[date]

Hi Jeff,

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

- Going to re-use existing content, that is already live and was approved within the last 3 months;
- Going to place the re-used content on an existing page;
- Relating to the same product, and relating to the same brand.

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:

  - A completed "Marketing Checklist - General" "Marketing Checklist – General" and any Product Marketing Checklists if it relates to your specific Product.

Other important information to know:
- My advice is only relevant for this specific request;
- 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.