



Motor Neurone Disease Australia Inc.

POLICY NUMBER: 7

Web Development Policy

Introduction

Providing accurate, relevant and up-to-date information through the national website is essential in meeting the objectives of MND Australia. MND Australia website development is aligned with the Strategic Plan endorsed by the MND Australia Board. In particular the MND Australia website promotes an environment where collaboration, cooperation, knowledge-sharing and self-service are the key elements of any development.

Scope

This policy defines the minimum standards that must be maintained for any information published on the MND Australia website. This policy also defines the minimum standards that must be maintained for any information published on the MND Care website which is owned by MND Australia.

Policy Statement

MND Australia resources may be used to create and publish website information that supports the business objectives of the organisation. All staff involved in website publication must adhere to the relevant MND Australia governance and operational policies and procedures.

Procedures

Public Website

The public face of MND Australia will be presented through a coherent, uniform Internet site with consistent branding, style and design. All pages will be part of a single domain (www.mndaust.asn.au) unless the MND Australia Board has ratified the use of a separate domain.

In 2010 the MND Australia board ratified the use of the domain www.mndcare.net.au. This website has been developed by MND Australia funded by the Australian Department of Health and Ageing to provide easily accessible evidence based and/or best practice MND information to health and community care providers involved in the care of people living with MND.

Access

The MND Australia websites must be available to any person living with MND or with an interest in MND, members, volunteers and staff of the organisation.

Access to certain information displayed on or linked to on the MND Australia website may be restricted to nominated staff and/or directors.



Policy intent

All information published on the MND Australia websites will:

- Support the vision of MND Australia
- Be consistent with the Code of Conduct
- Have a clearly defined target audience and purpose
- Meet the needs of the target audience through use of appropriate language and navigational structures
- Eliminate duplication of resources, information and services wherever possible.
- Enhance interactive communication with the target audience.
- Be periodically reviewed with archival of obsolete information and services.
- Be assessed regularly to ensure they meet usability and accessibility requirements

Guidelines and standards

All information published on MND Australia websites must adhere to the following policies, guidelines and standards:

- **MND Australia policies and procedures**
- **Australian legislation**
 - Copyright Act 1968
 - The Australian Copyright Council provides advice on copyright issues.
- **International standards**
W3C Guidelines - Priority 2

Website management

The National Executive Director of MND Australia is responsible for the management and oversight of the MND Australia websites. The National Executive Director is the nominated content owner for MND Australia.

Publishing mechanism

Published content must have the approval of the content owner (National Executive Director). The content owner is responsible for ensuring that the content is in accordance with the requirements of this Policy. Content will be removed from the MND Australia website when authorised by the content owner or the MND Australia Board.

Hotlinks

As the peak body for MND in Australia MND Australia websites aim to be authoritative and a leader in their field. All MND Australia links should be to high quality sites which add value to the MND Australia websites. They should not contain information which directly conflicts with MND Australia unless it is region or nation specific. The MND Australia websites should avoid endorsing sites that promote or

provide information on activities that are not legal in Australia, for example, ones that endorse euthanasia.

- 1) **Credibility of Sites wanting to link to us/us to them**
 - a) MND linked websites must be to or from:
 - An organisation, not an individual
 - Reliable site, not free with ISP
 - Authoritative, adds value to www.mndaust.asn.au and www.mndcare.net.au
 - Content accurate, and not misleading information
 - Easy to navigate
 - Linked site's links reliable
 - b) Other Links
 - Organisational not individual
 - Reliable site, not free with ISP
 - Content accurate, information lawful
 - Easy to navigate
 - Linked site's links reliable
 - Time limited
- 2) **Assessment Regime**
 - a) MND Linked
 - Site viewed by NED as appropriate
 - Site recommended by MND Association board or staff
 - b) Other Links
 - Site viewed by NED
 - Site recommended by MND Association board or staff member
- 3) **Monitoring**
 - Linked sites need to be checked regularly, at least monthly
 - Clear procedure for de-listing sites

Endorsed by MND Australia 21 June 2010

A handwritten signature in black ink, appearing to read 'Ralph Warren', written in a cursive style.

Signed
Ralph Warren (President)

Review date:

Acknowledgements:

- Western Australia Health Web Development Policy
- MND Association of England, Wales and Northern Ireland Website Hotlinks Policy

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June 2010