



Council Policy Manual

CP13.2 Website Content

POLICY OBJECTIVE

The purpose of this Policy is to:-

- Define the purpose of the website.
- Identify requirements to ensure website content complies with legislation, standards and guidelines.
- Identify the management structure and processes established to ensure that published content and services provided on the City of Perth website is current, accurate and appropriately located.

SCOPE

This policy applies to all content and services provided via the City of Perth Website. The City of Perth multimedia kiosks and intranet are considered and treated as separate entities.

POLICY STATEMENT

1. The purpose of the website is to enable the City of Perth to communicate and interact with customers by:-
 - 1.1 Presenting information in a logical and navigable framework relevant to their purpose as:-
 - a visitor to the city;
 - a business operating (or seeking to operate) in the city;
 - a resident/ratepayer of the city;
 - an individual seeking information about the corporate entity or activities of the Council and administration of the City of Perth;
 - a staff member of the City of Perth.
 - 1.2 Providing online facilities for the community to:-
 - subscribe/unsubscribe for electronic notification of the availability of content published on the City of Perth website that corresponds to their registered interests;
 - contribute feedback to requests for community consultation.



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- 1.3 Receiving and processing information from customers such as online enquiries, payments, bookings and similar transactions.

2. All content and services provided on the City of Perth website is to be:-
 - In accord with relevant Commonwealth, State and Local Government legislation.
 - Approved prior to publishing in accordance with City of Perth policies and procedures.
 - Displayed in accordance with corporate standards and guidelines.
 - Current.
 - Accurate.
 - User friendly.

3. All content and services provided on the City of Perth website is to follow established publishing procedures to achieve:-
 - The provision of current and accurate information to ensure users do not suffer loss as a consequence of acting upon incorrect or outdated information.
 - A high standard of presentation and promotion of the corporate identity through accessible, well designed and displayed web content;
 - The timely release of information that is accurate, appropriate and authorized.
 - The provision of information that is prioritised to meet the needs of target audiences.
 - Ready access to information by external users in order to assist staff productivity.

4. All content and services provided on the City of Perth website is to be managed in accordance with the responsibilities defined in the 'Website - Content Management Structure' procedure.

5. All content and services provided on the City of Perth website is to be published in accordance with the workflow and roles defined in the 'Website - Content Publishing Process' procedure.

| Document Control Box | |
|-----------------------------------|---|
| Document Responsibilities: | |
| Custodian: | Corporate Communications |
| Custodian Unit: | Corporate Communications |
| Decision Maker: | Council |
| Compliance Requirements: | |
| Legislation: | Disability Discrimination Act, 1992 Copyright Act 1968 Copyright Amendment Act 2006 State Records Act 2000 |



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| Industry: | | | | | | | |
| Organisational: | City of Perth Policy 1.1 - "Accessible Public Information" City of Perth Policy 13.1 - "Record Keeping Policy" City of Perth Procedure - "Website - Content Management Structure" City of Perth Procedure - "Website - Content Publishing Process" | | | | | | |
| Document Management: | | | | | | | |
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