



ccTLD MANAGEMENT THE AUSTRALIAN MODEL

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.au Domain Administration Ltd (auDA)**

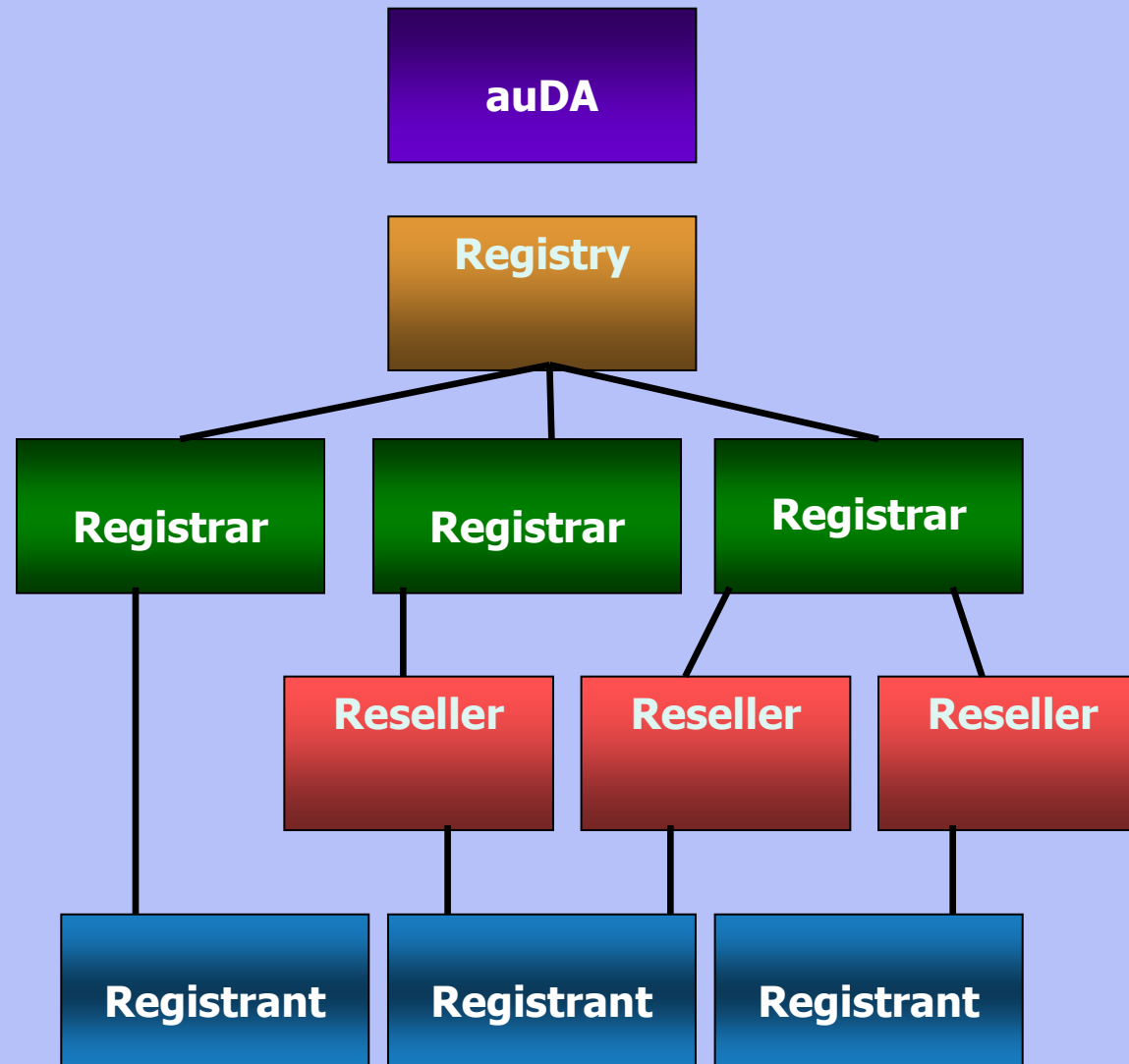


.au Domain Administration Ltd

- Delegate for .au and all .au 2LDs including gov.au
- Industry self-regulatory body

- Robert Elz
- Industry self-regulation
- ICANN

Industry Structure



- Non-profit organisation
- Membership-based
 - supply, demand, representative assoc
- 12 directors
 - 9 elected by members, 2 appointed plus C.E.O.
- 3 fulltime staff



auDA's Roles (1)

- Manage .au domain space
- Develop and implement domain name policy
- License 2LD Registry operator(s)
- Accredite and license Registrars

- Implement consumer safeguards
- Run centralised WHOIS service for all 2LDs
- Facilitate .au Dispute Resolution Policy (auDRP)
- Represent .au internationally
 - ICANN, ccNSO, APTLD



auDA's Mission

auDA will:

- Manage .au in the public interest
- Preserve security and integrity of the DNS
- Promote development of competitive industry
- Protect interests of Registrants

- Policy set by auDA
 - closed 2LD policy set by relevant body
- Policy Advisory Panel
 - reps from industry, business, consumers, legal, govt
- Policy compliance
 - checks performed by Registrars
 - warranty by Registrant
 - monitored by auDA

- Observer status on Board
- Two way communication as necessary
- Advice and input on gov.au
- Reserve power
 - Telecommunications Act

- True Industry Self Regulation
- Open and transparent processes and procedures
- Bottom up consensus approach
- Does it work?

- **YES!**

- Prices have reduced from \$140 to \$75
- Domain names have increased from 280,000 to 440,000

QUESTIONS?