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Policy Review Panel
c/o .au Domain Administration Ltd
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Sent by email to policy.review@auda.org.au

To whom it may concern

RE: Reform of Existing Policies & Implementation of Direct Registration

As an Australian domain name holder since the early 1990's, I have a long history of registrations within this space. Between the businesses I own, I am currently managing at least 200 domain names in the AU namespace.

I would like to state my support for all the changes in the *Final Report: Recommendations to the auDA Board: Reform of Existing Policies & Implementation of Direct Registration*, except for the direct registration within the .au namespace.

Whilst I am in general agreement with the concept of removing the 2LD option, and allowing registration in the .au space directly, I believe there is considerable concern from the community on the proposed implementation model.

Whilst I understand there would be less than 60,000 potential conflicts amongst the 3 million domain names, some small businesses have invested a small fortune in promoting and advertising their current domain name and branding.

Rather than force one outcome this across all entities, perhaps where there is a direct conflict, there could be a consensus approach window first, and if the entities cannot agree, then longest continuous registration applies.

I believe that the longest continuous registration model is the only possible outcome that is fair to all parties. The longer a domain name registrant has held the domain name, the likelier they have spent more on promoting that domain name and business presence.

Further, as someone in the industry who consults with new entrants to domain names, I always suggest that all businesses check ALL 2LD registrations in AU when registering a domain name. Having a conflicting domain name in a lesser known 2LD (such as .net.au, .id.au) is obviously not ideal for commercial entities.

For example, my business has held bam.com.au since 1995. Since that time, another entity came along and registered bam.net.au some time later. It would be reasonable to assume they only chose the net.au 2LD, because the com.au was taken.

In the concern of WHOIS data being inaccurate, perhaps when in doubt, a domain name holder could show proof of earlier registration if possible. Having said that, I would highly doubt I could find an invoice, receipt or paperwork showing my initial registration of bam.com.au

In the worst case, I agree with the reservation of the direct conflict .au until all parties agree how it is to be released. This is something I am not overly happy about, however would accept, if all other alternatives are exhausted.

I look forward to your response.

Regards

A handwritten signature in blue ink, appearing to be 'Miles Burke', with a small blue dot to the right of the signature.

Miles Burke