### Web Content Management Policy Exemption

The [ECU Web Content Management Policy](#) mandates that all websites at ECU must be maintained within the ECU WebCMS, be accessible from *.ecu.edu.au, and compliant with the ECU Corporate Web Style. Business owners seeking exemptions to any of these three requirements must have the exemption approved by the Senior Deputy Vice-Chancellor (Academic) prior to the website being created. Failure to do so may result in the website being removed from view.

#### WEBSITE DETAILS

<table>
<thead>
<tr>
<th>Website Name:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>URL: (if available)</td>
<td></td>
</tr>
<tr>
<td>Description:</td>
<td></td>
</tr>
</tbody>
</table>

**Owned by:**

Name: ____________ Role: ____________ Signature: ____________

**Maintained by:**

Name: ____________ Role: ____________ Signature: ____________

**Endorsed by:**

Must be a Dean, Service Centre Director, Director, or Executive Director.

Name: ____________ Role: ____________ Signature: ____________

#### EXEMPTION TYPE

- [ ] **Website not to be maintained in the ECU WebCMS:**
  
  *Select this option if you intend to build and host the website outside of the ECU WebCMS. Policy exemption approval for this requirement does not include exemption from the ITSC Technology Governance Framework. You should refer to the webpage below to establish what further ITSC requirements must be met. [http://intranet.ecu.edu.au/staff/centres/information-technology-services/our-services/technology-governance](http://intranet.ecu.edu.au/staff/centres/information-technology-services/our-services/technology-governance).*

  **Reason for exemption:**

- [ ] **Website not to be built and maintained in the ECU Corporate Web Style**

  *ECU’s Corporate Web Styles are the ‘Simply Red’ style seen on the public ECU Website, and the ‘Blue Steel’ style seen on the ECU Intranet. Websites granted exemption from the Corporate Web Style must have their final website design approved by the Director, Brand and Marketing, or nominated representative, prior to release. Use of the ECU Logo is governed by the [ECU Branding and Logo Policy](#).*

  **Reason for exemption:**

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The completed form should be returned to the Digital Marketing and Analytics Manager, Brand and Marketing
☐ Requesting non-standard domain
Includes any website where the intended destination does not end with *.ecu.edu.au. This includes domain suffixes such as .com, .com.au, .net, .org. The ECU WebCMS only supports *.ecu.edu.au, so requests for exemptions to this requirement means that all requirements to the ‘Website not to be maintained in the ECU WebCMS’ exemption above must also be followed.

Reason for exemption:

☐ Requesting ‘Root Node Reset’ within WebCMS
Request this option if you desire the webpages being hosted within the ECU WebCMS to appear as a stand-alone website within the greater ECU website.

AUTHORISED BY

<table>
<thead>
<tr>
<th>Name</th>
<th>Approval</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andrew Dunbar</td>
<td>YES / NO</td>
<td></td>
<td>DD/MM/YYYY</td>
</tr>
<tr>
<td>Digital Marketing Manager</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arshad Omari</td>
<td>YES / NO</td>
<td></td>
<td>DD/MM/YYYY</td>
</tr>
<tr>
<td>Senior Deputy Vice-Chancellor</td>
<td></td>
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</tbody>
</table>