

New Second Level Domain (2LD)

Proposal and Replacement of Conf.au

(a) The name of the 2LD - EVENT.AU

(b) The purpose of the 2LD.

To consolidate the event industry across Australia. With the broad variety of events from Sydney's City-to-Surf Marathon or Melbourne's Davis Cup or Brisbane Music Festival or a yearly school fair are just a small example of events but they all use different domains from .org.au or .gov.au or .edu.au. The corporate sectors has many meetings, seminars, conferences, and exhibitions can also use the event.au 2LD to help market their activities.

Main Benefits:

- Replacement of Conf.au to bring a broad event 2LD
- To broaden the eligibility for all types of events - not just conferences or exhibitions.
- providing an unique online tool for brand marketing for events throughout Australia.
- Expansion and growth for the .AU registry base.
- Provide an unique 2LD for international marketing to improve tourism " What's happening in Australia"
- Bring new business opportunities for the online event sector in Australia.

(c) The intended users of the 2LD (including both registrants and non-registrants who may benefit from or use the 2LD) and an estimate of the number of eligible *registrants* in the 2LD.

- The existing registrants for .gov.au, .edu.au, .com.au, .net.au, .asn.au, .org.au, and .conf.au could use the .event.au 2LD to market their events they participate in, manage for, or hold for their organisation.
- The non-registrants will identify with the 2LD for specific events for that registrant and not a online store or corporate information or Blogs / News Updates.
- The current estimates of eligible registrants on June 2009 figures is 1,407,444 that are current domain holders under .com.au, .net.au, .asn.au, and .org.au. with a growth rate of 2% monthly.

(d) The proposed eligibility criteria and allocation rules that would apply in the 2LD.

ELIGIBILITY AND ALLOCATION RULES FOR EVENT.AU

The event.au 2LD is for event purposes.

The following rules are to be read in conjunction with the Eligibility and Allocation Rules for All Open 2LDs, contained in Schedule A of the Domain Name Eligibility and Allocation Policy.

1. To be eligible for a domain name in the event.au 2LD, registrants must be:

- a) an Australian registered company; or
- b) an association incorporated in any Australian State or Territory; or
- c) trading under a registered business name in any Australian State or Territory; or
- d) a political party registered with the Australian Electoral Commission; or
- e) an Australian partnership or sole trader; or
- f) a trade union or other organisation registered under the Workplace Relations Act 1996; or
- g) a sporting or special interest club operating in Australia; or
- h) a charity operating in Australia, as defined in the registrant's constitution or other documents of incorporation; or
- i) a non-profit organisation operating in Australia, as defined in the registrant's constitution or other documents of incorporation.
- j) a foreign company licensed to trade in Australia; or
- k) an owner of an Australian Registered Trade Mark; or
- l) an applicant for an Australian Registered Trade Mark; or
- m) Any government department or authority in any Australian State or Territory; or
- n) an Australian commercial statutory body.

2. An Eligible Event for the **event.au** 2LD must be:

- a) An event defined as : meeting/s, conference/s, seminar/s, exhibition/s, fair/s, festival/s, feat/s, tournament/s, race/s, game/s, dance/s, parade/s, performance/s, or party/ies.
- b) the eligible event is the primary activity for the 2LD .

3. Domain names in the **event.au** 2LD must be:

- a) an exact match, abbreviation or acronym of the registrant's name; or
- b) otherwise closely and substantially connected to the registrant.

(e) A statement addressing the selection criteria (see section 5).

- In this document we have outlined the 2LD domain of event.au to replace the existing conf.au 2LD and to help expand the physical and online event sectors to improve marketing under a brand domain and provide leadership to expand online services into the Australian Event Sector.