

Content Strategy: Writing for the user

Improving government content



Australian Government

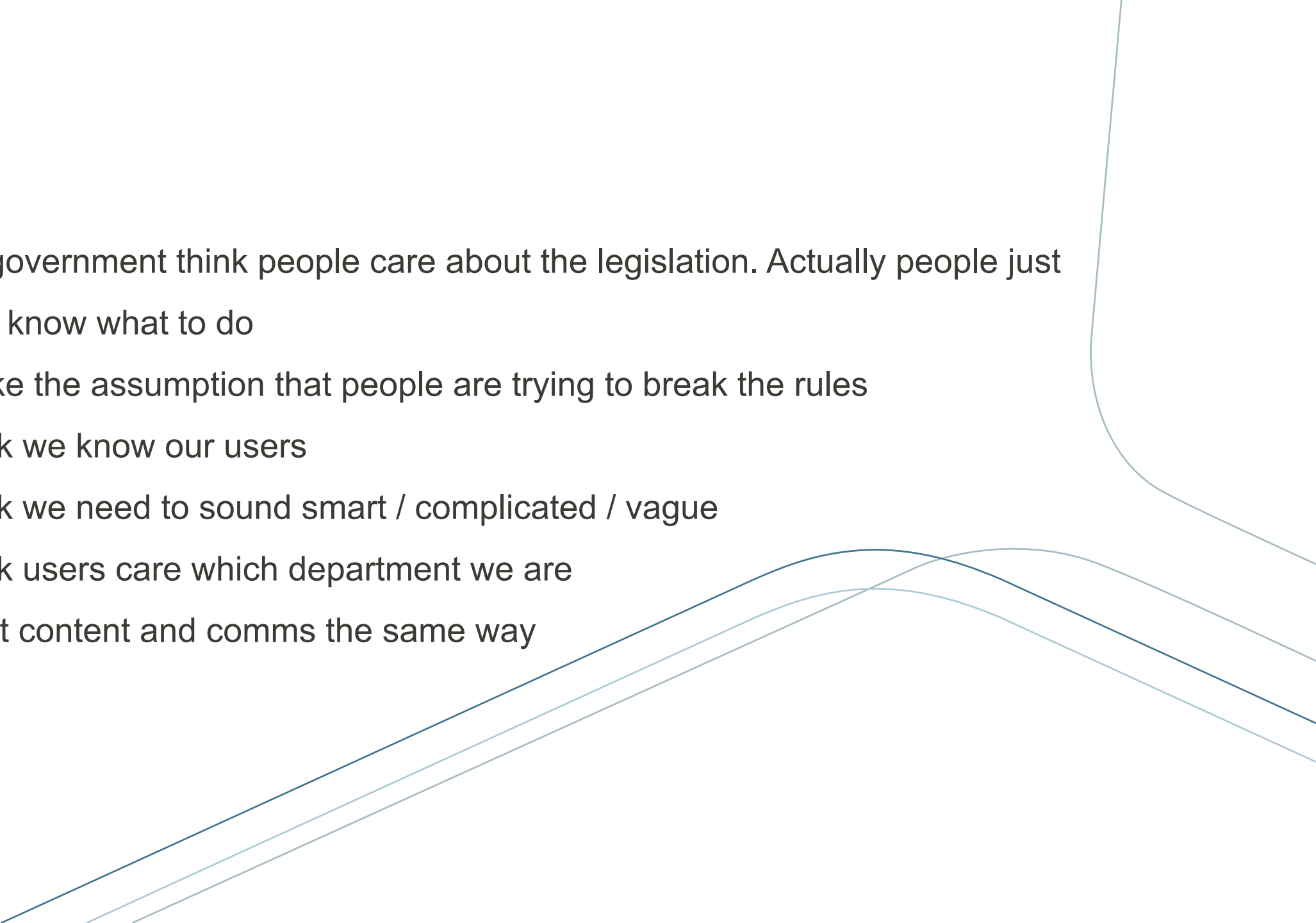
Austrade



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- we as government think people care about the legislation. Actually people just want to know what to do
 - we make the assumption that people are trying to break the rules
 - we think we know our users
 - we think we need to sound smart / complicated / vague
 - we think users care which department we are
 - we treat content and comms the same way
- 
- The slide features several decorative blue lines at the bottom. On the right side, a thin blue line curves upwards from the bottom edge towards the top right corner. Along the bottom edge, there are three overlapping, wavy blue lines that sweep from left to right, creating a sense of motion and design.

LEGISLATION VS WHAT TO DO

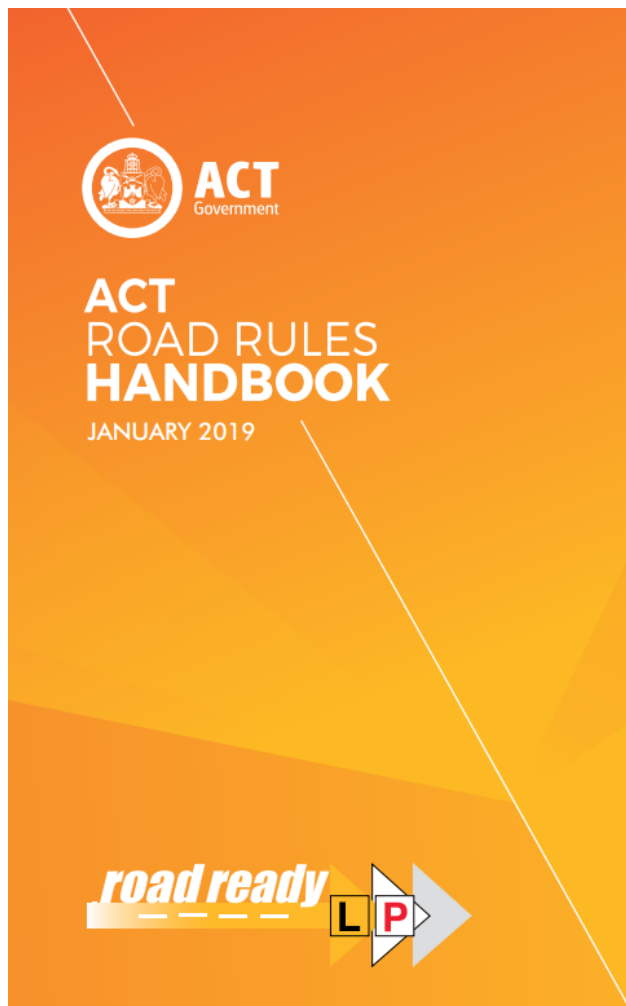
Part 2 Speeding and other dangerous driving
Division 2.1 Speeding and other dangerous driving offences
Section 5AB

- (3) However, a person who is convicted or found guilty of a failing to stop offence that was committed before the commencement of the *Road Transport Legislation Amendment Act 2016 (No 2)*, section 21 (the *pre-commencement offence*) is a *repeat offender* in relation to the offence only if—
- (a) the person has been convicted or found guilty of a failing to stop offence within 5 years before being convicted or found guilty of the pre-commencement offence; or
 - (b) the person is convicted or found guilty of 1 or more failing to stop offences concurrently with being convicted or found guilty of the pre-commencement offence, and 1 or more of the failing to stop offences were committed before the pre-commencement offence.
- (4) Subsection (3) and this subsection expire 5 years after the day this section commences.
- (5) In this section:
failing to stop offence means—
- (a) an offence against section 5C (Failing to stop motor vehicle for police); or
 - (b) an offence against section 7 (Furious, reckless or dangerous driving) (the *current offence*) that is an aggravated offence because a circumstance mentioned in section 7A (1) (a) (i) existed at the time of the current offence; or
 - (c) an offence against the *Road Transport (General) Act 1999*, section 60 (1) (which is about requiring people to disclose the identity of a driver), if the requirement is to give information about the driver of a motor vehicle who is alleged to have committed an offence against section 5C.

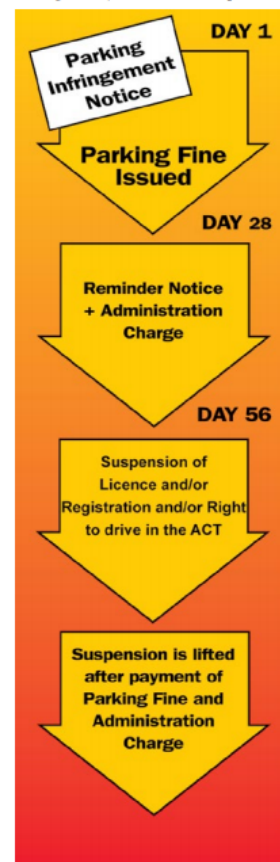
page 6 Road Transport (Safety and Traffic Management) Act 1999 R33
Effective: 01/02/20

Authorised by the ACT Parliamentary Counsel—also accessible at www.legislation.act.gov.au

POLICY VS WHAT TO DO



WARNING: You risk serious traffic offences, if you are found to be driving a vehicle with suspended registration or driving while your licence is suspended.



Miscellaneous

Throwing objects at vehicles

It is illegal to throw objects at, or place objects in the way of, motor vehicles or bicycles so as to risk the safety of drivers, riders or passengers. This offence also applies to throwing objects at other vehicles, and covers actions such as car drivers throwing objects at other car drivers, or pedestrians throwing objects at cars or trucks. These laws recognise the significant risk to the safety of road users posed by this type of behaviour.

Failing to stop for police

You must stop for police when you are given a signal to do so. Make sure you find a safe place to pull over, such as an emergency break down lane or side street.

Drivers who commit the offence of 'failing to stop for police' are subject to a maximum penalty of 12 months imprisonment and up to \$15,000 in fines, increasing to three years imprisonment and up to \$45,000 for repeat offenders.

Drivers can also have their licence suspended and vehicle seized. The registered owner of a vehicle which was used to commit the offence can also face serious penalties if they do not provide information to police about who was driving the vehicle when the offence was allegedly committed.

POLICY VS WHAT TO DO





Migration Regulations 1994

Statutory Rules No. 268, 1994

made under the

Migration Act 1958

Compilation No. 185

Compilation date: 1 July 2017

Includes amendments up to: F2017L00831

Registered: 20 July 2017

This compilation is in 4 volumes

Volume 1: regulations 1.01–5.45
Schedule 1

Volume 2: Schedule 2 (Subclasses 010–801)

Volume 3: Schedule 2 (Subclasses 802–995)
Schedules 3–5, 6D, 7A, 8–10 and 13

Volume 4: Endnotes

Each volume has its own contents

POLICY VS WHAT TO DO

Subclass 500

Student visa

Visit Australia to participate in a course of study.



Overview

About this visa

Eligibility

Step by step

When you have this visa



See education provider responsibilities and how we manage the [Education program](#).

Stay

Up to 5 years and in line with your enrolment.

Cost

From AUD620, unless exempt.

Processing times

[Processing times](#) vary

With this visa you can

- participate in an eligible course of study
- bring [family members](#) to Australia with you
- apply online in or outside Australia

[See all conditions](#)

[Check your eligibility](#)

Things to note

- be enrolled in a course of study in Australia
- hold Overseas Student Health Cover (OSHC), or fall in one of the exemption categories
- must be 6 years or older
- prove you have a [welfare arrangement](#), if you are under 18

Note:

- A substantive visa ceases to be in effect if another [substantive visa](#) is granted
- Applications are received Australian Eastern Standard Time (AEST) (or Australian Eastern daylight standard time (AEDST) when applicable)



See education provider responsibilities and how we manage the [Education program](#).

Step 1

Before you apply

Show steps ▾

Outside Australia - Apply for your visa at least 6 weeks before your course starts.

In Australia - Allow plenty of time to apply for your next visa, avoid waiting to the last day your current substantive visa expires in case of unexpected complications, as we may not always be able to help you.

Step 2

Gather your documents

Show steps ▾

To see what you will need to provide evidence of, use the [Document Checklist Tool](#). Before you use this tool please read the [disclaimer](#).

Enter your country of passport and education provider to get an accurate document checklist. Choose the option 'I have not decided on a provider yet' in the tool if you have not yet chosen a provider.

The tool will tell you what you will need to provide evidence of. If the tool says you need to provide evidence of a certain thing, select 'Show steps' to see what kind of evidence we might accept.

Re-check the document checklist based on the country of passport and education provider just before you submit your application to be sure you have the most current list. The Document Checklist Tool is updated twice a year on 31 March and 30 September.

Step 3

Apply for the visa

Show steps ▾

You must apply for this visa online. You can be in or outside Australia when you apply.

EXAMPLES WHEN YOU'RE TOLD 'JUST LINK TO THE LEGISLATION'

- The ACT Traffic Act vs the Road Rules handbook
- The Migration regulations vs Home Affairs website

PEOPLE WILL DO THE RIGHT THING IF WE TELL THEM WHAT THAT IS

Don't do this thing otherwise we will punish you

1. do this
2. then do this
3. then do this thing

PEOPLE WILL DO THE RIGHT THING IF WE TELL THEM WHAT THAT IS

1. do this
2. then do this
3. then do this thing

By the way, if you don't, these are the consequences

WE THINK WE KNOW OUR USERS

COS THEY'RE JUST LIKE US, RIGHT?



WE THINK WE NEED TO SOUND A PARTICULAR WAY



WE THINK WE NEED TO SOUND A PARTICULAR WAY



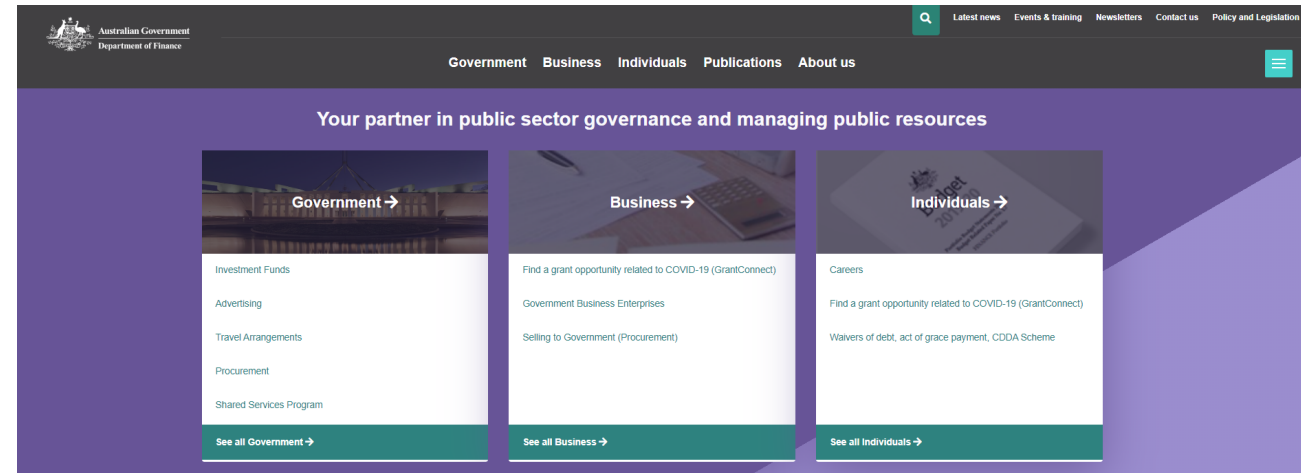
This is a screenshot of the myGov user dashboard. At the top left is the Australian Government crest and the "myGov" logo. On the top right, there are links for "sign out" and "need help?". The main content area features a "Welcome" message with the user's last sign-in time and time zone. Below this is a row of five icons: "Inbox", "Profile", "Update Details", "Services", and "Settings". A large red arrow points down to the "Services" icon. To the right of these icons is a section titled "All in one place" with the text "A fast, simple way to access government online services. One login. One password. One destination." and a "Service Finder" button. At the bottom left, there is a "Current notices" section with two bullet points: "Register for a My Health Record today" and "Australian Organ Donor Register Registration".

This is a screenshot of the myGov login page. It features a light grey background. At the top, there is a "Username or email" label above a white input field. Below this is a link for "Forgot username". The "Password" label is above another white input field, with the text "Do not show others your password" and a "Show" link to its right. Below the password field is a link for "Forgot password". At the bottom of the form is a dark grey button with the text "Sign in". Below the button is the text "or" flanked by horizontal lines. At the very bottom is a white button with the text "Create an account".

WE THINK WE NEED TO SOUND A PARTICULAR WAY



VS



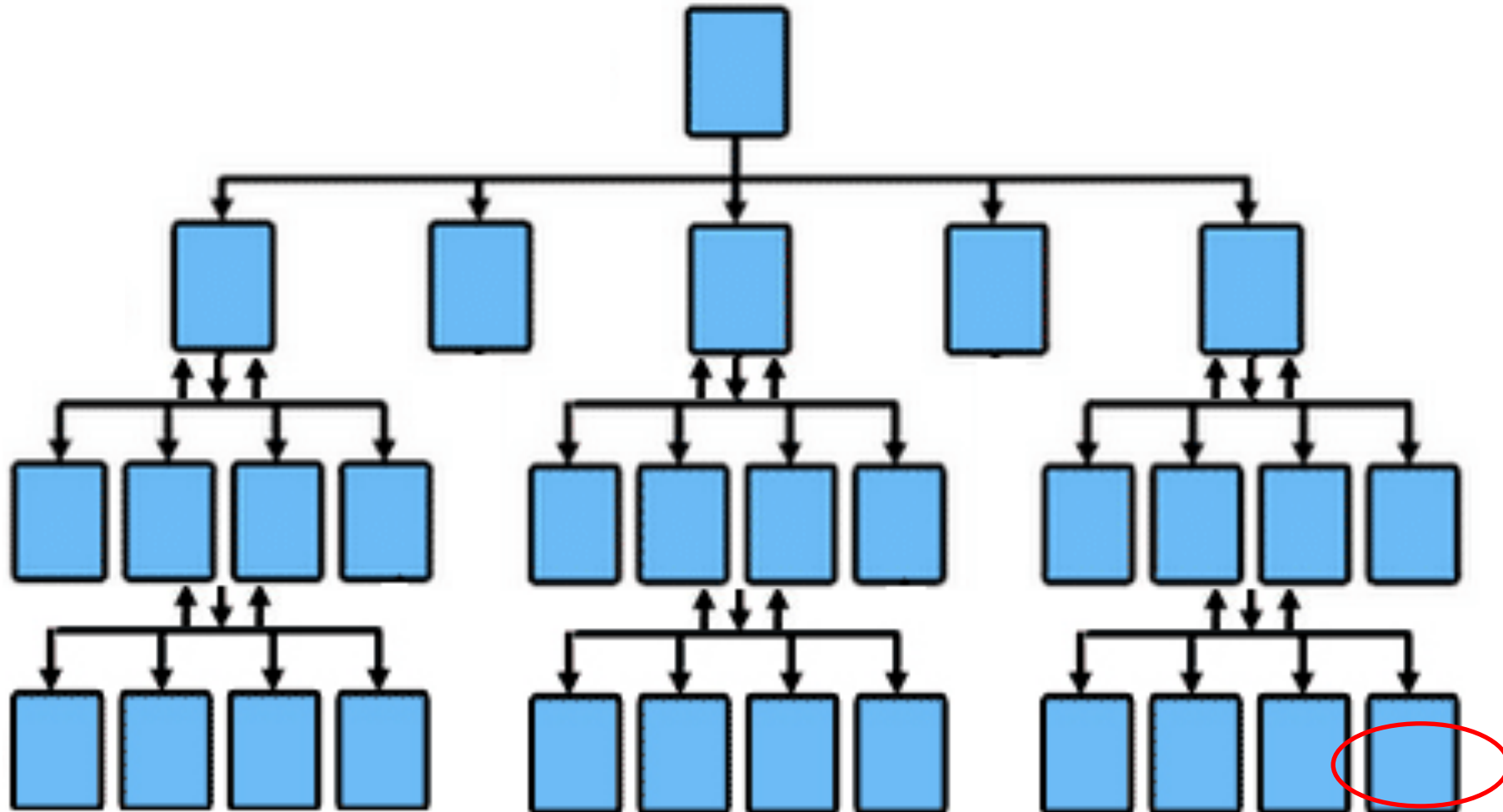
WE THINK USERS CARE WHICH DEPARTMENT WE ARE



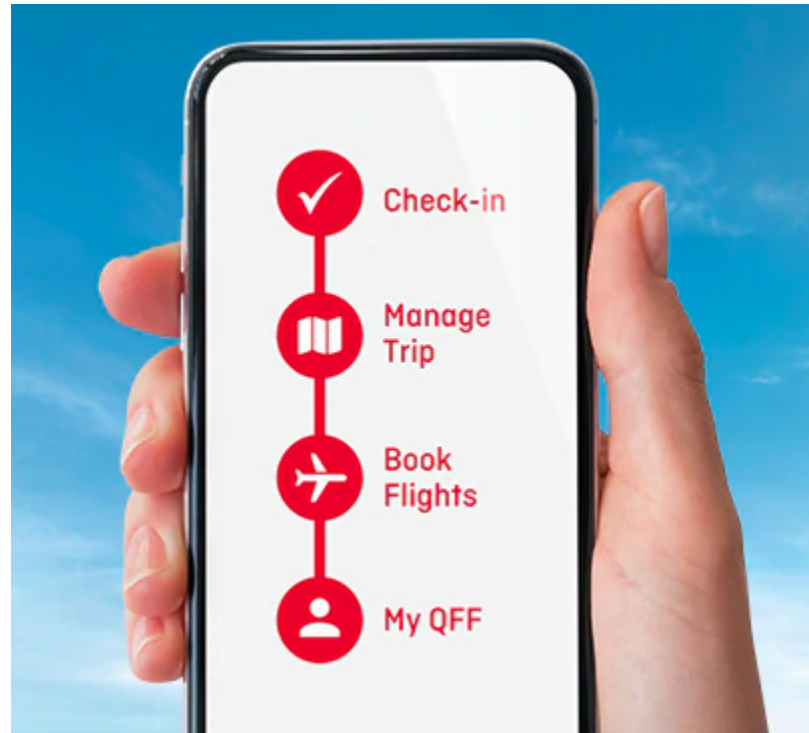
TREAT COMMS AND CONTENT THE WRONG WAY

	Content	Comms
Structure and design	Structured, designed and has metadata	Sparkly
Push / pull	People outside the organisation have a question that they want answered and mightn't know that they've come to you for the answer	'By the way' content 'You might be interested in ...'
Sarah's mental model	Static (but up to date) and is in some kind of database eg, website or digital service	Moving and temporary – news articles, speeches, social media
Creation	Content design (what's the most user-centred way to convey and manage this information)	Decide what to say and where to put it
Measurement	Can users find the content they're looking for? Can they understand it?	Does this change behaviour?
Strategy	Describes the elements used and how content is crafted. Content strategy covers image styles, writing tone, overall "look" of video production graphic design, governance, workflow, deciding what works and what doesn't. A good content strategy means that content cannot be spontaneously delivered. Instead, effective content starts with a user need and moves through development, testing, crafting, and approvals.	Covers public relations, marketing, advertising, internal and external communications, social media, government relations, media relations, and crisis management
Origin	UX (user driven)	Marketing (business driven)

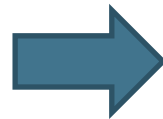
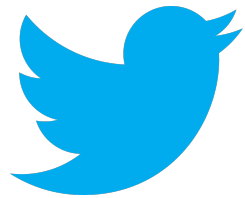
WHEN WE TREAT CONTENT LIKE COMMS



WHEN WE TREAT COMMS LIKE CONTENT



COMMS AND CONTENT WORKING TOGETHER



Wine to Japan
Last updated: 19 May 2020
This page is about what to consider and who can help you when exporting to Japan.

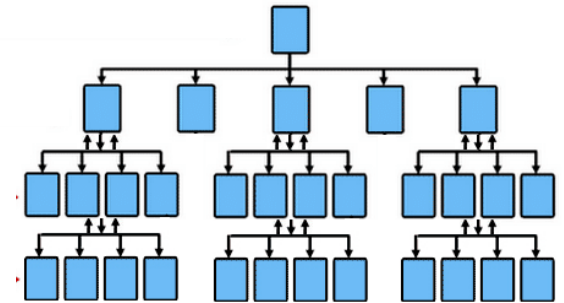
Fast facts

- Help is available for agriculture and fisheries exporters to get their high-value produce into key overseas markets. This includes Japan.
- Australian wine struggles with brand positioning in the Japanese market. It needs strong investment in brand promotion.
- In 2018, total alcohol sales were 8,627 million litres—a decrease of 1.3% from 2017 (Source: Japan National Tax Administration Agency, December 2018).
- Demand for natural and organic wines is increasing.
- Japanese consumers generally have a preference for 'old-world' wines.

COVID-19: Support for Australian businesses
Get COVID-19 updates about exporting or doing business in this location.

What to consider

Demand trends <ul style="list-style-type: none">• Market size• Projected growth• Opportunities and challenges	Competitive environment <ul style="list-style-type: none">• Key suppliers to this market• Distributors and channels• Opportunities and challenges	Laws and regulations <ul style="list-style-type: none">• Regulatory environment• Trade agreements• Tariffs and taxes
Doing business in Japan <ul style="list-style-type: none">• Promoting your business• Events• Cultural considerations	Resources and incentives <ul style="list-style-type: none">• Grants and funding• Startup hubs• Industry analyses	Who you can talk to <ul style="list-style-type: none">• Austrade trade advisors• Professional service referrals• Industry associations



(Social media
Comms)

Digital service
(Changeable small
pieces of content)

A specific piece of
web content
(Stable content)

IN CONCLUSION

- Turn the policy into a 'to-do list'
- Then put the to-do list into the order in which users should approach it
- Start with the assumption that people will do the right thing if they know what that is
- Get to know your users
- Use plain English (and fight those that resist 'dumbing down' their content)
- If your content crosses over into other departments' or agencies' content – point to that content
- Make sure your content and comms are created and used together to create a seamless user journey