

I would like to express my strong protest and objection to the decision by auDA to implement Direct Registration in Australia.

The implementation of Direct Registration is one of the biggest changes the Australian internet industry has ever had. It will affect both businesses and individuals. In fact, it will affect every single one of the 1.7 million individual registrants in Australia. Yet auDA took submissions for this proposal from a handful of individuals, most of whom are set to gain financial benefits from Direct Registration. The auDA have access to contact details of all Australian registrants but failed to consult them.

As the owner of eight (8) Australian domain names I find this outrageous. Clearly the auDA has failed in its obligation to provide service to all Australians.

Therefore the auDA has no mandate to introduce Direct Registration in Australia.

The proposed Direct Registration is simply a “cash grab” for registrars and will impose an unfair “tax” on businesses trying to protect their brand.

There is absolutely no benefit for businesses in having an additional domain name to manage. It is simply an additional expense and an un-necessary overhead. The only people who are set to benefit from this are domain squatters (which the auDA has promised to curb) and scammers. And of course the registrars who will rip millions of dollars from the registrations of the additional domain names.

Direct Registration has been introduced in the UK and in NZ. There’s plenty of evidence to show it has failed in both countries. Registration numbers has fallen and the take up of nTLD’s is very poor (please refer to <https://ntldstats.com>).

In light of all the above, the public criticism of auDA, the media’s criticism of auDA for ripping off Australian consumers (<http://www.theage.com.au/small-business/smallbiz-tech/millions-of-australian-domain-name-owners-ripped-off-20170807-gxqpzs.html>) and the recently announced government review of auDA, I strongly believe the current Direct Registration proposal should be scraped and be brought back to be consulted with all interested parties, including all Australian registrants.