

YOU DON'T HAVE TO BE BIG TO BE BIG ON THE INTERNET

A guide for small business

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
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
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



.auDA

THE AUSTRALIAN **DOMAIN NAME** ADMINISTRATOR

For more information visit www.auda.org.au

YOU DON'T HAVE TO BE BIG TO BE BIG ON THE INTERNET

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.auda.org.au.

More and more small businesses are taking advantage of all the benefits of having a presence on the internet. Whether it's used to promote your products and services, for online trading, or simply so you have email addresses that reflect your business name, getting your website up and running is a relatively simple process.

1. Choose a domain name (it does not need to be your business name). Check to see if you are eligible for the name.

auDA's policy on domain name eligibility and allocation can be viewed at <http://www.auda.org.au/policies>. Different criteria apply for the various types of domain spaces. You will also need to decide on the second level domain you'd like – this is the '.com' or '.net' part of the name based on your preference and/or eligibility.

2. Check that your chosen domain name is available.

Use the WHOIS service at www.auda.org.au. If your chosen name is not available, look at other options, like acronyms, or the names of events, products or services you offer.

3. Choose an auDA accredited registrar or their reseller.

The complete list of auDA accredited registrars can be found at <http://www.auda.org.au/registrars/>. Once you've chosen a registrar or reseller, simply follow their registration instructions. Service offerings, charges and terms and conditions may vary from registrar to registrar, so make sure you consider these differences carefully.

4. Arrange for your domain name to be "hosted".

A hosting service provides a location (a computer somewhere, connected to the internet) for your website and allows it to be seen on the internet. Your existing Internet Service Provider (ISP), other ISPs, or a "webhosting" service can host your domain name. Some registrars and resellers also include hosting as part of their service. Shop around for the service that best suits you.

5. Create your web page and set up your email addresses.

You can do this yourself, or get your registrar or reseller, your ISP, web designer or someone else to do it for you.

6. Renew!

You must continue to be eligible for your domain name and renew your licence every 2 years or you will lose your right to use the domain name. You can transfer to a different registrar if you wish.

DO I NEED TO KNOW ANYTHING ELSE?

Remember, you don't own a domain name. Rather, you hold a licence to use the domain name for a specified period of time and provided certain criteria are met.

A .au domain name is as visible on the internet as a .com domain name, and by choosing .au, you'll benefit from the safeguards auDA implements to protect the .au domain space.

Maintain your contact details and email address with your registrar so they are always up to date otherwise you may not receive renewal reminders or important consumer alerts. Use the WHOIS service at <http://www.auda.org.au> to check your current email address. Please click on the WHOIS link located in the top right hand corner of our website.

It's also important to remember that having a domain name such as "yourbusiness.com.au" does not give you the right to stop others from holding similar domain names, e.g. "yourbusiness.com" or "yourbusiness.net.au" or "yourbusiness.co.uk". And you only have rights to your domain name for as long as you keep the registration current and meet the eligibility criteria. If you fail to renew the licence, your rights to that domain name end, and it may be licensed to a different entity.

As the registrant of .au domain name, there are a number of safeguards in place for your protection. For instance, auDA provides:

- an industry Code of Practice for registrars and resellers <http://www.auda.org.au/registrars/code/>.
- a Dispute Resolution Policy, which aims to provide a cheaper and speedier alternative to litigation arising from disputes over domain name rights <http://www.auda.org.au/audrp/>.
- policies that aim to prevent cyber squatting
- accreditation of registrars and on-going monitoring of their performance
- complaint handling procedures.

If you want to make a formal complaint, there is an area on the auDA website for this purpose. Formal complaints may be about:

- a registrar or a reseller
- a registrant's eligibility to hold a domain name (e.g. registrant no longer exists, or registration details are not current)
- competing rights with the registrant of a domain name.

You'll find the details at <http://www.auda.org.au/faq/complaints/>.

LINKS

Office of Small Business – <http://www.industry.gov.au/smallbusiness>.

Australian Competition & Consumer Commission (ACCC) – <http://www.accc.gov.au>.

IP Australia (Patents, Trade Marks & Designs) – <http://www.ipaustralia.gov.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.

DNS – Domain name system.

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

Registrar – auDA-accredited companies who handle domain name licence applications and renewals. For more information go to <http://www.auda.org.au/registrars/>.

Reseller – Companies who handle domain name licence applications and renewals acting as an agent for a registrar.

Registrant – Someone who holds, is applying for, or renewing a domain name licence.

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



P 1300 732 929 F 03 8341 4112 E info@auda.org.au