns all artwork and copyright (including intellectual property) produced in the project
• has the right to reproduce, re-format or alter all design work without payment or reference
• receives all artwork disks and files upon completion of the project in an editable PC and MAC format.

5.8 Referencing, citing and bibliographies

5.8.1 All publications shall appropriately acknowledge any sources (books, journals, websites, emails, etc) that were used to prepare the material being published.

5.8.2 Reference lists included in publications shall include only those works cited in the text of the document. Where used, reference lists shall appear at the end of the published material with the entries listed numerically and in the same order that they have been cited in the text.

5.8.3 Bibliographies, where relevant, shall list sources not cited in the text but which are relevant to the subject and were used for background reading. A bibliography should be arranged alphabetically and by author or title (where no author is given).

5.9 Final approval to publish

5.9.1 Approval of final text, accessibility, branding and editorial style guiding for all major publications shall be sought from the relevant Deputy Director-General, Chief Information Officer, Chief Executive Officer (Health Services Support Agency), Commissioner (Queensland Ambulance Service), Executive Director (Office of the Director-General), or delegate as appropriate, and a senior/director/manager of the Integrated Communications Branch before it is published.

5.10 Legal deposit

5.10.1 All major publications published in Queensland shall be deposited within one month of publication with the State Librarian and the Librarian of the Parliamentary Library, in accordance with the Queensland Libraries Act 1988.

5.10.2 All major publications published in print in Queensland shall be deposited with the National Library of Australia under the Copyright Act 1968 (Cth).

6. Review

This standard is due for review on: 02/12/2016

Date of Last Review: 02/12/2013

Supersedes: QH-IMP-288:2010
7. Business area contact
Senior Director, Media and Communication, Office of the Director-General

8. Responsibilities

<table>
<thead>
<tr>
<th>Position</th>
<th>Responsibility(ies)</th>
<th>Accountabilities/Audit Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director-General</td>
<td>• approve the Department of Health Publication Policy</td>
<td>• policy is approved</td>
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<tr>
<td>Divisional heads</td>
<td>• approve the development and final text of publications</td>
<td>• publications appropriately approved</td>
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<tr>
<td>Senior Director, Media and Communication, Integrated Communications Branch</td>
<td>• as custodian, review and maintain the Department of Health Publication Policy. • monitor implementation of the policy and standards</td>
<td>• policy is current • Director-General receives a timely status report on implementation</td>
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<tr>
<td>Content authors</td>
<td>• ensure factual corrections are made, proofreading is completed prior to publication and appropriate final sign-off of all design and print proofs is received</td>
<td>• content is accurate and appropriately approved.</td>
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9. Definitions of terms used in the policy and supporting documents

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
<th>Source</th>
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<tbody>
<tr>
<td>Major Publications</td>
<td>For the purpose of this policy, major publications include: • annual reports, reports and strategic plans developed for public or internal distribution • financial reports, budget documents developed for public or internal distribution • discussion papers and guidelines developed for public or internal distribution • statutory guidelines developed for public or internal distribution • publications developed for public or internal distribution that address issues considered publicly contentious.</td>
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<tr>
<td>Minor publications</td>
<td>For the purpose of this policy, minor publications include: • internal and external information brochures, leaflets, fact sheets, flyers and posters • internal and external conference, seminar or presentation materials (including PowerPoint slides and event programs) • internal and external electronic documents published on the internet, intranet or on CD-ROM</td>
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<tr>
<td>Publication</td>
<td>Publication implementation standard defines what publications are and what they are not. Other forms of multimedia are included, while certain types of documents are excluded such as medical or technical documents intended for external audiences, ministerial and departmental correspondence, media releases, speeches and briefing notes, and meeting minutes.</td>
<td>Publication Implementation Standard</td>
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<td>General publications</td>
<td>For the purpose of this policy, general publications refer to business-as-usual documents such as discussion papers, information sheets, and PowerPoint presentations aimed at an internal audience.</td>
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<td>External publications</td>
<td>An external publication is any publication, either print or electronic, that is distributed or made available to audiences outside of the Department of Health.</td>
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<td>Content</td>
<td>The content of a publication includes text, illustrations, photographs, graphics, tables, diagrams, and maps.</td>
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<td>Plain English</td>
<td>Plain English should always be used for all departmental writing material for both internal and external communications. Plain English is easy to understand in one reading because it is concise and to the point; avoids jargon and technical language where possible; enables a clear understanding of departmental policies and services; saves time and money because it's quick and easy to understand and act on; is supported by businesses and governments worldwide.</td>
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<td>Intellectual property</td>
<td>Intellectual property (IP) is a valuable asset covering a wide range of intangible material, including inventions, literary and artistic works, computer programs, databases, broadcasts, films, sound recordings, trade marks, and designs. Department of Health IP generally comes under one of five categories: copyright, patents, trade marks, designs, and trade secrets, though material can belong to more than one category.</td>
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<td>Bibliography</td>
<td>A bibliography is a separate list from the reference list and should be arranged alphabetically by author or title (where no author is given). A bibliography lists sources not cited in the text but which are relevant to the subject and were used for background reading.</td>
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<tr>
<td>ISBNs</td>
<td>International Standard Book Numbers (ISBNs) are 13-digit numbers that identify book and book-like products published globally. While ISBNs are not mandatory, they are best practice and useful for tracking and recording published works globally. The department's Communication Unit issues ISBNs for appropriate external publications, such as annual reports and strategic plans.</td>
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<td>Legal deposit</td>
<td>Legal deposit is a statutory provision obliging publishers to deposit copies of published works in national and state libraries. A work can be defined as: a book, periodical, newspaper, pamphlet</td>
<td>Libraries Act 1988, Copyright Act 1968 (Cth)</td>
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The Queensland Libraries Act 1988 requires material published in Queensland to be deposited within one month of publication with the State Librarian and the Librarian of the Parliamentary Library. Legal deposit is also required with the National Library of Australia under the Copyright Act 1968 (Cth).

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<thead>
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<th>Term</th>
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<tr>
<td>sheet of letterpress</td>
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<td>sheet music</td>
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<td>Right to Information (RTI) legislation is the Queensland Government's approach to giving the community greater access to information. The Right to Information reforms of 2009 aim to make more information available, provide equal access to information across all sectors of the community, and provide appropriate protection for individuals' privacy.</td>
<td>Right to Information Act 2009</td>
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10. Approval and implementation

**Policy custodian:**
Senior Director Media and Communication, Integrated Communications Branch, Office of the Director-General

**Responsible executive team member:**
Director-General, Queensland Health

**Approving officer:**
Ian Maynard, Director-General, Queensland Health

**Approval date:** 02/12/2013

**Effective from:** 02/12/2013

**Version Control**

<table>
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<th>Version</th>
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<th>Prepared by</th>
<th>Comments</th>
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<tr>
<td>1</td>
<td>2010</td>
<td>Integrated Communications Branch</td>
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<tr>
<td>2</td>
<td>2013</td>
<td>Integrated Communications Branch</td>
<td>Revised standard following review</td>
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