



Government of **Western Australia**  
Department of the **Premier and Cabinet**  
Office of **Digital Government**

# Digital Services Policy Framework

## Digital Services Content Standard

Last Updated: November 2023

# Document Control

**Digital Services Content Standard:** Version 1.2 – November 2023

**Produced and published by:** Office of Digital Government

## **Acknowledgements:**

The Office of Digital Government acknowledges the contribution of the working group members from the following agencies:

Department of Biodiversity Conservation and Attractions  
Department of Communities  
Department of Education  
Department of Finance  
Department of Fire and Emergency Services  
Department of Justice  
Department of Local Government Sport and Cultural Industries  
Department of Mines, Industry Regulation and Safety  
Department of Planning, Lands and Heritage  
Department of the Premier and Cabinet  
Department of Training and Workforce Development  
Department of Transport  
Department of Treasury  
Main Roads Western Australia  
Mental Health Commission  
Public Sector Commission

## **Contact:**

Office of Digital Government  
2 Havelock Street, WEST PERTH WA 6005

Telephone: 61 8 6522 5000

Email: [dgov-strategy@dpc.wa.gov.au](mailto:dgov-strategy@dpc.wa.gov.au)

## **Document version history**

<b>Date</b>	<b>Author</b>	<b>Version</b>	<b>Revision Notes</b>
April 2018	Office of the GCIO	1.0	First release
September 2019	Office of Digital Government	1.1	Rebranded to Office of Digital Government
November 2023	Office of Digital Government	1.2	Updated document with Digital Services Content and Metadata Working Group feedback



This document, the **Digital Services Content Standard: Version 1.2** is licensed under a **Creative Commons Attribution 4.0 International Licence**. You are free to re-use the work under that licence, on the condition that you attribute the Government of Western Australia (Office of Digital Government) as author, indicate if changes were made, and comply with the other licence terms. The licence does not apply to any branding or images.

**License URL:** <https://creativecommons.org/licenses/by/4.0/legalcode>

**Attribution:** © Government of Western Australia ([Office of Digital Government](#)) 2018 to 2024

**Notice Identifying Other Material and/or Rights in this Publication:**

The Creative Commons licence does not apply to the Government of Western Australia Coat of Arms. Permission to reuse the Coat of Arms can be obtained from the [Department of the Premier and Cabinet](#).

## 1. Overview

The use of a shared content strategy and standards across government helps to develop accessible content. This helps everyone to better understand government information.

## 2. Definition of terms

Term	Definition
Content	Information published online by agencies in the form of text, images, audio and video. It is used to inform, educate and connect people with our information and services. This also extends to applications, intranets, extranets and any information published on the internet.

## 3. Purpose

The Digital Services Content Standard defines the minimum standards that Western Australian Government agencies must apply when creating content for digital services.

## 4. Objectives

- Ensure that content is created using a consistent approach so that a person has a similar experience regardless of which agency provides the digital service.
- Standardise the most important terms to avoid confusing people with a number of different terms.
- Make information more discoverable and easier to search online.
- Strengthen the 'brand' of government by ensuring that information is consistently well structured, easy to read and understand across all content types.
- Provide a single point of reference for content authors.

## 5. Scope

This Standard applies to all entities as defined under Section 3 of the *Public Sector Management Act 1994* (the Act). This includes all agencies except those listed in Schedule 1 of the Act. For further guidance refer to the Public Sector Commission's chart outlining the [Key Entities of the Western Australian Government](#).

The Standard is available for use by any public body to maximise benefits to the community.

These Standards are to be applied to all online content.

## 6. Authority

This Standard underpins the [Digital Services Policy](#) and is a mandatory component of the Digital Services Policy Framework (DSPF).

## 7. Requirements

- 7.1. Content must be designed to meet a valid user need.
- 7.2. All websites must use an analytics tool to measure website performance.
- 7.3. Digital services must be designed for everyone.
- 7.4. Content must be regularly reviewed.
- 7.5. Content must be structured to make it easy for people to find what they need.
- 7.6. Content must follow a consistent 'one government' writing style.
- 7.7. Content must be provided in the most useful and accessible format for the community.
- 7.8. Content must be designed for easy discovery.
- 7.9. Content must be written in plain language.

## 8. Implementation

Implementation and achieving compliance to the Digital Services Content Standard requirements will fall to individual agencies. The level of effort and cost will vary by agency and depends on a number of factors, for example, number and complexity of websites and available resources.

Agencies must apply these standards:

- to any new content (for example, updates to existing content or creation of new content to an existing website)
- to any new public facing websites
- when there is significant redevelopment work including rebranding, restructure or major enhancements to websites
- when transitioning to a new platform or a new content management system.

## 9. Related policies, standards and guidance

This standard forms part of the DSPF that provides guidance for agencies in the delivery of digital services, including websites and supports the [Digital Services Policy](#). You can also refer to the:

- [Digital Services Content Guidelines](#) - provides information and recommendations to assist agencies in complying with the Digital Services Content Standard.
- [Digital Services Content Writing Guide](#) - as the single point of reference for common terms, spelling, punctuation, and naming conventions.
- [Digital Services Content Readiness Checklist](#) - to help you assess your content readiness.
- [Accessibility and Inclusivity Guidelines](#) – provides information and recommendations to assist agencies in complying with the Accessibility and Inclusivity Standard.
- [Website Metadata Tagging Standard](#) – establishes a consistent approach to tagging website content for easy discovery and access.
- [Website Metadata Tagging Standard Guidelines](#) – guidance on managing the creation and publishing of website metadata tags for publicly available website content.