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

Cameron Boardman, CEO
Bruce Tonkin, COO
### .au Domain Name Statistics

<table>
<thead>
<tr>
<th>2LD</th>
<th>Count</th>
<th>YOY</th>
</tr>
</thead>
<tbody>
<tr>
<td>.com.au</td>
<td>2,832,397</td>
<td>2.0%</td>
</tr>
<tr>
<td>.net.au</td>
<td>244,238</td>
<td>-8.5%</td>
</tr>
<tr>
<td>.org.au</td>
<td>72,377</td>
<td>2.3%</td>
</tr>
<tr>
<td>.asn.au</td>
<td>3,264</td>
<td>-4.2%</td>
</tr>
<tr>
<td>.id.au</td>
<td>12,355</td>
<td>-1.3%</td>
</tr>
</tbody>
</table>

Pie chart showing domain statistics as of Apr-19.
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

Dec 2015
Names Policy Panel recommends introducing registration at the second level.

Sep 2017
Policy Review Panel (PRP) begins consultation and development on implementation model (and reform of all .au policy)

Apr 2016
auDA Board adopts Names Panel recommendation

May 2019
auDA Board considers whether to adopt implementation model and policies.

Apr 2019
PRP submits final recommendations

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

- .gov.au: 12% Trustworthy, 5% Neither, 6% Untrustworthy, 10% Can't Say
- .com.au: 12% Trustworthy, 1% Neither, 6% Untrustworthy, 26% Can't Say
- .com: 12% Trustworthy, 6% Neither, 33% Untrustworthy, 49% Can't Say
- .au: 16% Trustworthy, 6% Neither, 31% Untrustworthy, 47% Can't Say
- .net.au: 16% Trustworthy, 4% Neither, 34% Untrustworthy, 46% Can't Say
- .net: 17% Trustworthy, 7% Neither, 40% Untrustworthy, 35% Can't Say
- .co: 12% Trustworthy, 28% Neither, 30% Untrustworthy, 30% Can't Say
Research: Perceptions of domain name extensions

Trustworthiness of websites based on extension – Community

<table>
<thead>
<tr>
<th>Extension</th>
<th>Trustworthy</th>
<th>Neither</th>
<th>Untrustworthy</th>
<th>Can't Say</th>
</tr>
</thead>
<tbody>
<tr>
<td>.gov.au</td>
<td>13 (4%)</td>
<td>17 (7%)</td>
<td>8 (3%)</td>
<td>8 (3%)</td>
</tr>
<tr>
<td>.com.au</td>
<td>18 (6%)</td>
<td>25 (9%)</td>
<td>3 (1%)</td>
<td>3 (1%)</td>
</tr>
<tr>
<td>.com</td>
<td>21 (7%)</td>
<td>34 (12%)</td>
<td>8 (3%)</td>
<td>8 (3%)</td>
</tr>
<tr>
<td>.au</td>
<td>16 (5%)</td>
<td>31 (11%)</td>
<td>6 (2%)</td>
<td>6 (2%)</td>
</tr>
<tr>
<td>.net.au</td>
<td>24 (8%)</td>
<td>32 (11%)</td>
<td>5 (2%)</td>
<td>5 (2%)</td>
</tr>
<tr>
<td>.net</td>
<td>27 (9%)</td>
<td>38 (13%)</td>
<td>8 (3%)</td>
<td>8 (3%)</td>
</tr>
<tr>
<td>.co</td>
<td>34 (12%)</td>
<td>37 (13%)</td>
<td>12 (4%)</td>
<td>12 (4%)</td>
</tr>
</tbody>
</table>
Research: Perceptions of domain name extensions

Likelihood of choosing extensions for your business

<table>
<thead>
<tr>
<th>.com.au</th>
<th>.com</th>
<th>.net.au</th>
<th>au</th>
<th>net</th>
<th>co</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likely</td>
<td>81</td>
<td>56</td>
<td>45</td>
<td>43</td>
<td>36</td>
</tr>
<tr>
<td>Neither</td>
<td>12</td>
<td>15</td>
<td>27</td>
<td>30</td>
<td>26</td>
</tr>
<tr>
<td>Unlikely</td>
<td>8</td>
<td>21</td>
<td>20</td>
<td>18</td>
<td>29</td>
</tr>
<tr>
<td>Can't Say</td>
<td>5</td>
<td>2</td>
<td>8</td>
<td>9</td>
<td>12</td>
</tr>
</tbody>
</table>

Research:
Perceptions of domain name extensions
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?

- YES: 1503, 86%
- NO: 247, 14%
Shortenames.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?

- YES: 1648, 94%
- NO: 102, 6%
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?

- YES: 1503 (86%)
- NO: 247 (14%)

Total responses: 1750
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
- Cut-Off Date

e.g. Oct 2019
- Launch Day
  - All existing names locked in .au, but any new name can be registered

6 months
- Priority Application Period
  - Any locked name with no application is released to the general market

e.g. Mar 2020
- End of Priority Application Period

Indefinite
- Conflict resolution period
  - 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.

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

<table>
<thead>
<tr>
<th>Priority Order</th>
<th>Application Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>forexample.com.au</td>
<td>Applied</td>
</tr>
<tr>
<td>forexample.net.au</td>
<td>Declined to Apply</td>
</tr>
<tr>
<td>forexample.edu.au</td>
<td>No Response</td>
</tr>
<tr>
<td>Cut-off date</td>
<td>4 Feb 2018</td>
</tr>
<tr>
<td>forexample.org.au</td>
<td>Applied</td>
</tr>
<tr>
<td>forexample.asn.au</td>
<td>Declined to Apply</td>
</tr>
<tr>
<td>forexample.id.au</td>
<td>Applied</td>
</tr>
</tbody>
</table>
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


Also coming: Internationalised Domain Names

• 2nd half 2020

Chinese: http://例如.au

Korean: http://예를들면.au

Vietnamese: http://ví dụ.au

Japanese: http://例えば.au

Arabic: http://مثال.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.