Publication Policy

Policy statement
Publications are used in the Department of Health to communicate with a diverse range of internal and external stakeholders about its vision, direction, policies, strategies, products, services, health information and accomplishments.

Intent of this policy
The intent of this policy is to ensure:
- published information is relevant, accurate, authoritative and shared via appropriate channels to specific target audiences
- published documents are of a high standard.

Scope
This policy 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).

Principles
- Clarity—information about the department is clear, concise and accurate.
- Compliance—publications meet departmental and Queensland Government requirements.
- Appropriate—information is culturally appropriate and accessible to all members of the community.
- Governance and accountability—publications are appropriately planned, approved, managed and recorded.

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 Government’s Open Access and Licensing Framework (AusGOAL)
- 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 brand guidelines
- Queensland Government Coat of Arms—style guide
- Queensland Health editorial style guide.

Supporting documents

- Department of Health Publication Implementation Standard
- Guidelines for Aboriginal and Torres Strait Islander Terminology
- Cultural Diversity Queensland information sheets.

Business area contact

Senior Director, Media and Communication, Integrated Communications Branch, Office of the Director-General

Review

This policy will be reviewed every three years. A review can be triggered at any time by changes in the policy environment including changes to Queensland Government policies and guidelines governing marketing and communication initiatives.

Date of last review: 26/11/2013
Supersedes: Queensland Health Publication Policy #QH-POL-288:2010

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
## Definitions of terms used in this policy and supporting documents

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
<th>Source</th>
</tr>
</thead>
</table>
| **Major publications** | 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. |        |
| **Minor publications** | 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  
  • other forms of multimedia.  
  Publications do not include:  
  • medical or technical documents not intended for external audiences  
  • ministerial and departmental correspondence  
  • media releases, speeches and briefing notes  
  • meeting minutes. |        |
| **General publications** | For the purpose of this policy, general publications refers to business-as-usual documents, such as discussion papers, information sheets and PowerPoint presentations aimed at an internal audience. |        |
| **External publications** | An external publication is any publication, either print or electronic, that is distributed or made available to audiences outside of the Department of Health. |        |
| **Content** | The content of a publication includes text, illustrations, photographs, graphics, tables, diagrams and maps. |        |
| **Plain English** | 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 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. |        |
**Department of Health: Publication Policy**

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<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>
<td></td>
</tr>
<tr>
<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>
<td></td>
</tr>
<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>
<td></td>
</tr>
</tbody>
</table>
| Legal deposit       | 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  
- sheet of letterpress  
- sheet music  
- map  
- plan  
- chart  
- table.  

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). | Libraries Act 1988  
Copyright Act 1968 (Cth) |
| RTI                 | 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. | Right to Information Act 2009 |

**Version Control**

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