



## Domain names for web-based solutions

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AUTHORISED BY	Deputy Director General, Finance, Strategy & Operations	AUTHORISED DATE	07/09/2012
ISSUED BY	Digital Services, Finance, Strategy & Operations	EFFECTIVE DATE	15/12/2012

### Purpose

This policy outlines the requirements for establishing domain names for websites and all web-based solutions for the Trade and Investment cluster.

It implements the NSW Government Premier & Cabinet Circular C2012-08, which stipulates that agencies are to streamline their websites to focus on customer needs, including meeting mandated accessibility requirements. All departments are responsible for the approval, administration, cost and renewal of *nsw.gov.au* domain names. Use of *.com*, *.net*, *.info*, *.org* for new projects is not permitted for any web-based solutions and websites (including short-term) without cluster approval.

### Scope

This policy applies to all staff in all Trade and Investment cluster agencies, departments, offices and authorities. This includes all short-term website and web-based solutions created for marketing and other purposes.

#### 1. Inclusions

- a. All websites and web-based solutions produced and/or hosted by departments, branches and agencies within NSW Trade & Investment, including, but not limited to:
  - i. Department of Primary Industries, including Forests NSW, Fisheries NSW, Agriculture NSW, Biosecurity NSW, NSW Food Authority, Rural Assistance Authority, Sydney Catchment Authority; Catchments & Lands including Soil Conservation Service, and NSW Office Of Water
  - ii. Industry, Innovation & Investment;
  - iii. Resources & Energy;
  - iv. NSW Trade & Investment Commissioners;
  - v. Mine Subsidence Board;
  - vi. Homebush Motor Racing Authority;
  - vii. Coal Competence Board;
  - viii. Arts NSW;
  - ix. Cultural Institutions;
  - x. Destination NSW;
  - xi. Independent Liquor and Gaming Authority;
  - xii. Livestock, Health and Pest Authorities and State Management Council;
  - xiii. Marine Parks Authority;
  - xiv. Game Council NSW;
  - xv. Catchment Management Authorities

- b. Websites and web-based solutions produced and/or hosted by NSW Trade & Investment for trusts, boards, committees, inter- and intra-agency projects, cross-border projects, or related organisations unless listed under Exclusions.
  - c. Websites and web-based solutions produced independently by staff, in their own time, where the websites and web-based solutions contain any material and subject related to or concerned with NSW Trade & Investment, and/or the area in which they are employed.
2. Exclusions
- a. Domain names for educational institutions shall continue to use the *.edu* domain.
  - b. Domain names for websites and web-based solutions produced and/or hosted by NSW Trade & Investment for trusts, boards, committees, inter- and intra-agency projects, cross-border projects, or related organisations where the domain name has been agreed upon in writing and approved by a delegated officer (see Delegations below).

### **Policy**

1. The department is committed to streamlining its websites to focus on customer needs and meeting mandated accessibility requirements.
2. All requests for new website and web-based solution domain names shall be submitted with a business case to the delegated authority (see Delegations below)
3. The business case to establish a new domain name for websites and web-based solutions shall be considered against the criteria below:
  - a. Justification for the domain name;
  - b. Use and purpose of the website or web-based solution to which the domain name is being applied.
4. The use of the *.nsw.gov.au* domain shall be required of all new website and web-based solutions, with the exception of educational institutions (see Exclusions above).
5. Domain names for websites and web-based solutions shall be managed by NSW Trade & Investment's Digital Services Unit (Finance, Strategy & Operations Division).

### **Procedures**

1. Submit requests for a domain name to Digital Services Unit via email: [webdomains.admin@trade.nsw.gov.au](mailto:webdomains.admin@trade.nsw.gov.au)
2. Include in the request a brief business case stating:
  - a. The name of the domain
  - b. Contact information of the submitting officer
  - c. Contact information of the Executive Director or delegated authorising officer
  - d. A brief (maximum 200 words) reason for the domain name request
  - e. Date the domain name is required
  - f. Length of time the website/web-based solution will be in use, if short-term
  - g. The current domain name if the domain name is to be decommissioned.
3. Digital Services Unit shall review the business case in consultation with Corporate Communications Unit and make a recommendation to the Director General for endorsement.

### **Roles and responsibilities**

- Group Manager, Digital Services
  - Web management assessment
  - registration and administration of all *.nsw.gov.au* domain names for Trade and Investment cluster agencies

- Director, Corporate Strategy and Communications
  - Communications strategy assessment
- Both the above roles are responsible for:
  - collaboration to review and approve all requests by NSW Trade & Investment staff for the establishment of domain names for websites and other web-based solutions
  - enforcing this policy

**Delegations**

- Group Manager, Digital Services
- Director, Corporate Strategy and Communications

**Legislation**

- [Government Information \(Public Access\) Act 2009](#)<sup>1</sup>
- *Innovation and Productivity Council Act 1996*
- [Broadcasting Services Act 1992](#)<sup>2</sup>

**Related policies**

- Not applicable

**Other related documents**

- NSW Government Premier & Cabinet [Circular C2012-08 NSW Government Website Management](#)<sup>3</sup>
- [NSW Government ICT Strategy 2012](#)<sup>4</sup>
- [AGIMO Web Guide](#)<sup>5</sup>

**Definitions**

Word/ Phrase	Definition
Domain name	Naming of resources used on the Internet. Includes websites, a server hosting the website, web-based applications, or any other service connected to the Internet (e.g. <a href="http://www.trade.nsw.gov.au">www.trade.nsw.gov.au</a> ). The domain name is the part of any internet address before the first slash (/) (e.g. <a href="http://www.trade.nsw.gov.au/invest-in-NSW">www.trade.nsw.gov.au/invest-in-NSW</a> )
Web-based solution	Any software application that relies on the World Wide Web (Internet) for access to data, maps, reports or other services.
Website	A collection of pages, images and documents on the World Wide Web (Internet) accessible from the same website domain and generally the same server.

**Superseded documents**

- Not applicable

**Revision history**

Version	Date issued	Notes	By
1.0	17/05/2012	New policy drafted	Group Manager, Digital Services

**Review date**

1/08/2014

**Contact**

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- <sup>1</sup> <http://www.legislation.nsw.gov.au/fragview/inforce/act+52+2009+whole+0+N?tocnav=y>
  - <sup>2</sup> <http://www.comlaw.gov.au/Details/C2012C00430>
  - <sup>3</sup> [http://www.dpc.nsw.gov.au/announcements/circulars/2012/c2012-08\\_nsw\\_government\\_website\\_management](http://www.dpc.nsw.gov.au/announcements/circulars/2012/c2012-08_nsw_government_website_management)
  - <sup>4</sup> <http://www.services.nsw.gov.au/ict/>
  - <sup>5</sup> <http://webguide.gov.au/>