Driving innovation and the expansion of the internet through the delivery of world-class Domain Name Registry Services.
.au – organisational framework and policy environment

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Legacy situation

- Multiple registry systems – different rules & processes
- Manual approval required for all registrations
- Lack of effective competition

= COMPLEX, SLOW and EXPENSIVE
auDA gains control

1999 - auDA (.au Domain Administration) formed
2000 - auDA endorsed by Australian Government
2001 – ICANN re-delegates .au to auDA
New framework – 2002

• auDA conducts policy development process
  – Update and standardise
• auDA issues tender for Registry Services
  – AusRegistry wins tender to operate Registry for all open Second-Level Domains within .au
• Registrars accredited
• AusRegistry launches new best-practice, fully-automated Registry System
.au industry model
.au industry model

• Regulatory body: auDA
  – Independent, membership-based, non-profit industry self-regulator
  – Endorsed by Australian government
• Registry Operator: AusRegistry
  – Appointed for four-year terms with strict SLAs
• Registrars
  – Legal accreditation by auDA
  – Technical accreditation by AusRegistry
.au Registrars

• 33 Registrars – 4 international
  – Traditional Domain Registrars
    • Retail focus
    • Wholesale focus
  – Specialist Domain Registrars
    • Drop Catchers
  – Web hosts (majority)
    • ISPs
  – SME specialists
  – Corporate Brand Managers
.au Namespace structure

- Third-level registrations only
  - .com.au, .net.au – commercial focus
  - .org.au, .asn.au – non-profits
  - .id.au – individuals
  - .gov.au – government
  - .edu.au – educational institutions
- Also state-based fourth-levels
  - vic.gov.au – Victorian government
  - alicesprings.nt.au – local community space
.au Registration Policy

• Restricted eligibility
  – Australian entities
  – Foreign entities registered in Australia
  – Australian Trademark holders

• Allocation rules
  – exact match, abbreviation or acronym of the registrant’s name or trademark
  – or be otherwise closely and substantially connected to the registrant
.auDRP

- Adaptation of UDRP to cater for .au policies
  - identical or confusingly similar rule applies to any 'name' in which the Complainant has rights
    - including company, business, trading and personal names.
  - either registration OR subsequent use of the domain name in bad faith (UDRP requires both)
  - no requirement to prove a pattern of conduct to establish bad faith

- 3 local auDRP providers, plus WIPO
The results (since 2002)

• 85% drop in lowest retail price
• 25% average year-on-year registration growth
  – about to hit 2 million active registrations
• Pre-eminent domain space in Australia
  – default choice for Australian businesses
  – very high levels of trust
• Highest domain penetration for ccTLD with strict eligibility requirements
Domain penetration rate

Penetration (domains divided by population) - restricted eligibility

- .AU
- .FR
- .US
- .CA
- .KR
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