

Organisational policy

Web Development Policy

Corporate Plan reference	Service excellence – Positive experiences for our customers, great services to our community.
Endorsed by Chief Executive Officer	
Manager responsible for policy	Chief Information Officer, Business Performance

Providing accurate, relevant and up-to-date information through websites is an essential part of council's vision to being Australia's most sustainable region – healthy, smart and creative. Future Web development will be aligned with the Information Communication Technology Services Governance Framework endorsed by the CEO. In particular, council websites will promote an interactive service environment where collaboration, cooperation, knowledge-sharing and self-service are the key elements of any development.

Policy purpose

The purpose of this policy is to set out the organisational requirements in relation to the development of council's SCC Web (see Definitions).

Policy outcome

By following these guidelines, council will provide a consistent user experience, using best practice industry standards, to clearly defined target audiences with a clearly defined purpose, enhancing interactive communication and services with council online.

Policy scope

This policy covers all aspects of Web development, including functionality and content development, for council's corporate website, sub-sites, external websites, mobile sites, and intranet. It includes the criteria that must be met, and the process that must be followed, in order to gain approval for the development of sub-sites and external sites.

Policy statement

Council resources may be used to create and publish website information and services that support the business objectives of the organisation. All employees involved in website publication on council's corporate website, sub-sites and external websites must adhere to council's Web Development Guideline, and all documents endorsed under this policy. These documents will be

reviewed and updated regularly.

Employees must also conform to council's Brand Policy and Standards Manual, as well as other related policies.

Public Websites

The public face of Sunshine Coast Council will be presented through a coherent, uniform corporate website with consistent branding, style and design. All pages will be part of a single domain (www.sunshinecoast.qld.gov.au), or a sub-domain (www.name.sunshinecoast.qld.gov.au) unless the use of a separate domain has been endorsed by the Strategic Knowledge Services Committee (SKSC). Endorsement of a separate domain must follow the approval process for an external site as outlined in the Web Development Guideline.

Intranet Site

Sunshine Coast Council's intranet will be the business communications interface of the organisation and will house the tools, applications, information and services that are needed by employees. The intranet will have consistent branding and style in accordance with council's Brand Policy and Standards Manual.

Access

Sunshine Coast Council's websites must be available to any client, including employees of the organisation.

Sunshine Coast Council's intranet must be available to all employees who can connect to council's wide area network (WAN). Access to certain information or services displayed on or linked to other websites may be restricted to nominated employees and/or clients.

Sunshine Coast Council is committed to meeting government disability and equal opportunity requirements in order to provide equity for all clients and employees.

Guiding principles

All information and services published on council's websites will:

- support the vision of Sunshine Coast Council
- be consistent with the Web Development Guideline and other endorsed guidelines and best practice notes, and council's Brand Policy and Standards Manual
- have clearly defined target audiences and purpose
- meet the needs of the target audiences through use of appropriate language and navigational structures. Navigation structures will be derived from functions and services and not organisational hierarchies unless a need for such functionality is clearly demonstrated
- eliminate duplication of resources, information and services wherever possible
- enhance interactive communication with the target audience
- be periodically reviewed with archival of obsolete information and services
- be reviewed and assessed regularly to ensure they meet usability and accessibility requirements.

Roles and responsibilities

The SCC Web (as defined below) is managed under the Information Communication Technology Services Branch (ICTS) Governance Framework, and is supported by key service delivery groups.

The Chief Information Officer (CIO) is the business application custodian for the SCC Web, and the chair of the Web Business Strategy Group (WBSG). The WBSG makes recommendations for the strategic direction for the SCC Web to the Strategic Knowledge Services Committee (SKSC). Operational management is carried out by the Web Team and the application support groups.

Key ICTS governance groups

The following outlines the roles and responsibilities of the key groups within the ICTS Governance Framework in relation to website and intranet development.

Strategic Knowledge Services Committee

Membership of the SKSC is outlined in the committee's Terms of Reference.

- Strategic decision makers
- Approve policies and operational guidelines
- High level stakeholder disputes
- Approve development of external websites
- Approve Web strategies, policies and guidelines

Web Business Strategy Group

Membership of the WBSG comprises management level representatives from ICTS, plus representatives from the Groups:

- Business Performance
- Liveability & Natural Assets
- Economic & Community Development
- Regional Strategy and Planning
- Office of the Mayor & CEO

The chair is the Chief Information Officer (CIO), who is also the business application custodian (i.e. the SCC Web).

- Provide recommendations for the strategic direction for the SCC Web to the SKSC
- Approve policies, guidelines and best practice notes for sign off by SKSC
- Low level stakeholder disputes
- Approve development of sub-sites as per the Web Development Guideline

Application Support Groups

There are two ASGs – one for corporate website and external sites and one for the corporate Intranet (@work). The groups comprise the Web Team and the relevant authors/key users.

- Operational support
- Business requirements
- Liaise with key stakeholders
- Skill and knowledge sharing

Key Web service delivery groups

The Web Team is part of Application Support in the Information Communication Technology Services Branch. The team is responsible for coordinating the management of the SCRC Web functionality, policies and guidelines as determined by the Web Business Strategy Group. It provides business guidance and a leadership role to the application support groups and virtual online services team (VOST).

Web Team

- Coordinate the development and maintenance of the SCC Web
- Ensure consistency with the agreed roles of the sites, and adherence to guidelines and legislation
- Facilitate the development and publishing of content on the corporate website
- Facilitate e-business services
- Training – authors
- Monitor best practice standards
- Coordinate and liaise with WBSG
- Manage the Web and SharePoint ASGs
- Manage associated contractors, consultants and vendors
- Facilitate VOST
- Develop strategies with stakeholders to respond proactively to business requirements

VOST

The Virtual Online Services Team (VOST) comprises representatives from various areas of ICTS including the Web Team, and the Communications Branch. The primary role of VOST is to provide additional skills and support to the Web Team where required (for example analysts, SharePoint developers, internal communication). VOST also aims to support the coordinated delivery of online services across council.

- Knowledge and skill sharing
- Collaboration on online service delivery requests
- Prioritising business requests other than approved projects
- Liaise with WBSG

Content contributors

- Develop Web content, with assistance from communication officers
- Liaise with content owners (branch manager) about content relevant to their branch
- Ensure content is accurate and timely
- Work with communication officers and content authors to produce and maintain content

Authors

- Add new content to sites via intranet and internet web content management systems
- Carry out updates and coordinate page reviews
- Data input to databases (e.g. vacancies, media releases, minutes etc.)
- Attend training and group meetings
- Monitor statistics
- Ensure page content complies with relevant guidelines and accessibility legislation

Measurement of success

In reviewing this policy council has regard to:

- the policy's progression in achieving its desired strategic outcomes
- the level of compliance of websites to the Web Development Guideline and Brand Standards Manual
- satisfaction levels of all stakeholders (internal and external) measured by site usage statistics, polls and surveys.

Definitions

SCC Web	The SCC Web comprises all elements of council's internet and intranet sites including delegations and reporting. It should be noted, however, that the "SCC Web" is a limited subset of IT systems that includes websites and systems containing manually generated content, and does not necessarily include all IT systems, Web enabled applications, or websites containing application or system generated information. All sites that are part of the SCC Web must comply with this policy, guidelines and the Brand Policy and Standards Manual.
Corporate website	The corporate website is council's main website i.e. www.sunshinecoast.qld.gov.au .
Sub-sites	Sub-sites are defined as those sites with a sub-domain of sunshinecoast.qld.gov.au , e.g. library.sunshinecoast.qld.gov.au .
External websites	External websites are defined as those sites with a different domain name to the corporate domain (sunshinecoast.qld.gov.au).
Mobile site	Website developed specifically for viewing on mobile devices (handheld device typically having a display screen with touch input and/or a miniature keyboard, with an operating system that can run various types of application software known as apps, and can generally be equipped with WI-FI, Bluetooth and GPS capabilities that allow connections to the Internet.)

Related policies and legislation

Queensland Government Chief Information Office (Internet IS 26)

Queensland Government's Web Writing Guide

W3C Web Content Accessibility Guidelines

Commonwealth Government *Style manual, for authors, editors and printers* – sixth edition*

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Sunshine Coast Council Brand Policy and Standards Manual

Sunshine Coast Council Sponsorship Policy

ICTS Governance Framework

Web Development Guideline and associated best practice notes and guidelines

Version control:

Version	Reason/ Trigger	Change (Y/N)	Endorsed/ Reviewed by	Date
1.0	Create new	Y	Web Business Strategy Group	<i>15 April 2011</i>
1.1	Review	Y	Brenda Breen	<i>4 May 2011</i>
1.1	Review	N	Strategic Knowledge Services Committee	<i>15 May 2011</i>
1.2	Review	Y	Web Business Strategy Group	<i>29 November 2012</i>
1.3	Review	Y	Web Business Strategy Group	<i>27 February 2014</i>
1.4	Review	Y	Web Business Strategy Group	<i>28 August 2014</i>

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