



Web Services Policy

1. Purpose and Context

- 1.1 This policy provides a framework for governance and management of matters related to web delivery of information and services at Western Sydney University International College (WSUIC).
- 1.2 This policy is applicable to any WSUIC staff member intending to publish a web page, website or web application, as well as other web initiatives that involve proposed or actual use of WSUIC resources.

2. Definitions

“external organisations”

include public and private sector organisations within Australia or elsewhere, and wholly owned or related entities of the University such as WSUIC.

“web content”

refers to text, images, documents, video and audio files, links etc., available through a web browser (e.g. Internet Explorer, Firefox, Lynx), regardless of device (e.g. PC, PDA, mobile phone).

“WSUIC-Web”

is the collective term for websites, web pages, web applications and web enabled corporate applications through which the WSUIC is represented in the online environment. This includes but is not limited to the internationalcollege.westernsydney.edu.au domain and any social media platforms.

“Micro-Site”

refers to a web page or group of web pages which operate to support the WSUIC website, drive traffic to the University website, or meet an objective that cannot be supported by the official Content Management System (CMS) of WSUIC.

“WSUIC website”

refers to the official WSUIC website at www.internationalcollege.westernsydney.edu.au



3. Policy Statement

- 3.1 This policy aims to ensure appropriate use of the WSUIC-Web in promoting WSUIC's purpose and support its learning and teaching and engagement activities. In each of these endeavours, WSUIC is committed to providing a web user experience that reflects its values and strategic priorities.
- 3.2 WSUIC is committed to a program of continuous improvement for the WSUIC-Web and will provide regular opportunities for internal and external stakeholders to contribute to and provide feedback on its performance.

4. Governance and Management of WSUIC web site

- 4.1 Day to day management of the web site is the responsibility of the WSUIC Manager-Marketing Communications. This management includes the development of new content and recommendations for revisions to existing content. The WSUIC Manager-Marketing and Communications may seek relevant information from other WSUIC senior staff related to their functional scope of responsibility or expertise.
- 4.2 Any changes to website content must be approved by the appropriate executives at WSUIC and Western Sydney University as stated below:
- 4.2.1 branding and use of logo and content related to Western Sydney University - to be approved by Western Sydney University Office of Marketing and Communications;
 - 4.2.2 content related to Western Sydney University The College courses- to be approved by the Chief Executive Officer, The College; and
 - 4.2.3 content related to Western Sydney University International College - to be approved by the WSUIC College Director and Principal or nominated delegate.
 - 4.2.4 Links to external websites- to be approved by the WSUIC College Director and Principal or nominated delegate
 - 4.2.5 Sponsorship or advertising on WSUIC-Web- To be approved by the WSUIC College Director and Principal or nominated delegate.
 - 4.2.6 Approval for creation or revision of microsites- To be approved by the WSUIC College



Director and Principal or nominated delegate

4.2.7 Domain name registrations- To be approved by the WSUIC College Director and Principal

4.2.8 Social media content-To be approved by the WSUIC College Director and Principal or nominated delegate

4.3 Approved changes to the WSUIC website are to be published by Navitas IT Shared Services.

WSUIC-Web Quality Management and Guidelines

5.1 All parties developing, approving or publishing WSUIC-Web content:

5.1.1 have a responsibility to ensure that the information is accurate and timely and is removed if it becomes out-of-date or misleading.

5.1.2 should act on any reports indicating broken links, unnecessary duplication of information or incorrect or misleading information and rectify immediately.

5.1.3 must ensure that all site designs and developments comply with the University [Web Technical Style Guide](#), [Web Design Style Guide](#) and [Visual Identity Manual](#).

5.1.4 must ensure that the WSUIC-Web complies with the [World Wide Web Consortium \(W3C\) Web Content Accessibility Guidelines \(WCAG\) 2.0](#) with the aim to meet level AA requirements.

5.1.5 must ensure that content on the WSUIC-Web is specific to the official work of WSUIC and not expose it to risk in relation to its reputation, the conduct of its business, or its legal or ethical obligations.

5.1.6 must ensure that the WSUIC-Web does not link to content unrelated to the official activities of WSUIC.

5.1.7 must ensure that the WSUIC-Web does not contain or link to outdated, inaccurate, misleading, offensive, obscene, defamatory or threatening content.

5.1.8 must ensure that the WSUIC-Web does not contain or link to content which implicitly contravenes State and Commonwealth legislation, including anti-discrimination legislation

5.1.9 must ensure that the WSUIC-Web does not contain or link to content of commercial or non-WSUIC activities performed by staff members or their families or their commercial or business associates



5.1.10 must ensure that the WSUIC-Web does not contain recognisable images of people unless a Photo Release form including specific release for web use has been completed and signed by those in the images (Still or video)

5.1.11 must ensure that the WSUIC-Web does not contain content owned by external organisations with the exception of Navitas and Western Sydney University (where approved by these organisations)

5.1.12 must ensure that the WSUIC-Web does not contain copyrighted content unless written permission from the copyright holder is held.

5.1.13 must ensure that promotional space on the university home page is used only to enhance the brand reputation WSUIC, or to drive student recruitment.

5.1.14 must ensure that WSUIC complies with the AARNET Access Policy (https://www.aarnet.edu.au/images/uploads/resources/AARNet_Access_Policy_040706.pdf)

6. Sponsorship and Advertising

6.1 Acknowledgement of sponsors on the WSUIC-Web is permitted where the sponsorship is directly related to the other content on the page on which it appears, for example, the inclusion of links to the websites of organisations sponsoring conferences or projects is permitted.

6.2 The WSUIC-Web may contain an acknowledgement of sponsors of WSUIC supported projects, provided that the appearance of the acknowledgement is in keeping with the WSUIC's web page design guidelines. Other forms of advertising on Western-Web are not permitted.

6.3 Notwithstanding the above, mentioning of a sponsors' name is not permitted on the main entry-points to the site (e.g. WSUIC's home page).

6.4 The Sponsor's name or company logo should not exceed the dimensions of the WSUIC logo published on WSUIC-Web.

6.5 Advertising for the purposes of commercial gain (e.g. revenue-raising) is not permitted on WSUIC-Web.

6.6 Mention of particular software that was used to create a web page is not appropriate.



7. Social Media

7.1 All WSUIC videos must adhere to the [Digital Production Standards](#).

7.2 All official use of social media at WSUIC must follow the Western Sydney University [Social Media Guidelines](#).

8. Quality and Compliance

This policy and procedure is reviewed periodically as required (at a minimum every two years) for regulatory compliance, operational currency, the identification of continual improvement opportunities and risk identification and mitigation. This review is reflected in Western Sydney University International College’s Quality and Compliance and Risk Management Frameworks.

Amendment History

Approval Authority:	Western Sydney University International College Board of Directors	
Policy Owners:	College Director and Principal	
Approval Date:	21 October 2016	
Date for Next Review:	07 October 2025	
Revision Date	Version	Summary of changes
21/10/2016	1	New Policy Developed and Implemented
8/10/2019	2	Complete rewrite of policy to shift responsibility for managing Web Policy to WSUIC.
07/10/2021	2	Regular Review- no amendments