

giving communities
a home on the net

**Australian Communities
Online – Using Geographic
Names as Community
Domain Names**

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The project is supported by funding from
auDA, the Australian Domain Name Administrator



SUMMARY

- World First – CGDNs
- Why CGDNs?
- Aim
- Restricted Use
- History
- Key Issues for Success
- Role of .au Community Domains (auCD)
- Policy
- Eligibility
- Licence conditions
- Standards & Benefits
- Launched August 2006
- Examples of Community Websites
- Goal



**WORLD FIRST – COMMUNITY
GEOGRAPHIC DOMAIN NAMES (CGDN)**

- 8 new second level domains in the .au space for each state and territory:
vic.au; nsw.au; qld.au; tas.au;
nt.au; wa.au; sa.au; act.au
- To be registered as 3rd level Domains in simple form of town/suburb.state/territory.au
eg. katherine.nt.au



WHY CGDNs?

- Australia has over 27,000 communities spread across a large area
- Many of these are geographically isolated far from major centres and services
- The growing use of the World Wide Web offers the means for communities to communicate and work together
- May lead to virtual addressing



AIM

- Provide an intuitive, standardised naming system
- Preserve Australian geographic names for use by the relevant community
- Enable better access to local community, tourism and business information
- Facilitate social and economic benefits to Australian Communities



RESTRICTED USE

- Only to be used as community website portals
- Reflect that communities' interests such as:
 - Local business
 - Tourism
 - Historical information
 - Culture
 - Sporting Groups
 - Local events and news



HISTORY

- OCOS proposal to auDA
- Pilot implementation on 3 localities: Ballarat, Bathurst and Wollongong
- Reviewed by ETHOS
- Overwhelming majority of support



KEY ISSUES FOR SUCCESS

- Provide facilitation of the process
- Endorsement by key stakeholders including: local government, local business chambers and State Government
- Providing a sample community website to demonstrate concept



ROLE OF .au Community Domains

- To assess CGDN applications for compliance with the policy rules and guidelines
- To provide support services to help local communities register their CGDN and create and maintain their community website



POLICY

- Names available provided by CGNA
- Addressable localities – places where populations reside
- Cultural significant localities not included such as:
Great Barrier Reef
Capital Cities



ELIGIBILITY

- Legally registered not-for-profit entity
- Representative of the local community
- Members represent broad range of community interests and groups



ELIGIBILITY

- Individuals, commercial entities and government bodies are not eligible
- Councils are encouraged to be involved
- No restrictions on the number of domain names registered by a single registrant



LICENCE CONDITIONS

- Must use as community website
- 2 year licence
- Renewable upon simple performance criteria



STANDARDS & BENEFITS

- Must remain fresh and relevant
- Provide evidence to establish and maintain website
- Support and revenue may include government funding, sponsorship, advertising and donations



STANDARDS & BENEFITS

- Most community websites run and managed by government and commercial organisations
- CGDNs provide communities opportunity to “pull together” a variety of resources to a single unique location on-line
- Useful tool to improve communities’ social capital



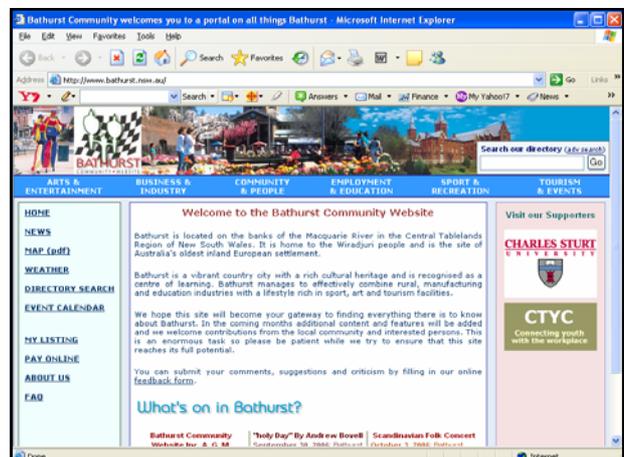
STANDARDS & BENEFITS

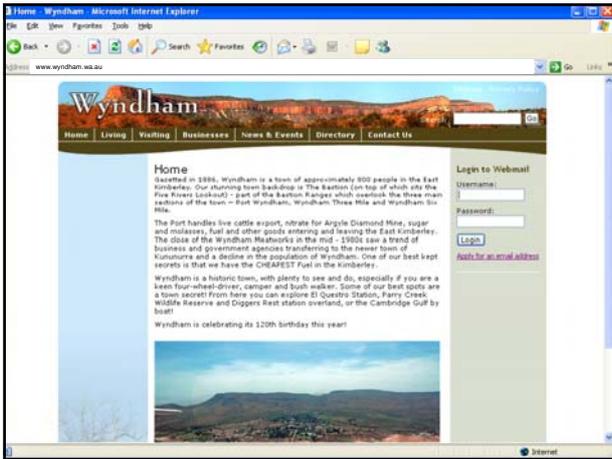
- Communities have an excellent filter to locate central information
- Local Government gain access to key issues and events
- State Government able to fund at “arms length” to assist in building communities’ capacities



LAUNCHED AUGUST 2006

- Over 170 communities who have registered their interest
- 26 applications
- 6 community websites live





GOAL

- 100 communities up and running in the first
- 300 per annum the following 3 years
- Overcome isolation and bring communities together using the World Wide Web



giving communities
a home on the net

www.auct.org.au




Foundation Partner

auDA
The Australian Domain Name Administrator