Government of **Western Australia**
Office of the **Government**
Chief Information Officer

Digital Services Policy Framework

Website Design Guidelines

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Contents

WA Government branding

To better promote the WA Government identity and to make it easier for users to identify WA public sector websites, agencies are required to apply the State Government Badge to all their websites.

The State Government Badge must be placed in a prominent place at the top of the webpage. The State Government Badge must link back to the agency homepage, and must carry an 'alt-tag' (alternative text) message.

For requirements on the State Government Badge (e.g. variations to the State Coat of Arm, dimensions and download options) please refer to the *WA State Government Badge Style Guide*[1]. All State Government Badge queries including dimensions for web publication should be referred to the Common Badging Committee[2].

Web accessibility functions

Text resize function

The default browser function for text resizing should always be available, as some users find online text hard to see and read.

The text resize function can also be made available through the website. Agencies choosing this option must ensure the script enabling this function is implemented correctly to meet web accessibility standard. It can be displayed as follows with the alternative text "increase text size" and "decrease text size" respectively:

- A+ A- or
- text size: A A

Print this page function

It is recommended that agencies provide a print friendly function which is configured to print the core content of the page only – i.e. the main content with navigation removed and formatted to print correctly on the page.

The function can be displayed as:

- Text – 'Print this page'; or
- A print icon (for example: 🖨) with the alternative text "Print this page".

This function should open in a new window displaying the content to be printed, with a 'Print' button at the top right corner of the new window to activate the function. This function can be managed via a 'Print' component included within the Cascading Style Sheet (CSS) code.

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[1] Downloads, WA State Government Badge Style Guide,
http://www.commonbadge.dpc.wa.gov.au/Pages/Downloads.aspx

[2] Who Administers the State Government Badge,
http://www.commonbadge.dpc.wa.gov.au/Pages/WhoAdministersTheStateGovernmentBadge.aspx.

Some considerations for the 'Print' CSS include:

- Change colours to black text on white background.
- Change the font to sans serif.
- Minimum print font size is 12 point.
- Underline all links.
- Remove non-essential images.
- Remove navigation.
- Remove all JavaScript, Flash and animated images.
- Include the State Coat of Arms in the top left corner of the page to be printed.
- Include the URL of the printed page in the footer of the page.

Breadcrumb trail

If using the 'breadcrumb trail' function it must be located above the content at the top of the page. The 'breadcrumb trail' must:

- Progress from the highest to the lowest level from left to right, i.e. start with the homepage and end with the user's current location within the website.
- Have active links for each of the levels shown, except for the lowest level.
- Have a separator between each link, such as the '>' symbol.

Example of how a 'breadcrumb trail' could be set up is shown below:

Home > Policies and Guidelines > Website Standards

The 'breadcrumb trail' approach provides context and allows the user to travel back up the hierarchy to any level without having to hit all the intermediate points.

Site map

The site map represents the structure of the website both textually and graphically in a single page. It provides an excellent overview of the website and allows for quick access to pages and content of a website.

Accessibility content page

The accessibility content page is used to provide information on options by which the agency's accessibility features can be enabled. It should contain information on:

- How to change text size.
- Detail how users can change the text size on the website. WA public sector websites must be designed to ensure text resizing can occur, irrespective of the browser type or version being used. This can be done by setting relative sizes for text rather than absolute values.
- use of access keys (if applicable).
- Be mindful that there are currently no standards on how best to implement access keys and the possibility of the access key overriding the keyboard shortcuts of screen readers.

- If you are using access keys inform users what access keys are active on the website. Agencies using access keys should use the UK Government access keys standard.

- Tools to aid viewing website documents.

- Agencies must provide links to free 3rd party reader and viewer software that will allow all documents on the website to be readable from any computer system. For example: Microsoft/Apple readers/viewers, Open source readers/viewers, PDF conversion tools, etc...

- Link to the 'Contact us' page.

The Accessibility content page should also identify your agency's obligations and any accessibility issues specific to your agency's website, such as:

- The legislation and standards the website is governed by.

- Your website's current accessibility level and actions undertaken by the agency to meet their accessibility obligations.

- A list of the areas that do not currently meet these obligations and what steps are being undertaken to mitigate these issues.

- No responsibility is taken for the accessibility levels of external websites linked to from this website.

For information on WA Government Web Accessibility standard, please refer to the Web Accessibility section on the Department of the Government Chief Information website.

Responsive design

Responsive web design is the concept of presenting your whole website in a way that will fit the device that it is being viewed from – e.g.: desktop, tablet or smart phone; as it allows you to configure the website to proportionately scale up or down to suite the device resolution it is being view from.

(Image source: http://www.business2community.com/online-marketing/responsive-web-design-vs-separate-mobile-site-%E2%80%93-which-is-right-for-you-0104949)

In addition, you could also build multiple layout options (by shuffling some elements around the page) using the same content to suite different screen resolutions.

When rendering the website on a smaller screen resolution, as a minimum, agencies the page should display the following elements:

1. State Government Badge (https://www.dpc.wa.gov.au/GuidelinesAndPolicies/CommonBadging/Pages/TheStateGovernmentBadge.aspx);

2. Link to agency contact details.

For smaller screen resolution devices (e.g. smart phone), where the State Government Badge cannot be reproduced at the resolution specified by the WA State Government Badge Style Guide, the State Government Badge should be replaced by the agency's name, followed by the words 'Government of Western Australia'.

This requirement does not apply to mobile web applications or mobile specific websites – which are sites that deliver on specific business objectives rather than a replication of your existing website. For mobile web applications, the following should be included:

1. State Government Badge; and

2. Link to agency contact details.

Search

All WA public sector websites must provide a search function. The search function should provide the following options:

- Searches the current website only.
- Searches whole-of-public sector content through the WA Government Online Entry Point search (http://wa.gov.au/search/).

The search function must be visible at all times. There must be no rollover, drop down or mouse click actions to view the search function. To increase usability, it is recommended that agencies display the text 'search this site' in the search box.

An example of how the search function could be configured is shown below:
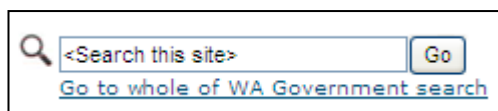
Where possible, the search results should display the following information:

- Title (linked to content page)
- Description
- File format
- File size

The search results page should be titled 'Search results' to assist those with visual impairments using assistive technology identify the page where their search results are listed. It is recommended that the 'Skip to main content' link be changed to 'Skip to search results' on the search results page.

Contact us

The 'Contact us' page provides users with a list of up-to-date communication details. It should:

- Provide different methods of contacting the agency responsible for the website and its content. It is recommended agencies provide as many contact options as possible or applicable, for example:
    - Building address
    - Mailing address
    - Switchboard phone number
    - Fax number
    - Email address
    - National Relay Service
    - Interpreter
    - Contact details for Media Liaison Officer

- Provide different types of communication options through a form, in both online and offline format. The form should be designed to accommodate the following uses:
    - Enquiry – for enquiries about the website, information or services provided.
    - Feedback – to allow users to provide feedback about the website, information or services provided.
    - Complaint – to capture complaints about the website, information or services provided.
    - Compliment – to capture compliments about the website, information or services provided.

- The form must:
    - Clearly identify the purpose (as noted above) or allow users to select the option.
    - Be easy to complete by providing clear presentation and unambiguous wording.
    - Be designed to be as accessible as possible and must include effective error handling for users using assistive technologies.
    - Provide full disclosure of matters relating to the privacy and security of the submitted information (for more information on privacy refer the Website Terms of Use section below).
    - Indicate if the user would like a response. If a response is required, the form must capture the user's name and email or postal address.

Terms of use

The following content is provided to assist agencies comply with the legal and regulatory framework when operating WA public sector websites. It is intended to only give an overview of legal issues associated with providing a website, which an agency needs to consider.

Default statements provided below have been viewed by the State Solicitors Office. However, it is not a definitive manual and more specific legal questions should be referred to the State Solicitor's Office or your agency's legal counsel.

Privacy

Privacy continues to be a major concern for users of electronic services as advances in technology have dramatically changed the way personal information is collected and used.

Western Australia currently does not have privacy legislation. WA public sector agencies may wish to consider the National Privacy Principles[3] (NPPs) which forms part of the Commonwealth that governs the manner in which personal information is to be collected, used and stored by Commonwealth agencies.

Some agencies (e.g. in medical or judicial situations) may also be subject to more stringent privacy requirements by virtue of specific legislation applying to their operations. These need to be taken into account, in addition to the privacy guidance provided in this document, by those agencies and by agencies who exchange information with those agencies.

Agencies are required to provide, for each WA public sector website, a privacy statement that accurately reflects the handling of personal information of that website.

A privacy statement must:

- Identify the agency responsible for the website and provide contact details.
- Describe any relevant legislation, for example applicable privacy legislation or any legislation which requires the particular information to be collected.
- Detail why the information is collected.
- Identify organisations, or types of organisations, to which the information would usually be disclosed.
- Detail what consequences will flow if a user chooses not to provide any required personal information.

Depending on the nature and functionality of the website, it is also good practice for the privacy statement to:

- Describe whether cookies are used by the website and if so, for what purpose.
- Make it clear the risks associated with using the web as the transmission medium and if other alternative options are available or if security measures such as encryption are provided.
- State that the agency is not responsible for the privacy policies of any external links accessible from the website.

The default privacy statement for WA public sector website is provided below.

Privacy

This website privacy statement applies to <website> run by <agency>. When you follow a link from this website to another site, we recommend you read and consider the privacy statement of that site.

Collection of personal information

You can browse the general content of <website> anonymously, without disclosing your personal information. However some functionality on this site may require you to provide personal information. Examples of this include where you wish to make an enquiry or undertake a

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[3] Australian Privacy Principles, https://www.oaic.gov.au/agencies-and-organisations/app-guidelines/, Office of the Australian Information Commissioner.

transaction. We may need to collect, use or disclose personal information to allow us to answer your enquiry or process your transaction.

Use and disclosure of personal information.
Any personal information we collect through <website> may be used or disclosed for the primary purpose for which it was collected. We may also use or disclose personal information for related purposes, for example where you have asked us to inform another agency of a change of address transaction.

In some limited circumstances we may also need to use or disclose personal information for other specific purposes, for example where required to do so by law, for example pursuant to the Freedom of Information Act 1992 or in response to a subpoena.

Collection and use of site visit data.
The following information may be automatically recorded by this site's web server for statistical and system administration purposes only:

- your server address;
- your top level domain name (e.g. .com, .au, .gov)
- the date and the time of your visit to the site;
- the pages you accessed and downloaded;
- the address of the last site you visited;
- your operating system;
- the type of browser you are using.

We will not attempt to identify individuals from the above information unless that is necessary to investigate a breach of law or regulation.

Cookies (if used by the website).
A cookie is a block of data that is shared between a web server and a user's browser. Cookies, and the information collected through them, are used by <agency> to make this website more efficient.

Contact us.
<provide a link to the contact us page>.

Disclaimer

A disclaimer is a written statement that attempts to avoid or disclaim liability that could otherwise arise by operation of law. However, the effectiveness of disclaimers is not clear. To improve the likelihood of a disclaimer being effective, the words used in the disclaimer must:

- Be clear; and
- Have been brought to the attention of the individual concerned prior to that person engaging in the conduct the disclaimer is expressed to cover.

The default disclaimer statement for WA public sector website is provided below.

Disclaimer

Some agencies should provide more specific or comprehensive disclaimers where particular circumstances give rise to additional risk. An example of this is where an agency refers users to specific non-government service providers or where an agency delivers online services in conjunction with the private sector.

If the entity responsible for the website is a body corporate, the disclaimer would need to include reference to that entity. An example is the Minister for Education, who is a body corporate under the *School Education Act 1999.*

Copyright

A copyright statement describes what copyright issues apply and are relevant to the content contained within a website.

Traditionally copyright statements are quite restrictive. However, agencies should consider whether their policy and business objectives are better served by a more liberal copyright statement which expressly allows users of a website to reproduce content for non-commercial use.

In some cases, an agency may even wish to allow materials on their website to be used for commercial purposes, for example where that agency provides best practice guidance for business. In such a case, agencies should seek their own advice on an appropriate statement.

Example 1, restrictive copyright statement (should only be used where there are particular reasons not to use the less restrictive one):

Example 2, less restrictive copyright statement (should be used):

If the entity responsible for the website is a body corporate that is capable of owning Intellectual Property in its own right, then the copyright statement needs to expressly identify that entity by substituting the body corporate's name for '*the State of Western Australia*' in each place where it appears.

Further Information

Office of the Government Chief Information Officer

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