

Third Party Website Content Policy

Background and purpose

WorkCover WA utilises the website workcover.wa.gov.au to inform and educate workers, employers and scheme participants about their rights and responsibilities under the *Workers' Compensation and Injury Management Act 1981* (the Act).

From time to time WorkCover WA receives requests from external parties to publish their content on the Agency's website, such as events, news articles and links to the websites of external organisations.

This policy governs the handling of requests from third parties to publish such content on the WorkCover WA website.

Scope

This policy applies to all WorkCover WA employees including those employed on a contract or temporary basis.

Policy / Policy statements

1. The Communications and Education Branch is responsible for the overall design, layout, and content of the WorkCover WA website, including the publication of events, news articles and links on the WorkCover WA website, subject to approval of the Chief Executive Officer.
2. All requests for events, news articles and links to be published are to be submitted to the Communications and Education Branch for initial assessment prior to approval from the Chief Executive Officer.
3. Events, news articles and links from external organisations must be relevant to stakeholders within the WA workers' compensation scheme.
4. Events, news articles and links from external organisations will not contain any inappropriate explicit or implicit endorsement, nor will they provide a provider with a commercial advantage.
5. Requests that do not comply with this policy will be rejected by the Manager Communications and Education.
6. The inclusion of an event, news article or link from an external organisation on the Agency website is subject to approval by the Chief Executive officer.

Events

7. Requests for publishing an event from an external organisation must be reviewed to determine if the event:
 - (a) Relates to training, professional development and education;

- (b) Is relevant to the workers' compensation and injury management scheme in Western Australia;
 - (c) Aims to inform, educate or raise awareness of workers' compensation and injury management matters; and
 - (d) Provides information that is accurate and aligned with the workers' compensation legislation.
8. Events hosted by external organisations will only be published on the WorkCover WA website where the event provider is:
- (a) WorkCover WA;
 - (b) IFAP and PIEF;
 - (c) Another government agency;
 - (d) A not-for-profit organisation;
 - (e) A non-government agency contracted by WorkCover WA; and
 - (f) A WorkCover WA-approved training provider.
9. When WorkCover WA publishes an event hosted by an external organisation, a disclaimer will be added to state WorkCover WA does not provide endorsement and accepts no responsibility for events organised by other organisations that are published on the Events Calendar.
10. It is the responsibility of the organisation submitting the event for publication to ensure all information is up-to-date and accurate and advise WorkCover WA of any changes to the event.

Latest News Articles

11. Requests for publishing a news article from an external organisation must be reviewed by the Manager Communications and Education to determine if the article:
- (a) Contains information relevant to the workers' compensation and injury management scheme in Western Australia;
 - (b) Contains information that is accurate and aligned with the workers' compensation legislation; and
 - (c) Aims to inform, educate or raise awareness of workers' compensation and injury management matters.

Links to external organisations

12. Requests for publishing a link to an external organisation must be reviewed by the Manager Communications and Education to determine if:

- (a) The organisation's purpose and activities are relevant to the workers' compensation and injury management scheme; and
 - (b) The information available on the organisation's website is complementary and useful.
13. Links will only be included on the Agency's website where the previous policy statement is met and the external organisation is:
- (a) Another government agency; or
 - (b) A not-for-profit organisation.
14. The information that will be included with the link on the Agency website will be limited to the name of the organisation.

Authority

This policy is issued by the Chief Executive Officer with the endorsement of the WorkCover WA Corporate Executive.

Approval

This policy was endorsed by the Corporate Executive following consultation with the Joint Consultative Committee (JCC).



Chief Executive Officer

17 / 3 / 21

Document details

Agency contact officer:	Manager, Communications and Education
File reference:	S2016/1422
Date approved (initial policy):	2016
Last reviewed (updated policy):	March 2021
Next Review	March 2023
Document name:	Third Party Website Content Policy