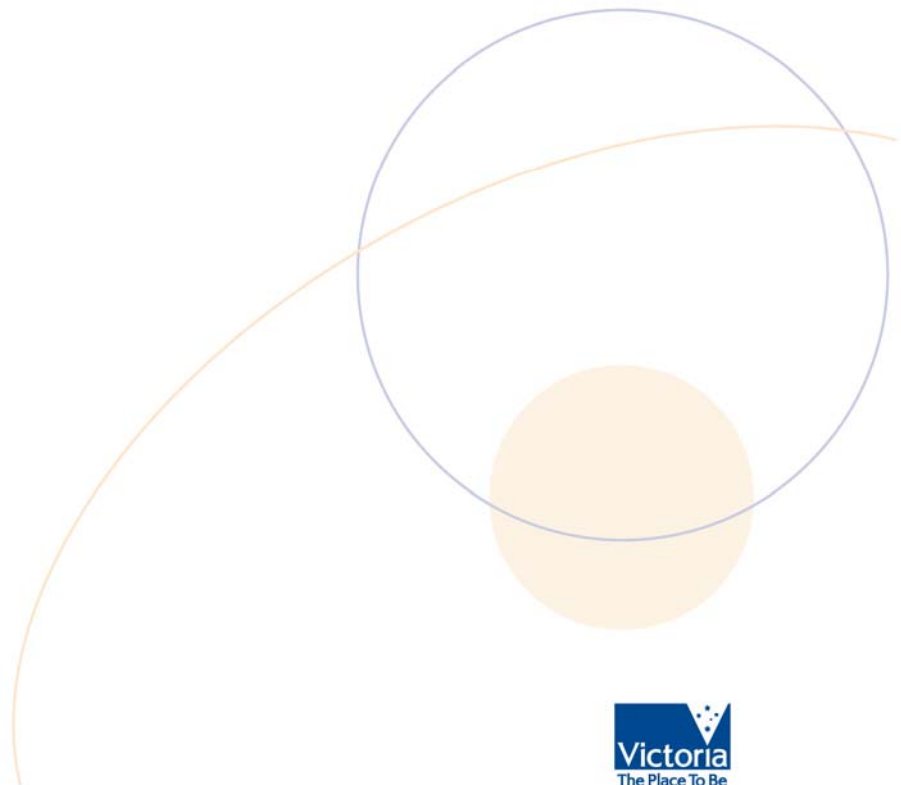


# Whole of Victorian Government Website Standards - Standards Pack 1

## Website Management Framework



**Table 1—Document version information**

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Short description	WoVG Website Standards – Standards Pack 1	
Keywords	Website Standards	
File name	Endorsed Website Standards - Standard Pack 1-1 Dec04-v1.0-CIO	
Location	J:\Office of the CIO\Projects 2004-05\WMF Stage 2B\09 Deliverables Workspace\Approved Standards - final release only\Endorsed Website Standards - Standard Pack 1-1 Dec04-v1.0-CIO.doc	
This copy printed	9/12/2004 2:13 PM	
Version and date	1.0	1 December 2004
Version history	Number	Comment
	1.0	Final Version

**Contents**

1. Standard: Discoverability .....	4
2. Standard: Content Approval and Review .....	6
3. Standard: Legal Compliance .....	7
4. Standard: Privacy.....	8
5. Standard: Accessibility.....	9

## 1. Standard: Discoverability

ICT Classification	Standard
Title	Discoverability
Description	Provides for content and service discoverability through: <ul style="list-style-type: none"> <li>Consistent description of resources</li> <li>Discoverability via Victoria Online</li> <li>Support of commercial search engines to spider and index resources, i.e. those that do not use AGLS metadata</li> </ul>
Rationale	To improve citizens ability to find information and services Assist discoverability on Victoria Online, and other search engines
Derivation	IT&T-41: Online Resource Discovery Metadata Policy IT&T-43: Website Search Engine Optimisation Policy IT&T-45: Website Site Search Facility Policy WoVG Website Guidelines: Section 2.6, 6.4
Related Principles	Citizens enjoy a consistent and high quality user experience
Minimum requirement	<p>1. All sites must use accurate metadata on:</p> <ul style="list-style-type: none"> <li>Home page</li> <li>Primary and secondary category pages</li> <li>Site map and index pages</li> <li>High profile or high demand pages (as determined by the Department/Agency)</li> <li>Implementation of meta data must be as per Section 6.1 of the AGLS Victoria: Metadata Implementation Manual for the resources requiring AGLS Metadata</li> </ul> <p>2. The metadata must be specific to the content object, and include:</p> <ul style="list-style-type: none"> <li>Mandatory AGLS metadata elements are: Title; Creator; Subject; Description; Type; Publisher; Date; Identifier (for online resources) ; Availability (for offline resources); Audience (when target resource is not "All"); Coverage (when spatial coverage of the resource content is not the whole of Australia); Language (when the resource is in a language other than English); Rights. Metatags to support commercial search engines: Title, Description, Keywords</li> </ul> <p>3. All sites must register with:</p> <ul style="list-style-type: none"> <li>Victoria Online</li> <li>Open Directory Project (Victorian Government category)</li> <li>Business Licensing Information Service (where licensing is involved)</li> <li>Health translations directory (where non-English health information is involved)</li> </ul>
Applicability	Scope: All internet sites
Compliance date	New websites: immediate implementation, with reporting by June 2005 Existing websites: implementation and reporting by June 2005
Reporting requirements	Department/Agency – annual reporting, using Office of the CIO template

Guidelines and Toolkits	<ul style="list-style-type: none"><li>• AGLS Victoria: Metadata Implementation Manual (<a href="http://www.egov.vic.gov.au/Victoria/StrategiesPoliciesandReports/Reports/AGLS/aglsvic.htm">http://www.egov.vic.gov.au/Victoria/StrategiesPoliciesandReports/Reports/AGLS/aglsvic.htm</a>)</li><li>• Victoria Online – Ensuring your site is discoverable via Victoria Online (<a href="http://www.egov.vic.gov.au/Victoria/VictoriaOnline/vo-discoverability.htm">http://www.egov.vic.gov.au/Victoria/VictoriaOnline/vo-discoverability.htm</a>)</li><li>• ISO 1544 au (<a href="http://www.standards.com.au">http://www.standards.com.au</a>) (<a href="http://naa.gov.au/recordkeeping/gov_online/agls/metadata_element_set.htm">http://naa.gov.au/recordkeeping/gov_online/agls/metadata_element_set.htm</a>)</li><li>• Search engine optimisation toolkit (<a href="http://www.egov.vic.gov.au/Victoria/StrategiesPoliciesandReports/Reports/Search-Engine-Optimisation/seo-toolkit.htm">http://www.egov.vic.gov.au/Victoria/StrategiesPoliciesandReports/Reports/Search-Engine-Optimisation/seo-toolkit.htm</a>)</li><li>• Open Directory Project (<a href="http://dmoz.org/Regional/Oceania/Australia/Victoria/Government/">http://dmoz.org/Regional/Oceania/Australia/Victoria/Government/</a>)</li></ul>
Administration	<p>Standard version: Final v 1.0 Status: Endorsed by ICT Policy Committee on 27th October 2004. Next review date: January 2005 Owner: Office of the Chief Information Officer Issuing authority: Office of the Chief Information Officer</p>

## 2. Standard: Content Approval and Review

ICT Classification	Standard
<b>Title of Standard</b>	<b>Content Approval and Review</b>
Description	Provides for all content and services to be: <ul style="list-style-type: none"> <li>• Appropriately authorised</li> <li>• Timely and accurate (including regular reviews)</li> </ul>
Rationale	To provide citizens with accurate, high quality content.
Derivation	IT&T-44 Online Content Management Policy WoVG Website Guidelines: Section 1.2, 1.4
Related Principles	<ul style="list-style-type: none"> <li>• Citizens can trust online information and services</li> <li>• Citizens enjoy a consistent and high quality user experience</li> </ul>
Minimum requirement	<p>Departments/Agencies must have a documented process and audit trail to ensure that content has an appropriate authorisation from within the Department/Agency before being published to the website. The documentation at minimum must show who has authority to approve content, and track the approval for each content item (showing who approved and when).</p> <p>Departments/Agencies must have a documented schedule and process to ensure that content is kept up to date, accurate, and relevant. The schedule at minimum must show the review cycle (when and who) and the compliance check (when and who).</p>
Applicability	Scope: All internet sites
Compliance date	New websites: immediate implementation, with reporting by June 2005 Existing websites: implementation and reporting by June 2005
Reporting requirements	Department/Agency – annual reporting, using Office of the CIO template
Guidelines and Toolkits	Content Management Requirements Definition and related documents ( <a href="http://www.egov.vic.gov.au/Victoria/StrategiesPoliciesandReports/Reports/Content-Management/content-management.htm">http://www.egov.vic.gov.au/Victoria/StrategiesPoliciesandReports/Reports/Content-Management/content-management.htm</a> )
Administration	<p>Standard version: Final v 1.0</p> <p>Status: Endorsed by ICT Policy Committee on 27th October 2004.</p> <p>Next review date: January 2005</p> <p>Owner: Office of the Chief Information Officer</p> <p>Issuing authority: Office of the Chief Information Officer</p>

### 3. Standard: Legal Compliance

ICT Classification	Standard
<b>Title of Standard</b>	<b>Legal Compliance</b>
Description	Departments/Agencies will ensure that website content, services and processes are aligned with wider Department/Agency legal compliance practices, in order to manage operational risks.
Rationale	To ensure that the rights and interests of citizens and the Government are protected.
Derivation	Range of policy and legislation, including Information Privacy Act WoVG Website Guidelines: Section 5
Related Principles	Operational risks are managed
Minimum requirement	<ul style="list-style-type: none"> <li>• Display of website legal notices - disclaimer, copyright</li> <li>• Adequate legal processes in line with Department/Agency guidelines</li> <li>• Ensure sufficient rights to post material on the websites</li> <li>• Ensure compliance with all relevant acts including the Privacy Act and Spam Act</li> <li>• Ensure that adequate processes are in place to enable the immediate removal of any material on the site that is found to be in breach of any Government regulation</li> </ul> <p>Note: Privacy compliance is managed by Privacy Victoria under the Information Privacy Act 2000 (See [WMF] Privacy Standard for Privacy requirement).</p>
Applicability	Scope: All internet sites
Compliance date	New websites: immediate implementation, with reporting by June 2005 Existing websites: implementation and reporting by June 2005
Reporting requirements	Department/Agency – annual reporting, using Office of the CIO template
Guidelines and Toolkits	Managing legal risks online: A Guide for Victorian Government Websites ( <a href="http://www.egov.vic.gov.au">www.egov.vic.gov.au</a> ) Spam Act & Federal Guidelines Copyright Act Disability Discrimination Act 1992
Administration	Standard version: Final v 1.0 Status: Endorsed by ICT Policy Committee on 27th October 2004. Next review date: January 2005 Owner: Office of the Chief Information Officer Issuing authority: Office of the Chief Information Officer

## 4. Standard: Privacy

ICT Classification	Standard
<b>Title of Standard</b>	<b>Privacy</b>
Description	Departments/Agencies will ensure that website content, services and processes conform to privacy legislation and principles.
Rationale	To ensure that the rights and interests of citizens and the Government are protected.
Derivation	Information Privacy Act (Victoria), Guidelines WoVG Website Guidelines: Section 5.1
Related Principles	Operational risks are managed
Minimum requirement	Compliance with Information Privacy Act 2000
Applicability	Scope: All internet sites
Compliance date	New websites: immediate implementation, with reporting by June 2005 Existing websites: implementation and reporting by June 2005
Reporting requirements	Department/Agency – annual reporting, using Office of the CIO template Note: Privacy Victoria undertakes regular auditing of websites
Guidelines and Toolkits	Privacy Victoria ( <a href="http://www.privacy.vic.gov.au">www.privacy.vic.gov.au</a> ) Website Privacy Guidelines for the Victorian Public Sector May 2004
Administration	Standard version: Final v 1.0 Status: Endorsed by ICT Policy Committee on 27th October 2004. Next review date: January 2005 Owner: Privacy Victoria Issuing authority: Office of the Chief Information Officer

## 5. Standard: Accessibility

ICT Classification	Standard
<b>Title of Standard</b>	<b>Accessibility</b>
Description	Provides for websites to be accessible for: <ul style="list-style-type: none"> <li>• People with disabilities</li> <li>• People using older technology</li> <li>• People with poor telecommunications infrastructure often in regional and remote areas</li> </ul>
Rationale	To give citizens ready access to Government websites, without discrimination.
Derivation	IT&T-39: WWW Accessibility Policy WoVG Website Guidelines: Section 2.5
Related Principles	<ul style="list-style-type: none"> <li>• Citizens enjoy a consistent and high quality user experience</li> <li>• Operational risks are managed</li> </ul>
Minimum requirement	<ul style="list-style-type: none"> <li>• All websites must be Level A compliant (W3C Guidelines)</li> <li>• Where audience needs are specific, websites should become Level AA or AAA as appropriate</li> </ul>
Applicability	New websites: immediate implementation, with reporting by June 2005 Existing websites: implementation and reporting by June 2005
Compliance date	Level A June 2005
Reporting requirements	Department/Agency – annual reporting, using Office of the CIO template Annual external audit
Guidelines and Toolkits	Accessibility Toolkit ( <a href="http://www.egov.vic.gov.au/Victoria/StrategiesPoliciesandReports/Reports/Accessibility-Toolkit/Accessibility-Toolkit.htm">http://www.egov.vic.gov.au/Victoria/StrategiesPoliciesandReports/Reports/Accessibility-Toolkit/Accessibility-Toolkit.htm</a> ) Disability.vic.gov.au – Accessibility Tips ( <a href="http://www.disability.vic.gov.au/dsonline/dssite.nsf/pages/accessibility_tips?opendocument">http://www.disability.vic.gov.au/dsonline/dssite.nsf/pages/accessibility_tips?opendocument</a> ) W3C Guidelines – Web Accessibility Initiative ( <a href="http://www.w3c.org/WAI/">http://www.w3c.org/WAI/</a> )
Administration	Standard version: Final v 1.0 Status: Endorsed by ICT Policy Committee on 27th October 2004. Next review date: January 2005 Owner: Office of the Chief Information Officer Issuing authority: Office of the Chief Information Officer