POLICY STATEMENT

Website Guidelines Policy
Date of approval: July 2009
Date to be reviewed: December 2010
Contact Person: Chief Executive Officer

Objectives:

UQ Sport recognises the value of the Web as a means of communicating and exchanging information, delivering services and interacting with members of our clubs and the local community. People wanting to find information about UQ Sport and our affiliated sport and recreation clubs need to know the information exists and be able to obtain the information quickly, confident that it is current and accurate. The primary purpose of this document is to provide a set of guidelines to ensure that club websites provide information and services that are:

(a) Easily navigable and accessible for users;
(b) Informative and service-oriented for members of the club and/or the general public; and
(c) Actively maintained in a manner that reflects ownership of the Club Executive.

Policy Statement:

The following Website Guidelines for Sporting Clubs applies to the development and maintenance of websites for UQ Sport affiliated clubs:
(a) Clubs should ensure the accuracy, currency and appropriateness of the website content by reviewing web pages on a regular basis. It is suggested that this should occur at least every three months;
(b) Prior to publishing, all website content must be authorised by the President and/or their nominee eg. Website administrator. The approving officer must be confident that the content is correct in all aspects and meets the minimum requirements of this policy;
(c) Club websites must not include information that is, and/or be directly linked to, sites containing offensive and/or obscene material;
(d) Any content that may be perceived as being of a discriminatory nature and/or can be construed as bringing UQ SPORT and/or the University into disrepute must not be published on club websites;
(e) Prior approval must be sought from the UQ Sport Executive Director and/or their nominee before the University of Queensland and/or UQ Sport logos may be used on the club website. Upon approval, clubs will be issued with the most up-to-date version of the logo together with a set of guidelines outlining their use;
(f) Due to the dynamic nature of websites, it is necessary to periodically check all links to ensure these are working properly.
Clubs are encouraged to increase the visibility of the website by:

(a) Placing the name of the club website onto advertising material for the club;
(b) Arranging for the club website to be linked directly to the UQ Sport Website via the sport and recreation club pages; and/or
(c) Organise a formal launch of the Club Website.

UQ Sport reserves the right to withdraw website material that does meet with the guidelines outlined in this policy. This discretion may be exercised in the case that UQ Sport becomes aware, receives claims or allegations, or has reason to inquire whether the content would be reasonably likely to offend the reader.

In the event that a club is found to be in breach of this policy the following actions will be taken:

(a) The Club President and/or their nominee shall be contacted and given notice of the breach;
(b) Where the breach is deemed to be legitimate the Club President and/or their nominee shall take all reasonable steps to resolve the situation within 24-hours. Such steps may take the form of removal of the content from the site; provision of the necessary apologies; and/or review of content approval processes;
(c) Where repeated breaches of the policy by the same club have been deemed to be legitimate UQ Sport may commence disciplinary proceedings against that club.