

Website Standards Policy

Reference Number:	Section 6 No. 6
Responsible Department:	Governance/IT
Related Policy/Procedure:	
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Applicable Legislation:	
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1. Policy Statement

Light Regional Council recognises the need to ensure consistency and uniformity in the presentation of its information and the need for its website to be useful, reliable and work effectively for its users. This policy sets minimal standards that are meant to ensure that electronically published information is current, accurate, visually appealing, well-written, and conforms, where appropriate, to standards applicable to other forms of publication information.

2. Definitions

www.light.sa.gov.au	The address of Council's website and contains web pages published by and about Light Regional Council, which are considered official pages, presenting information about the Council.
Content	All ideas communicated within and information contained on the site as represented in words, colours, layout, graphics, logos, video, photographs, and other elements.
Significant changes	Paragraphs, pages, or whole sections added, deleted or modified that deviate substantially from the existing content or that address significant issues, particularly those that are publicised.
Routine changes	Additions, deletions or modifications of content that does not differ substantially from the existing content. Routine changes include updating staffing details, agendas, minutes, notices of meetings and news.
Technical aspects	All programmes, formats, effects, features and other elements associated with how the site functions.

3. Restrictions

All content must be consistent with Light Regional Council policies and Local, State and Federal laws.

Copyright laws apply to electronic publications as well as to printed publications. Website publishers must have permission to publish the text or graphic matter on the pages if they are not the author or creator.

4. Guiding Principles

There shall be only one official website for the Light Regional Council and it will be accurate, timely, relevant and contemporary. Council's website developer shall oversee all technical aspects of the site and the Chief Executive Officer shall oversee all content of the site.

Advertising and solicitation are prohibited on the site, including promotional announcements for events, charities or outside organisations in which the Council has no official interest. However, promotional announcements for Council sponsored events, programmes and activities are permitted.

5. Procedures

The Chief Executive Officer must approve all significant changes to the content of the website.

- 5.1 Council's Website Developer, in consultation with the Chief Executive Officer must approve all technical changes to the site.
- 5.2 Each web page must include the date of the most recent update, to be located at the end of each page.
- 5.3 Each web page must include the email address for the staff contact person, to be located at the end of each page.
- 5.4 The following Officers of Council will be responsible for ensuring that information relevant to their department is updated regularly.
 - Chief Executive Officer
 - Director of Corporate Services
 - Director of Infrastructure and Environmental Services
 - Manager, Library Services
 - Manager - Planning
 - Environmental Health Officer
 - Building Surveying Technician

The relevant Officer will ensure that any updates are uploaded to the Website within seven (7) days of a change in information, and in accordance with sections 94(a) & 132 of the Local Government Act, 1999.

- 5.6 The posting of all significant projects, issues, activities and events must, as with any other external communications from Council, adhere to Council's 'Public Relations and Marketing Policy' and in particular to section 4.7 of the aforementioned policy.

Policy History

1. Policy adopted at Council meeting, 18 November 2003, Minutes Reference 13.2.1, Page 2003/493
2. Policy amended at Council meeting, 16 November 2004, Minutes Reference 13.2.1, Page 2004/355
3. Amendment No. 2 adopted by Council on 23 March 2021, Minute Reference GAP9.2.2/2021, Page Reference 2021/67

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