

THERE'S SOMETHING ABOUT .au

Why choose .au?

COM.AU NET.AU ORG.AU ID.AU ASN.AU EDU.AU GOV.AU
ACT.AU NSW.AU NT.AU QLD.AU SA.AU TAS.AU VIC.AU WA.AU
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.auDA

THE AUSTRALIAN **DOMAIN NAME** ADMINISTRATOR

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The .au domain space on the internet is a vital and valuable national resource. If an internet address has .au at the end of it, it's registered in Australia and a part of the .au domain space, which is regulated by auDA.

auDA is the government-endorsed policy authority and industry self-regulatory body for the .au domain space. Among auDA's responsibilities are to develop and implement domain name policy, accredit and license registrars, implement consumer safeguards and facilitate .au Dispute Resolution Policy. For more information, visit auDA's website at www.ada.org.au.

So why choose .au?

*Well, do you own an Australian business or manage an Australian association?
Are you an Australian individual?
Are you registered to trade in Australia?*

If you answered yes to any of those questions, it just makes sense to choose .au.

A .au domain name is just as visible on the internet as any other, for example, .com, .biz, or .uk.

Australians are more comfortable dealing with a local company and this is particularly important if you want to sell online. Also, some Australian search engines ask if you want to search Australian pages only, so you are far more likely to rank highly if you have a .au domain name.

Perhaps the most important benefit of .au is the protection you're assured under the Australian rules and policies that govern all .au domain names. These rules and policies are carefully regulated by auDA. This is quite different to the international namespace (for example, .com) where regulation is minimal.

For more information visit www.ada.org.au

Once you've decided on .au, you need to choose the Second Level Domain (2LD) which is most appropriate for your use. The 2LDs are:

.com.au For commercial purposes, including commercial entities currently registered and trading in Australia, as well as commercial products and services.

.net.au For commercial purposes, including commercial entities currently registered and trading in Australia, as well as commercial products and services.

.org.au For non-commercial organisations, including associations incorporated in any Australian State or Territory, political parties, trade unions, sporting or special interest clubs, charities or non-profit organisations.

.id.au For Australian individuals (citizens and residents).

.asn.au For non-commercial organisations, including associations incorporated in any Australian State or Territory, political parties, trade unions, sporting or special interest clubs, charities or non-profit organisations.

.gov.au For federal, state and local government bodies. This domain is managed on behalf of the Australian government sector by the Australian Government Information Management Office (AGIMO). For policy and registration information, visit <http://www.domainname.gov.au>.

.edu.au For educational institutions registered at federal or state level. This domain is managed on behalf of the Australian education sector by the Australian Information and Communications Technology in Education Committee (AICTEC).

For policy and registration information, visit <http://www.domainname.edu.au>.

To see if the domain name you want is available, use the WHOIS service at <http://www.auda.org.au>.

DEFINITIONS:

Domain name – Internet address, e.g. yourbusinessname.com.au.

Second Level Domain (2LD) – the letters after the name and before the .au. For example: .com.au, .net.au, .id.au, .org.au.

Registry – The database of domain names registered in each 2LD. For more information go to <http://www.auda.org.au/registry/>.

Log on to:

LET'S TALK
NET PODCAST



There is now a series of free podcasts to assist consumers and businesses to better utilise the internet. The fun style of presentation eases the anxieties common to new learning. Whether it is your own, or your business' first step onto the internet – or you simply wish to enhance your existing knowledge – visit www.auda.org.au



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