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# Building Awareness for the .au ccTLD

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ICANN Singapore

22<sup>nd</sup> June 2011

# Objectives

Generate broad reaching awareness for the .au ccTLD at a time when the market is about to become significantly more competitive.

- Highlighting the success of .au and its role in advancement of Australia's Digital economy
- Reinforcing position of .au as domain name of choice for Australian business  
Build profile for .au within the Australian Business Media
- Reinforce .au as a critical element of Australia's Internet infrastructure



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# Situation

Two big milestones for .au in 2011:

- March: 2 million .au Domain Names
- June: 25<sup>th</sup> anniversary of creation of .au



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# Strategy – So What?

**Patriotism + Ownership = Value**



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**Message: Every** Australian is part of .au. This is **OUR** achievement.



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# Approach

- Joint approach: auDA & AusRegistry
  - **auDA:** Policy, Regulation, Registrant Benefits
  - **AusRegistry:** Technical Infrastructure, Stability, Security

**Major Discipline:** PR through major daily print and broadcast media.

**Support:** A 25 Year Gala Event



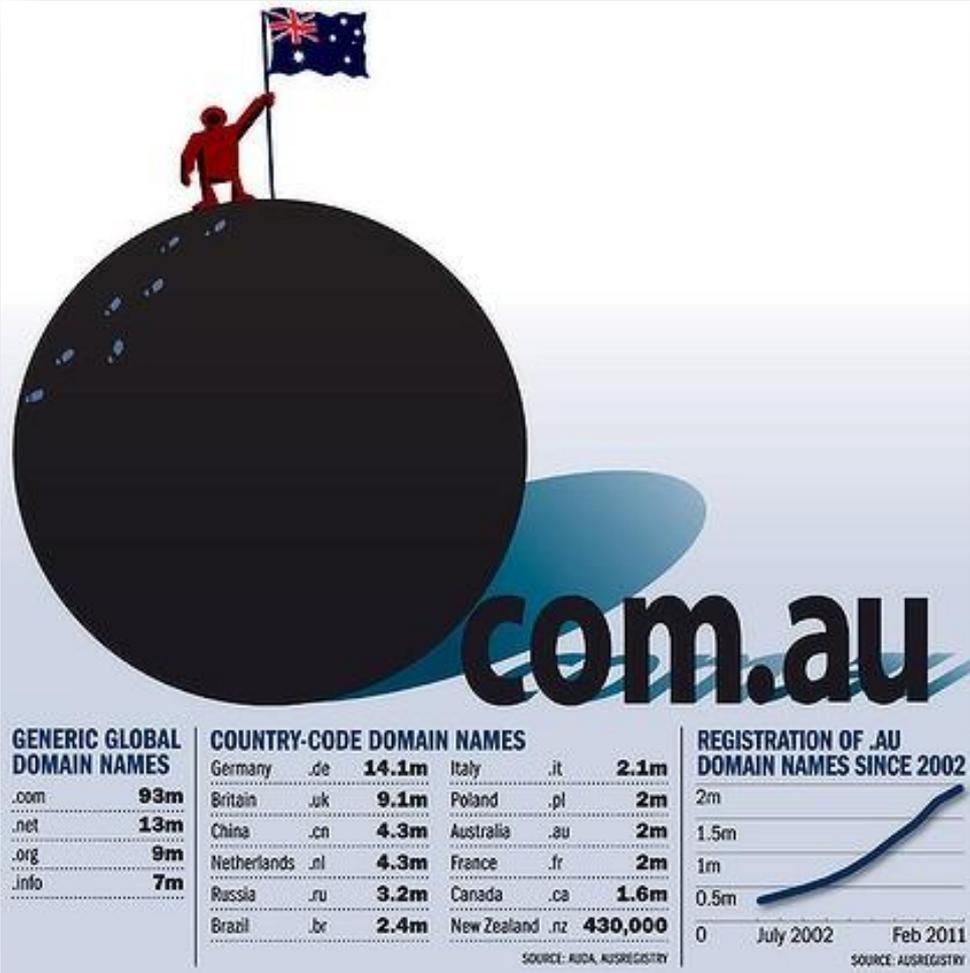
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# Marketing 101 – Use Your Assets



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# 2 million names...



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# Message: Aussies Drive .au Success



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# 2 million names – Mass Media PR



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Last Updated: June 16, 2011

## Aussies lap up the web addresses

Greg Thom technology reporter | Herald Sun | March 07, 2011 10:54PM

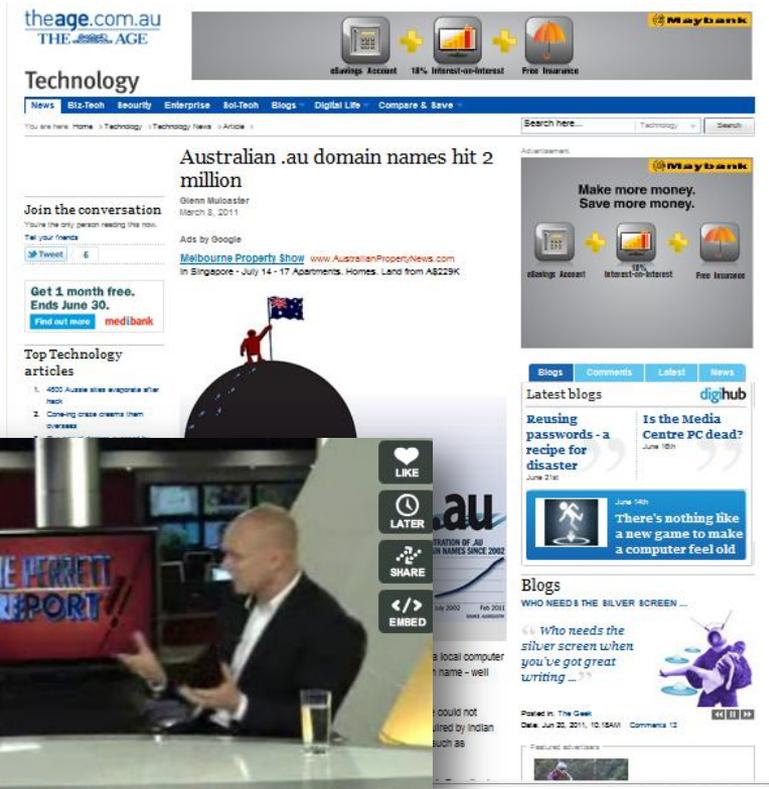
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- 4500 Aussie sites disappear after hack
- Coming crash creates them overseas

Milestone: Surge in domain name registrations as Australians call ".au" home. AFP



theage.com.au  
THE AGE

Technology

## Australian .au domain names hit 2 million

Glenn Mulcaister  
March 8, 2011

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- Coming crash creates them overseas

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# Results:

- Printed in 21 newspapers
- Published in 24 online news services
- Mentioned in more than seven radio broadcasts
- Reported by Network Ten Early News
- Live interview with Sky News Business channel



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# 25 years of .au

**1). Gala Birthday Event:** Reward for the .au industry stakeholders

**2). Supporting PR:** Mass awareness to support strategic objectives



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# 25 year gala event

120 VIP Attendees

**Theme:** An evening to highlight the role of technology in the advancement of society

**Location:** Melbourne Museum, including an exclusive tour of King Tutankhamun exhibition



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# 25 Years of .au - PR

**Message:** Australia Celebrates 25 years of its domain



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# Press coverage – 25<sup>th</sup> anniversary

**sky NEWS**  
.com.au

IT'S HOW TELSTRA IS HELPING STUDENTS AT 1,500 CATHOLIC SCHOOLS

NEWS BUSINESS EXTRA VIDEO CONNECT ON AIR  
BUSINESS NEWS FINANCE MARKETS ECONOMY PROGRAMS

## Aussie internet celebrates a landmark

Updated: 03:09, Friday June 3, 2011

It is possible that the electric kettle, the toaster and the bicycle enhanced the well-being of humankind more profoundly than the internet.

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## Australian internet celebrates a landmark

Mike Hedge  
June 3, 2011

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It is possible that the electric kettle, the toaster and the bicycle enhanced the well-being of humankind more profoundly than the internet.

It is also possible that the telegraph, the printing press and radio, as controversial as they may have been in their time, are more

Herald Sun  
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# Eh you, happy b'day

## Site of celebrations for Aussie internet

Inga Gilchrist

Raise a glass to your laptop – the internet in Australia turned 25 today.

It's a quarter-century since the .au domain name was born, and Melbourne was the maternity ward.

Australians embraced the cyber tot with unmatched enthusiasm.

Australia has 10.4 million active internet users and a further 4.2 million wireless broadband users, the highest rate per capita in the world.

Dot-a-u, we so love you.

While Bananarama's Venus was topping the charts in 1986, Melbourne University academic Robert Elia became Australia's first administrator.

If you wanted to register an .au name, you had to wait until Elia got through his in-tray to your application.

The internet in Australia grew from a project that involved a handful of organisations such as the CSIRO.

As net use expanded, assignment of .au domain names passed from Elia to such organisations as AusRegistry and an Domain Administration (auDA).

The .au domain is part of almost 2.1 million websites, and has the highest per-capita penetration rate in the world.

It is regarded as one of the internet's most secure and trusted name spaces, according to AusRegistry CEO Adrian Kinderis.

Internet Industry Association chief executive Peter Conomos said when au moved under Domain Administration's care, it began the steady climb out of the nursery.

"It crawled over the edge of the cot and pulled itself up on tables to take its first steps," he said.

"It did escape the cot and then there have been a few tantrums along the way."

Spats happened between people who wanted strict rules to protect the integrity of the Aussie domain, he said.

The rules had loosened up a bit since then and the number of names ending in .au had exploded, Conomos said.

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## TECHNOLOGY SWITCHED ON

## Australian internet celebrates 25 years of .au

AAP June 03, 2011 1:20am

IT IS possible that the electric kettle, the toaster and the bicycle enhanced the well-being of



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# Results

- Major daily print and online media coverage.
- 35 pieces of media coverage.
- Radio interviews in Melbourne and Perth conducted by auDA CEO Chris Disspain.



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# The Moral?



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Driving  
**innovation** and  
the **expansion** of the  
**internet** through the  
delivery of **world-class**  
**Domain Name**  
Registry Services.



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