

Web Development and Maintenance Procedure

Section 1 - Context

(1) This procedure provides a framework to manage the scale and makeup of RMIT's web presence using its primary content management system. It ensures that new websites are planned, created and resourced as part of an enterprise-wide web strategy and that RMIT's web presence adheres to brand, web standards, cyber-security, regulatory and legal requirements.

Section 2 - Authority

(2) Authority for this document is established by the [Brand and Communications Policy](#).

Section 3 - Scope

(3) This procedure applies to all staff who want to create websites, including mobile websites and mobile apps, as part of the RMIT's web presence. It also includes existing off-platform sites as well as website redesigns and the procurement of URLs, hosting providers and third-party web publishing platforms.

(4) This procedure does not apply to:

- a. courseware, including scholarly work, student work and learning and teaching materials;
- b. databases and systems presented via a web interface (e.g. library records, Canvas, Archibus);
- c. sites with an approved business case confirmed via procedure;
- d. agreed business entities.

Section 4 - Procedure

(5) RMIT will develop, maintain and manage its website in a manner that will ensure:

- a. a consistent design applied across all RMIT Group webpages, adhering to the RMIT brand;
- b. users have access to content relevant to their needs;
- c. information on each page is current, accurate and meets accessibility standards;
- d. information on each page complies with relevant legislation, international standards and RMIT policy.

Site Hosting

(6) RMIT uses select content management systems for the publishing of websites on approved hosting providers. These are contained under formally registered RMIT domains, including but not limited to rmit.edu.au, rmit.eu, rmit.edu.vn, etc.

(7) All website publishing is to take place using RMIT's approved content management systems and hosted through approved hosting services.

(8) New sites will be created within the framework of RMIT's existing web infrastructure.

(9) The primary content management system is:

- a. Adobe Experience Manager – approvals managed by the Vice-President, Engagement their delegate for use for all official RMIT channels including but not limited to public facing websites (including information for prospective students, current students, researchers, industry partners and alumni), and staff facing websites;
- b. If required, Campus Press – approvals managed by the Vice-President, Engagement their delegate. For all non-official but adjacent channels such as staff web presences and research that are not associated with formal research groups or entities. These pages are hosted under the subdomain sites.rmit.edu.au.

(10) New domains and subdomains need to be signed off by the Vice-President, Engagement or their delegate to ensure URLs for subdomains are consistently implemented across RMIT.

- a. Where a site and its URL are not being actively maintained, the Digital and Experience team will work with the Chief Information Security Officer's team to retire the unused URL.

Requesting Permission

(11) Requests for permission to use an off-platform site must be supported by a business case submitted to the Digital and Experience team. The business case for off-platform sites must show how an agreed and material functionality is not available on the existing Adobe Experience Manager platform or Campus Press platform.

(12) Off-platform sites must also complete:

- a. Cyber Security Risk Assessment (SRA);
- b. Privacy Impact Assessment (PIA).

(13) If approved, the site or URL must be registered on the ITS Configuration Management Database, so continuity of access is maintained.

(14) Staff in breach of the [Brand and Communications Policy](#) will be required to hand over sites to the Digital and Experience Team for assessment. The Digital and Experience team will monitor off-platform sites to ensure they remain consistent with their originating business case and exemption.

Requirements of Off-Platform Sites

(15) Off-platform websites must:

- a. adhere to brand guidelines;
- b. adhere to accessibility standards;
- c. be presented in a format suitable for online delivery;
- d. use existing functionality (where it exists) to avoid duplication;
- e. ensure currency and consistency of information and management processes;
- f. be created based on customer-centric principles, be directly relevant to the intended audience, be structured in a way that optimises the audience journey and support achievement of business goals;
- g. align with RMIT's strategy and associated business goals.
- h. be presented in a user-friendly manner;

- i. receive an appropriate level of authorisation for text, imagery and video prior to publication;
- j. be reviewed and maintained in line with business lifecycles, and when no longer required, removed to ensure accuracy, relevance and currency;
- k. meet RMIT's high standards of quality assurance;
- l. not publish the personal information of staff, students, or others without their prior written consent.

Section 5 - Compliance

(16) The Digital and Experience team monitors off-platform websites and performs regular domain audits to breaches of the [Brand and Communications Policy](#).

(17) The Vice-President Engagement reports breaches of the Policy to the University Executive Committee bi-annually.

(18) Breaches of this procedure are reportable via the [Organisational Breach Reporting Form](#) and are managed in accordance with the [Compliance Breach Management Procedure](#).

Section 6 - Definitions

(19) Defined terms below are specific to this policy.

Term	Definition
Content management system	Software that helps users create, manage, and modify content on a website.
Database	An organised collection of data stored and accessed electronically.
Domain	A subset of the internet with addresses sharing a common suffix or under the control of a particular organization or individual. E.g. rmit.edu.au.
Off-platform	A website that is not built on RMITs Adobe Experience Manager or Campus Press content management systems.
On-platform	A website that is built on RMITs Adobe Experience Manager or Campus Press content management systems.
Subdomain	A subdomain is a domain that is a part of another domain, e.g. openday.rmit.edu.au.
Web Presence	A location on the World Wide Web where RMIT is represented.

Status and Details

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Policy Owner	Michelle King Vice-President, Engagement
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