



Publishing

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Policy Statement

The NSW Department of Industry, Skills and Regional Development (the department) is committed to the production of high-quality accurate published material as a means of communication with stakeholders. The quality and accuracy of published material makes a significant contribution to the achievement of the department's goals and has a significant bearing on the department's public image.

To support this commitment, this policy establishes a framework for the development and production of digital (including web content) and printed published material. The framework is based on the core principles of:

- provision of high-quality digital and print materials that reflect core departmental messaging and government policy
- publication of client-focused, accessible, accurate and service-oriented products in an efficient and effective manner
- ensuring that opportunities are leveraged and risks managed before publication
- increased focus on the digital delivery of information
- adequate recognition of the department's contribution to materials published by, or in conjunction with, other organisations.

Scope

The policy applies to all staff that lead or contribute to the production of public facing, departmental, published material.

It applies to all ongoing employees, temporary / seconded employees and private contractors / consultants who may produce published material for the department.

It does not apply to TAFE or Local Land Services.

The Office of Chief Scientist and Engineer is exempt from the approvals table associated with this policy, but is requested as a matter of practice to refer reports that will have communication implications for the department to the C&E branch prior to publication.

The Small Business Commissioner is exempt from the approvals table associated with this policy for special reports to Parliament as defined in the Small Business Commissioner Act.

Requirements

1. All published material, whether for print or digital delivery, should be produced, where possible, using approved publication templates and be part of a communications plan.
2. All published material, including contributions to external projects, must be approved by a delegated officer before being released to the public by any means (see approvals).

3. Published material must carry the appropriate approved departmental branding and reflect departmental messaging and government policy.
4. All published material must be reviewed at least annually to ensure accuracy and ongoing relevance.
5. The format and content for all published material should be suitable for the intended audience.
6. Published material must comply with intellectual property and copyright requirements.
7. Communication risks and opportunities flowing from the publication must be considered and addressed before external publishing takes place
8. Websites maintained by the department are the central reference point for current information available from the department. Digitally published material must not be published, copied or mirrored on other websites to ensure currency of information.
9. Links and references to published material on department websites may be created without formal approval.
10. Material published online must meet web content accessibility guidelines (WCAG) 2.0 to Level AA.
11. Information from restricted access websites, including the intranet, must not be distributed or released to people other than the intended user group without the specific approval of the originating branch senior manager (Level 3). The intentional release of restricted information without approval may be a breach of employee code of conduct.

Procedures

Material must be produced and published according to the department's publishing procedures detailed in the document *Department of Industry Procedure: Publishing*.

Roles and responsibilities

The business line (content authors and approvers) ensure:

- timely and effective publication of accurate and informative content to deliver a high level of customer service to stakeholders and the community
- content and messaging reflects government policy and the department's strategic direction
- sensitivities and opportunities relating to the publication are identified as part of the approvals process
- published material is produced in accordance with this policy
- third parties publishing departmental material are advised on the necessary and correct attribution of the material to the department
- appropriate warnings, disclaimers and copyright statements are applied, along with compliance with intellectual property and copyright legal deposit requirements
- existing publications are reviewed annually and if necessary archived
- record keeping processes are in place.

The C&E branch ensures:

- reputational risk and communication opportunities are appropriately managed
- publications are in line with agreed messaging (see the section *Definitions - for the purpose of this policy*) and branding and other technical standards
- resources are in place to support orderly publication creation, including centralised publication numbering, editorial standards, branding and template resources
- corporate content on the NSW Department of Industry website and intranet is accurate, up to date, and published in accordance with this policy
- this policy is regularly reviewed and managed
- the reasons for granting exemptions from this policy, and any risks associated with such an exemption, are fully documented.

Web content publishers:

- check digital content for WCAG 2.0 web accessibility compliance prior to online publishing
- have the authority to reject non-compliant content unless authorised to publish (see delegations).

Website management teams:

- provide mechanisms to assist content review processes (where possible)

- ensure published online content is optimised for 'findability' and compliant with government standards.

Safety considerations

Businesses, industry, the community and staff rely on current and accurate information published by the department to inform and guide the healthy and safe conduct of activities.

Approvals

Activity or function	Approval officers
Approval to publish a new or substantially revised corporate publication or a new publication series	Level 2 or Level 3 who is a direct report to Secretary and ED, C&E (or delegate)
Approval to publish a new or substantially revised other publication	Level 3 and ED, C&E (or delegate)
Approval to publish minor and non-contentious factual or typographical revisions of published material	Level 4 or above
Approval to publish scientific papers for journals	Level 3 officer and ED, C&E (or delegate)
Approval to establish a new marketing or communication e-newsletter series in a designed template series	Level 3 and ED, C&E (or delegate)
Publishing a standalone marketing or communication e-newsletter in designed template	Level 4 and ED, C&E (or delegate)
Creation of new departmental website	Level 2 or Level 3 who is a direct report to Secretary and ED, C&E (or delegate)
Publication of new or amended online HTML text or photo content on departmental, NSW Government or external websites (excludes first person or opinion pieces)	Level 4 and ED, C&E (or delegate) NOTE: ED, C&E (or delegate) can also publish new content unilaterally without approval of relevant content area
Approval to withdraw or archive a publication	Level 4
Provide clearance for use of divisional logos in an external collaborative publication where the use complies with the corporate guidelines.	Level 3 and ED, C&E (or delegate)
Provide clearance for use of departmental logo by another organisation other than for the purposes of a collaborative publication.	ED, C&E (or delegate)
Publishing to www.opengov.nsw.gov.au and www.haveyoursay.nsw.gov.au .	ED, C&E (or delegate)
Approval to publish content which does not meet WCAG 2.0 accessibility guidelines.	ED, C&E (or delegate)
Creating a new logo including program identifier.	ED, C&E (or delegate)
Provide clearance for use of an approved agency logo on an external website (excludes where approval specifically given in sponsorship approval).	ED, C&E (or delegate)
Implement a publishing scheme which allows ongoing publishing without C&E branch involvement (see attached schedule to this policy for publishing schemes which have been approved).	Level 3 and ED, C&E (or delegate)

Activity or function	Approval officers
Act contrary to any aspect of this policy in line with circumstances at the time.	ED, C&E

- NOTE 1: The department's financial delegations have been applied to this policy. See - intranet.industry.nsw.gov.au/know-the-department/governance/delegations.
- NOTE 2: The Office of Chief Scientist and Engineer is exempt from the above approvals table, but is requested as a matter of practice to refer reports that will have communication implications for the department to the C&E branch prior to publication.
- NOTE 3: The Small Business Commissioner is exempt from the above approvals table for special reports to Parliament as defined in the Small Business Commissioner Act.
- NOTE 4: If approval officers have decided to delegate approval functions to direct reports, then these delegations should be published alongside the policy on the department's intranet.

Definitions - for the purpose of this policy

- **App (application):** computer software which is written specifically to perform a specialised task. It can run on the Internet, on a computer, or on a smart phone or other electronic device.
- **Agreed messaging:** Messaging defined as part of communication and/or engagement plan for a project, or messaging defined in house folder notes on a particular issue or topic, or messaging defined as part of a media response, or communication on a particular issue. Published messaging regarding overall departmental values and goals is also considered agreed messaging.
- **Author:** the person primarily responsible for writing or assembling the information content of a publication. Where multiple authors are identified, the one listed first is taken to be the person primarily responsible under this policy. Where an officer takes a substantial role as the editor of an amalgamated publication, including responsibility for the technical content, they are taken to be the author or person primarily responsible under this policy.
- **Corporate publication:** a publication which has a role to:
 - promote the work of the agency or the government
 - clarify, update or announce policies or programs
 - report on outcomes of policies or program
 - assess a key industry sector
 - contains material which is contentious and could lead to public controversy.

If there is doubt as to whether a publication could be considered a corporate publication, then it is preferred that a cautious approach is taken and the publication is considered a corporate publication.

- **E-newsletter:** a regularly issued (ie: monthly, quarterly) email by a specific part of the department, or the department itself, to which people can subscribe. This e-newsletter may or may not be in a design template. This definition excludes one-off emails from individual staff members to a large number of stakeholders.
- **External published material:** material published by any organisation other than NSW Department of Industry.
- **Minor revision:** for example, updating contacts, data updates, correcting spelling or updating branding.
- **Multimedia material:** resources containing one or more of video, sound, graphics, and/or animation. Multimedia products may also contain digital versions of published material.

- **Other publications:** includes documents, alerts, maps, apps, spreadsheets, presentations, pull-up banners, reports, brochures, fact sheets, guidelines, practice notes, technical standards, explanatory notes, videos, animations, or other multi-media material, Q&As, which are proposed to be published in an online environment or printed for external distribution by the department or a departmental staff member or contractor.
- **Publication number:** number required for corporate publications.
- **Substantial revision:** for example, content rewrites or updated advice.
- **Web content publisher:** those responsible for publishing content to an internet site on behalf of a business unit (not necessarily part of digital services or a web team).

The department's right to publish

The department:

- has the right to publish, communicate, reproduce, adapt and modify any material created by staff in the course of their work
- at all times retains the right not to publish material prepared by a staff member.

Publications not covered by this policy

The publication not covered by this policy are:

- media collateral and articles for external publications (covered by Media Policy)
- social media (covered by Social Media Policy)
- the giving of presentations to an audience (but publication of these presentations online is covered by this policy)
- recruitment advertising (covered by existing procedures)
- campaign advertising (covered by *Government Advertising Act 2011* and new procedures being developed)
- information to be published on the intranet
- information released to an individual via the *Government Information (Public Access) Act 2009*.

Legislation

- *Copyright Act 1968 (Cwlth)*
- *Privacy and Personal Information Protection Act 1998*
- *Health Records and Information Privacy Act 2002*
- *Anti-Discrimination Act 1977*
- *Government Information (Public Access) Act 2009*
- State and federal legislation relating to specific operational requirements.

Related policies

- Allocation of International Standard Book Numbers and International Standard Serial Numbers to departmental publications A-045
- Copyright A-052
- Domain names for web based solutions TI-A-138
- Enterprise risk management TI-G-135
- Media TI-A-137
- Records management A-043
- Sale of publications A-021
- Social media TI-A-124
- Supply of departmental publications for legal deposit A-046

Other related documents

- Access to Published Information - Laws, Policy and Guidelines (library deposit) M2000-15 on www.dpc.nsw.gov.au
- NSW Government logo guidelines on www.advertising.nsw.gov.au
- NSW Government ICT Strategy on www.services.nsw.gov.au

- NSW Department of Industry editorial guidelines on the department's Intranet
- NSW Government Website Management C2012-08 on www.dpc.nsw.gov.au
- Web content accessibility guidelines (WCAG) 2.0 on www.w3.org

Superseded documents

This policy replaces:

- NSW DPI A-030 Publishing policy
- NSW Department of Trade & Investment Publishing Policy TI-G-144 Version 4
- DWE Publication policy - July 2007

Revision history

Version	Date issued	Notes	By
2	July 2015	Branding updates	Corporate Communications
3	February 2016	Administrative updates	Communications Officer
4	June 2016	Major review	C&E Branch
5	March 2017	Minor review	C&E Branch

Contact

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