

Domain Name Policy

Local Government Act 2009

1. Policy Statement

Townsville City Council (Council) commits to maintaining a centralised and consistent internet presence by having all Council websites utilise the domain townsville.qld.gov.au.

2. Principles

This policy outlines the requirements within Council for the management and registration of Council domain names for Council's internet resources.

To ensure the public can easily access Council information and services, Council must establish a website in the qld.gov.au top-level domain.

Naming conventions ensure Council follows the consistent whole-of-government approach to domain naming conventions to enhance government communication and navigation of government websites.

Consistency of domain names is an important component of Council's online presence. When managed effectively, Council's domain names will promote the authenticity and authority of Council's web sites and will improve the accessibility of our information and services.

3. Scope

This policy applies to all Council workers and authorised external bodies.

4. Responsibility

Role	Responsibility
Chief Executive Officer (CEO)	The CEO, or delegate, is responsible for the review and subsequent approval of business cases requesting a new separate domain or sub-domain.
CEO and Managers	Council's CEO and managers are responsible for ensuring all Council workers understand this policy.
Digital Design and Operations Team	The Digital Design and Operations Team is responsible for the governance, selection and implementation of domains and URLs, as well as ensuring Council complies with applicable Queensland Government Enterprise Architecture (QGEA) policies and standards.

Role	Responsibility
Technical Delivery and Maintenance Team	The Technical Delivery and Maintenance Team is responsible for domain and URL registrations and renewals via a centralised Domain Register.

5. Definitions

Domain Name - the unique name that identifies a website. Townsville City Council's domain name is www.townsville.qld.gov.au and the registered domain is townsville.qld.gov.au.

Manager - an individual responsible for overseeing and coordinating specific functions, departments, teams or projects within Townsville City Council.

QGEA - means Queensland Government Enterprise Architecture.

Sub-domains - separate sites within a larger registered domain, generally with the URL convention [https://\[sub-domain name\].townsville.qld.gov.au](https://[sub-domain name].townsville.qld.gov.au). Each name to the left of the top-level domain name specifies a sub-domain.

URL (Uniform Resource Locator) - the global address of documents and other resources on the [World Wide Web](#).

Workers - includes employees, contractors, volunteers and all others who perform work on behalf of Council.

6. Policy

The *QGEA Domain Names Registration & Management Standard* states that unless Council can demonstrate a compelling need, Council should adhere to the qld.gov.au domain name and refrain from establishing non-government domain names.

All Council information available on the internet will be housed within Council's primary website, www.townsville.qld.gov.au. New domains or new sub domains will not be registered by Council without approval by the CEO.

Council generally will not allow the use of separate domain names and sub-domains to represent individual departments or business units of Council. This includes:

- a registered domain that may serve an advertising purpose;
- a domain name that points back to the Council website; or,
- a stand-alone domain with Council branding that contains information not included on the main Council site.

As recommended in *Domain Names Registration & Management Standard*, Council will transfer any non qld.gov.au (e.g. org.au, com.au, net.au, info.au) registrations to the townsville.qld.gov.au domain.

6.1. Policy Objectives

Adherence to this policy will ensure:

- protection against copyright infringements and of Council's intellectual property;
- information is appropriately branded and dilution of branding is avoided;

- Council's name space and corporate identity is maintained and protected, and is not diminished by sites appearing to be a stand alone entity;
- domain registration costs are minimised by being restricted to the main townsville.qld.gov.au domain and with the protection against fraud through false domain renewal notices;
- Council's compliance with IS39 - Domain Names Policy; and,
- improved time management costs through the use of a singular central domain register.

6.2. Exceptions

Consideration for exceptions will only be given for registrations which are:

- a communication strategy aiming to target an international audience;
- a commercial imperative existing for the site to use other domain extensions;
- a collaborative web project outside of government; or,
- specifically approved by the CEO because of an exceptional circumstance.

Any part of Council seeking an exemption must develop a business case for the domain purchase and its use and acquire written approval from the CEO.

7. Legal Parameters

Local Government Act 2009

Local Government Regulation 2012

8. Associated Documents

Procurement Policy

[QGEA Domain Names Registration & Management Standard](#)

[QGEA Domain Name Policy](#) (IS39)

[QGEA Digital Services Policy](#)