

Consultation Outcome

Licensing and .au Namespace Implementation Rules

PURPOSE

1. Specific policy issues identified in the public consultation process conducted by auDA over the period 19 October – 6 December 2019 for:
 - (a) new licensing rules for the Namespaces within the .au ccTLD (excluding oz.au, gov.au and csiro.au); and
 - (b) implementation arrangements for direct registration in .au
2. The context for the public consultation, how it was conducted and feedback received.

PROCESS OF PUBLIC CONSULTATION

auDA conducted a further round of broad public and stakeholder consultation in October and November 2019 to obtain additional feedback on various aspects of the new licensing rules and .au implementation rules.

This public consultation was conducted via various formats:

- Posting on the auDA website of the Licensing Rules, Explanatory Guide and key consultation topics, together with a call for public submissions
- A dedicated microsite – aufeedback.org.au – for completion of a short survey on the key consultation topics
- Public forums held in Canberra, Sydney, Melbourne, and Brisbane
- Three webinars

These public opportunities to provide feedback were widely promoted to encourage maximum participation via:

- A paid digital campaign and dedicated microsite
- Advertising in national and metropolitan newspapers
- Use of owned channels – email, social and web

Targeted consultation sessions were also held via:

- A session at the annual auDA Registrars Summit in October 2019
- A forum held with members of the auDA General Advisory Standing Committee (GASC)
- Discussions with interested stakeholders, including Commonwealth and State government agencies

Public campaign

auDA engaged Campaign Edge to produce a digital campaign to promote the policy consultation. The objectives were to:

- Generate feedback on consultation issues from key audience groups from around Australia
- Build visibility of process and issues among key audience groups, particularly those groups with low awareness of the issues, but which are impacted directly.

The campaign consisted of two elements - a dedicated microsite and a paid social media campaign:

- **Microsite** - the <https://aufeedback.org.au/> microsite acted as the campaign 'hub', hosting information about the consultation, the issues being looked at, and a survey for users to easily give their opinions on the key policy questions we wanted feedback on.
- **Paid social media campaign** - auDA ran sponsored content posts on Facebook and LinkedIn targeting domain name registrants, small to medium sized businesses and large corporates
 - **Phase 1** (29/09 - 29/10/19) aimed to drive registrations for the workshops and promote the consultation process, targeting users in each of the cities where workshops were being held and driving them to the relevant event registration page. This phase was also complemented by ads promoting the workshops in national and major metropolitan newspapers (The Age, Sydney Morning Herald, The Australian, Canberra Times, Courier Mail)
 - **Phase 2** (07/10 – 30/11/2019) aimed to drive feedback from a broad range of internet users via the survey on the campaign website.

Reach

Phase 1 of the campaign promoting participation in the workshops and webinars generated **175,000 impressions** across Facebook and LinkedIn, and nearly **900 click-throughs**, in addition to the national and major metropolitan newspaper advertisements.

Phase 2 of the campaign encouraging feedback through the online survey generated **686,646 impressions** across Facebook and LinkedIn, and **3,065 click-throughs**.

This paid campaign was further amplified through auDA's social media channels:

- auDA published 17 posts to Twitter throughout the campaign period, with an **overall reach of 155, 515**, or an average of 9,148 per tweet
- auDA published 5 posts to LinkedIn throughout the campaign period, generating **1,194 impressions**

auDA also communicated directly via email with Associate Members and stakeholders:

- Associate Members (~1,500) received two emails (9 and 24 October) encouraging them to participate in the consultation, with each email achieving around 45% open rate
- auDA's broader stakeholder list (~5,000) received one email (9 October) encouraging them to participate in the consultation, achieving a 22% open rate
- Queensland Associate Members received an additional email (17 October) advising of the Brisbane workshop, achieving a 49% open rate

Results

i. Website & submissions

The Licensing Rules, Explanatory Guide and key consultation topics were posted on the auDA website, together with a call for public submissions.

This webpage received **2,404 pageviews** during the campaign period.

Thirteen submissions were received and the public submissions may be viewed on the auDA website.

ii. Survey microsite

The dedicated microsite received **4,501 pageviews** from **2,770 unique users**. Of these users, **88%** were referred from the social media campaigns outlined above.

The survey received **1,410 responses**, with 975 respondents answering all 7 questions, and a further 435 partial completions. An average of 1126 responses was received across the seven issues.

An analysis of the IP addresses of respondents did not identify any significant duplications (ie multiple responses from the same person / organisation).

A summary of the microsite feedback follows:

	Yes	No	Very Positive	Positive	No Impact	Negative	Very Negative	Total responses
Allocation rules: What kind of impact does this rule have on the usefulness and integrity of the .au domain?			55%	31%	8%	4%	3%	1410
Public interest Test: Have we struck the right balance between the interests of private citizens (registrants) and the interests of governments and law enforcement agencies to protect the community?	77%	23%						1188
Sub-domains: Should auDA have the right to suspend or cancel a .au domain name because of activity conducted on sub-domains created under it?	74%	26%						1137
Sub-leasing prohibition: Is the prohibition on sub-leasing domains (except by related corporate entities) justified?	80%	20%						1091
Internationalised Domain Names: What kind of impact will the introduction of IDNs			7%	18%	42%	20%	14%	1070

have on the .au domain?								
Cut-off Date: Given the launch of second level names is delayed until mid-2020 is the cut-off date of 4 February 2018 still appropriate?	65%	35%						1012
Lockdown model: Have we got the right balance between protecting the interests of existing and new registrants?	73%	27%						975

* May not add up to 100% due to rounding

iii. Workshops

Four public workshops were held across the eastern seaboard, with registrations and attendance as follows:

Date	Venue	Registrations	Attended
15 Oct	Canberra	27	21
16 Oct	Sydney	26	16
17 Oct	Melbourne	43	26
29 Oct	Brisbane	21	11

iv. Webinars

Three public webinars were also conducted for those unable to attend the workshops, with registrations and attendance as follows:

Date	Registrations	Attended
17 Oct	37	23
30 Oct	28	17
30 Oct	18	7

v. Targeted consultations

Five workshop / teleconferences / webinars were also held with targeted audiences:

Date	Stakeholders	Attended
8 Oct	Meeting with Victorian Government Agencies	12
10 Oct	Registrar conference	35
23 Oct	Digital Transformation Agency and other federal, state and local government agencies	~20

12 Nov	Consumer affairs government agencies	22
21 Nov	auDA's General Advisory Standing Committee	5

FEEDBACK RECEIVED

The feedback from the various elements of the consultation process are available on the auDA website [here](#). In summary, there was support for, or no strong opposition in principle to, the Licensing Rules and direct registration implementation proposals from most of the individuals, companies and organisations that participated in the various modes of the consultation process.