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# Making the Internet greener

APTLD 84  
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# Who is auDA?

**We are a not for profit endorsed by the Australian Government to deliver a trusted .au for the benefit of all Australians.**

- Our focus is delivery of a stable, secure and reliable .au
- There are over 4.2 million domain names registered in the .au
- .au is the 10<sup>th</sup> most popular domain worldwide
- We are proactive in tackling DNS abuse to protect internet users



**auDA**

# auDA Strategy

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## Trust

- Drive up the integrity of the .au domains

## Innovation

- Improve the utility of the .au by providing greater choice of .au domain names



# Why did we add ESG?

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- auDA has adopted a management concept whereby we would like to integrate environmental, social and governance concerns into our business operations and interactions with their stakeholders.





# Registry Tender

- As you might know we recently issued a Registry Tender
- As an Australian first we included Environmental, Social and Corporate Governance (ESG) requirements into our Registry Tender and Registry Agreement



# Making a difference:

- Human Rights
- Environmental Sustainability
- Indigenous Reconciliation
- Australian Business
- Diversity and Inclusion



# On the ground impact

- Identity Digital is going to plant 25000 trees over 4 years to help set off their carbon footprint
- Asia Pacific Regional Internet Governance Forum (APriGF) Indigenous Fellowship program
- Identity Digital appointed local ESG officer to collaborate with auDA to work on ESG initiative.



# Find out more about auDA

- [www.auDA.org.au](http://www.auDA.org.au)
- <https://www.facebook.com/auDomainAdmin/>
- Keep up to date with .au developments by becoming an auDA member. Membership is free and gives you a voice in the future of the .au: <https://www.auda.org.au/join-auda/apply-now>





**Thank you.**  
**Any questions?**

Visit: [www.auda.org.au](http://www.auda.org.au)