Govt.nz Registrar

Domain Name Application

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# Applying for a government domain name

Requests for new .govt.nz third level domain names (3LD) are considered under the [Policy for Moderation and Registration of .govt.nz Internet domain names](https://www.digital.govt.nz/standards-and-guidance/technology-and-architecture/domain-names/policy-for-moderation-and-registration-of-govt-nz-internet-domain-names/)

If you are developing a new initiative, or a new agency is being established, and you think you need a new .govt.nz domain name, please contact us as early as possible in your development process. We will talk with you about:

* your eligibility to use the namespace
* the eligibility of potential names (focusing on options to meet your needs and the needs of your users).

Following this conversation and our initial recommendation, you are welcome to submit an application. The application process may take up to 15 working days. Decisions are made case by case and no decision should be interpreted as a precedent.

## Preparing your application

Use the information in this document to prepare your application. This document will provide you with important guidance and context, and will help to ensure you have provided enough information for the Moderator to make an informed decision.

Applications need to be submitted online by your Agency User (AU) or Agency Super User (ASU) via the self-service portal at dns.digital.govt.nz. Applications will be acknowledged within 1 – 2 working days. Please allow up to 15 working days for the application process.

## Submitting an application

Applications need to be submitted by answering the questions in this document. You can choose to apply for a domain name:

1. to represent a Government organisation domain name,
2. or for a Project/initiative domain name.

Please complete **EITHER** Section 1 **OR** Section 2 of this document.

At any point in preparing your application feel free to contact us for assistance or advice.

For further information about the .govt.nz namespace and eligibility criteria, see:

* [Digital.govt.nz/DNS](https://www.digital.govt.nz/standards-and-guidance/technology-and-architecture/domain-names/manage-your-domain/terms-and-conditions/)
* [Policy for Moderation and Registration of .govt.nz Internet domain names](https://www.digital.govt.nz/standards-and-guidance/technology-and-architecture/domain-names/policy-for-moderation-and-registration-of-govt-nz-internet-domain-names/)
* [Terms and Conditions for Government Registrar](https://www.digital.govt.nz/standards-and-guidance/technology-and-architecture/domain-names/manage-your-domain/terms-and-conditions/)

## Contact

Domain Name Service, Government Information Services  
Department of Internal Affairs Te Tari Taiwhenua45 Pipitea Street  
Wellington  
04 460 2299  
[domains@digital.govt.nz](mailto:domains@digital.govt.nz)  
[Digital.govt.nz/DNS](https://www.digital.govt.nz/standards-and-guidance/technology-and-architecture/domain-names/manage-your-domain/terms-and-conditions/)

# Government organisation domain name

## What domain(s) you wish to register? E.g. mbie.govt.nz, dia.govt.nz, mpi.govt.nz. Type each domain on a separate line

**Click or tap here to enter text.**

## Eligibility

*Only Public Service departments, Crown Entities, local authorities and a variety of other bodies with statutory responsibilities are eligible for an organisational domain name. This does not include State Owned Enterprises and may not include some Council Controlled Organisations (CCO).*

*To demonstrate your agency’s eligibility for an organisational domain name, please provide:*

* *the legal name of the organisation*
* *the organisation’s classification as a statutory entity, e.g. Public Service department, Crown Entity, etc.*
* *evidence of the process through which the organisation was/will be established. In most cases, this will be legislation. Please reference and attach copies of any other helpful documents, e.g. Cabinet papers, briefing notes, memoranda*

**Click or tap here to enter text.**

## About the organisation

*Please provide background information about the new organisation. This is not about your domain name, but to help us better understand what you want to achieve online.*

*Please provide:*

* *background to the establishment of the organisation*
* *strategic objectives of the organisation*
* *description of the online service/content you are creating*
* *any additional information you think will be useful*

**Click or tap here to enter text.**

## Rationale for the choice of domain name

*Your choice of domain name should reflect the official name of the new entity and should avoid confusion with other government agencies. Choose a name that is close to what the entity will be commonly known as, in full or abbreviated form, for example:*

* *Department of Internal Affairs — dia.govt.nz*
* *Ministry of Business, Innovation and Employment — mbie.govt.nz*
* *Worksafe New Zealand — worksafe.govt.nz*

*Please provide:*

* *the rationale for choosing this domain name, i.e. why this name is the most appropriate choice*
* *evidenced-based research to support the rationale, e.g. user testing or market research*
* *copies of any relevant documents, e.g. briefing notes to the minister, user experience test findings*

**Click or tap here to enter text.**

# Project/initiative domain name

## What domain(s) you wish to register? E.g. hazardoussubstances.govt.nz, employment.govt.nz. Type each domain on a separate line

**Click or tap here to enter text.**

## Eligibility

*Your organisation’s project/initiative is eligible for a new generic third level .govt.nz domain name only if the project, campaign or initiative is pan-departmental (i.e. more than one agency is involved) and of national significance (i.e. not limited to a particular area or region and can be considered of relevance to all New Zealanders).*

## Contributing organisations

*To demonstrate eligibility, please:*

* *provide the names of all the government organisations involved in the project/initiative*
* *explain the roles of the contributing agencies and the nature of their participation, including funding contributions*
* *include any other helpful documents, e.g. Cabinet papers, briefing notes, memoranda, terms of reference, legislation*

**Click or tap here to enter text.**

## National significance

Describe how the project/initiative is not limited to a particular area or region and is relevant to all New Zealanders.

**Click or tap here to enter text.**

## Business context

*Please provide background information about your business operation and describe your project/initiative. This is not about your domain name, but to help us better understand what you want to achieve online.*

*Please provide:*

* *background to your project/initiative*
* *strategic objectives and desired outcomes of your project*
* *a description of how you intend to use the online channel to engage with your audience and support your project, and the nature of the online services/content you are creating*
* *any additional useful information*

**Click or tap here to enter text.**

## Rationale for requiring a domain name

*Requests for domain names based primarily on the need to ensure that your project information can be discovered online will not be accepted.*

*Domain names no longer serve as the principal gateway to content. Instead, search engines are the main way people find information on the web.*

*The key to being found online is not a specialised domain name but appropriate use of content, search engine optimisation techniques and placement of links on suitable sites with high reputation.*

*Please explain the need to create a new third level .govt.nz domain name.*

* *how/why your project/initiative will benefit from this new third level domain name*
* *why it is not appropriate to use a fourth level subdomain or a subdirectory to one of your existing domains, e.g. initiative.youragency.govt.nz or youragency.govt.nz/initiative*

**Click or tap here to enter text.**

## Rationale for the choice of name

*The main purpose of a .govt.nz domain name is to serve as an identifier of official and trusted government information and services, and not as the mark or brand of a specific product or service. Requests for domain names intended primarily for the branding of individual projects or initiatives will not be accepted.*

*Domain names for projects/initiatives need to be specific (i.e. unlikely to be confused with other existing or future services across government) and descriptive (i.e. the domain name describes the purpose of the site and service being provided).*

*Please provide:*

* *the rationale for choosing this domain name, demonstrating why this name is the most appropriate choice*
* *evidenced-based research to support the rationale, e.g. user testing or market research*
* *copies of any relevant documents, e.g. environmental scans, user experience test findings*

**Click or tap here to enter text.**