

# Website Content Review Policy

## Document

<b>Document Name</b>	Website Content Review Policy
<b>Brief Description</b>	This policy outlines responsibilities for reviewing and updating the website content of the Sydney Institute of Business and Technology (SIBT).
<b>Responsibility</b>	Marketing Manager (Communications)
Delegated Approver	Senior Management Team
<b>Initial Issue Date</b>	10 February 2017
<b>Date for Next Review:</b>	14 March 2027

## Version Control

Date Approved	Version No.	Summary of Changes	Approver
10/02/2017	1	New policy	Senior Management Team
14/03/2024	2	Transferred to the new template. Policy purpose strengthened. Definitions added. Redesigned and updated table in Appendix A. Process for updating website content enhanced and clarified.	Senior Management Team

## Related Documents

Name	Location
Equity and Diversity Policy	<a href="#">SIBT Website</a>
Privacy Policy	<a href="#">SIBT Website</a>
Privacy Act 1988	<a href="https://www.legislation.gov.au/">https://www.legislation.gov.au/</a>
Higher Education Support Act 2003	<a href="https://www.legislation.gov.au/">https://www.legislation.gov.au/</a>
Higher Education Standards Framework (Threshold Standards) 2021	<a href="https://www.legislation.gov.au/">https://www.legislation.gov.au/</a>
Education Services for Overseas Students Act 2000	<a href="https://www.legislation.gov.au/">https://www.legislation.gov.au/</a>
National Code of Practice for Providers of Education and Training to Overseas Students 2018	<a href="https://www.legislation.gov.au/">https://www.legislation.gov.au/</a>



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## 1. Purpose

- a) The purpose of the Website Content Review Policy is to establish guidelines, responsibilities, and timeframes for reviewing, assessing, and maintaining high quality, compliant, accurate, and current, audience specific information about SIBT to external and internal audiences.

## 2. Definitions

Term	Meaning
<b>Designated Author</b>	A staff member in a team who is responsible for reviewing and updating their administrative area's website content as per the schedule.
<b>Navitas Style Guide</b>	A set of rules and standards established by the Navitas Marketing that governs the consistent use of language, formatting, and design elements in written and visual communication, ensuring uniformity and clarity.
<b>Metadata</b>	Data that provides information about other data. It describes the characteristics, origin, format, and relationships of data, facilitating organisation, retrieval, and understanding of the primary data.
<b>CRICOS Provider Number</b>	A unique identifier in Australian education registration for institutions authorised to enrol international students under the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS).
<b>TEQSA Provider Number</b>	A unique identifier assigned by the Tertiary Education Quality and Standards Agency (TEQSA) to higher education providers in Australia, ensuring regulatory compliance and accountability.
<b>Disclaimer</b>	A statement that clarifies or limits the liability of the author or provider of information, often used to disavow responsibility for potential errors, inaccuracies, or consequences.
<b>Copyright</b>	A legal right that grants the creator of an original work exclusive control over its use and distribution. It protects intellectual property, such as books, music, and art, from unauthorised reproduction or distribution.

## 3. Application

- a) The Website Content Review Policy applies to all SIBT staff.

## 4. Policy Statement

- a) SIBT recognises the importance of continuous revision of the SIBT website content and therefore this policy outlines the maintenance schedule and the minimum mandatory requirements.
- b) SIBT's reputation is influenced by the information published on its website. Therefore, website content requires clear oversight of authorship, consistent tone and language and strategic management.
- c) All website content must be presented in an appropriate format, be authorised and be regularly reviewed to ensure accuracy and currency.

- d) In all cases, content should be relevant to the intended audience, use inclusive language, and be presented in a user-friendly manner.
- e) All revisions to the SIBT website content must be made through the Marketing Communications team.

## 5. Responsibilities

- a) The Marketing Manager (Communications) is responsible for:
  - i. Maintaining quality of the website content;
  - ii. Ensuring corporate identity, visual design, content and project management of the website;
  - iii. Amending or removing any material from the website that adversely reflects on SIBT or is outdated;
  - iv. Following up with designated authors nominated for each page when reviews are scheduled or requested by the Quality and Compliance Manager;
  - v. Ensuring that the material on the website complies with Navitas style guide regulations and is consistent, accurate, and current;
  - vi. Approving new categories of content; and
  - vii. Approving new pages and liaising with Navitas Marketing to coordinate the addition of the pages;
  - viii. Providing training to designated authors annually which includes identifying and mitigating common issues, best practices, and skills development.
- b) Designated authors, as per the Appendix A, are responsible for:
  - i. Reviewing material on their website pages as per the minimum review schedule;
  - ii. Reviewing material on their website pages following updates to policies or procedures where their team has responsibility.
  - iii. Reviewing material on their website pages following changes in their administrative area e.g., changes to course content or details, entry requirements, support services changes;
  - iv. Ensuring that all material is regularly updated to maintain accuracy;
  - v. Sending updates through to the Marketing Manager, (Communications) in a timely manner.

## 6. Website Content

- a) All content on the SIBT website must:
  - i. Be primarily for SIBT's target audiences including current and prospective students, agents, careers advisers, parents, teachers, alumni, current and prospective staff, the community, regulatory authorities, partners, business and industry;
  - ii. Use links to avoid duplication of information;
  - iii. Include metadata (e.g. keywords, page description, etc); and
  - iv. Include legal requirements where appropriate (e.g. CRICOS provider number, TEQSA provider number, privacy policy, disclaimer, copyright, SIBT's ABN).

## 7. Updating Website Content

- a) The Appendix A – Website Content Review Responsibilities identifies the designated author responsible and the frequency with which reviews must be undertaken.
- b) Designated authors from each team listed in Appendix A are required to review and update the information pertaining to their administrative area on the SIBT website.
- c) SIBT staff are required to inform the designated authors from their teams of any changes to the SIBT website, and/or when specific content needs updating.
- d) Designated authors are required to update their sections of the SIBT website at regular intervals.
- e) Meeting requests are sent by the Marketing Manager (Communications) or their nominee to initiate the review process with the designated author for the website content review.
- f) The Marketing team initiates Master Student Guide reviews in June each year prior to publication around August/September. The Program Convenors, as designated authors, review their respective program information within the guides to ensure accuracy, currency and relevance of the information being disseminated to students. Updates from the review process are applied to all program collateral, including the website.
- g) The designated authors make revisions in a word document of the relevant webpage using the 'track changes' function and submit the website content update request via Communications Request Form.
- h) Once completed, the change request document is sent to the Marketing Manager (Communications) for upload to the Content Management System. The Marketing Manager (Communications) will send a confirmation email to the designated author when the changes have been made, for a review and final signoff of the changes.
- i) Changes to design, brand, and image of the SIBT website can only be made by the Marketing Manager (Communications) after authorisation by the Director of Marketing and Admissions.
- j) All significant changes to content pages, imagery, brand, menus, and design need to be approved in writing by the College Director and Principal, who may, as required in some instances, request approval from Navitas Group Marketing.

## 8. Review

- a) This Policy is reviewed every three (3) years by person delegated with Responsibility and the Quality and Compliance Manager and updates any changes to the regulatory compliance requirements, legislation, regulation, and guidelines.
- b) This review process aims to ensure alignment to appropriate strategic direction and continued relevance to SIBT's current and planned operations.

## Appendix A – Website Content Review Responsibilities

Section	Page	Designated Authors	Team	Minimum frequency of Review
<b>Home</b>	Home	Marketing Manager	Marketing	Quarterly
<b>About</b>	About	Marketing Manager	Marketing	Annually
	Sydney City Campus	Marketing Manager	Marketing	Annually
	Corporate & Academic Governance	Marketing Manager	Quality and Compliance	Quarterly
	Pathway to Western	Marketing Manager	Marketing	Annually
	Our students	Marketing Manager	Marketing	Annually
	Chat with our Ambassadors	Marketing Manager	Marketing	Quarterly
	Contact Us	Student and Academic Services Manager	Student and Academic Services	Annually
	Program Convenors	Academic Director	Academic	Quarterly
<b>Courses</b>	Courses	Program Convenors	Academic	Annually
	Foundation	Program Convenors	Academic	Annually
	Diploma	Program Convenors	Academic	Annually
<b>Future Students</b>	Future Students	Marketing Manager	Marketing	Annually
	Prepare for Week One	Marketing Manager	Marketing	Annually
	Preparing to Arrive	Marketing Manager	Marketing	Annually
	International Students	Marketing Manager	Marketing	Annually
	Future Student FAQ	Marketing Manager	Marketing	Annually
<b>Current Students</b>	Current Students	Student Learning and Welfare Support Manager	Learning and Welfare Support	Annually
	Student Portal	Student and Academic Services Manager	Student and Academic Services	Annually
	Student Support	Student Learning and Welfare Support Manager	Learning and Welfare Support	Annually
	Wellbeing	Student Learning and Welfare Support Manager	Learning and Welfare Support	Annually
	Transitioning to University	Marketing Manager	Marketing	Annually
<b>Student Life</b>	Student Life	Student Learning and Welfare Support Manager	Learning and Welfare Support	Annually
	Student Support	Student Learning and Welfare Support Manager	Learning and Welfare Support	Annually
	Wellbeing	Student Learning and Welfare Support Manager	Learning and Welfare Support	Annually
	A Day in the Life	Student Learning and Welfare Support Manager	Learning and Welfare Support	Annually
	Blog	Marketing Manager	Marketing	Monthly

Section	Page	Designated Authors	Team	Minimum frequency of Review
<b>Essential Information</b>	Essential Information	Marketing Manager	Marketing	Annually
	Important Dates	Student and Academic Services Manager	Student and Academic Services	Quarterly
	Fees and Payment	Marketing Manager	Marketing	Annually
	Fee-Help	Student and Academic Services Manager	Student and Academic Services	Annually
	Scholarships	Marketing Manager	Marketing	Quarterly
	Student Guides	Marketing Manager	Marketing	Annually
	Information Sessions	Marketing Manager	Marketing	Quarterly
	Academic Integrity	Student Learning and Welfare Support Manager	Learning and Welfare Support	Annually
	Policies and Forms	Quality and Compliance Manager	Quality and Compliance	Quarterly
	Recognition of Prior Learning	Marketing Manager	Marketing	Annually
	Complaints and Appeals	Student Learning and Welfare Support Manager	Learning and Welfare Support	Annually
<b>Apply &amp; Enrol</b>	Apply & Enrol	Admissions Manager	Admissions	Annually
	Entry Requirements	Admissions Manager	Admissions	Quarterly
	Application Process	Admissions Manager	Admissions	Annually
	How to Accept Your Offer	Admissions Manager	Admissions	Annually
	Enrolment	Student and Academic Services Manager	Student and Academic Services	Quarterly
	SIBT Representative	Quality and Compliance Manager	Quality and Compliance	Quarterly
	SIBT Student Profile	Marketing Manager	Marketing	Annually
	Apply	Admissions Manager	Admissions	Annually