



THE UNIVERSITY OF  
NEW SOUTH WALES

# UNSW

## Domain Naming Standard

UNSW IT SERVICES

This document is attached to, and should be read in conjunction with:

### **The UNSW Website Policy**

**\*\*July 2007:** It should be noted that the UNSW Website Policy is being progressively reviewed through the Web@UNSW project.

This will result in some interim additions and changes, which will be progressively added to the Policy, Standards and Guidelines documents and will be well-communicated as they are endorsed by the Senior Executive Team. Once the review is completed, the Policy, Procedures and Guidelines will be re-written to reflect the changes.

#### **List of Changes:**

**July 2007:** Interim Procedures regarding the new approval process for (new) UNSW Websites and Domains. Material added to Website Policy (Section 6.10 and to the Domain Naming Standard (Section 4). The new Procedures document (includes application form) can be viewed/downloaded [here](#).

**August 2008:** A further clause was added to this Domain Naming Standard at the request of the Media and Communications Unit and the UNSW Legal Office.  
See Sections 3.1 and 6.8 re. use of the UNSW trademark in domain names.

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## **UNSW Domain Naming Standard**

This standard is a companion document to the UNSW Website Policy. It was developed by Chris Merrigan and Jenny Beatson, UNSW IT Services, and reviewed by a working party consisting of the following members:

- Geoff Oakley, CSE
- Neil Brown, CSE
- Tanya Warmenhoven, ITS
- Dan Micklethwaite, ITS

It was then reviewed by the Website Policy Working group, the ICT Infrastructure Committee, the Academic Services Committee, the Policy Advisory Committee. The Standard was endorsed by the Academic Board at its meeting of 5 October, 2004.

The Standard was further amended in June 2005 with the addition of a new section, 3.3, Domain-Naming Convention.

For information and assistance contact:

- The IT Policy and Compliance Officer  
Extension 52885

This standard replaces the previous policies "Domain Name Allocation Policy" (1998) and "The Use of Non-UNSW Domain Names" (1998).

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# 1 Introduction

This document describes the governance and allocation of domain names at UNSW. It applies to all bodies wishing to use domains within the UNSW domain or hosted within the UNSW IP space – both UNSW and non-UNSW entities. Domain name services at UNSW are managed centrally by UNSW IT Services.

It replaces all previous Domain Name policies, including “Domain Name Allocation Policy” (1998) and “The Use of Non-UNSW Domain Names” (1998).

It provides information about:

- Eligibility and Selection of domain names.
- Application and registration.
- Delegation of Domain Name Service.
- Rights and Responsibilities.
- Resolution of (Naming) Conflict.
- Contacts for further information.

Application forms (for domain names, sub-domains and delegation of domain name servers) are currently in development. In the interim, please contact the ITS Service Desk (x 51333, email [servicedesk@unsw.edu.au](mailto:servicedesk@unsw.edu.au)) for application information.

## Important Note:

As a member of AARNET, the University is obliged to comply with strict regulation of the types of services it may offer to external (non-member) bodies. In very general terms, these bodies should be not-for-profit organisations and they must have a clear and demonstrable linkage to the research, educational or administrative functions of the University.

In particular relation to hosting external websites, AARNet advises that members (ie UNSW) “should not publish material in circumstances where they have no control over its content and which could result in AARNet members (ie UNSW) being liable”.

Local units providing (or wishing to provide) services/hosting to external bodies, should:

- Check the AARNet Policy on Allowed Access to ensure the proposed service is permitted (<http://www.aarnet.edu.au/services/accesspolicy.html>).
- Advise (via the Service Desk, ext. 51333) the central Network Infrastructure Engineering Unit, which is required to maintain a University register of such sites/services. Further advice may also be sought from the Unit.

## 2 Terminology and Definitions

<b>NSG Unit</b>	Network Services Group, UNSW IT Services
<b>UNSW Domain Name</b>	Ends in the suffix “unsw.edu.au.” (Other names exist but are not in general use).
<b>Non-UNSW Domain Name</b>	Does not end in the suffix “unsw.edu.au.”
<b>Name Service Delegation</b>	Delegation to an authorised entity of the ability to manage a domain or sub-domain.
<b>Naming Conflicts: Arbitrator</b>	Manager, Network Services Group, UNSW IT Services
<b>UNSW IP Space</b>	IP numbers with the address spaces: 129.94, 149.171 (other addresses may be added from time to time).

## 3 Eligibility

### 3.1 Domains and Domain Names

- The name must be unique (ie not already registered).
- It should be short, meaningful and must be consistent with the purpose of the site.
- Names must conform to DNS RFC Internet Standards – eg. longer than one character, and be composed entirely of letters, digits and/or hyphens. To ensure uniqueness, upper and lower case characters are considered to be the same, although an organisation may choose a preferred representation of its name.
- Applications will not be accepted for names which are offensive, which contravene University or other policy or legislation or which are not in the spirit of the University’s goals.
- It is expected that the choice of domain name will be an appropriate and logical derivation of the name of the organisation. Example: The School of Basket Weaving might choose one of the following: “basketweaving.unsw.edu.au”; “basketweaving.unsw.edu.au” or “sbw.unsw.edu.au”
- In almost all circumstances, only one domain name within “unsw.edu.au.” will be permitted per organisation, to avoid cluttering/namespaces pollution. If a domain name change must occur, temporary allocation of multiple domains will sometimes be

allowed to provide a transition period, although it is not advisable to alter a domain name if at all possible.

- Temporary domain names may be allocated to provide for short-term events such as conferences, open days or other significant university activities (applications must include proposed start and end dates).
- Domains will not be registered if it appears that their primary intent is at odds with the purpose of the University or which are not in line with the University's obligations to AARNet and other authorities. In particular, applications relating to unauthorised commercial activities will be rejected.
- There are external rules governing non-UNSW zones and name eligibility, over which the University has no control. For example, to register for a ".com.au" domain, you must supply an ACN number and/or proof of registered business name. For ".edu.au" names, you must be a valid educational institution. Further information can be obtained from the IT Service Desk (x 51333).
- "UNSW" is a registered trademark owned by the University. In order to maintain the integrity of the UNSW name, the use of "UNSW" in a website domain name requires adherence to the UNSW Website Policy, regardless of whether:
  - a) the site is internally or externally hosted; or
  - b) the site uses unsw.edu.au, unsw.com, unsw.net, unsw.org or any other "UNSW" domain variation.

### ***3.2 Domain Registrants (owners)***

The registrant of a UNSW domain must be an organisational unit or group affiliated with UNSW (ie not an individual).

There are no particular constraints on registrants of non-UNSW domains. However, any domain which is hosted on UNSW servers or uses services hosted in the UNSW IP space must have a clear UNSW contact and must operate within UNSW policy, AARNet obligations and relevant legislation. UNSW IT Services reserves the right to intervene if the name or use of a domain does not comply with these requirements.

### 3.3 Domain-Naming Convention

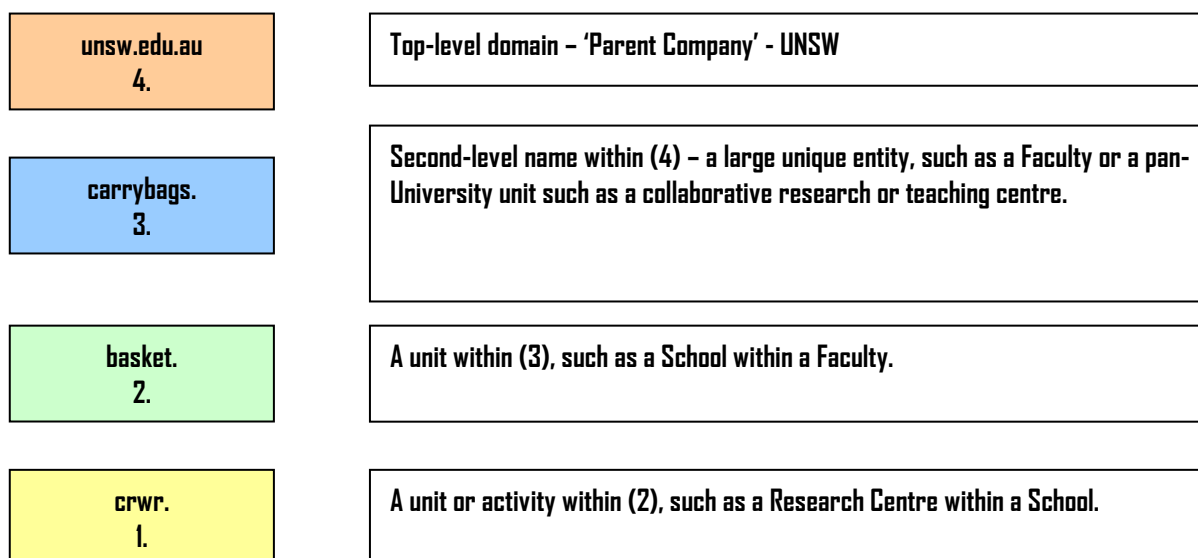
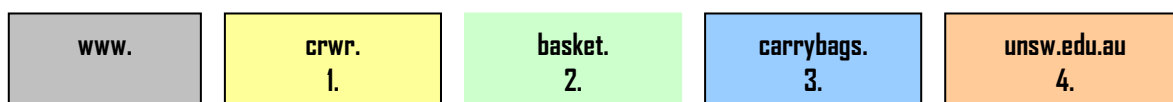
UNSW employs a world-wide Domain-Naming convention for, which clearly shows the relationship of each website to the “parent company” – in this case, UNSW.

The fictitious example below illustrates the convention:

The Centre for Rush Weaving Research is a centre attached to the School of Basketweaving within the Faculty of Assorted Carrybags at the University of New South Wales. Using the naming convention to show the Centre’s relationship to the University, its website domain name would be:

**www.crwr.basket.carrybags.unsw.edu.au**

Where:



Requests for domain names should in most cases follow this convention, although exemptions can be sought and approved. Requests for exemptions must be authorised by a senior staff member of the Faculty or business unit, eg Dean, Director, CIO, Deputy or Pro Vice-Chancellor and should provide the reason for requesting exemption from the standard naming convention.

## 4 Application for UNSW Domains

**July 2007:** The process of approvals for new websites and domain names at UNSW has changed – from July 2007 an Interim Procedure is in place as part of the progressive review of the UNSW Website Policy.

The new Procedure and application form may be viewed/downloaded [here](#)

**In summary:**

- All applications for new websites and domain names (UNSW or non-UNSW) must be made on the supplied application form and approved by a senior member of staff (Dean/Director level).
- Applications are to be forwarded to the UNSW Web Project Team, to ensure coordination of requests and that they meet the University's obligations under AARNET and other legislation.
- They will then be forwarded to the central IT Services division (or delegated local host) for activation.
- All applications will now be registered in a central repository to be established and maintained by IT Services.

## 5 Central Hosting of Domain Name Service

### 5.1 Central Hosting of UNSW Domains

UNSW Domains are normally fully managed by UNSW IT Services. This is initiated by the process of applying for a UNSW domain (see Section 4).

- Domain name registrations are generally for 1-2 years, with the renewal invoice sent to the billing contact named on the registration form. To preserve continuity of registration in case of personnel or organisational changes, UNSW IT Services should be listed in the DNS registration as the **billing, administrative and technical** contacts for the domain. (Additional contacts at the organisation may also be listed).
- Provide charge details (UNSW account, credit card) for incurred costs, which will be charged back to the originating unit.

### 5.2 Central hosting of non-UNSW domains

Full or partial management of non-UNSW domain names is offered by UNSW IT Services. Contact the Service Desk (x 51333, email [servicedesk@unsw.edu.au](mailto:servicedesk@unsw.edu.au)) for further information.

#### 5.2.1 Central Hosting, Registration and Management

- Reasons for requesting a non-UNSW domain must be supplied with the application. This may include details of how a UNSW organisational unit is associated with a non-UNSW organisation.
- Domain name registrations are generally for 1-2 years, with the renewal invoice sent to the billing contact named on the registration form. To preserve continuity of registration in case of personnel or organisational changes, UNSW IT Services **must** be listed in the DNS registration as the **billing, administrative and technical** contacts to administer the domain. (Additional contacts at the organisation may also be listed).

- Details must be provided relating to the domain registration including registry keys and passwords.
- Provide charge details (credit card, UNSW account) for incurred costs, which will be charged back to the originating unit.

### 5.2.2 Central hosting of pre-registered domain name

(where a unit requires central hosting only of a non-UNSW domain name).

- Domain name registrations are generally for 1-2 years, with the renewal invoice sent to the billing contact named on the registration form. To preserve continuity of registration in case of personnel or organisational changes, UNSW IT Services **must** be listed in the DNS registration as the **billing, administrative and technical** contacts to administer the domain. (Additional contacts at the organisation may also be listed).
- Details must be provided relating to the domain registration including registry keys and passwords.
- Provide charge details (credit card, UNSW account) for incurred costs, which will be charged back to the originating unit.

## 6 Local Hosting (Delegation) of Domain Name Service

### 6.1 Local Hosting of a UNSW Domain

Where an organisation or UNSW unit wishes to provide domain name service for a UNSW subdomain via its own Domain Name Server, the following applies:

- Approval must be obtained from UNSW IT Services.
- The IP number(s) of the host providing the primary name service must be provided. Central name servers **will** act as secondaries and must be provided access for zone transfers for this purpose. The exceptions to this rule are dynamically-updated zones such as MS Active Directory.
- Reasonable assurances must be provided to the university that the organisation is able to provide and maintain a reliable name service (maintenance of the host, system security, backups etc.).
- UNSW IT Services reserves the right to withdraw the delegation at any time if there is evidence of the organisation's name server service proving significantly unreliable. In this case, central name servers will take over the role of primary name server for the domain in order to provide continuity of service.

### 6.2 Local Hosting of a Non-UNSW Domain

Where an organisation or UNSW unit wishes to provide domain name service for a non-UNSW domain via its own Domain Name Server, UNSW IT Services must be advised when:

- Hosting a non-UNSW domain within the UNSW IP space, including delegation of DNS to your own nameserver.
- Pointing a non-UNSW hostname at an IP number within the UNSW IP space.
- Providing any other service involving non-UNSW domain names within the UNSW IP space.

Any domain which is hosted on UNSW servers, or uses services hosted in the UNSW IP space must have a clear UNSW contact and must operate within UNSW policy, AARNET obligations and relevant legislation. UNSW IT Services retains the right to intervene if the name or use of a domain does not comply with these requirements.

### **Explanation of this requirement:**

As a member of AARNET, the University is obliged to comply with strict regulation of the types of services it may offer to external (non-member) bodies. In very general terms, these bodies should be not-for-profit organisations and they must have a clear and demonstrable linkage to the research, educational or administrative functions of the University.

In particular relation to hosting external websites, AARNET advises that members (ie UNSW) “should not publish material in circumstances where they have no control over its content and which could result in AARNET members (ie UNSW) being liable”.

Local units providing (or wishing to provide) services/hosting to external bodies, should:

- Check the AARNET Policy on Allowed Access to ensure the proposed service is permitted (<http://www.aarnet.edu.au/services/accesspolicy.html>).
- Apply via the procedures and application form which can be viewed/downloaded here.

### **6.3 Use of UNSW Trademark in Domain Names**

"UNSW" is a registered trademark owned by the University. In order to maintain the integrity of the UNSW name, the use of "UNSW" in a website domain name requires adherence to the UNSW Website Policy, regardless of whether:

- a) the site is internally or externally hosted; or
- b) the site uses unsw.edu.au, unsw.com, unsw.net, unsw.org or any other "UNSW" domain variation.

## **7 Rights and Responsibilities (all users)**

- Before applying for registration, the organisation/unit must verify its right to make use of its preferred domain name. The registry (and registrar) can give no assurances that a preferred domain name is available for use or that it does not infringe the rights of any third party.
- Registration in the “unsw.edu.au” zone gives no other right to the domain name beyond its use as a domain name on the internet.

- No other organisation will be registered with the same name (in case of accidental duplication, the registration received first will prevail).
- Organisations must keep UNSW IT Services informed of any changes in contact information for nominated “owners” of the domain.
- Domain name registration will remain current unless:
  - Termination is requested by the “owner” organisation;
  - Due fees and charges go unpaid;
  - Reasonable attempts to contact the organisation are unsuccessful for more than 3 months; or
  - Termination is authorised by the Director, Enterprise Infrastructure Group (UNSW IT Services) or the Vice-Chancellor.

## 8 Resolution of (Naming) Conflicts

Occasionally conflict arises between the registered holder of a domain name (or pending applicant) and another party claiming right to the name. It is expected that resolution will be achieved by the parties concerned prior to advising UNSW IT Services of the outcome.

In other cases, conflict may arise where a proposed domain name is considered to be offensive, in breach of University policy or other legislation, or otherwise deemed inappropriate.

If prior resolution cannot be achieved, each case will be heard and determined on its merits by an arbitrator (normally the Manager, Network Services Unit, UNSW IT Services). Decisions made under these circumstances will be final.

## 9 Contacts

### Service Desk (all enquiries):

Phone: (02) 9385 1333  
Email: [servicedesk@unsw.edu.au](mailto:servicedesk@unsw.edu.au)

## 10 Reference Documents

AARNet “Policy on Allowed Access to AARNet”:

<http://www.aarnet.edu.au/services/accesspolicy.html>