Hi Jeff,

Based on our chat, the web change you intend to make is:

- Creation of a new page, new content, a new offer or a change to the customer experience; and
- It will be changing the customer experience.

To execute this change, please:

- Create a brief outlining your change, and provide this to the Digital Producer.
- Attach the following evidence to the brief:

  o A completed "Marketing Checklist - General" "Marketing Checklist – General" and any Product Marketing Checklists if it relates to your specific Product.
- Obtain approvals from 2LOD Compliance and Product/ the relevant SME;
- Obtain evidence of your consultation with Digital Design and Digital Experience Design (XD).

  To help you get started, you can view our list of potential contacts for approval/ consultation here
  https://digital.westpacgroup.com.au/confluence/display/DQA/Digital+Customer+Facing+Content+%28CFC%29+Framework

Other important information to know:
- The approvals you obtain for this work request will expire in 3 months i.e. they can potentially be re-used in the future, depending on any subsequent advice you receive from myself or if you act in line with the Digital Customer Facing Content Framework.
- Ask your Digital Producer whether it is appropriate to use the Universal Content Repository; and
- All advice I provide is in accordance with Digital's Customer Facing Content Framework. If you need further information, you can review it here.
  https://digital.westpacgroup.com.au/confluence/display/DQA/Digital+Customer+Facing+Content+%28CFC%29+Framework?preview=/55650333/57254593/Digital%20Customer%20Facing%20Content%20(CFC)%20Framework%20-%20v4.pdf

If you have any further questions around:

- The approvals process, please reach out to the Digital Risk Guardians (XLR8 Contact: Geena Joung, Other Advice: Lily Encina/ Efrosini Combis).
- The process to get a web content change published, please reach out to your Digital Producer.