

Web Content Policy

1. COMPLIANCE OBLIGATION SUPPORTED

[Curtin University Act 1966 \(WA\)](#)

2. PURPOSE

To provide a framework for the planning, development and management of the University's web content and design to deliver a unified web presence that enhances user experience; drives sustainable revenue growth and supports Curtin's brand and vision as a recognised global leader in research, education and engagement.

3. POLICY STATEMENT

Accessibility

- 3.1 The University will work to comply with the [Web Content Accessibility Guidelines \(WCAG 2.0\)](#), Level AA standards as a minimum requirement.

Compliance

- 3.2 Training and information outlining web content guidelines, adherence to the [Curtin Brand and values](#) and any other relevant compliance requirements will be made available.
- 3.3 Violations of this or other related [policies](#), [procedures](#) and [guidelines](#) will result in University Marketing taking action to remove the non-compliant websites and content.

Audience

- 3.4 The University will create content that focusses on the needs of our audience and the University's core business of research, education and engagement.

Content

- 3.5 Websites will be actively maintained and monitored with all content kept up-to-date.

Social Media Content

- 3.6 Individuals representing Curtin or promoting the activities of the University on social media platforms will refer to the [Social Media Procedures](#) and adhere to the [Code of Conduct](#).

Information Architecture (IA)

- 3.7 University Marketing are responsible for maintaining the Information Architecture of the external facing Curtin University websites. All content will align with the [Information Architecture](#).

4. SCOPE OF POLICY

- 4.1. This policy applies to:

- 4.1.1. All members of the University community (which includes Council members, students, employees, University Associates, Curtin controlled entities, and all persons participating in University business or activities, including whether as a visitor, adjunct appointee, service provider, or contractor) that create, publish or approve web and digital content for the University in any location or campus, offshore or within Australia.
- 4.1.2. Any platform or other systems that publish content on the World Wide Web or Curtin's internal audiences (web pages, mobile device applications, web-based applications, social media accounts and all other web platforms) that provides content owned or managed by Curtin University.
- 4.1.3. Any external website that is not administered officially by Curtin University but includes the Curtin branding and logo.

- 4.2. The policy does not apply to:

- 4.2.1. Digital content (websites, applications, other) that form part of coursework not intended for wider public access or consumption; and
- 4.2.2. Curtin University affiliated sites such as those owned by student groups or sites that have the authority to use the Curtin University co-branded logo but are not administered officially by Curtin University.

5. DEFINITIONS

(Note: Commonly defined terms are located in the [Curtin Common Definitions](#). Any defined terms below are specific to this document)

Accessibility

The University's Web Management Framework will be aligned to compliance obligations, the University's Disability Access and Inclusion Plan (DAIP) and will be based on the principles contained within the Web Content Accessibility Guidelines (WCAG 2.0), as developed by the World Wide Web Consortium (W3C).

Information Architecture (IA)

Information Architecture (IA) focuses on organising, structuring, and labeling content in an effective and sustainable way. The goal is to help users find relevant information and complete tasks.

Digital Platform

The technology used for publishing web-based digital content, including web content management systems, marketing automation, social media platforms, marketing technology platforms and applications accessible via the internet.

User Experience

Refers to the emotions and attitudes a user experiences when interacting with a specific digital platform.

Web

Also known as the World Wide Web is a way of accessing information over the internet.

Web "content"

Refers to the information on a web page or web application, including

- natural information such as text, images, forms, and sounds
- code or markup that defines structure, presentation, etc.

6. SUPPORTING PROCEDURES

[Digital Publishing Procedures](#)

7. RELATED DOCUMENTS/LINKS

Internal

[Brand Communications Policy](#)

[Brand Use Procedures](#)

[Code of Conduct](#)

[Compliance Policy](#)

[Curtin University Disability Access and Inclusion Plan](#)

[Information Security Classification Policy](#)

[Information Management Policy](#)

[Privacy Statement](#)

[Social Media Procedures](#)

External

[Competition and Consumer Act 2010 \(Cth\)](#)

[Copyright Act 1968 \(Cth\)](#)

[Disability Discrimination Act 1992 \(Cth\)](#)

[Education Services for Overseas Students \(ESOS\) Act 2000 \(Cth\)](#)

[Freedom of Information Act 1982 \(Cth\)](#)

[Higher Education Support Act 2003 \(Cth\)](#)

[Higher Education Standards Framework \(HESF\): Standard 7.1 \(7.1.1 specifically\) and 7.2 \(7.2.1 specifically\)](#)

[State Records Act 2000 \(WA\)](#)

[Tertiary Education Quality Standards Agency \(TEQSA\) Acts and standards](#)

[W3C Web Content Accessibility Guidelines \(WCAG\)](#)

Policy Compliance Officer	<u>Sarah Moffat</u> , Director, Marketing Operations and Engagement
Policy Manager	Chief Strategy and Marketing Officer
Approval Authority	Senior Executive Team
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REVISION HISTORY (filled out by Risk, Compliance and Audit)

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