**From:** Matt Knighton <matt.knighton@mrkdevelopment.com>
**Sent:** Thursday, 15 February 2018 11:02 AM
**To:** auDA Policy Review; senator.fifield@sph.gov.au
**Subject:** The proposed .au domains

To Whom it May Concern,

The new proposed .au is a very much worthless idea.

At present we do not have a shortage of domain names or issues around domains in Australia.

Its actually one of the best systems internationally to ensure the right domain stays with the right company.

Please do not release the new .au

We have found all these new extensions are difficult for people to adopt and only cause confusion.

We have found this with all the new extensions. People just don't understand and since we have no real reason to change it, except to sell more domain names and increase internet name space ownership, id suggest its should be rejected as a proposal.

What you are doing is changing the intent of a user and making them think more for domain entry.

This is less of an issue for websites and a much bigger problem for email and other areas where you directly type in a domain.

Adding a .au will end up with people writing a .com.au and sending emails to the wrong place.

I actually had a case with think.digital where the printers did the t-shirts and did a think.digital.com.au

The .com.au is so well recognised in Australia and have just a .au will impede its recognition.

Thanks for considering our feedback.


Regards,

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Matthew Knighton

**Founder**
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