# Purpose

What does a reader need to know after reading your project page? This helps decide what information to include first. The business need confirms if you should publish your project on *For government.*

|  |  |
| --- | --- |
| User need |  |
| Business need |  |

# Style

How will you write your content? Follow the Queensland Government Style Manual. Your content must be professional and inclusive, and accessible to the entire *For government* audience (readability grade 9 or lower).

# Title

Maximum of 55 characters (including spaces).

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|  |

# Summary

Maximum of 150 characters (including spaces).

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|  |

# Project details

Tell readers in more detail about the project.

|  |  |
| --- | --- |
| About the project | Use formatting including headings and lists as needed. Describe the problem the project is solving, how it will solve it, and the expected outcome. |
| Start date | MM/YYYY | **End date** | MM/YYYY |
| Project phase | For example, UAT, delivery, implementation. Use a maximum of 150 characters (including spaces). |
| Benefits | How will the project benefit those impacted? For example, reduces data entry for faster processing, moves data storage offsite saving on agency electricity expenditure. Don’t list features. |
| Key milestones | Upcoming project dates (e.g. for go-lives or testing phases). |
| Links | Links to related information on other sites (e.g. intranets, external websites). |
| ICT dashboard link | If your project is on the ICT dashboard, add the link here. |

# Images, video and documents

You’ll need a feature image. If you’re including additional images, videos or supporting material in the body of your content, 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 requirements.

|  |  |
| --- | --- |
| Images | Attach to your email when sending this 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. |

# Readability

Use [Microsoft Word’s Flesch-Kincaid readability or [Hemingway Editor](https://hemingwayapp.com/) to assess the content’s readability score.](https://support.microsoft.com/en-us/office/get-your-document-s-readability-and-level-statistics-85b4969e-e80a-4777-8dd3-f7fc3c8b3fd2)

|  |  |  |  |
| --- | --- | --- | --- |
| Readability score | [ ]  Pass (Grade 9 or less) | [ ]  Warn (Grade 10 to 13) | [ ]  Fail (Grade 14 or more) |

# Agency details

Tell us which agencies are involved in the project and the lead agency. 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)

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

# Contact

Tell readers who they can contact to find out more information about the project. You must nominate an agency. 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 must get their consent.

|  |  |
| --- | --- |
| Phone | Optional |
| Email | Optional |
| Agency | Required  |

# CategorySelect a category to display your project page under. This will help you attract the right readers.

|  |  |  |
| --- | --- | --- |
| Category | [ ]  Facilities [ ]  Finance [ ]  Human resources[ ]  Information and communication technology | [ ]  Procurement[ ]  Systems[ ]  Other |

# Classification

Most *For government* content is public, supporting our commitment to transparency. Some content, if it is sensitive or potentially confusing to the public, is private (only available to government employees who log in).

[ ]  PUBLIC—this content does not 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.

# Subject matter expert (first level approval)

The person who provides the information and reviews the accuracy of the content.

|  |  |
| --- | --- |
| Name |  |
| Date |  |
| Position |  |
| Organisation |  |

# Content designer (second level approval)

The person who provides the editorial advice and approves the content ready for publishing online.

|  |  |
| --- | --- |
| Name |  |
| Date |  |
| Position |  |
| Organisation |  |

# Director or equivalent approval (third level approval)

The person who approves the content to be published online.

|  |  |
| --- | --- |
| Name |   |
| Date |  |
| Position |  |
| Organisation |  |