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Ref: B14/1913  
Routine/Low Complexity

## DEPARTMENT OF THE PRIME MINISTER AND CABINET

PM&C  
Secretary  
Ms Cross  
Ms McDavitt  
Ms Johnston  
Ms Spence  
Mr Saunders  
Ms Laker  
Mr Poels

To: Parliamentary Secretary to the Prime Minister (for decision by 29 August 2014)

## UPDATE ON THE CUTTING RED TAPE WEBSITE

PSPMO  
s 22

File:

**Recommendation - that you:**

1. Agree changes to improve [www.cuttingredtape.gov.au](http://www.cuttingredtape.gov.au) compliance with the Government's Web Guide including the creation of a separate Ministerial website for your own use.

Agreed / Not Agreed

JOSH FRYDENBERG

Date:

Comments:

**Key Points:***Handling of current comments and submissions*

1. Since the launch of [www.cuttingredtape.gov.au](http://www.cuttingredtape.gov.au) (the website) on 19 March 2014, more than 2,200 comments and over 100 submissions have been received. Not all comments are genuine, and the level of 'spam' comments has increased over time (see [Attachment A](#)).
2. Twenty-two comments were addressed directly to the Prime Minister, and had draft responses generated for your signature on his behalf (see C14/24211 and linked items). Comments not directly addressed to the Prime Minister or yourself are being considered and progressed for a Departmental response. This includes providing a copy to relevant Deregulation Units for their consideration, when appropriate.
3. The submissions lodged on the website vary in substance, from single line contributions from individuals, through to substantive documents from business stakeholders. A summary of all submissions received is at [Attachment B](#).
4. Draft responses to those submissions personally addressed to the Prime Minister or yourself, or those received from peak bodies and key stakeholders, will be provided to you separately for your signature. The remainder will be considered for a Departmental response.

*Accommodating future milestones in the website design*

5. Traffic to the website is expected to rise again in conjunction with the 2014 Spring Repeal Day, and now is an opportune time to refresh the content. For example, changes underway include:
  - a. **Portfolio Deregulation Contacts** – consistent with an election commitment, a list of publicly identifiable officials (of at least SES1 or higher) has been added to the website. A copy has been provided in advance to s 22 in your office.

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- b. **2014 Spring Repeal Day documents** – a new landing page will be created under the Repeal Day tab on the home page, with the Autumn and Spring Repeal Days to be displayed on separate tabs.
- c. The **progress indicator (the ‘thermometer’)** – this currently stops at \$1 billion for 2014, yet this figure may be surpassed. The thermometer will be altered to display a higher figure, if needed.
- d. The **Regulator Audit Framework** – the framework for auditing the performance of regulators may generate significant interest later in 2014, and will be displayed on the website.
- e. **Government Annual Reports** – the first of these are expected to be tabled in Parliament from 2015, and will need to be accommodated when released.

### *Updating the home page messaging*

- 6. Consideration will be given by PM&C to periodically updating the ‘news’ elements on the website home page, as appropriate. For example, last week the Australian National Audit Office’s *Better Practice Guide on Administering Regulation* was added to the website, and the milestones described above are also suitable additions.
  - a. You may wish to consider requesting an update of the Prime Minister’s video message in conjunction with the Spring Repeal Day, particularly if the \$1 billion target is met at that time.

### *Guideline risks and handling opportunities*

- 7. Recognising that the design and implementation period for the website was short, a post-implementation review for compliance against the Government’s Web Guide has been conducted, in consultation with Public Affairs and Digital Media officials within PM&C. This Guide assists agencies in developing and maintaining their online presence. (An overview of the guide and mandatory requirements are at [Attachment C](#).) The initial analysis of the Guide has identified compliance risks, most notably involving the Content Accessibility, and Ministerial and Agency aspects, set out below.

### *Web Content Accessibility Guidelines 2.0 (WCAG 2.0)*

- 8. Under the *Disability Discrimination Act 1992* agencies must ensure that people with disabilities have the same fundamental rights to access information and services as others in the community, and the Government has committed to reaching the required standard by December 2014. Currently, the website does not fully comply with the WCAG 2.0, and some parts of it will need to be reformatted.

### *Proposed approach to Ministerial and Agency websites*

- 9. The Web Guide assumes that Ministerial media statements and programme related material will be separately hosted by departments. We note that the website requires separation of these materials to be fully compliant.
- 10. This separation can be achieved by creating a distinct Ministerial website for you. This would ensure consistency with the Prime Minister, four Ministers and Parliamentary

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Secretaries within the Department of Prime Minister and Cabinet, all of whom have a Ministerial website:

- a. Prime Minister <http://www.pm.gov.au>
  - b. Minister Scullion <http://minister.indigenous.gov.au>
  - c. Minister Abetz <http://ministers.employment.gov.au/abetz>
  - d. Minister Ronaldson <http://www.smos.gov.au/>
  - e. Minister Cash <http://minister.women.gov.au/> and <http://minister.immi.gov.au/michaeliacash>
11. It is proposed that the first item in the links section on [www.cuttingredtape.gov.au](http://www.cuttingredtape.gov.au) be changed to redirect users to a new ministerial website, where your current 'media hub' materials will be relocated. This would see the programme and ministerial materials separately hosted, to minimise potential compliance risks under the Government's Web Guide requirements, and will also provide staff in your office with greater flexibility over content and focus.



Jason Lange  
a/g Assistant Secretary  
Office of Deregulation  
11 July 2014

Policy Officer: [REDACTED] s 22  
Phone no: [REDACTED] s 22  
Consultation: Public Affairs & Digital  
Media

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**ATTACHMENTS**

**ATTACHMENT A**

**STATISTICS ON WEBSITE VISITS**

**ATTACHMENT B**

**SUMMARY OF SUBMISSIONS**

**ATTACHMENT C**

**AUSTRALIAN GOVERNMENT WEB GUIDE**

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STATISTICS ON WEBSITE VISITS

ATTACHMENT A

The following information provides an update on the [cuttingredtape.gov.au](http://cuttingredtape.gov.au) website traffic report provided on 1 May 2014 (B14/1292 refers).

- As at 3 July 2014, 33,319 people have visited the website.
- Traffic peaked in the first two weeks following the website's launch (close to 63 per cent of total traffic) but has since tapered off. Since launch, it has attracted an average of 323 visitors a day. However, over the last month traffic has averaged at 93 visits a day.
- Close to 50 per cent of all website traffic originates from the ACT, suggesting that the website may have been accessed primarily by public servants.
- The *Australian Government Guide to Regulation* continues to be popular, comprising around 13 per cent of traffic to the website. The next most popular areas continue to be pages relating to Repeal Day, comprising close to 7 per cent of traffic, and the comments pages, which continues to account for around 2 per cent of traffic.
- Although comments continue to be received, from 19 April onwards, only 1 per cent of comments were genuine – the remaining are all spam.
- Roughly 60 per cent of genuine comments relate to the Future of Financial Advice reforms, and around 4 per cent of genuine comments seek the abolition of the Aviation Security Identity Card.
- Non-government traffic to the website is expected to rise again in conjunction with the 2014 Spring Repeal Day.

PM&C is cognisant of the need to refresh content on the website, to enhance visitor interest. The achievement of future milestones within the deregulation agenda (see paragraph four of the main brief) will provide a baseline of materials of interest to be uploaded, as part of our active management of the site.

## AUSTRALIAN GOVERNMENT WEB GUIDE

## ATTACHMENT C

### About

The Web Guide brings together Australian Government policy and guidance for the management of an agency's online presence. This encompasses not only agency websites but also any presence an agency has on a third-party service such as a social media site. Future updates may also cover emerging areas of interest like mobile applications.

The Web Guide makes it easier for Australian Government agencies to:

- be aware of their legal and policy obligations
- find policies, guidance and examples of better practice.

For each topic, the Web Guide provides an overview of relevant issues and directs you to resources provided by the responsible Australian Government agency or other organisation. The Australian Government Information Management Office (AGIMO), within the Department of Finance, manages this site.

### Agency legal and policy obligations

The Web Guide aims to clarify the relevant legal and policy requirements, but agencies should bear in mind that they have other, broader obligations (such as to good financial management and procurement) that will apply to the online environment.

This Web Guide is intended to supplement any agency-specific guidelines relating to websites and social media, rather than replace them.

### Content

Web Guide content will:

- focus on the development and maintenance of online properties
- be relevant to Australian Government agencies in general rather than individual agencies
- have some authority within the Australian Government
- be the most current information available.

In conjunction with other agencies, we also review content and add more resources.

### Sources of authority

The Web Guide distinguishes what agencies must do (mandatory requirements) from what is simply good practice. There are two main sources of authority for the mandatory requirements: legislation and government policy.

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### ***Legislation***

Mandatory requirements may be related to legislation. In some cases, administrative law has been interpreted to apply to government websites. In some cases, this interpretation has been based on guidance provided by the responsible agency.

### ***Government policy***

Mandatory requirements may have been implemented through a Cabinet decision or other executive fiat. Mandatory requirements may also originate as orders of a house of Parliament.

Standards endorsed by the Government are included in the Web Guide as mandatory requirements.

## **MANDATORY REQUIREMENTS**

(Excerpt from <http://webguide.gov.au/mandatory-requirements/>)

There are mandatory requirements for Australian Government agencies to consider when developing and maintaining their online presence.

This listing supplements any agency-specific guidelines relating to websites, it does not replace them.

It is recommended that all agencies, when procuring website development and design services (or similar), should include the following words to ensure that all potential service providers are fully informed of the agency's legal and policy obligations:

All Australian Government websites and other web-based content must comply with any relevant Mandatory Requirements identified in the Web Guide (<http://webguide.gov.au/mandatory-requirements/>). Service providers should be familiar with the Mandatory Requirements and the other guidance provided by the Web Guide when responding to Australian Government tender processes for relevant services.

### **Accessibility**

The Web Content Accessibility Guidelines (WCAG) version 2.0 have been endorsed for all Government websites.

### **Advertising**

Agencies need to be aware of their responsibilities regards government campaigns and online advertising.

### **Archiving websites**

Under the *Archives Act 1983* Government agencies must retain records of their websites and website content for designated periods.

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### Branding

The Web Guide provides guidance on implementation of the Australian Government Brand in the online environment.

### Caretaker conventions

In the period preceding an election, the Australian Government assumes a caretaker role. During this time there are a number of restrictions on what the Australian Government may do.

### Contract reporting requirements

Under *Senate Continuing Order No.9*, agencies are required to list a range of contracts on their agency website.

### Copyright & copyright notices

Agencies must include appropriate copyright notices on their websites.

### Disclaimers

Agencies need to limit any liability from subsequent use of information by including a disclaimer on their websites.

### Documents tabled in Parliament

All documents that have been tabled in Parliament are to be published online.

### Domain names

The *Australian Government Domain Name Policy* provides criteria to be met when applying for, managing and decommissioning gov.au domain names.

### File lists

Under *Senate Continuing Order No.8* agencies must publish an indexed list of relevant files every six months on their agency website.

### Forms

Providing forms online can provide benefits to the public and to Government agencies

### Freedom of Information

Reforms to the *Freedom of Information Act 1982* (the FOI Act) in 2010 introduced fundamental changes to the way information held by government is managed and accessed by members of the public.

### Metadata (AGLS)

Metadata is a set of descriptive elements that government agencies use to improve the visibility and accessibility of their services and information.

### Online Content Requirements

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Agencies are required to publish a range of public accountability information on their agency website.

### Privacy & privacy statements

Australian Government agencies must comply with the Privacy Act 1988, particularly the Information Privacy Principles, and include a privacy statement on their websites.

### References to the Australian Government

Reference should be made to the 'Australian Government' and not the 'Commonwealth Government' or the 'Federal Government'.

### Security

The Australian Government Protective Security Policy Framework directs Australian Government agencies to consider the security implications of their electronic information systems and to devise policy and plans to ensure the systems are appropriately protected.

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