

From: [REDACTED]
To: [LRreview](#)
Subject: [EXTERNAL] - Submission Regarding the Review of .au Domain Name Rules
Date: Wednesday, 18 March 2026 12:39:44 PM

To: .au Domain Administration (.auDA)
From: Fleet Locksmiths (fleetlocksmiths.com.au)
Date: March 18, 2026
Subject: Submission Regarding the Review of .au Domain Name Rules
To the .auDA Review Panel,

Thank you for the opportunity to provide feedback on the rules governing the allocation and management of .au domain names. I am writing on behalf of Fleet Locksmiths (fleetlocksmiths.com.au), a dedicated and genuine Australian locksmithing business. We strongly support the Master Locksmiths Association's call for tighter regulations. The locksmith industry is uniquely built on trust, security, and vulnerability. When consumers are locked out of their cars or homes, or need their physical security upgraded, they need to know that the business they find online is real, local, and trustworthy. Unfortunately, our industry is heavily targeted by misleading operators, making your review of these rules critical to consumer protection.

Based on our experience in the industry, we urge .auDA to consider the following points:

1. The Crucial Need for Genuine Business Connections

A .com.au or .au domain should be a hallmark of a verified, real Australian business. Currently, it is too easy for offshore lead-generation networks and unlicensed operators to register local-sounding domain names. These entities masquerade as local businesses, deceiving consumers and funneling work to unvetted sub-contractors. We request that .auDA enforce stricter checks to ensure that domain names are intrinsically linked to genuine, operating Australian businesses with valid ABNs.

2. Protecting Consumers from Misleading Naming

Clear and honest domain naming is not just a business issue; it is a public safety issue. When someone searches for a local locksmith in an emergency, they are highly vulnerable to price-gouging and poor-quality work from scam operators hiding behind generic, misleading domain names. Stronger rules are needed to quickly identify, suspend, and remove domains that are designed to deceive the public about who they are actually hiring.

3. Fair Rules for Long-Standing Businesses

For established businesses like ours, our domain name is a vital digital storefront that we have spent years building a reputation around. When new .au domains are introduced, contested, or audited, the rules must prioritize fairness for long-standing, legitimate businesses over domain squatters or opportunistic registrants. We need a transparent, accessible, and fair dispute resolution process that protects the digital assets of hard-working Australian trades.

4. Faster Action on Fraudulent Domains

When a domain is flagged as fraudulent or misleading by consumers or industry bodies, the audit and takedown process needs to be swift. Delayed action allows scam networks to continue operating and harming consumers while the investigation drags on. We take great pride in our trade and in serving our local community honestly. We rely on

.auDA to maintain the integrity of the Australian digital landscape so that consumers can trust the businesses they find online.

Thank you for your time and for taking steps to protect both Australian consumers and legitimate businesses.

Sincerely,

[Redacted]

Fleet Locksmiths

fleetlocksmiths.com.au

Email: [Redacted]

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