

Policy Review Panel  
C/o Domain Administration Ltd  
P.O. Box 18315  
Melbourne Vic 3001

Via email: [policy.review@auda.org.au](mailto:policy.review@auda.org.au)

April 12, 2019

To whom it may concern,

**RE: Reform of Existing Policies & Implementation of Direct Registration**

I write in response to the proposed reform of existing policies and implementation of direct registration.

In my opinion, the recommendations, in particular with respect to "resale, warehousing and domain monetisation" are unworkable and will have an adverse impact within the Australian domain name space.

Australia is well-known for innovation and development in many sectors which includes health, education and technology. The current domain name space has grown to provide a robust and reliable mechanism which continues to support the development of economic growth and well-being.

Any amendments to the existing policies would need to undergo a far more comprehensive public consultation process than the one undertaken as part of this review. In my opinion, auDA has not provided enough information to domain holders regarding the recommendations which has to date created angst within the market place.

Delivery of the new .au extension would provide a welcomed addition to the already successful domain name platform which should be introduced using the existing set of principles, guidelines and policies.

Yours faithfully,



David O'Connor  
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