

From: accounts@containerhomes.net.au
To: [LRreview](#)
Subject: [EXTERNAL] - RE: .au Licensing Rules Review workshop – Sydney
Date: Tuesday, 17 March 2026 3:05:25 PM

Thank you for the opportunity to contribute to this review.

I represent a growing Australian construction and manufacturing business operating across multiple brands and digital platforms. Our business relies heavily on the integrity, availability, and protection of .au domain names.

From my perspective, domain names are no longer just digital addresses — they are **core business assets**, directly linked to brand identity, customer trust, and revenue.

1. Domain Monetisation

I believe domain monetisation should be **carefully regulated, not unrestricted**.

While I understand the commercial reality of domain trading, the current system allows individuals and entities to:

- Register domains without genuine business intent
- Hold them purely for resale at inflated prices
- Block legitimate businesses from using their own brand names

This creates unnecessary barriers for real operators.

Recommendation:

- Introduce a requirement for **demonstrable connection to a business, brand, or legitimate use**
 - Limit speculative bulk registrations, especially where there is **no clear Australian presence or purpose**
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2. Allocation Requirements (com.au / net.au)

The .au namespace has always been respected because of its **credibility and trust**.

Relaxing allocation rules too far risks:

- Diluting trust in .com.au domains
- Increasing confusion for consumers
- Making it easier for bad actors to appear legitimate

As a business owner, I rely on the fact that a **.com.au domain signals a real Australian entity**.

Recommendation:

- Maintain or strengthen the requirement for a **clear link between the domain name and the registrant's business name, trademark, or activity**
 - Ensure that **ABN/ACN validation remains meaningful**, not just procedural
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3. Bad Faith & Scam Registrations

This is one of the most critical issues.

We have seen increasing cases where:

- Domains are registered to mimic legitimate businesses
- Slight variations of names are used to mislead customers
- Scammers exploit trust in the .au namespace

This directly impacts businesses like mine through:

- Loss of customer trust
- Reputational damage
- Potential financial harm

Recommendation:

- Implement **faster and more accessible takedown processes**
 - Introduce stronger penalties and bans for repeat offenders
 - Enable proactive monitoring of **high-risk or lookalike domains**
-

4. Protecting Australian Businesses

Small and medium businesses are particularly vulnerable.

Many do not have the resources to:

- Secure every domain variation
- Fight disputes
- Monitor misuse constantly

Recommendation:

- Provide **priority protection mechanisms** for established businesses and brands
 - Consider a **simplified dispute resolution pathway** for clear cases of bad faith
 - Improve education and awareness for domain holders
-

Closing

The .au domain space is one of Australia's most trusted digital assets.

This trust must be protected through:

- Strong eligibility rules
- Fair access for genuine businesses
- Firm action against abuse

If the balance shifts too far toward speculation or weak enforcement, it risks undermining the value of the entire namespace.

I appreciate the opportunity to contribute and would be happy to provide further input as needed.

<https://www.containerhomes.net.au/links>

Regards

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From: auDA Membership <membership@auda.org.au>

Sent: Tuesday, 17 March 2026 10:23 AM

To: accounts@containerhomes.net.au

Subject: .au Licensing Rules Review workshop – Sydney

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.au Licensing Rules Review workshop – Sydney

Dear Samuel,

.au members are an important part of [auDA](#)'s multi-stakeholder community and we welcome your feedback on key items related to .au that

matter to you. This includes the current [review of the .au Licensing Rules](#) (the Review).

Why does this matter?

Your input to the Review will help shape the rules that govern .au domain names, ensuring they continue to support the interests of .au domain name holders, and the broader Australian community. As a .au member, you help represent the community and can provide valuable insights to support the Review.

Have your say

We invite you to join the external [Policy Advisory Panel](#), which was appointed by the auDA Board to conduct the Review, in Canberra to share your views on [key issues](#) such as:

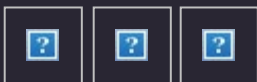
- Domain name monetisation (the registration of domain names primarily for resale or revenue generation, currently allowed in some .au namespaces)
- The allocation requirements for com.au and net.au domain names
- Bad faith and scam registrations
- Other issues related to the .au Licensing Rules

Learn more on the [auDA website](#).

Date:	Thursday, 19 March 2026
Time:	11am-1pm AEST (Sydney, UTC+10)
Location:	Rydges Sydney Central 28 Albion St, Surry Hills NSW 2010
RSVP:	Register online

Find out more about other opportunities to contribute to the Review on our website: www.auda.org.au/rulesreview25.

auDA Membership Team



Our mailing address is: PO Box 18315 Melbourne VIC 3000

Please add membership@auda.org.au to your address book to ensure you receive all future member communications.

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