# 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 |

# Category Select 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 |  |