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

• 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
  - reached 2 million active registrations in March 2011
- 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: 0.09
- .FR: 0.03
- .US: 0.01
- .CA: 0.04
- .KR: 0.02
AusRegistry International

- Best-practice Registry software
  - Fully-managed service
  - Licensed, local deployment
- Ongoing technical support services
- Technical implementation services
  - Installation, including local DNS nodes
  - Training
- Secondary DNS services
AusRegistry International

• Consulting services
  – Policy development
  – Organisational development (capacity building)
  – Marketing strategies and services
  – Launch services
    • Sunrise periods
    • Landrush periods
    • Premium Names releases
Current clients

- Australia: .au Registry operator since 2002
- UAE: Registry software, consulting provider (.ae & امارات)
- Qatar: Registry software, consulting provider (.qa & قطر)
- Oman: Registry software provider (.om & عمان)
- South Africa: consulting provider (.za)
- Many prospective new gTLD applicants
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