



DPC/P5.10

ACROSS GOVERNMENT POLICY

Usage policy for www.SA.GOV.AU – information and services for South Australians

Purpose

The purpose of this policy is to advise South Australian Government agencies of the requirement to publish all public facing government services and related information on the whole-of-government website, SA.GOV.AU.

Scope

This policy applies to all South Australian Government Public Sector agencies that need to publish transactions, services, and related content for the general public (as defined in ICT Policy Statement 1 – Compliant Authorities).

Context

The SA.GOV.AU website (SA.GOV.AU) is managed by the Office for Digital Government (ODG), in the Department of the Premier and Cabinet (DPC). The Office for Digital Government (ODG) is responsible for leading a significant transformation program to reinvent the way we deliver digital services to South Australians to make it easier to do business with government. This includes digitising processes and removing unnecessary pain points to streamline customer interactions with the government.

SA.GOV.AU was endorsed by the Senior Management Council (SMC) in 2008 and has been operating since 2009. It is the default location for publishing South Australian Government services and information.

Topics on the site are managed by lead agencies who often work with other parts of government to create a complete view of a subject from a citizen perspective. This is known as a franchise. Management of a topic is agreed to by the Chief Executive of the lead agency and endorsed by Chief Executive Council (CEC).

Content is created, maintained and uploaded by a group of editors dispersed across government. They work with subject matter experts in their agency and receive support from the SA.GOV.AU core team to ensure the information on SA.GOV.AU is tailored for the end user and meets their need to:

- exercise rights and responsibilities as a citizen or business

- transact with government
- meet obligations and legal requirements
- make contact with the right part of government when necessary.

The following policy statements align with [ICT, Cyber Security and Digital Government Strategy](#) to provide smart, simple, connected and secure services to South Australia's businesses and community as well as South Australian Government agencies.

Benefits

- topics make sense to the general public rather than reflecting the structure of government
- users have a consistent experience of dealing with government
- users have a seamless experience with access to a single source of truth under a single government brand
- builds and maintains the integrity of the sa.gov.au domain and facilitates search engine optimisation
- there is no need to build new websites or move content around when there are machinery of government changes
- agencies lead on topics that are relevant to their business and are fully responsible for their own content
- agencies are able to utilise specialised advice and skills from the SA.GOV.AU team
- there are no additional costs for an agency to publish their content on SA.GOV.AU
- SA.GOV.AU is a core component of the shared platform that enables digital service transformation.

Policy statements

The following digital content must be published on SA.GOV.AU by default:

- exercising rights and responsibilities
- accessing transactions and services
- related guidance and support.

Content that is published on SA.GOV.AU must not be duplicated on other websites. Rather, agencies should signpost to the authoritative source on SA.GOV.AU as appropriate.

Digital content that is less citizen centric and contains more detailed or technical information should be published on an agency site or platform with relevant pointers on SA.GOV.AU.

Agencies must:

- refer to the '[where to publish government content](#)' section on SA.GOV.AU to ascertain the best place to publish content
- ensure content published on SA.GOV.AU aligns with quality and accessibility standards
- ensure a seamless experience for citizens between web content and other online digital media
- monitor user feedback, ensure enquiries are dealt with and undertake user research
- adequately resource content planning, development, maintenance and review activities

- ensure editorial staff have the requisite skills for the role and have completed the approved online writing for the web training available via the SA.GOV.AU team
- review all digital content annually as a minimum to ensure it meets user needs and is accurate, current, relevant and accessible.

Exceptions

Agencies that may need to deviate from any of the policy statements outlined in this Policy need to provide appropriate justification and seek approval from the Chief Editor, SA.GOV.AU.

Definitions

Term	Definition
Core team	Team located within DPC that centrally manages both the platform and the use of www.SA.GOV.AU
Content owner	The content owner is responsible for initiating content requests, identifying and articulating user needs, verifying the accuracy of content and ensuring it remains relevant and useful
Franchise	A franchise is a group of government staff from across government agencies who provide information and services on a particular topic on www.SA.GOV.AU
Franchise manager (topic manager)	A franchise manager is appointed by the agency with overall responsibility for the development and maintenance of a topic on www.SA.GOV.AU. The franchise manager collaborates with other agencies and coordinate the provision and maintenance of content and make sure coverage is complete.

Roles and responsibilities

Position title or unit/team	Listed responsibilities
Chief Executives	Responsible for the effective implementation of, and compliance with, this policy within their agency.
South Australian Chief Information Officers	Responsible for ensuring: <ul style="list-style-type: none"> • The policy is implemented and observed by staff • Staff are fully informed of their obligations and responsibilities under the policy and trained where required.

Position title or unit/team	Listed responsibilities
Senior Executives, Directors and Managers	Responsible for ensuring that there are adequate resources for the management of agency digital content on www.SA.GOV.AU and that content is not duplicated on multiple websites.
Staff responsible for the development of digital content	Responsible for ensuring that the policy is observed by staff and that business processes support the policy requirements.
All agency authorised users	Required to comply with the policy and any related procedures, and to play an active role in ensuring the compliance of others.

Related documents

- [ICT, Cyber Security and Digital Government Strategy 2020 – 2025](#)
- [SA Government Core ICT and Data Services \(approved by CEC in September 2021\)](#)
- [Service Catalogue](#)
- [SA.GOV.AU standards and guidance](#)
- [Online Accessibility toolkit](#)
- [Content policy template \[to be developed\]](#)
- [ICT and Digital Government Digital Content standard](#)
- [Content Strategy template \[to be developed\]](#)

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