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**VIC.GOV.AU**

# **EDITORIAL POLICY AND GUIDELINES**

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**VERSION 1.3**

**SEPTEMBER 2017**

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## 1. Purpose

This document outlines the content publishing policy and guidelines for the [www.vic.gov.au](http://www.vic.gov.au) website (VicGovAu).

## 2. VicGovAu's Objective

**Find, Connect, Discover your Victorian Government.**

## 3. About VicGovAu

VicGovAu is a website where you can discover Victorian State Government information and services. It is the central portal to all Victorian Government agency websites. VicGovAu is located at <http://www.vic.gov.au> and is the top level website for the State Government of Victoria. VicGovAu contains several repositories of data and information, each of which have their own content guidelines. They include:

Section	Link
Topics	<a href="http://www.vic.gov.au/browse.html">http://www.vic.gov.au/browse.html</a>
Victorian Government Directory	<a href="http://www.vic.gov.au/contactsandservices/directory/">http://www.vic.gov.au/contactsandservices/directory/</a>
Events Calendar	<a href="http://www.vic.gov.au/calendar.html">http://www.vic.gov.au/calendar.html</a>
Aggregated content including:	
• Grants Victoria	<a href="http://www.vic.gov.au/grants.html">http://www.vic.gov.au/grants.html</a>
• Consultations	<a href="http://www.vic.gov.au/consultations.html">http://www.vic.gov.au/consultations.html</a>
• Publications	<a href="http://www.vic.gov.au/publications.html">http://www.vic.gov.au/publications.html</a>
• Services	<a href="http://www.vic.gov.au/services.html">http://www.vic.gov.au/services.html</a>
• Awards	<a href="http://www.vic.gov.au/awards.html">http://www.vic.gov.au/awards.html</a>
• Directories	<a href="http://www.vic.gov.au/directories.html">http://www.vic.gov.au/directories.html</a>
Social Media	<a href="http://www.vic.gov.au/social-media.html">http://www.vic.gov.au/social-media.html</a>
Promotions	
• News	<a href="http://www.vic.gov.au/news.html">http://www.vic.gov.au/news.html</a>
• Campaigns (home page)	<a href="http://www.vic.gov.au">http://www.vic.gov.au</a>
• Vanity URLs	
Sections (Content pages)	Footer pages
Sections (Vic Gov Initiatives) - includes sub-pages	
VicGovAu twitter	<a href="https://twitter.com/VicGovAu">https://twitter.com/VicGovAu</a>
Sub-sites include:	
Aboriginal Victoria	<a href="http://www.vic.gov.au/aboriginalvictoria.html">http://www.vic.gov.au/aboriginalvictoria.html</a>
Family Violence Reform	<a href="http://www.vic.gov.au/familyviolence.html">http://www.vic.gov.au/familyviolence.html</a>
Women Victoria	<a href="http://www.vic.gov.au/women.html">http://www.vic.gov.au/women.html</a>
Homes for Victorians	<a href="http://www.vic.gov.au/affordablehousing.html">http://www.vic.gov.au/affordablehousing.html</a>
NDIS Victoria	<a href="http://www.vic.gov.au/ndis.html">http://www.vic.gov.au/ndis.html</a>
Local Government Investigations and Compliance Inspectorate	<a href="http://www.vic.gov.au/lgici.html">http://www.vic.gov.au/lgici.html</a>
Public Sector Innovation	<a href="http://www.vic.gov.au/publicsectorinnovation.html">http://www.vic.gov.au/publicsectorinnovation.html</a>
Digital Standards	<a href="http://www.vic.gov.au/digitalstandards.html">http://www.vic.gov.au/digitalstandards.html</a>

## 4. Publishing Content

All content must be approved by the Product Lead and/or Editorial Team of VicGovAu prior to publication.

Exceptions include designated authors with distributed publishing rights for some sections of the site including the Victorian Government Directory, Grants Victoria and the Social Media section.

### 4.1 Topics

Links are catalogued on VicGovAu via the content management system (CMS) – In-Portal in the topics section of the site. The CMS is administered by the Product Lead and Editorial Team. The following rules apply:

Eligibility
<ul style="list-style-type: none"><li>All Victorian Government links including websites with a vic.gov.au domain. Some Victorian Government agencies do not use the vic.gov.au domain yet they must also be included (eg. Museum Victoria – <a href="http://www.museumvictoria.com.au">www.museumvictoria.com.au</a>; Tourism Victoria – <a href="http://www.visitvictoria.com">www.visitvictoria.com</a>). The Victorian Government Directory is used as the authoritative source for eligibility for automatic inclusion.</li></ul>
<ul style="list-style-type: none"><li>Federal government links will be included in the site where relevant (if there is no relevant information on a state government website) or it is specific to federal government. For example, passports and visa information.</li></ul>
<ul style="list-style-type: none"><li>All Victorian Government campaign websites are catalogued, (eg. How Safe Is Your Car?), as these campaigns are funded directly by Victorian Government departments or agencies. Some of these websites may have a com.au domain name.</li></ul>
<ul style="list-style-type: none"><li>Major events that are funded by the State Government and bring economic benefits to Victoria. For example - Grand Prix, Melbourne International Film Festival.</li></ul>
<ul style="list-style-type: none"><li>VicGovAu may link from time to time to commercial organisations working on Victorian Government programs.</li></ul>
<ul style="list-style-type: none"><li>VicGovAu may link to websites that are funded by the Victorian Government and display the Victorian State Government logo</li></ul>
Non Eligibility
<ul style="list-style-type: none"><li>Individual schools, universities, hospitals are not included.</li></ul>
<ul style="list-style-type: none"><li>VicGovAu is not a political website. The site does not link to Member of Parliament's (MP's) personal web pages, political party websites, and party political campaign websites.</li></ul>

### Disclaimer

The VicGovAu Product Lead, representing the Department of Premier and Cabinet (DPC) reserves the right to determine the placement of any listing and to include/exclude or withdraw a website link at their discretion. VicGovAu does not participate in link exchange arrangements with any third party commercial websites.

### Links maintenance

- all links are checked daily by an automated CMS Link Validation system
- all links have a Review Date of 12 months and are reviewed when due
- all links have associated metadata
- all links are discoverable via Google Custom Search Engine (CSE) used on the site

### Unclassified

- All new links must be added to Google CSE Site Index by the Product Lead.
- Feedback on the usefulness of pages by visitors to the site can be provided by the “was this site useful/not useful” function located at the end of each page.

## 4.2 Victorian Government Directory

The Victorian Government Directory (VGD) is a sub-site of VicGovAu and lists all Victorian Government departments and agencies, their contact details and key staff. The VGD is located at <http://www.vic.gov.au/directory> and is administered by the CMS Administrator via a database called ViewDS and offers a decentralised authoring model with trained Government Updaters and Approvers throughout all departments.

Datasets about the organisations are uploaded monthly on Data.Vic -

<https://www.data.vic.gov.au/data/dataset/victorian-government-directory-organisations>

Rules
<ul style="list-style-type: none"> <li>• All Victorian Government Departments and Agencies must be listed in the VGD.</li> </ul>
<ul style="list-style-type: none"> <li>• All statutory bodies are located under their parent department (with the exception of Auditor-General Victoria, Ombudsman Victoria, the Victorian Parliament and Freedom of Information (FOI) as they remain independent entities).</li> </ul>
<ul style="list-style-type: none"> <li>• The directory does not lists individual schools, universities, hospitals, police stations.</li> </ul>
<ul style="list-style-type: none"> <li>• The directory does not list every public servant. Only key staff are listed. For example, Deputy Secretary, Executive Directors, Directors, Chief Executive Officers and so on.</li> </ul>

## 4.3 Events Calendar

The Events Calendar is a sub-site of VicGovAu and lists events happening throughout Victoria. The Events Calendar is located at <http://www.vic.gov.au/events> and is managed by the Editorial Team via the CMS – In-Portal.

## 4.4 Aggregated content

The VicGovAu website brings together content from across Victorian Government to one place. So far, the site aggregates grants, consultations, publications, services, awards and directories.

### 4.4.1 Grants Victoria

Grants Victoria is an aggregated listing of all Victorian Government grants and assistance. It is located at <http://www.vic.gov.au/grants>. Here you will find general information about grants and assistance for individuals, businesses and communities that can help you:

- fund ideas and initiatives
- develop local and national solutions
- get assistance in times of hardship, and
- access further information.

Grants and assistance can be discovered by search or browse. Browse defaults to an alphabetical listing or the listing can be filtered by type, category, status, or department /agency.

All grants and assistance are catalogued on VicGovAu via the CMS – In-Portal. A decentralised authoring model is available for each department to manage their own grants, should they wish to do so.

**Unclassified**

All grants and assistance added or edited are automatically added to the Grants Victoria RSS feed - <http://www.vic.gov.au/rss/grants.xml>

Grants	Grants are defined as: “Government funding for individuals or organisations for a specified purpose directed at achieving goals and objectives”. Grants include funding programs, individual grants, fellowships and scholarships.
Assistance	Assistance is defined as: Help or support in various forms (eg., government concessions, such as the seniors card and the winter gas concession, goods such as water saving rebates and shower heads, or funds such as the community safety fund) for citizens of Victoria.
<b>Rules</b>	
<ul style="list-style-type: none"> <li>• All grants and assistance must be administered directly by the Victorian Government.</li> </ul>	
<ul style="list-style-type: none"> <li>• All grants and assistance must have an exit link to the website hosting them.</li> </ul>	
<ul style="list-style-type: none"> <li>• All grants and assistance either have a Start and End Date OR they are Ongoing.</li> </ul>	
<ul style="list-style-type: none"> <li>• All grants remain on the website to the public for 90 days (3 months) after their End Date. The grant still remains in the CMS Admin.</li> </ul>	

#### 4.4.2 Consultations

This section aggregates state government consultations. The Consultations section is located at <http://www.vic.gov.au/consultations>. Each government consultation within this section links to an agency website where the relevant agency has published a discussion or consultation paper or is hosting an online consultation which is asking for a public response. Government departments and agencies are encouraged to submit their public consultations for inclusion.

Consultations can be filtered by category, status and department/agency. Keywords are added to each consultation item to enhance their discoverability within the consultation site search facility.

The three most recently added consultations to the section are profiled on the Consultations entry page.

All consultations added or edited are automatically added to the Consultations RSS feed - <http://www.vic.gov.au/rss/consultations.xml>

<b>Rules</b>
<ul style="list-style-type: none"> <li>• All consultations must be administered directly by the Victorian Government or third parties that are managing a consultation on behalf of a government agency.</li> </ul>
<ul style="list-style-type: none"> <li>• All consultations must have an exit link to the website hosting the consultation.</li> </ul>
<ul style="list-style-type: none"> <li>• All consultations have a Start and End Date.</li> </ul>
<ul style="list-style-type: none"> <li>•</li> </ul>

#### 4.4.3 Publications

This section aggregates state government publications that were previously available from the Victorian Government Bookshop (now closed). The Publications section is located at <http://www.vic.gov.au/publications>. Each government publication within this section links to an agency website where the relevant agency has published a publication available for download.

Publications can be filtered by type of publication, category, status and department/agency.

Keywords are added to each publication item to enhance their discoverability within the publication site search facility.

**Unclassified**

The three most recently added publications to the section are profiled on the Publications entry page.

All publications added or edited are automatically added to the Publications RSS feed - <http://www.vic.gov.au/rss/publications.xml>

Rules
<ul style="list-style-type: none"><li>• All publications must be published by the Victorian Government.</li></ul>
<ul style="list-style-type: none"><li>• All publications must have an exit link to the website hosting them.</li></ul>
<ul style="list-style-type: none"><li>• For updated publications (eg. VTAC Guide 2015), the old publication should be deleted and replaced with the new updated publication.</li></ul>

#### 4.4.4 Services

Services aggregates more than 400 online services and transactions provided by the Victorian Government. The Services section is located at <http://www.vic.gov.au/services>. This section includes such things as paying a fine, renewing your ambulance membership, booking a camping site, applying for your birth certificate and many others.

Inclusion in this section is defined by the act of being able to do something online.

Services are categorised by

- Type – apply or pay, book, change or check, claim, register, renew, and report.
- Subject – agriculture, arts, culture and heritage, business, community, education, environment, health, infrastructure, justice, local government, property and planning, sport and recreation, transport, etc.
- Department/agency.

The three most recently added services to the section are profiled on the Services entry page.

All services added or edited are automatically added to the Services RSS feed - <http://www.vic.gov.au/rss/services.xml>

Rules
<ul style="list-style-type: none"><li>• All services must be provided by the Victorian Government.</li></ul>
<ul style="list-style-type: none"><li>• All services must have an exit link to the website hosting them.</li></ul>

#### 4.4.5 Awards

This section aggregates state government awards. The Awards section is located at <http://www.vic.gov.au/awards>. Each government award within this section links to an agency website where the relevant agency has published information about the award. Government departments and agencies are encouraged to submit their awards for inclusion.

Awards can be filtered by category, status and department/agency. Keywords are added to each award item to enhance their discoverability within the award site search facility.

The three most recently added awards to the section are profiled on the Awards entry page.

All awards added or edited are automatically added to the Awards RSS feed - <http://www.vic.gov.au/rss/awards.xml>

Unclassified

Rules
<ul style="list-style-type: none"> <li>All awards must be provided or sponsored by the Victorian Government.</li> </ul>
<ul style="list-style-type: none"> <li>All awards must have an exit link to the website hosting them.</li> </ul>

#### 4.4.6 Directories

This section aggregates state government directories. The Directories section is located at <http://www.vic.gov.au/directories>. Each government directory within this section links to an agency website where the relevant agency has published a searchable directory. Government departments and agencies are encouraged to submit their directories for inclusion.

Directories can be filtered by category, status and department/agency. Keywords are added to each directory item to enhance their discoverability within the directory site search facility.

The three most recently added directories to the section are profiled on the Directories entry page.

All awards added or edited are automatically added to the Directories RSS feed - <http://www.vic.gov.au/rss/directories.xml>

Rules
<ul style="list-style-type: none"> <li>All directories must be provided by the Victorian Government.</li> </ul>
<ul style="list-style-type: none"> <li>All directories must have an exit link to the website hosting them.</li> </ul>

#### 4.5 Social Media Directory

The Social Media Directory is an aggregated listing of all social media items across the Victorian Government. They are catalogued on VicGovAu via the CMS – In-Portal. The Social Media Directory is located at <http://www.vic.gov.au/social-media.html>. A decentralised authoring model is available for each department to manage their own social media, should they wish to do so. Keywords are added to each social media item to enhance their discoverability within the social media site search facility.

Eligibility
<ul style="list-style-type: none"> <li>Restricted to official state government accounts</li> </ul>
<ul style="list-style-type: none"> <li>VicGovAu does not link to MP's personal social media pages (Twitter, Facebook, YouTube or other) – these links can be found on their parliamentary pages.</li> </ul>

The following social media categories are provided:

Social media type	Conditions
Twitter	Twitter items have a title and sub-title. The title is the handle (eg. @VicGovAu) and the sub-heading is the name of the account (eg. VicGovAu). Often the title and sub-title will be different; and All Vic Gov twitter accounts are included on the aggregated twitter feed list on the home page
Facebook	The same title is used as it appears on the facebook page.
Mobile apps	New mobile apps are promoted on the home page with a defined start/end date. Mobile apps rotate on the home page for a period of 12 months from date of first appearance or if a new version is released.
Widgets	A list of pre-made widgets developed by various government agencies for quick and easy access to government content.
Flickr	



RSS	A list of web feeds provided by various government agencies – feed titles reflect the title provided by the agency concerned with the agency responsible listed in the description.
Podcasts	
YouTube	The same title is used as it appears on the YouTube page.
Video	
Blogs	Includes departmental or agency blogs specifically made available to solicit opinions from the public.
Google+	
Pinterest	
Instagram	
LinkedIn	

#### 4.6 Promotional opportunities

There are two methods where VicGovAu can promote departmental or agency news or promotions or campaigns and this is via the campaign area on the home page or via a news item which is also linked to the VicGovAu twitter feed.

##### 4.6.1 Campaigns

Campaigns are displayed on the home page of VicGovAu for a set period of time.

The benefits a campaign may provide include:

- an additional channel to promote departmental/agency key initiatives and programs;
- a wider reach with an average of around 250,000 visits to VicGovAu each month; and
- an increase in visits to the relevant departmental/agency website by providing links for Victorians to go directly to the information on the relevant website.

Rules
<ul style="list-style-type: none"> <li>• Campaigns are displayed on the home page with a title and image.</li> </ul>
<ul style="list-style-type: none"> <li>• Campaign placements are limited to three campaign spaces at any one point in time and must be booked with the Product Lead.</li> </ul>
<ul style="list-style-type: none"> <li>• Campaigns have a Start and End Date – the default publishing period is 1 month unless an End Date is specified by the department/agency or within the media release.</li> </ul>
<ul style="list-style-type: none"> <li>• Campaign placements operate for a limited period of time. Extended periods can be arranged subject to existing commitments and bookings.</li> </ul>
<ul style="list-style-type: none"> <li>• Campaign images must be provided in high-res jpeg format with the required image sizing - 336 pixels (wide) x 240 pixels (high).</li> </ul>
<ul style="list-style-type: none"> <li>• Each campaign is linked to a news item on VicGovAu.</li> </ul>
<ul style="list-style-type: none"> <li>• Campaigns are displayed in a carousel where the visitor can pause and play each one.</li> </ul>

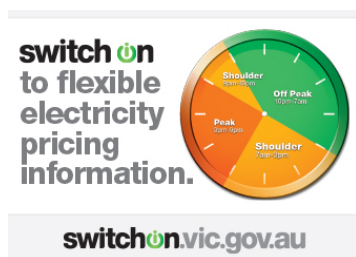


Figure 1 - Examples of campaign promotions on vicgov.au

#### 4.6.2 News

News items are added on a daily basis to the site. The Product Lead and/or Editorial Team can publish a news item at any time. This does not need to be a campaign item.

Rules
<ul style="list-style-type: none"> <li>News items have a title, one-line description &amp; content (150-300 words).</li> </ul>
<ul style="list-style-type: none"> <li>News items have a Start and End Date – the default publishing period is 1 month unless an End Date is specified by the department/agency or within the media release.</li> </ul>
<ul style="list-style-type: none"> <li>News items require an image. Image size required is 198 pixels (wide) x 198 pixels (high) and must be a high resolution .jpg or .gif format.</li> </ul>
<ul style="list-style-type: none"> <li>News items can be published outside of business hours – please arrange with the Product Lead.</li> </ul>
<ul style="list-style-type: none"> <li>Provide an exit URL to either related content and/or associated website.</li> </ul>
<ul style="list-style-type: none"> <li>News items will be tweeted from our twitter account (<a href="https://twitter.com/vicgovau">https://twitter.com/vicgovau</a>) and will include the relevant handle(s) and hashtags regarding the content.</li> </ul>

Eligibility
<ul style="list-style-type: none"> <li>News items received from departments and/or agencies</li> </ul>
<ul style="list-style-type: none"> <li>Media releases will be republished as a news item. Focus on news items that are about grants, consultations, awards, publications, major initiative &amp; events, conferences.</li> </ul>
<ul style="list-style-type: none"> <li></li> </ul>
Non Eligibility
<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li></li> </ul>

#### 4.6.3 Vanity URLs

Vic.gov.au can offer a “vanity URL” service for Victorian state government campaigns and programs. Allow 24 hours to set this up. To take advantage of this service the vanity URLs must adhere to the following rules:

- point to content hosted on another vic.gov.au addressed site
- not be political
- not be election promises
- be a live address
- use a 301 permanent redirect to the hosted vic.gov.au address
- not conflict with existing URLs used by the www.vic.gov.au site
- not be generic action words or collections
- be short and descriptive/self-explanatory
- not use acronyms nor symbols
- contain whole of Victorian Government tracking code to demonstrate use – eg., *www.vic.gov.au/programname?utm\_source=vic.gov.au&utm\_medium=301ssredirect&utm\_content=programname&utm\_campaign=vanity-url*
- not conflict with registered trademarks or business names
- not conflict with the reserved list of names or similar names held by Digital Engagement, eg., directory, events, services, etc.
- have a minimum life of 6 months after which they will be deactivated unless renewed by the business owner of the downstream site.

## 4.7 Content Pages

Where appropriate the Product Lead and/or Editorial Team will create content pages to provide information that supports the site's objective.

Examples of content pages include:

- [School holiday activities](#)
- [Hotlines](#)
- [iCal downloads](#)

More recently, the site is promoting Victorian Government initiatives where there is a landing page and sub-pages.

Examples of initiatives include:

- Back to Work
- Victoria Against Violence
- Victoria Remembers

## 4.8 Footer

Each page on the site (excluding the Victorian Government Directory) uses the "big footer". This provides links to the main sections within the site. Specifically

Victorian Government

- Awards
- Data.vic (links to external site - data.vic.gov.au)
- Directories
- Events Calendar
- Grants Victoria
- Latest News
- Media releases (links to external site – premier.vic.gov.au)
- Publications
- Services
- Victoria Government Gazette (links to external site – gazette.vic.gov.au)
- Victorian Government Directory
- Victorian Legislation (links to external site – legislation.vic.gov.au)

For Victorians (the Browse area)

- About Victoria & Tourism
- Business & Industry
- Culture, Sport & Recreation
- Education
- Emergencies & Safety
- Employment & Workplace
- Environment & Water
- Government & Economy
- Health & Community
- Law & Justice
- Property & Planning
- Transport & Vehicles

Connect with us

- Consultations
- Hotlines
- iCal downloads
- Mobile apps
- RSS feeds

**Unclassified**

- Social media
- URL shortener
- Widgets

#### Alerts

- Traffic alerts (links to external site – VicRoads – <http://traffic.vicroads.vic.gov.au>)
- Weather warnings (links to external site – Bureau of Meteorology – <http://www.bom.gov.au/vic/warnings/>)
- VicEmergency (links to external site – VicEmergency – <http://emergency.vic.gov.au/map>)
- 000 – Triple Zero (links to external federal site – <http://www.triplezero.gov.au/Pages/default.aspx>)
- 132 500 – SES (links to external site – SES – <http://www.ses.vic.gov.au>)
- 1800 240 667 – Victorian Bushfire Information Line (links to external site – CFA – <http://www.cfa.vic.gov.au/contact/bushfire-information-line/>)

VicGovAu also provides links in the footer to information about copyright, privacy, disclaimer, terms of use, help how to use the site, an accessibility statement, about us, feedback, contact us and a site map.

## 4.9 Twitter

VicGovAu uses Twitter to promote new content on the VicGovAu website. Our twitter handle is @VicGovAu located at <https://twitter.com/vicgovau>.

VicGovAu will also retweet other departments and agencies tweets. We only promote government initiatives, policies and programs. We do not promote political party announcements.

VicGovAu will also schedule tweets using SproutSocial. Contact the Product Lead to organise your scheduled tweets.

The site also provides an aggregated list of Twitter feeds on the home page from other Victorian Government agencies and departments.

Government agencies are able to request a Tweet to be directed at particular organisations/individuals for the purposes of government business.

## Who do I contact?

For further information, about our editorial policy and the information contained within it, Victorian Government agencies can contact Digital Engagement on 03 9603 8827 or email [contact@dpc.vic.gov.au](mailto:contact@dpc.vic.gov.au)