

From: [REDACTED]
To: [LRreview](#)
Subject: [EXTERNAL] - Submission to .au Licensing Rules Review
Date: Wednesday, 8 July 2026 1:22:51 PM
Attachments: [image.png](#)

Hello,

Please find below my submission to the 2025 .au Licensing Rules Review. I would appreciate it if this submission could remain anonymous without my email address attached, though happy for the text below to be shared publicly.

I read with interest the draft report for the .au licensing rules review, especially the issues of monetisation of domain names, and allocation rules for com.au and net.au namespaces.

My personal experience is I operate as a sole trader under my name, but my last name is a fairly common word, and the .com.au and .net.au domains are both currently held by individuals/companies that have purchased the domains for monetization. I have checked intermittently over several years and at times the domains return domain parking pages with ads, while at other times they have simply not resolved any content, or failed to load with certificate errors. These domains are clearly not being used to provide any real service, and have simply been purchased for resale at inflated prices.

No value is being added to the community by these domain registrations, in fact they are simply preventing a real individual or company from using them in a way that does add value. In both cases I have raised complaints to the relevant registrar, which ultimately led to no action being taken.

Given this experience, I am very supportive of the option in Recommendation 2 to clarify the 'Services' definition and pay per click arrangements and adopt additional administrative rules related to the use of monetised sites. Even simply eliminating the allocation rule loophole that allows low effort domain parking would be only positive for the community. Considering the other options, given my experience with registrars, I believe increased compliance checks under the current rules will ultimately be fruitless, and entirely deleting sub para (f) from section 2.4.4 (2) seems like an overly blunt approach that would restrict genuine use of domain names.

I suggest that submissions in favour of preserving the current broad domain monetisation approach have no genuine basis for their arguments. Quoting from Page 30 of the Draft Report, their arguments are:

The group of submissions promoting Domain Name Monetisation argue in favour of the monetary benefit it provides consumers through advertising-supported or referral-based revenue models, driving the value of the .au namespaces in commercial domain namespaces and what is described by one submission as a sophisticated business model reflecting the maturity of the .au namespace.

No consumer is getting any benefit from seeing ads on a parked website like [space.com.au](#), no value is being generated for the .au namespaces by having this on the internet, and I'd say this is about as far away from sophisticated as you can get:

space.com.au may be for sale, click to inquire

space.com.au

Related Searches:

HOW TO GET A GREEN CARD



PLAY SLOT GAMES



DIGITAL CURRENCY GAMES



FUTURISTIC HIGH-SPEED RAIL



Thanks for considering this submission, and for your work in doing this review.