

# WEBSITES

CS30



## NARRANDERA SHIRE COUNCIL POLICY

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## WEBSITES

<b>Policy No:</b>	<b>CS30</b>
<b>Policy Title:</b>	<b>Websites</b>
<b>Section Responsible:</b>	<b>Corporate Services</b>
<b>Minute No:</b>	<b>14/348</b>
<b>MagiQ No:</b>	<b>8339</b>
<b>Next Review Date:</b>	<b>December 2019</b>

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### **Objective**

The Narrandera Shire Council recognises that the internet is a worldwide medium that provides Council with the opportunity to establish Websites for the use of Council communication. The Websites are important to the public profile of the Council and as a means of community engagement for residents, potential residents, visitors and investors.

### **Policy Statement**

To establish the principles for the development and maintenance of the following websites:

- Narrandera Shire Council
- Visitor Information Centre
- John O'Brien
- Red Hill Estate; and
- Any other web sites, as approved by the General Manager, for particular projects

### **Scope**

This is an internal policy that applies to all websites controlled or operated by any department of Narrandera Shire Council.

### **Definitions**

NSC	Narrandera Shire Council
ELT	Executive Leadership Team
IT	Information Technology is the technology involved with the use of computer systems.

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Internet	The global communication network that allows almost all computers worldwide to connect and exchange information.
Website	A group of connected pages containing information on a particular subject, which is accessed using the Internet.
Domain Name	A unique name, corresponding to one or more numeric IP address, used to identify a particular website on the internet.
Ecommerce	Trading in products or services using computer networks like the Internet.
Gateway	Facilitates the transfer of information between a website and the acquiring bank.
CMS	Content Management System. A computer application that allows publishing, editing and modifying content from a central interface.

### Content

NSC has developed and established the following websites:

- The purpose of the **Council Website** is communication, advertising, promotion and education on Council news, business, services and events within the Narrandera Shire. The **Council Website** will also be used as a gateway for any ecommerce platforms provided by NSC.
- The purpose of the Visitor Information Centre and John O'Brien Websites is communication, advertising, promotion and education on tourist events, activities, services and accommodation.
- The purpose of the Red Hill Estate Website is promoting, advertising and educating interested parties on the Red Hill Industrial Estate.

NSC recognises the need for the development and use of future Websites for the purpose of communicating, advertising, promoting and educating on certain Council projects. New websites will only be approved where it is not suitable to use part of an existing website. It is anticipated that these websites would be removed at the end of the project and any remaining relevant information transferred to the Council or Visitor Information Centre Websites.

All communication mediums including Social Media platforms will only be utilised to promote information on the Council Websites. The website and social media platforms will have corresponding links to each other to promote the use of each technology and all websites will have a link for the council website. The General

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Manager must approve the use of any Social Media platforms and their usage is covered by Social Media Policy HRS017.

The intention of all Council Websites is for the presentation of Council content only.

### **Roles and Responsibilities**

1. NSC IT Staff will be responsible for organising all Domain Names with Council's preferred supplier in consultation with the department requesting the website.
2. NSC IT Staff will be consulted about any new websites by the department requesting the website and for handling technical support of the website and CMS with the website suppliers.
3. The General Manager and Directors will be responsible for nominating staff to maintain the information on each website and nominating separate staff to review all changes.
4. Nominated NSC Staff will be responsible for maintaining the content on each of the NSC websites. This will include uploading new content, removal of old content, modification of existing content and checking that content is current and relevant at least once every 12 months. All new content and changes to existing content will be reviewed by a supervisor or work colleague before addition to the relevant live website.
5. ELT will be responsible for approval of new websites and for the addition of new pages or other major changes to the existing websites.

### **Related Legislation/Guidelines/Narrandera Policies and Associated Procedures**

- Policy HRS017 Use of Social Media platforms by nominated Council Staff
- Disability Discrimination Act 1992 (Cth) and World Wide Web Access: Disability Discrimination Act Advisory Notes 2010
- Government Information (Public Access) Act 2009 (NSW)
- Local Government Act 1993 (NSW)

***Variation***

***Council reserves the right to review, vary or revoke this policy.***

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**Policy History**

Endorsed by relevant Committees and date

Endorsed by ELT            24 November 2014

Adopted                      21 February 2006

Reviewed                    15 July 2008

Reviewed                    9 December 2008

Reviewed                    20 August 2013

Reviewed                    12 September 2014

Adopted                      10 December 2014

Reviewed                    10 January 2018

Endorsed by ELT            15 January 2018

Adopted                      15 January 2018



Signed:                      General Manager

Date:                         15 January 2018