

1. Statement

The Department of Health takes a consistent, appropriately governed and rigorous approach to website development and management to ensure that internet presence appropriately represents departmental image, values and objectives.

2. Purpose

The intent of this policy is to ensure Department of Health external-facing websites are:

- demonstratively useful, user-friendly and meets the needs of their audiences
- meets business needs in a measureable and cost-effective manner
- accessible to people with a range of abilities and technologies
- present a consistently professional image for the department
- present content that can be trusted because it is well-maintained, accurate and relevant.

3. Scope

This policy applies to all employees, contractors and consultants within the Department of Health divisions and commercialised business units.

It includes any Hospital and Health Service (HHS) publishing to the Health and Wellbeing franchise (www.qld.gov.au/health), the Health Conditions Directory (conditions.health.qld.gov.au), and to sections of the Department of Health website that relate to statewide services.

The Queensland Ambulance Service website (ambulance.qld.gov.au) and campaign sites are excluded from this policy.

4. Principles

- **Consumer research driven:** we will continuously improve the online consumer experience based on consumer research and usability testing to ensure our web content remains consumer focused and current.
- **Accessible:** our websites will be accessible to consumers regardless of their ability or their technology.
- **Business value:** our websites will ensure business value.
- **Built on standards:** building our sites according to web standards, including Consistent User Experience (CUE), will be the foundation of our accessibility, user focus and technology.

- **Privacy and confidentiality:** we will maintain the privacy and confidentiality of all website users and adhere to Information Standard 26 and the *Information Privacy Act 2009* (Queensland).

5. Requirements

Web publishing to Department of Health external-facing websites must comply with the Department of Health's *Web publishing standard*.

6. Definitions

Term	Definition
Accessibility	Making websites usable by people of all abilities/disabilities.
Campaign site	A website researched, designed, built and managed to support a specific Queensland Health campaign. Campaign sites are either managed or approved by the Integrated Communication's Marketing Unit within the Office of the Director-General.
Content	Information, such as text, images, sound files, videos, documents, etc.
Consistent User Experience	A Queensland Government standard for building agency websites.
Publishing	Adding new content, changing existing content or removing content from a website.
Usability	The ease of use of a website. Methods for improving ease-of-use during the design process.

Version control

Version	Date	Comments
1	2012	Electronic Publishing Policy
2	31 March 2014	Review - Supersedes Electronic Publishing Policy
3	11 May 2015	Policy Rationalisation Project – new document