

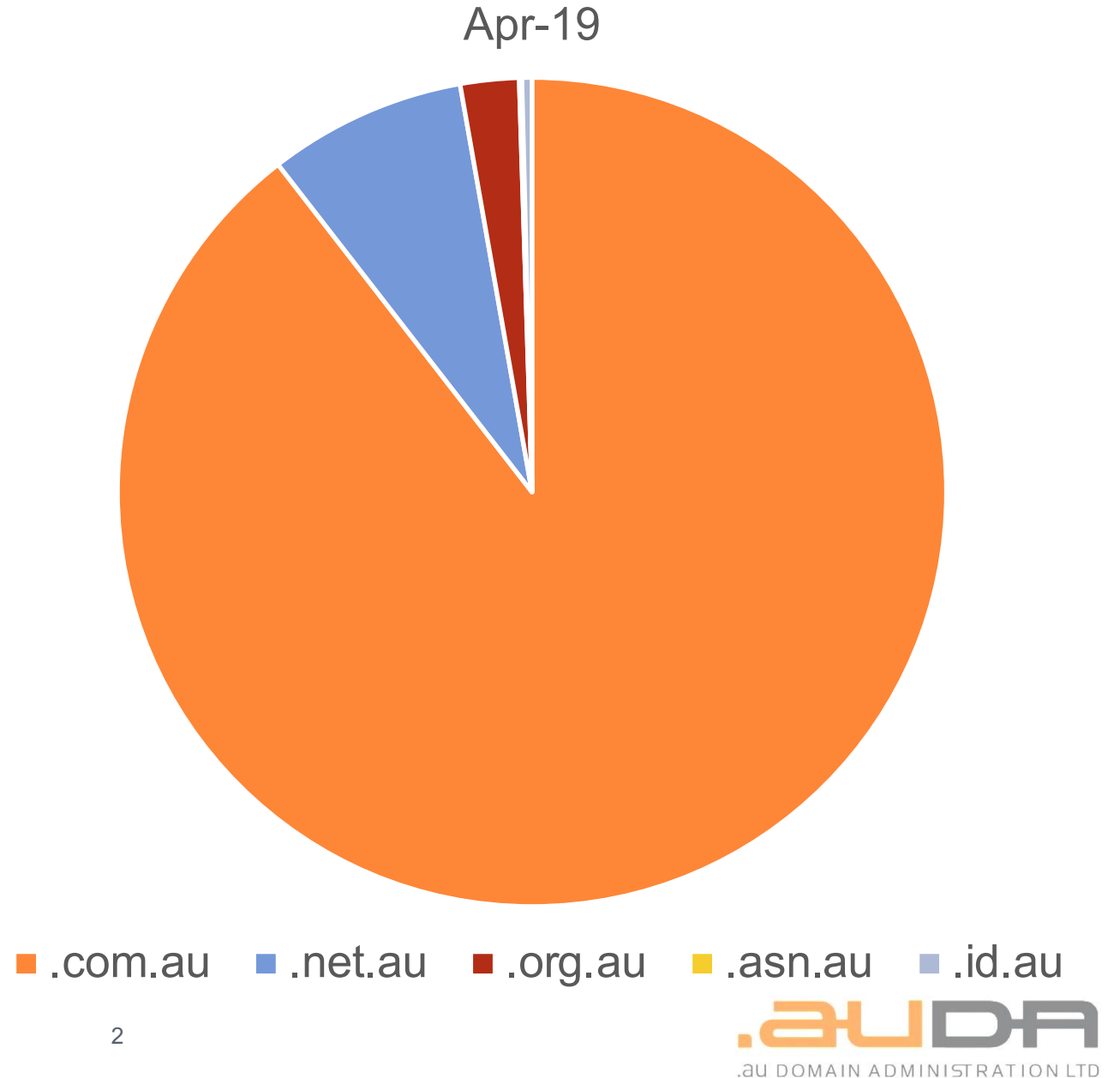
The Pathway to Direct Registration at the second level of .au

Cameron Boardman, CEO

Bruce Tonkin, COO

.au Domain Name Statistics

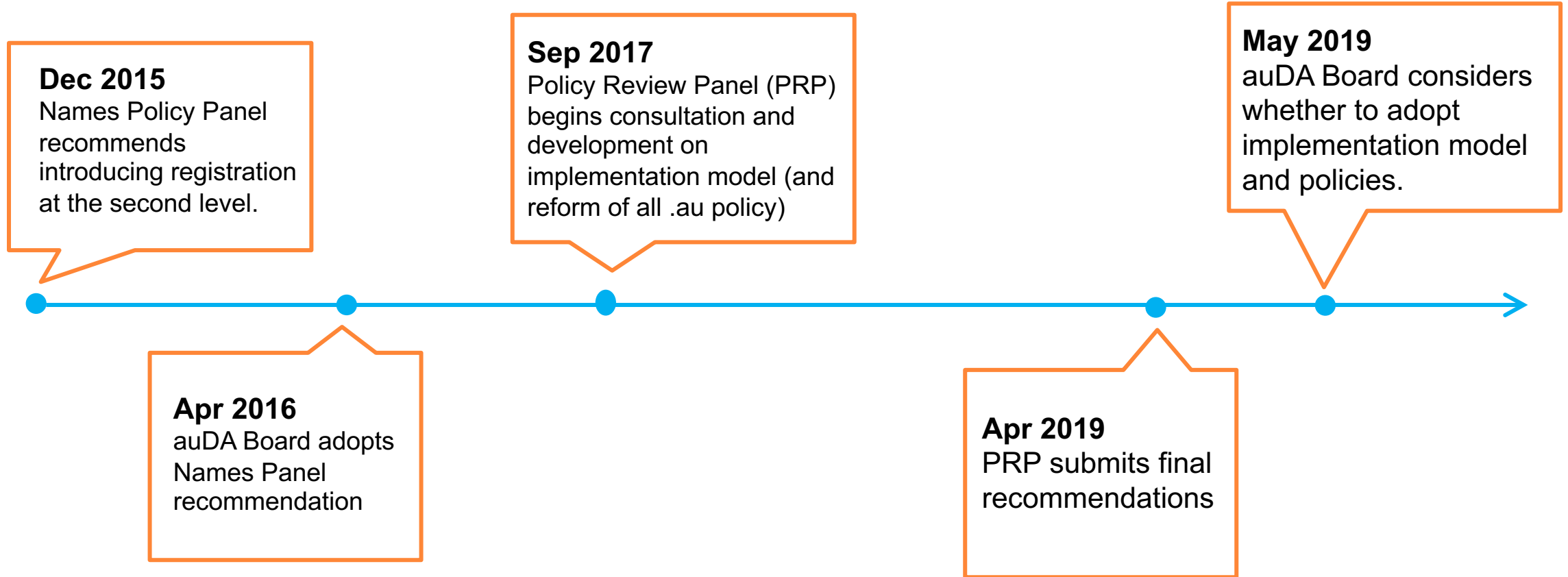
2LD	Count	YOY
.com.au	2,832,397	2.0%
.net.au	244,238	-8.5%
.org.au	72,377	2.3%
.asn.au	3,264	-4.2%
.id.au	12,355	-1.3%



Direct Registration

- Currently registration at:
 - Third level – e.g. within com.au, net.au, org.au, asn.au, id.au, gov.au, edu.au, vic.au, nsw.au, qld,au, tas.au, wa.au, nt.au, act.au, sa.au)
 - Fourth level – e.g. within vic.gov.au or catholic.edu.au
 - Fifth level – e.g. within schools.nsw.edu.au and education.tas.edu.au
- Direct registrations allows registration at the second level of .au
 - forexample.au

How we got here





Cossies. Mozzies. Renos. Avos.

Aussies shorten everything.
Now we're considering shortening our web
addresses.

[HAVE YOUR SAY](#)



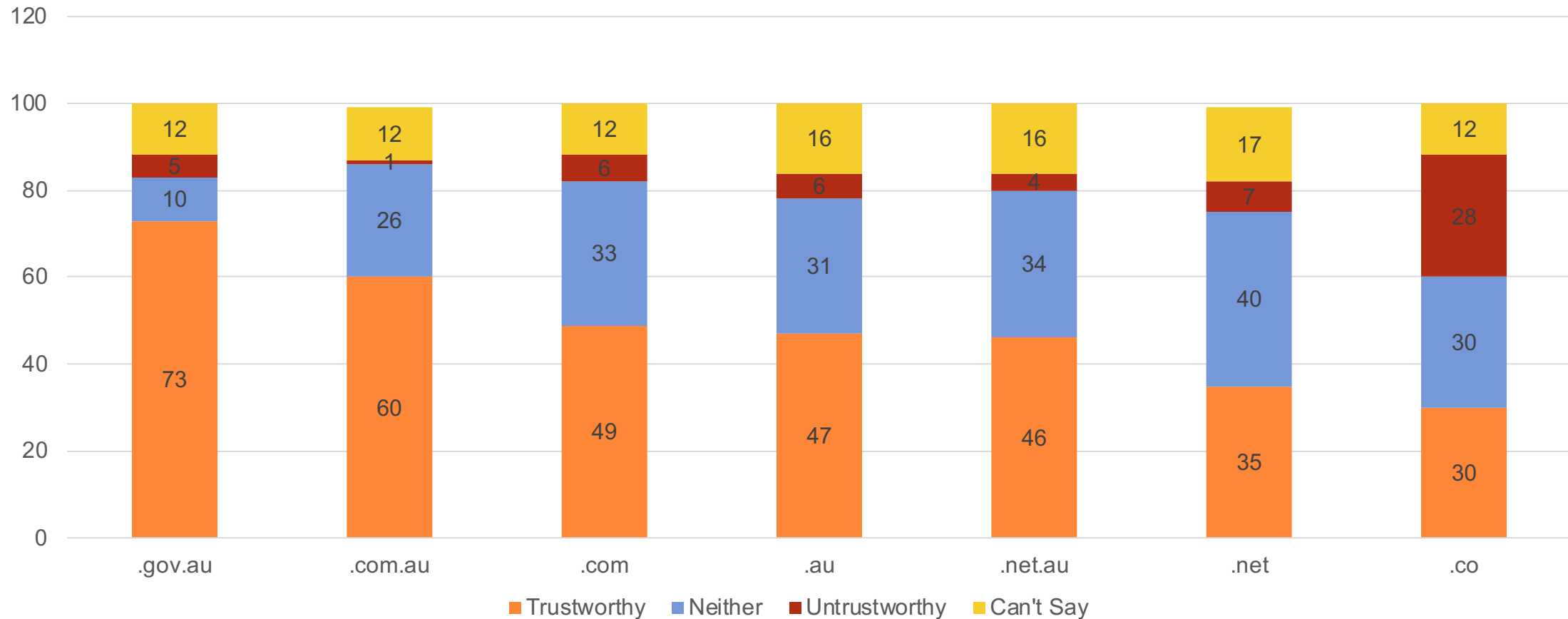
Aussies are famous for making it short and sweet.

Benefits of direct registration – as identified by 2017 Policy Review Panel

- Increased choice for consumers
- A shorter, more memorable name
- A more accessible name space for those unable to get a .com.au domain name
- Builds on the security and stability reputation of the .au ccTLD
- A clear signal of local relevance for search engines

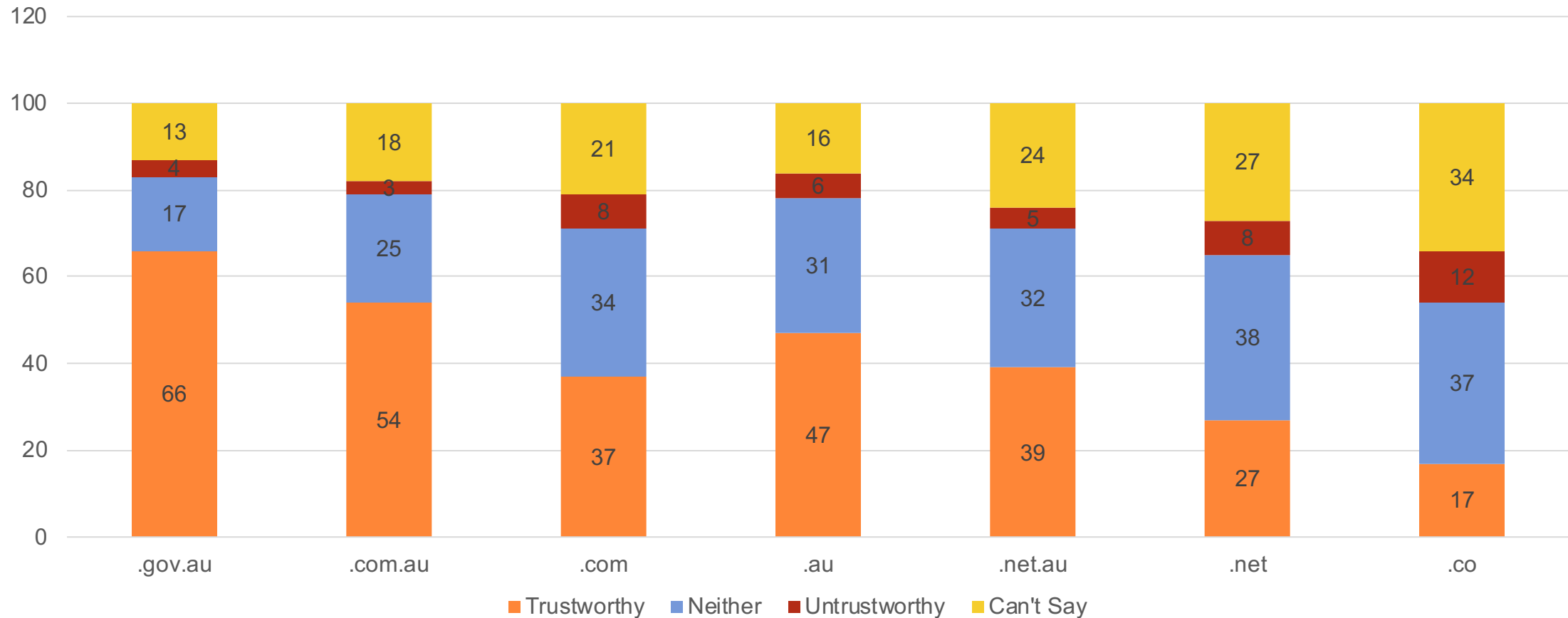
Research: Perceptions of domain name extensions

Trustworthiness of websites based on extension – Decision Makers



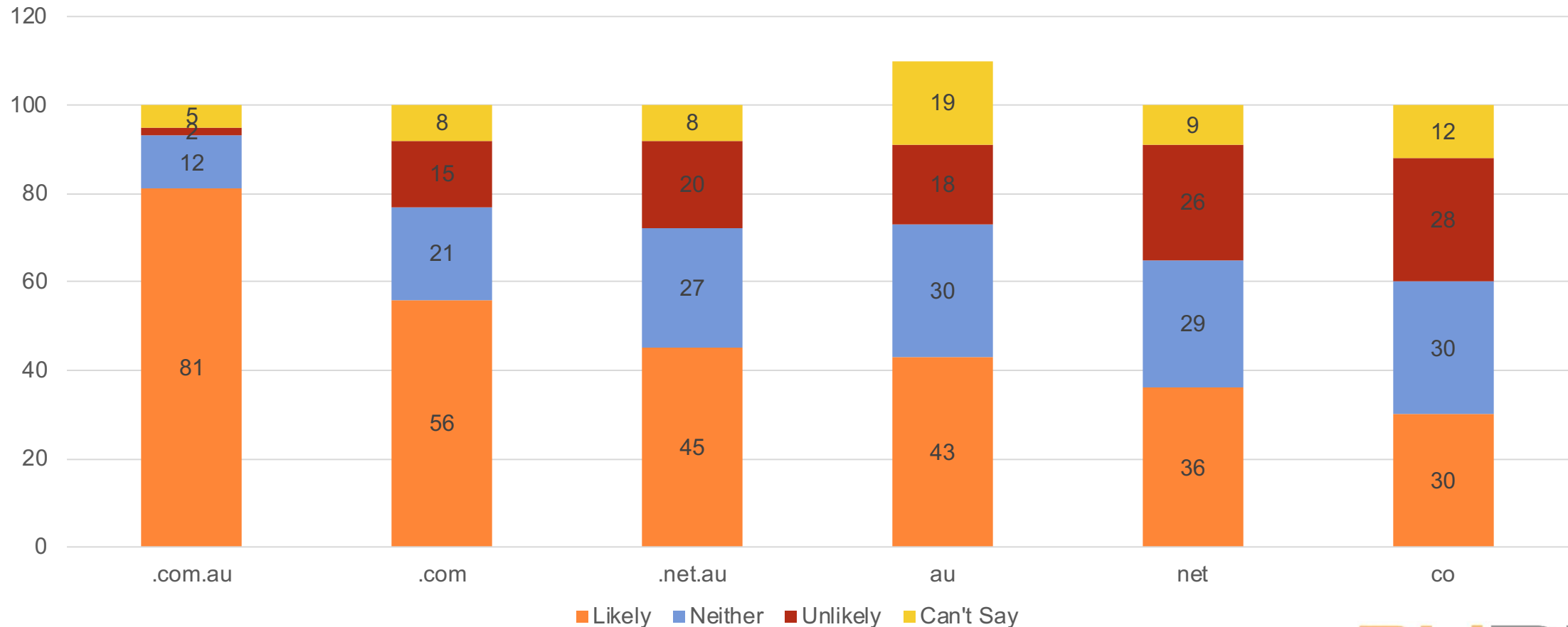
Research: Perceptions of domain name extensions

Trustworthiness of websites based on extension – Community



Research: Perceptions of domain name extensions

Likelihood of choosing extensions for your business

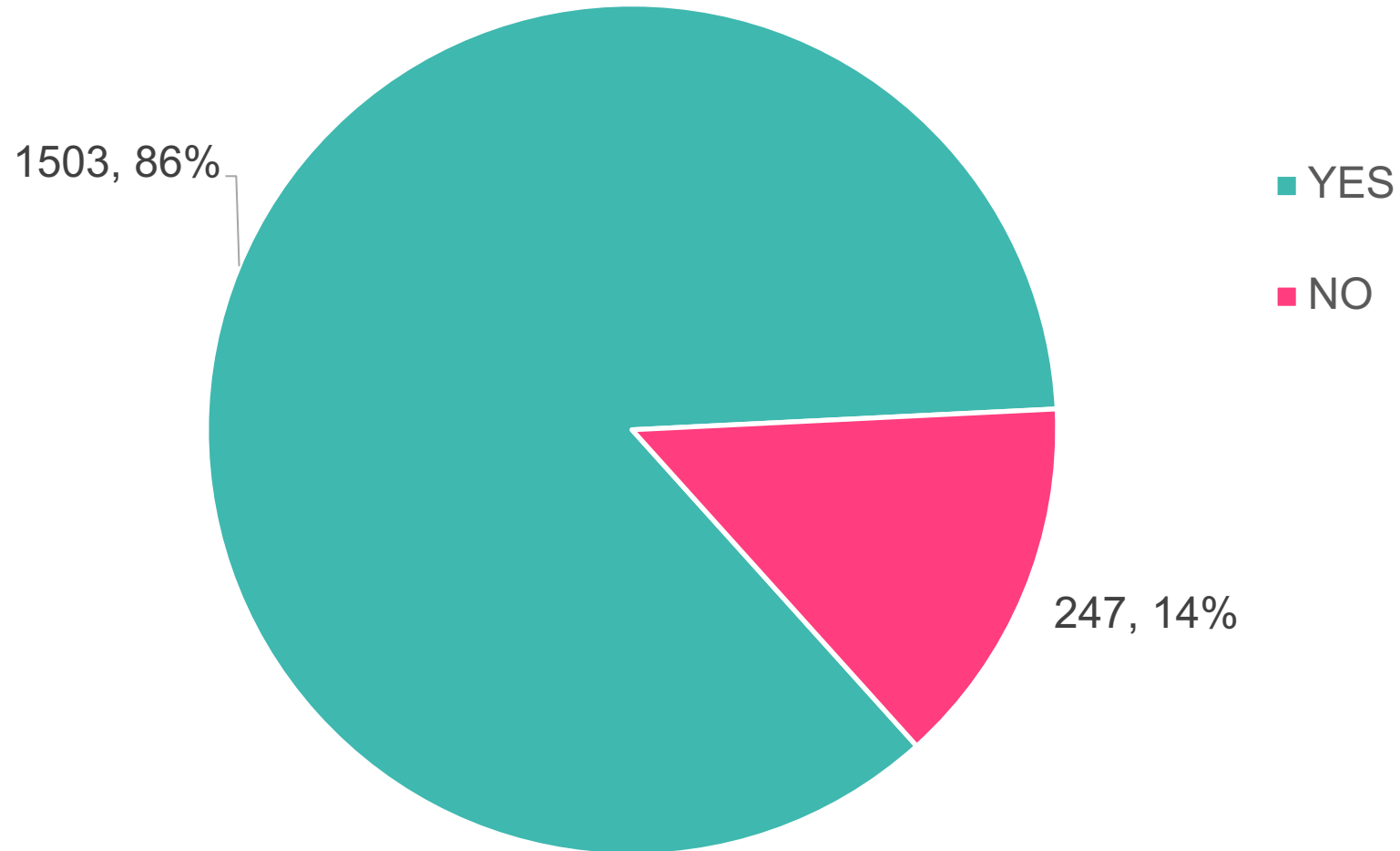


Results of Consultation

- Facebook and Instagram advertisements reached 1.4 million
- 1.5 million impressions of shorter names video – with 18.7% watching it to end
- 11,808 unique visitors to <https://shorternames.com.au/> website
- 1,750 completed the website survey
- 17 unique written submissions received

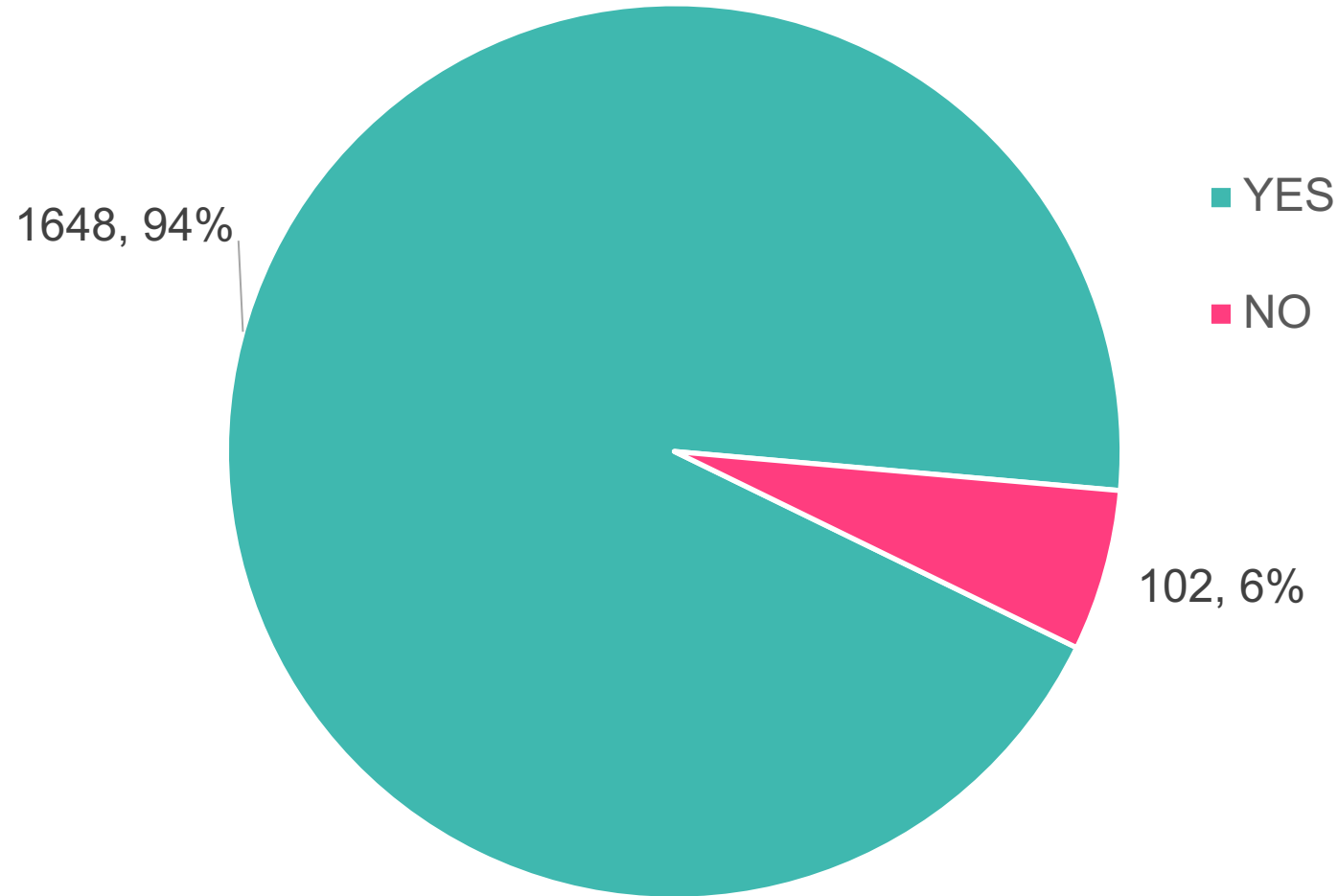
Shorternames.com.au survey results

Would you apply to get a shorter .au domain name if they are introduced?



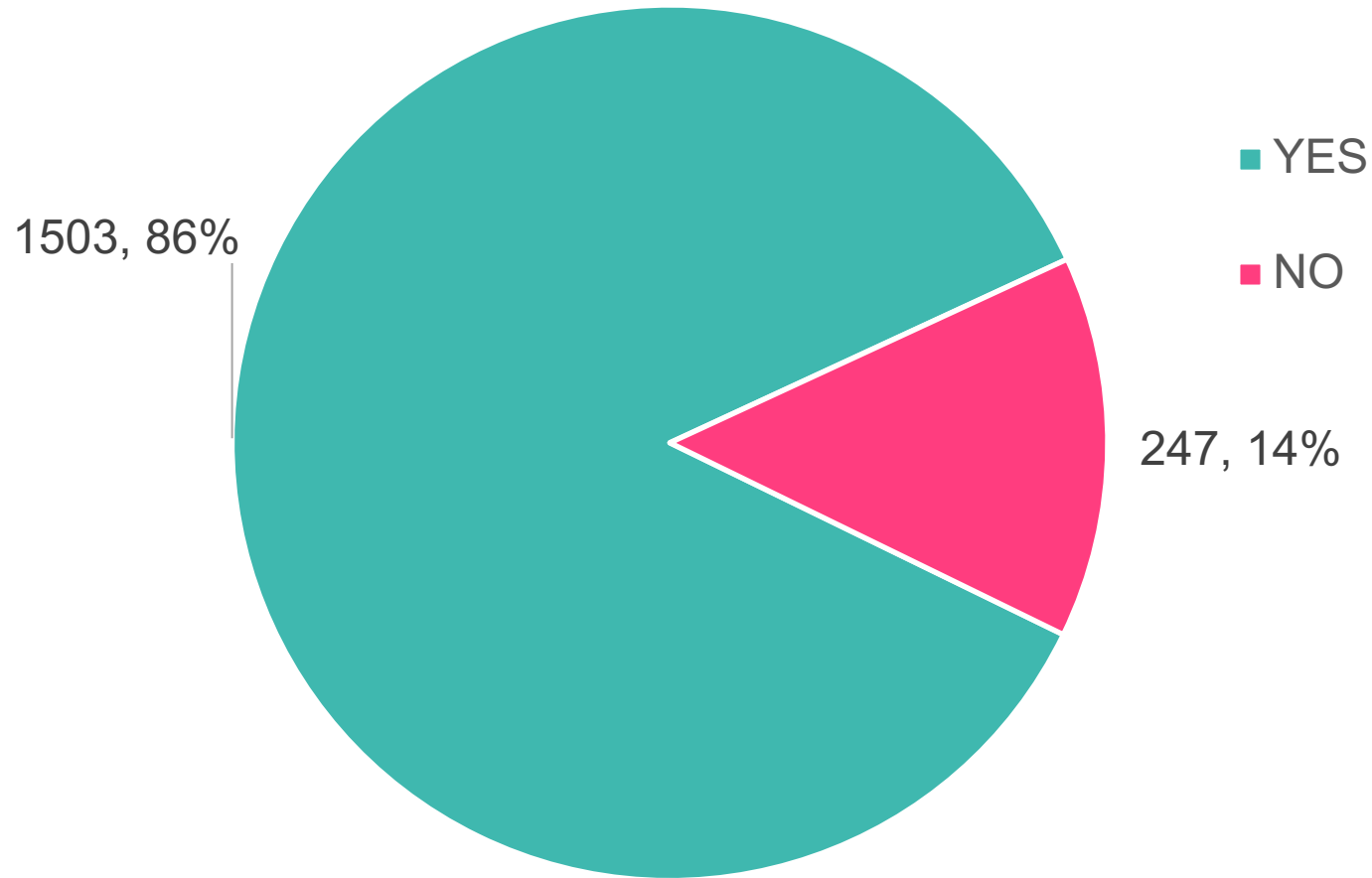
Shorternames.com.au survey results

We propose that to register a domain name ending in .au, you must have an Australian presence. Do you agree with this?



Shorternames.com.au survey results

We propose to give existing domain licence holders in .au priority to apply for their corresponding domain name in .au for 6 months from launch date (forexample.net.au can apply for forexample.au). Do you agree with this?



What's changed in .au policies?

- Removal of “close and substantial connection’ from .com.au and .net.au allocation rules to align with Australian Business Name registration rules;
- Australian Company/Business Number requirement for .com.au and .net.au kept
- Strengthened and aligned eligibility for .org.au with Australian Charities and Not-for-profits Commission (ACNC) regulation;
- Eligibility for .au is “Australian presence” i.e. an Australian citizen, permanent resident, Australian business, Australian trade mark holder etc;
- Introduction of Public Interest Test

Public Interest test

Public Interest is:

- the proper administration of government
- the judicial system;
- public health and safety;
- national security;
- the prevention and detection of crime and fraud;
- consumer protection;
- the economic wellbeing of Australia;
- complying with Australia's obligations under international law;
- the integrity, stability or security of the Domain Name System.

Public Interest Test Process

- An enforcement body, consumer protection agency, Australian intelligence agency or a statutory body with enforcement powers, must provide a written affidavit to the CEO which sets out:
 1. the grounds for why the suspension or cancellation of the licence or the requested action is in the public interest;
 2. why .au Domain Administration is considered the appropriate body to determine the request;
 3. why the requested action cannot be undertaken by another statutory body or under an Australian law;
 4. the licence suspension period or the period for which any other action is required; and
 5. any other matter considered relevant to the request.
- The CEO may rely upon a written affidavit from an enforcement body, consumer protection agency, an Australian intelligence agency or a statutory body with enforcement powers, and (as appropriate) court orders, as proof of matters in determining whether a licence should be suspended or cancelled on public interest grounds.

PRP Recommendation – Priority registration

4 Feb 2018

e.g. Oct 2019

e.g. Mar 2020

6 months
Priority Application Period

Indefinite
Conflict resolution period

Cut-Off
Date

Launch
Day

End of
Priority
Application
Period

All existing
names locked in
.au, but any new
name can be
registered

Any locked
name with no
application is
released to the
general market

Only registrants
with names
created before
the cut-off date
can participate in
conflict
resolution

Use Cases – Cut-off date 4 Feb 2018

- Use cases consider various combinations of Parties A, B, C, and D applying for forexample.au during the Priority Application Period.
- Parties A and B have domain names created prior to the cut-off date.

Party	A	B	C	D	Result
Domain name	forexample.com.au	forexample.net.au	forexample.org.au	forexample.id.au	
Creation Date	Jan-2005	Feb-2010	Mar-2018	Aug-2018	
Case 1	Applied	Applied	Applied	Applied	A & B go into conflict resolution
Case 2		Applied	Applied	Applied	B gets forexample.au
Case 3			Applied	Applied	C gets forexample.au, as creation date of forexample.org.au is before forexample.id.au
Case 4				Applied	D gets forexample.au

Status page

- A registrant will be able to see how many other names have a matching string across all the .au namespaces
- A registrant will be able to see where each registrant sits in the priority order based on creation date
- A registrant will be able to see if other registrants have applied for a name, decided not to apply or have withdrawn their applications, or simply haven't responded yet as of the date of the search

Priority Order	Application Status
forexample.com.au	Applied
forexample.net.au	Declined to Apply
forexample.edu.au	No Response
Cut-off date	4 Feb 2018
forexample.org.au	Applied
forexample.asn.au	Declined to Apply
forexample.id.au	Applied

Forexample.au landing page

The domain name licence for forexample.au has not been allocated as the parties below are still in negotiations to agree who will be the holder of forexample.au

Forexample Company Pty Ltd

<https://www.forexample.com.au>

Forexample Charity Incorporated

<https://www.forexample.org.au>

Implementation Details

- **Commencement date:** 4th quarter 2019
- **.au wholesale fee** – set the same as the open second level name spaces (e.g. com.au)
- **.au application fee**
 - set the same as the .au wholesale fee
 - Application fee will include one year of .au registration
 - Annual fee for a contested name will include a holding page with links to the applicant websites

Also coming: Internationalised Domain Names

- 2nd half 2020



.auDA
AU DOMAIN ADMINISTRATION LTD

**Cossies. Mozzies.
Renos. Avos.**

オーストラリア人は何でも短縮してしまいます。現在、私たちはウェブアドレスの短縮を検討しています。

ご意見をお聞かせください

オーストラリア人はとにかく短縮形を好むことで有名です。

まもなく、URLもスッキリした短い形になりそうです。auDAは、.com.auの代わりに.auだけでドメイン名を登録するオプションの導入を検討しています。

Chinese: <http://例如.au>

Korean: <http://예를들면.au>

Vietnamese: <http://ví dụ.au>

Japanese: <http://例えば.au>

Arabic: <http://مثلا.au>

Internationalised Domain Names (IDNs)

- Only work with IDN tables where there is more than 10 years of practical experience
- Only work with languages that have significant usage as IDNs
- Only allow one script per language
- There is extensive practical experience with Han (Chinese, Japanese, and Korean) language scripts – and collaboration across China, Korea and Japan
- Roll-out language by language, and monitor impacts moving to the next language

What's next: A new .au and auDA

.au

- Development of a comprehensive brand framework for .au
- A major national campaign to promote the .au domain and new rule changes
- New registrar agreement and policy

auDA

- Development of auDA branding
- Redevelopment of auDA website

Thank you.

.auDA
.au DOMAIN ADMINISTRATION LTD