

Corporate Website Management Policy

Section 1 - Overview

(1) The University of New England's Corporate Website Management (CWM) Policy outlines the requirements for the University's public and non-public web pages to ensure consistent and accurate online representations of the University, its staff and partners. As a public representation of the University, it is necessary that all online content maintain a consistent, appropriate and effective presence for the organisation's external market while fulfilling the requirements of government regulations and meeting the needs of internal stakeholders.

(2) This policy supports the University's obligations under the [Higher Education Standards Framework \(Threshold Standards\) 2021](#), in particular Standard 7.2 (Information for Prospective and Current Students) and Standard 7.3 (Information Management), the [Disability Discrimination Act 1992](#) and UNE's [Information Security Policy](#), by ensuring UNE's corporate website provides accurate, accessible, secure, and up-to-date information.

(3) The [Corporate Website Management Policy](#) aims to:

- a. protect, promote and enhance UNE's brand and reputation;
- b. contribute to UNE's self-assurance framework in accordance with the [Higher Education Standards Framework \(Threshold Standards\) 2021](#);
- c. enhance the customer experience and satisfy the enquiries of those visitors and users of the site, by offering engaging content, focused upon end user needs;
- d. provide a framework to assist in the delivery of consistent, appropriate, professional and effective website communication for a range of audiences;
- e. ensure the Australian Government's [Web Content Accessibility Guidelines \(WCAG\)](#) (enabling access and engagement for persons with a disability) are achieved and quality and best practice are maintained; and
- f. reduce complexity and duplication of website content through website management and maintenance efforts.

(4) This policy should be implemented in conjunction with the related policies listed in this document.

(5) The policy is also complemented by the [UNE Website Management Guidelines](#), which provide detailed instruction relating to the appropriate development of website content.

Section 2 - Scope

(6) This policy applies to all University Representatives and partners involved in developing and publishing content on the University's corporate website and any sites within the .une.edu.au domain. Content must support the University's mission, messaging, offerings, intellectual property, staff representation, strategic initiatives and commercial objectives.

(7) The University's corporate website encompasses all web presence hosted on the Digital Experience Platform (DXP), which serves as UNE's content management system, including all associated microsites and assets.

(8) This policy does not extend to standalone web applications, learning management systems, or other software

platforms managed by the Technology and Digital Services (TDS) division, except where these platforms intersect with the corporate website. In these cases, only the compliance, branding, and content standards outlined in this policy apply. Any new web application, sub-domain, or platform that interacts with or impacts the corporate website must undergo a formal review by the policy owner and the Technology Architecture Group.

(9) Third-party corporate systems and applications accessible via portals from the University's corporate website, which are not controlled by UNE, remain outside the direct scope of this policy. Any branding, styling, and content managed within these applications by UNE must adhere to the relevant standards set out in this policy.

(10) Co-branded sites must comply with this policy based on their hosting and control arrangements. UNE hosted co-branded sites must fully comply with all policy requirements. Partner hosted co-branded sites must meet University branding guidelines and relevant accessibility, security, and information standards outlined in clauses 2 and 3.

(11) Governance oversight of this policy is provided by the Director Future Students and Engagement, or their delegate, who is responsible for ensuring the policy remains aligned with UNE's strategic, compliance, and self-assurance obligations.

(12) Failure to comply with this policy may result in content being decommissioned, permissions being revoked, or other corrective actions as determined by the policy administrator.

Section 3 - Policy

(13) Online content published on behalf of the University of New England, through the Digital Experience Platform (DXP) or other approved platforms, must comply with the University's strategic objectives, branding guidelines, and content standards, including:

- a. Be approved through relevant governance or editorial structures prior to publication, and where applicable, staged through the University's DXP;
- b. Comply with UNE's approved design, content, photography and media standards, and use only approved templates or components appropriate to the publishing platform;
- c. Uphold the intended purpose and audience of each section of the website by maintaining consistency in design, tone and messaging, in accordance with brand and web management guidelines;
- d. Be regularly reviewed to ensure accuracy, accessibility, and currency with outdated content archived when no longer relevant;
- e. Not duplicate existing content across the Digital Experience Platform or other University web applications;
- f. Only be created where sufficient resources exist to manage the content throughout its lifecycle; and
- g. Meet the [Higher Education Standards Framework \(Threshold Standards\) 2021](#), particularly Standards 7.2 and 7.3.

Online advertising/commercial endorsement

(14) University of New England web pages must not contain advertising for commercial entities or include third party logos without advance written approval of the Vice-Chancellor and Chief Executive Officer's nominated delegate. Directors and senior officers may be allowed approval in specific cases. The request for approval is on the recommendation of the Director Future Students and Engagement and must include sign-off by the UNE Brand Officer. UNE content supplied to external web bodies for non-UNE advertisement must comply with the UNE [Advertising Policy](#).

Record Management

(15) Record keeping of information will be in accordance with the [Records Management Rule](#).

(16) The University corporate website is not an official document repository for storing files and documents for business purposes. There are alternative solutions to provide online access to business records.

Authority and Compliance

(17) All University Representatives who are authorised users of the University's online systems must comply with this policy.

(18) The Director Future Students and Engagement is authorised to make and revise procedures to operationalise and administer this policy.

(19) The Director Future Students and Engagement (or their delegate) reserves the right to access, edit and delete content published on behalf of UNE which breaches this policy, is deemed inappropriate or does not acceptably represent UNE.

(20) Custom coding, third party software, designers, vendors and/or applications are only to be used with the approval of the appropriate University authority and with the knowledge and approval of the Director Future Students and Engagement (or their delegate) in their role as Policy Administrator.

Section 4 - Procedures

(21) The procedures associated with this policy establish a framework to ensure consistency in branding, content style, and messaging across the University's digital presence. Specifically, they define the webpage approval process and clarify the relationship between content ownership roles and accountability structures within the corporate website (Digital Experience Platform).

(22) For other University managed websites and online applications outside the corporate website, the content-related procedures specifically accessibility continue to apply, even where approval and publishing procedures differ.

Ownership and Accountability

(23) The management of the University's online brand, including the corporate website, is the responsibility of the Director Future Students and Engagement, supported by the Web Team.

(24) The Web Team is responsible for the strategic and operational development of UNE's online presence. This includes governance of the corporate website and associated standards for design language, user interface design, system administration, information architecture, website development, usability, and content management support.

(25) Content publication within the UNE corporate website via Digital Experience Platform is restricted to authorised users who have completed the required training. Access and publishing rights are role-based and subject to the approval processes defined in the [UNE Website Management Guidelines](#).

(26) User groups hold defined permissions for content creation, editing, and approval within designated areas of the DXP, consistent with their assigned responsibilities.

(27) Responsibility for corporate website content is devolved across the University through a distributed ownership model. All content published on the UNE corporate website must have an assigned owner, which may be held by a single person where appropriate:

- a. Accountable Owner – responsible for the strategic and reputational oversight of the content;
- b. Content Owner – responsible for the accuracy, relevance, and compliance of the content; or
- c. Content Editor – responsible for creating and maintaining the content within the DXP.

Microsites

(28) The corporate website comprises of sections and microsites, each with its own distinct information architecture. These include:

- a. Public site (providing information for prospective students, the community, media, alumni, and Schools)
- b. Library
- c. Staff
- d. Current students
- e. Brand Toolkit

(29) Each microsite operates under specific governance arrangements and content management responsibilities to ensure consistency with UNE's strategic objectives, branding guidelines, and accessibility standards.

Content Review Cycle

(30) All content must be reviewed at least every 12 months.

(31) The Accountable Owner must ensure their responsible Content Owners and Content Editors review all pages for currency and accuracy, and decommission or remove any assets that are no longer in use or maintained.

(32) Quarterly reports will be provided to the Executive (ExT) by the Executive Director Future Students, Engagement and Technology (or their delegate).

(33) Management of review will be the responsibility of the Executive (ExT) member to delegate to Accountable Owners.

(34) Content not reviewed after 12 months may be decommissioned or removed by the Web Team.

Workflow and approval

(35) Workflow is an approval process that determines who will check content before it is published to the live web environment. It is designed to maintain quality and ensure compliance and consistency of style. Requirements vary according to the type of content (prominence, location, usage) and the business area and will be implemented on a case-by-case basis.

Accessibility

(36) The University is committed to ensuring that all digital content is accessible to all users by aligning with the principles set out in the [Web Content Accessibility Guidelines \(WCAG\)](#). This commitment supports UNE's broader aims to provide equitable access and uphold its obligations under the [Disability Discrimination Act 1992](#) and relevant higher education standards.

(37) All published content must be written in plain English and structured according to established principles of information hierarchy, ensuring that key messages and critical information are presented prominently at the beginning of the page. Content must comply with UNE's content standards and accessibility guidelines.

(38) Visual elements, including imagery, colour and typography, must comply with the University's approved style sheets and accessibility standards.

Quality Control

(39) Control mechanisms are in place to maintain high standards of accuracy, accessibility, and usability across content published on the University's corporate website. These quality control processes ensure alignment with

institutional requirements, user needs, and relevant regulatory obligations.

(40) Quarterly reporting supports the University's self-assurance maturity framework by providing documented evidence of content quality, accessibility compliance, and governance activities. Reports, which include quality assurance and accessibility metrics for website assets, are made available to Content Editors through site governance software. These reporting processes contribute to UNE's ongoing ability to demonstrate compliance with the [Higher Education Standards Framework \(Threshold Standards\) 2021](#).

(41) Content must be regularly reviewed by authorised users to verify accuracy, relevance, and currency. Outdated or incorrect content must be revised or removed in accordance with this policy.

(42) The corporate website shall be periodically benchmarked against industry standards and sector peers to assess performance, accessibility, usability, and alignment with best practice in digital service delivery.

(43) Feedback mechanisms shall be provided to enable users to submit feedback and report issues. Reported issues must be assessed and resolved by the relevant content owner or administrator in a timely manner.

(44) UNE will provide training and resources to ensure content creators and editors understand their responsibilities under this policy, including content quality, accessibility, and compliance requirements.

Section 5 - Definitions

For the purposes of this Policy the following definitions apply:

(45) Asset – is any item or entity managed within the DXP, including content items, files, webpages, or functional components like forms and templates.

(46) Accountable Owner – the Accountable Owner is the Head of each organisational unit responsible for sections of the UNE Website.

(47) Co-branded sites – websites representing formal partnerships between UNE and external organisations, displaying both parties' branding.

(48) Content - text, images, documents, videos, narratives and any other information that is made available (published) online.

(49) Content Editor – authorised user who has been assigned responsibility for publishing and maintaining content to the University's DXP.

(50) Content Owner – the staff member responsible for determining the accuracy of the information published, also known as the Subject Matter Expert (SME). A Content Owner can be an Accountable owner or Content Editor.

(51) Digital Experience Platform (DXP) — a software solution used to manage and deliver digital experiences across platforms by integrating content, data, and engagement tools to enable the creation, editing, and approval of content for online publication. UNE's DXP is Squiz DXP.

(52) Quality Assurance - quality assurance reporting evaluating and documenting accessibility compliance and content accuracy, ensuring all published materials meet organisation's standards.

(53) Users - individuals who interact with a website to access content, features, and functionalities for various purposes.

(54) UNE Representative - a University employee (casual, fixed term and permanent), contractor, agent, appointee,

UNE Council member, adjunct, visiting academic and any other person engaged by the University to undertake some activity for or on behalf of the University. It includes corporations and other bodies falling into one or more of these categories.

Status and Details

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Unit Head	Neil Durrant Executive Director Future Students, Engagement and Technology
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Glossary Terms and Definitions

"University Representative" - means a University staff member, contractor, agent, affiliate, residential staff member, UNE Council member, Council committee member, employee of a controlled entity, director of a controlled entity and any other person engaged by the University to undertake some activity for or on behalf of the University. It includes corporations, affiliated organisations and other bodies falling into one or more of these categories.