
From: Magnus Celander <magnus.celander@gmail.com>
Sent: Wednesday, 21 February 2018 2:12 PM
To: auDA Policy Review
Subject: Submission opinion - .au addresses

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Dear auDA,

It is with great concern that I have been following the debate around the introduction of an .au domain.

The way that this is currently being managed sounds off massive alarm bells. This has the potential to be a MAJOR CONCERN for millions of Australian companies - especially small to mid-size businesses.

I do not believe that Australian businesses are informed about what auDA is proposing. So far there has been no focus on explaining to the community WHY this is being explored. The discussion has been on HOW to implement it. So what are the reasons behind doing this, auDA?

It seriously affects all .com.au businesses by creating defensive registrations (a double tax?) and creates uncertainty as to whether a business' brand will be compromised.

For instance, who gets realestate.au (the .net.au or the .com.au?) smh.au and domain.au?

It is common knowledge that the dominant and most aware extension in Australia is .com.au. Why disrupt this and cause confusion and chaos in our ecosystem?

If this is not a money grab aimed at raising money for Domain Registrars and auDA, then why not simply give the .au extension to the .com.au owner for free along with the option to use it?

Many small business will find themselves in a lottery under the current proposal, especially if they own a good domain name.

It should not have been introduced, the major stakeholders are being ignored and the push behind this seems to be from the registrars.

Help us understand how your initiative benefits Australian businesses and let's have an honest debate about what is really driving this.

Regards
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