

LOCATION AND DESIGN OF NETWORK SUB-WEBSITES

POLICY AND PROCEDURE®

DOCUMENT SUMMARY/KEY POINTS

- **All requests** for website development must be approved by Public Relations and endorsed by the Web and Intranet Steering Committee **prior** to progression of any work.
- All approved **internal** web design and development needs to be done in direct consultation with Public Relations.
- **Outsourced** web development and design is at the cost of the requesting Department and will be overseen by the Corporate Branding Team and follow branding guidelines.
- **Outsourced web development must be compatible with the Network's web platform.**

CHANGE SUMMARY

- CHW policy has been rescinded and replaced by this SCHN policy.
- Information has been updated to be relevant to the Network.

READ ACKNOWLEDGEMENT

- All managers and project leaders should read this policy.

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|------------------------|--|------------------------------------|
| Approved by: | SCHN Policy, Procedure and Guideline Committee | |
| Date Effective: | 1 st April 2018 | Review Period: 3 years |
| Team Leader: | Corporate Branding Manager | Area/Dept: Public Relations |

1 Aim

This policy has been developed to ensure consistency of structure, compatibility, branding, content, design and location of web sites that are attached to Sydney Children's Hospitals Network and ensure they are appropriately designed and developed.

2 Policy

Sub-websites for all Hospital departments, divisions and institutes must be approved by Public Relations and endorsed by the Web and Intranet Steering Committee (WISC) and will be seamlessly accessible through the Network website at www.schn.health.nsw.gov.au.

The department, division or institute must develop a business case to support the need for a separate sub-website, with clear evidence demonstrating an external marketing and/or fundraising need that is not fulfilled through the existing Network website.

Where Public Relations approves a sub-website, approval will be subject to the following conditions:

1. That the new website must be accessed seamlessly by navigating through the Network website www.schn.health.nsw.gov.au
2. That the Network's website must also be accessed seamlessly through this sub-website
3. That the design of the new website is overseen by Public Relations so that it complies with the approved design style
4. That the site includes appropriate branding to ensure that it can be attributed as part of our organisation

Where approval is given, the following convention will apply (unless need otherwise demonstrated via business case):

- www.<sub-website>.schn.health.nsw.gov.au/

Where a pre-existing, well-marketed domain name has previously existed, consideration will be given to continuing that address. It is however, advisable and preferable that a consistent address style for sub-websites be maintained.

3 Web Development Procedure

See also [Appendix – Web Development Flowchart](#)

3.1 Request the development of a sub-identity website

ALL Requests for the development of a website must be approved by Public Relations at CHW or SCH and endorsed by the Web and Intranet Steering Committee (WISC) prior to the commencement of any work on the website.

To submit a request and initiate the process, contact the Network Corporate Branding Manager [ph: 9845 3581] or the Public Relations Manager at SCH [ph: 9382 3571]. Requests should be submitted for proposed sub-websites that are planned to be either internally or externally developed.

Note: A website may be developed in one of two ways; either *internally* using the resources supplied by the Public Relations and IT Departments, or *externally* using an outsourced web development agency in consultation with Public Relations.

If an **external agency** is contracted for the development of the website, the cost of the site design and development will be the responsibility of the Department contracting the service. It should be noted in this situation the Corporate Branding Team will oversee the production to ensure integrity and consistency of branding.

3.2 Process for design and development of sub-websites once approved

- The design and development of sub-websites is managed by Public Relations.
- The Department must first meet with the Corporate Branding Team in PR to discuss the primary objectives of the website and the scope of work. A site map for the proposed website must be developed and internal and external resources considered.
- The Department needs to supply content for the website, in the form of text and images and any other additional information. Please liaise with Public Relations to determine what is required.
- The supplied content will be reviewed and edited by Public Relations; ensuring relevant keywords are integrated into the text to optimise the chance of the website being located during an internet search.
- If images are required for the website they may be sourced from the Hospitals' photo library or from a photo subscription service. If their budget allows, Departments may choose to have photos taken specifically to suit the project.
- The site will be designed in keeping with the established relevant website templates.

- The site design must be approved by Public Relations and the relevant Department prior to construction of the site.
- The site needs to have an Accessibility Rating of at least AA
- Sites should be hosted by Sydney Children's Hospitals Network and the Content Management system should be Drupal Version 7.
- Prior to the launch of the site, it will be user-tested by key Hospital staff and stakeholders. The site will be amended appropriately based on feedback.
- The site may then be launched.

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Appendix – Web Development Flowchart

Submit a request to develop a new website to SCH or CHW Public Relations.

The request will be processed via the Corporate Branding Manager

