# Title

Use a maximum of 55 characters (including spaces).

|  |  |
| --- | --- |
| Title | A short title to grab the reader’s attention. |

# Preamble

Use a maximum of 60 characters (including spaces).

|  |  |
| --- | --- |
| Subtitle | A short piece of text introducing the initiative. This will appear directly beneath the title and should not repeat anything in the title. |

# Summary

Use a maximum of 150 characters (including spaces)

|  |  |
| --- | --- |
| Summary | A short description describing your case study. It will display under the title of your case study in search results. |

# Body

Use formatting including headings and lists as needed. Start with the problem, and then describe why it was a problem and how it was overcome.

You may want to provide different messaging for different agencies. If so, copy and paste the table below and list the agencies under audience. See [For government audiences](https://www.forgov.qld.gov.au/government-audiences) for a list of agencies and more information.

|  |  |
| --- | --- |
| Body | Provide more information about your case study, including timelines, data and purpose. |
| Audience | Leave blank for all agencies. Copy and paste agencies from [For government audiences](https://www.forgov.qld.gov.au/information-and-communication-technology/communication-and-publishing/website-and-digital-publishing/publish-on-queensland-government-websites/publish-on-for-government/how-to-publish-on-for-government/for-government-audiences) to display to select agencies. |

# Readability

[Enable readability statistics in Word](https://support.microsoft.com/en-us/office/get-your-document-s-readability-and-level-statistics-85b4969e-e80a-4777-8dd3-f7fc3c8b3fd2). Highlight your content and complete a [Spelling & Grammar check](https://support.microsoft.com/en-us/office/check-grammar-spelling-and-more-in-word-0f43bf32-ccde-40c5-b16a-c6a282c0d251). If it asks you to check the rest of the document, select **No**. Word will show a readability score for your content. You can also use a free online app called, [Hemingway Editor](https://hemingwayapp.com/).

See also the [Queensland Government Web writing and style guide](https://www.qld.gov.au/forgov-dev/information-and-communication-technology/communication-and-publishing/website-and-digital-publishing/website-standards-guidelines-and-templates/write-for-queensland-government-websites/web-writing-and-style-guide).

|  |  |  |  |
| --- | --- | --- | --- |
| Style guide check |  |  | |
| Flesch-Kincaid Grade Level |  |  |  |
| 9 or less | 10 to 13 | 14 or more |
| Good | OK | Poor |

# Images, video and supporting material

If you’re including images, videos or supporting material to your content, provide details here. See the [documents and media guide](https://www.forgov.qld.gov.au/information-and-communication-technology/communication-and-publishing/website-and-digital-publishing/publish-on-queensland-government-websites/publish-on-for-government/how-to-publish-on-for-government/for-government-publishing-guides/publish-documents-and-media-on-for-government) for accessibility and formatting requirements.

|  |  |
| --- | --- |
| Images | Attach to your email when sending your content brief. There are no image size requirements. |
| Video | Provide the embed code or a link to download the file. |
| Supporting material | Attach documents to your email when sending this content brief. If you have links to other web sites, list them here. |

# Case study meta data

Select 1 or more of the following topics, audiences, priorities, principles. This will help you attract the right readers.

|  |  |
| --- | --- |
| Topic | Transport and motoring  Employment and jobs  Education and training  Queensland and its government  Health and wellbeing  Homes and housing  Business and industry  Emergency services and safety  Your rights, crime and the law  Environment, land and water  Recreation, sports and arts |
| Audience | Aboriginal and Torres Strait Islander peoples  Parents and families  People with disability  Seniors  Youth  Government employees |
| Priorities | People  Collaboration  Connectivity  Trust |
| Main priority | If you selected more than 1 priority, tell us the primary priority. |
| Principles | Solve the right problem  Digital by default  Create unified digital experiences  Prefer open over closed  Make it secure by design  Harness skills and experience  Leave no one behind  Experiment, learn and improve  Lead agency |
| Main principle | If you selected more than 1 principle, tell us the primary principle. |

# Agency details

Tell us which agencies were involved in the case study and the lead agency. Copy and paste agencies from [For government audiences](https://www.forgov.qld.gov.au/government-audiences).

|  |  |
| --- | --- |
| Agencies involved |  |
| Lead agency |  |

# Status

Is the case study current, complete or in development?

|  |  |
| --- | --- |
| Status |  |

# Contact

Tell us who readers can contact to find out more information about the case study. A group email and/or team phone number is best. These will be published. If you provide a person’s name and contact details, you need to get their consent.

|  |  |
| --- | --- |
| Contact name | Optional |
| Phone | Optional |
| Email | Required |

# Subject matter expert

The person who will approve the accuracy of the content.

|  |  |
| --- | --- |
| Name |  |
| Signature |  |
| Date |  |
| Position |  |
| Business unit |  |
| Organisation |  |
| Phone |  |

# Editor

The person (web publisher) who will review your content and provide editorial advice ***before*** you get approval.

|  |  |
| --- | --- |
| Name |  |
| Position |  |
| Business unit |  |
| Organisation |  |
| Phone |  |
| Date |  |

# Director or equivalent approval

To publish on *For government* you need to get Director or equivalent approval. If your agency requires further levels of approval, copy and paste the table below.

|  |  |
| --- | --- |
| Name |  |
| Signature |  |
| Date |  |
| Position |  |
| Business unit |  |
| Organisation |  |
| Phone |  |

# Publishing information

## Publishing date

What date do you need to publish this content? You need to give your editor appropriate time to edit, your approver enough time to review your content, and your publisher enough time to publish it—no less than 2 weeks.

|  |  |  |
| --- | --- | --- |
| Publishing date |  | More than 2 weeks from today’s date |
| Less than 2 weeks from today’s date |

## Classification

Most of the content we publish on *For government* is public, meaning anyone can see it—supporting our commitment to government transparency.

Some content we publish is sensitive or may be confusing to the public. We set this to ‘private’ and make it only available to government employees who log in. **This content won’t appear in search results.** Employees will need a link to the page or to navigate to it via the menu.

Please choose a classification:

PUBLIC—this content doesn’t pose a risk to security or reputation for the Queensland Government.

PRIVATE—this content may pose a risk to security or reputation for the Queensland Government if made public.

## Menu

|  |  |
| --- | --- |
| Menu title | Displays in the left navigation menu. If you want a different link title to the page name, request it here. |
| Parent item/subject area | Provide the name of the section in which the content will be published e.g. Interpreter services. |
| Other relevant areas | If you want a secondary link to this page from another section, tell us here. |

## Metadata

|  |  |
| --- | --- |
| Keywords | List key search terms and phrases. Separate with commas. |

## Review contact

|  |  |
| --- | --- |
| Review email | The email address of the team responsible for reviewing the content (usually a web team). |

## URL path settings

|  |  |
| --- | --- |
| URL alias | If you want a specific URL, request it here. |