

# Website Governance Policy

## Explanatory Memorandum



### Purpose

The purpose of this memorandum is to seek feedback from the University community on the draft **Website Governance Policy**. This policy aims to ensure that all externally published University websites adhere to a consistent professional standard, meet accessibility requirements, offer a seamless digital experience, and are protected against cybersecurity threats. Your input is welcomed in refining this policy to best serve the University's needs.

### Background

The draft Website Governance Policy has been developed to support the University's strategic objectives and to better protect reputation and accessibility whilst supporting our core academic mission. This policy and its supporting standards aim to provide: clear guidance for website owners on managing websites throughout their lifecycle to enable consistent quality across our public-facing publications; clarity on associated roles and responsibilities; and to ensure compliance with our privacy, cybersecurity and risk management obligations.

### Key Objectives

The objectives of the draft policy are to:

1. **Enhance Digital Experience:** Support the University's goal of providing a leading global digital experience through adherence to best practices in information architecture, navigation and web design.
2. **Protect Reputations:** Ensure that University websites maintain a consistent professional standard, safeguarding the reputations of the University, its partners, and stakeholders.
3. **Ensure Security and Compliance:** Protect websites against cyber-attacks and ensure that data capture, storage and usage are secure and compliant with relevant regulations.
4. **Provide Clear Guidance:** Offer comprehensive guidance for website owners on managing websites across the digital asset lifecycle.

### Scope

This policy applies to all existing and new externally facing websites and student-facing services that meet one or more of the following criteria:

- University branded and co-branded websites, including sub-brands.

- Websites using the unimelb.edu.au domain.
- Websites representing University business, such as research collaborations or faculty information.
- Websites hosted on University-operated or indirectly financed services.

## Roles and Responsibilities

The policy outlines specific roles and responsibilities, including:

- **Website Owners:** Responsible for managing their websites in compliance with the policy and ensuring security and accessibility standards are met.
- **Website Platform Owners:** Responsible for managing University website platforms in compliance with the policy.
- **Director, Digital Experience & Marketing:** Responsible for maintaining website policy, standards, and procedures.
- **Chief Information Officer:** Approves University website platform providers.
- **Associate Director, Digital Product Management:** Decides on decommissioning non-compliant websites.

## Supporting Standards

The Website Governance Policy should be read in conjunction with the applicable Standards. Draft Standards are attached here, to assist with understanding the Policy.

## Consultation Process

We invite all staff and students to review the draft policy and provide feedback. The consultation period will run from 9 May 2025 to 23 May 2025. Feedback can be submitted by emailing the Digital Experience & Marketing team ([digital-strategy@unimelb.edu.au](mailto:digital-strategy@unimelb.edu.au)).

## Next Steps

Following the consultation period, all feedback will be reviewed, and necessary revisions will be made to the draft policy. The final policy will then be submitted for approval by the Vice-President Advancement, Communications & Marketing.

## Contact Information

For any questions or further information, please contact the Digital Experience & Marketing team at [digital-strategy@unimelb.edu.au](mailto:digital-strategy@unimelb.edu.au).



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## Standard: Maintaining Website Currency

### Applicability

Applies to all existing and new websites that meet one or more of the following criteria:

- University branded and co-branded websites, including sub-brands; for avoidance of doubt, this applies to research initiatives where the University logo is used.
- Use the unimelb.edu.au domain
- Represent University “business” - e.g. site seeking research collaborations for a Faculty
- Is hosted on University operated or indirectly financed services – e.g. expensed to the University.

### The requirements that **MUST** be met to be compliant with this standard.

- All website content must be reviewed at least once every 12 months to ensure accuracy, relevance, and compliance with University policies and branding guidelines.
- Outdated or obsolete content must be removed or archived.
- Website functionality, including links, forms and search features, must be operational.

### How to identify non-compliance with this requirement

This standard is breached when one of the following conditions are met:

- Sites that are not active (e.g. returns 404 not found or 500 errors) **[MANDATORY]**
- Sites that are simple directory or file listings **[MANDATORY]**
- Content that is outdated, inaccurate, or non-compliant content is present on the website **[MANDATORY]**
- Website content has not been reviewed within 12 months

### Related procedures

This Standard should be read in conjunction with the following procedural documents:

- Procedure: Links and Structure
- Procedure: Error Messages
- Procedure: Decommissioning University Websites

## Standard: Website Platforms

### Applicability

Applies to all existing and new websites that meet one or more of the following criteria:

- University branded and co-branded websites, including sub-brands; for avoidance of doubt, this applies to research initiatives where the University logo is used.
- Use the unimelb.edu.au domain
- Represent University “business” - e.g. site seeking research collaborations for a Faculty
- Is hosted on University operated or indirectly financed services – e.g. expensed to the University.

### The requirements that **MUST** be met to be compliant with this standard.

- A Platform must have a Website Platform Owner.
- Website Platform Owner must engage Cybersecurity for Information Security Risk Assessment prior to the creation or change if the website:
  - displays, processes or stores Confidential or Restricted data;
  - hosted on a non UoM platform; or
  - require integration with other University systems.
- When operating a Website Platform, Website Platform Owner must:
  - ensure adequate security controls are implemented to protect the website components and the data, including but not limited to (where applicable):
    - Web Security
    - Infrastructure Security
    - Application Security
    - Database Security
    - Security Testing
    - Ongoing Security Monitoring
  - ensure maintenance of website and platform security patches / updates to the latest versions;
  - address any identified security vulnerabilities in a timely manner; and
  - report any potential security incidents to Cybersecurity in a timely manner
- Website Platform Owner must securely decommission a website when no longer required:
  - remove access to the website including domain name service entries;
  - remove and/or archive of website contents, code and data to ensure they do not remain on the

- web platform without legitimate use; and
  - ensure archiving and accessibility of data collected as required based on University data retention and security requirement
- Website Platform Owner provides a web server configuration and services capable of supporting the University Website Policy and Standards.
- Website Platform Owner maintains Procedures in the University central repository for using and maintaining websites on their platform.
- Website Platform Owner maintains a Decommission service (independent from archiving).
- Website Owners maintain websites in University Hubs and Collaboration platforms in preference to standalone sites.

### How to identify non-compliance with this requirement

This standard is breached when one of the following conditions are met:

- Platform does not support a Website Owner to be compliant with University Website Policy, Standards and supporting Procedures **[MANDATORY]**
- Platform does not provide a service for Decommission of websites **[MANDATORY]**
- The website is aligned to the function of a University Hub or Collaboration platform, but is not hosted on the University's approved hub or collaboration platform

### Related procedures

This Standard should be read in conjunction with the following procedural documents:

- Procedure: New Websites - Selecting a Hub or Collaboration Platform
- Procedure: Decommission Website
- Procedure: Subdomains
- Procedure: Analytics

## Standard: Website Design

### Applicability

Applies to all existing and new websites that meet one or more of the following criteria:

- University branded and co-branded websites, including sub-brands; for avoidance of doubt, this applies to research initiatives where the University logo is used.
- Use the unimelb.edu.au domain
- Represent University “business” - e.g. site seeking research collaborations for a Faculty
- Is hosted on University operated or indirectly financed services – e.g. expensed to the University.

### The requirements that **MUST** be met to be compliant with this standard.

- All websites must adhere to the University's approved design system, including guidelines for layout, typography, colour schemes, and user interface elements.
- The design system used for website design must be up-to-date and aligned with the University's latest branding and design standards.

### How to identify non-compliance with this requirement

This standard is breached when one of the following conditions are met:

- The website does not follow the University's current, approved design system.

### Related procedures

This Standard should be read in conjunction with the following procedural documents:

- Procedure: Visual Identity
- Procedure: Logo Use
- Procedure: Headings

## Standard: Website Content

### Applicability

Applies to all existing and new websites that meet one or more of the following criteria:

- University branded and co-branded websites, including sub-brands; for avoidance of doubt, this applies to research initiatives where the University logo is used.
- Use the unimelb.edu.au domain
- Represent University “business” - e.g. site seeking research collaborations for a Faculty
- Is hosted on University operated or indirectly financed services – e.g. expensed to the University.

### The requirements that **MUST** be met to be compliant with this standard.

- All website content should be aligned with and support the University's goals, mission, and values including Advancing Melbourne and associated Faculty and Divisional strategies.
- Imagery and the tone of voice should adhere to the University of Melbourne Visual Identity Guidelines.
- Content must be reviewed at least annually and updated to ensure it remains relevant and aligned with the University's evolving goals and messaging.

### How to identify non-compliance with this requirement

This standard is breached when one of the following conditions are met:

- Website content is not aligned with the University's goals, mission, or values.
- Imagery is not aligned to the Visual Identity Guidelines.
- The tone and voice used in website content do not exhibit the required traits (cleverly incisive, refreshingly relatable, effortlessly intelligent).

### Related procedures

This Standard should be read in conjunction with the following procedural documents:

- Procedure: Tone of Voice
- Procedure: Content

## Standard: Personal and Sensitive Data Collection

### Applicability

Applies to all existing and new websites that meet one or more of the following criteria:

- University branded and co-branded websites, including sub-brands; for avoidance of doubt, this applies to research initiatives where the University logo is used.
- Use the unimelb.edu.au domain
- Represent University “business” - e.g. site seeking research collaborations for a Faculty
- Is hosted on University operated or indirectly financed services – e.g. expensed to the University.

### The requirements that **MUST** be met to be compliant with this standard.

- A Privacy Impact Assessment (PIA) must be conducted before the website goes live if it includes personal information, to assess privacy impacts and determine necessary controls.
- Websites must only collect personal data that is strictly necessary for their intended purpose and functionality, as defined by the Privacy Act 1988 (Cth) (the Privacy Act) and subsequent legislation following the Privacy Act Review.
- Extensive collection of Personally Identifiable Information (PII) data beyond basic contact information (e.g., name, email address) is prohibited unless explicitly approved by the University's Data Protection Officer and securely captured and hosted on a secure University Website Platform.
- Any personal data collected must be securely stored, used only for the stated purpose, and promptly deleted when no longer required in accordance with applicable legislation<sup>1</sup>.
- Websites must provide clear and accessible Privacy Policies and Data Collection Notices, approved by the University Privacy Office informing users about the data being collected, how it will be used, and their rights regarding their personal data.
- Application and use of this data should also be in accord with the subject's consents and preferences as applicable e.g. marketing opt-in status; use of this data for advertising or personalisation.

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<sup>1</sup> Noting that some legislation such as the EU and UK's GDPR Act, California Data Privacy Act [check]]and Singapore Data legislation[check] are extra-territorial in jurisdiction.

### How to identify non-compliance with this requirement

This standard is breached when one of the following conditions are met:

- A Privacy Impact Assessment (PIA) not completed and website includes personal information  
**[MANDATORY]**
- Extensive personal data is collected without approval **[MANDATORY]**
- Lack of clear and accessible privacy policies and data collection notices, where required by law  
**[MANDATORY]**
- Personal data is used for purposes other than the stated intent or retained longer than necessary  
**[MANDATORY]**
- Basic personal data (e.g., name, email address) is collected but not hosted on a University Website Platform

### Related procedures

This Standard should be read in conjunction with the following procedural documents:

- Procedure: Security and Privacy

## Standard: Website Accessibility

### Applicability

Applies to all existing and new websites that meet one or more of the following criteria:

- University branded and co-branded websites, including sub-brands; for avoidance of doubt, this applies to research initiatives where the University logo is used.
- Use the unimelb.edu.au domain
- Represent University “business” - e.g. site seeking research collaborations for a Faculty
- Is hosted on University operated or indirectly financed services – e.g. expensed to the University.

### The requirements that **MUST** be met to be compliant with this standard.

- All websites and applications should comply with the University standards for Web Accessibility as the minimum standard for accessibility. Currently this stands at Web Content Accessibility Guidelines (WCAG) 2.2, Level AA and the current standards are advised at: <https://www.unimelb.edu.au/accessibility>.
- Accessibility testing and evaluation must be conducted regularly.
- Identified accessibility issues must be prioritised and addressed promptly, with critical, serious, and moderate issues receiving the highest priority for remediation.

### How to identify non-compliance with this requirement

This standard is breached when one of the following conditions are met:

- One or more accessibility issues that are categorised as "critical", "serious", or "moderate" are present on the website as defined by:
  - Critical Issues:
    - Prevent access to core functionality for users with disabilities
    - Cause severe barriers to completing essential tasks
    - Example: A form that can't be submitted using only a keyboard
  - Serious Issues:
    - Significantly impair access to important content or functionality

Cause substantial difficulty in completing tasks

Example: Poor colour contrast that makes text hard to read for users with low vision

- Moderate Issues:

Create inconveniences or minor difficulties for users with disabilities

Does not prevent task completion but may make it less efficient or enjoyable

Example: Lack of visible focus indicators for keyboard navigation

### **Related procedures**

This Standard should be read in conjunction with the following procedural documents:

- Procedure: Accessibility

## Standard: Website Performance Standard

### Applicability

Applies to all existing and new websites that meet one or more of the following criteria:

- University branded and co-branded websites, including sub-brands; for avoidance of doubt, this applies to research initiatives where the University logo is used.
- Use the unimelb.edu.au domain
- Represent University “business” - e.g. site seeking research collaborations for a Faculty
- Is hosted on University operated or indirectly financed services – e.g. expensed to the University.

### The requirements that **MUST** be met to be compliant with this standard.

Websites with a score 5 or less are not compliant with this policy.

### How to identify non-compliance with this requirement

- Websites with a score 5 or less are not compliant with this policy **[MANDATORY]**

### Approach:

- Every website starts with a score of 10.
- Points are subtracted for not meeting aspects of each Standard as defined in the tables below.
- The final score, after deductions, is the website's Performance Score.

For example, if a website has three issues, each costing 1 point, its Performance Score would be 7. The lowest possible score is 0.

### Steps:

1. All websites start with a perfect score of 10.
2. Website scores are deducted when the following standards are not met:

Note: it is recommended Website Owners resolve each Standard (A-F) in sequence, as resolving in order inherits solutions to subsequent non-compliance concerns – e.g. enable the Design System in C. to resolve Privacy and Security Notices in E. and Accessibility issues in F.

#### A. Maintaining Website Currency

| How to identify non-compliance                         | Deduction |
|--------------------------------------------------------|-----------|
| Sites that are not active                              | -9        |
| Sites that are simple directory or file listings       | -8        |
| Sites inaccurate content is present on the website     | -6        |
| Website content has not been reviewed within 12 months | -4        |

Refer to [Standard: Maintaining Website Currency](#) for further information.

#### B. Website Platforms

| How to identify non-compliance                                                                                                                                    | Deduction |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| The website is aligned to the function of a University hub or collaboration platform but is not hosted on the University's approved hub or collaboration platform | -1        |

Refer to [Standard: Website Platforms](#) for further information.

#### C. Website Design

| How to identify non-compliance                                                                                   | Deduction |
|------------------------------------------------------------------------------------------------------------------|-----------|
| The website does not follow the University's approved design system                                              | -2        |
| The design system used for the website is outdated and not aligned with the latest branding and design standards | -1        |

Refer to [Standard: Website Design](#) for further information.

#### D. Website Content

| How to identify non-compliance                                                                         | Deduction |
|--------------------------------------------------------------------------------------------------------|-----------|
| Website content is not aligned with the University's goals, mission, or values                         | -4        |
| Imagery is not aligned to the Visual Identity Guidelines                                               | -2        |
| The tone and voice used in website content do not exhibit the required trait, cleverly incisive        | -1        |
| The tone and voice used in website content do not exhibit the required trait, refreshingly relatable   | -1        |
| The tone and voice used in website content do not exhibit the required trait, effortlessly intelligent | -1        |

Refer to [Standard: Website Content](#) for further information.

#### E. Personal and Sensitive Data Collection

| How to identify non-compliance                                                                    | Deduction |
|---------------------------------------------------------------------------------------------------|-----------|
| A Privacy Impact Assessment (PIA) not completed and website includes personal information         | -8        |
| Extensive personal data collection and not on a University Website Platform                       | -6        |
| Lack of clear and accessible privacy policies and data collection notices                         | -6        |
| Personal data is used for purposes other than the stated intent or retained longer than necessary | -6        |
| Basic personal data collection and not on a University Website Platform                           | -1        |

Refer to [Standard: Personal and Sensitive Data Collection](#) for further information.

#### F. Website Accessibility

| How to identify non-compliance                                              | Deduction |
|-----------------------------------------------------------------------------|-----------|
| One or more accessibility issue that is “critical”, “serious” or “moderate” | -3        |

Refer to [Standard: Website Accessibility](#) for further information.

#### Related procedures

None