



Grayson's Gutter Cleaning Pty Ltd

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Submission regarding the .au Licensing Rules Review - Draft Report

Regarding: Objection to Recommendation 2, Option 3 (Deletion of sub-paragraph (f) from section 2.4.4 (2))

Dear Sir/Madam

I am writing to you because your proposal to delete sub-paragraph (f) could severely damage my business and many others like it.

I understand the Panel is trying to stop scammers and domain hoarders. But removing the "Goods and Services" rule could throw legitimate small businesses completely under the bus to fix a problem they didn't create.

The Draft Report seems to assume that only "monetisers" use descriptive domains. That is simply untrue. For example, my business has proudly operated the domain www.guttercleaningmelbourne.com.au since 2008. We have about 250 blog pages on this website that our web designer wrote over the years, this serves as information for people looking up our services. When an everyday Australian has blocked gutters, they don't always search for my corporate entity name ("Grayson's Gutter Cleaning PTY LTD"); they search for the service they actually need.

Domains like this are digital shopfronts for small businesses. They are how local trades and services compete against massive corporations with huge advertising budgets.

What is most shocking about the Draft Report is that there is no mention of "grandfathering" or protecting existing domains. If you delete this rule, what happens to businesses like mine? Does an 18-year-old foundational business asset just become invalid overnight? By deleting Para (f) retroactively, you may expose thousands of honest Australian businesses to a nightmare of compliance audits, and open the door for competitors to try and poach domains they've held for over a decade.

Scammers don't care about licensing rules—they may just register fake company names to get what they want. Please don't punish hard-working Australians by destroying the digital infrastructure we rely on. I strongly urge you to reject Recommendation 2, Option 3 and keep sub-paragraph (f) in place so local businesses can continue to operate fairly.

Yours Sincerely

Grayson O'Connor 10-July-2026
Director of Grayson's Gutter Cleaning Pty Ltd