

edac@stenning.com.au

eDAC Secretariat

GPO Box 881,

Hobart, Tasmania, 7001

.edu.au Governance and Policy Review

Submission

1. The RTOs who currently hold .edu.au domains must be able to keep them even if they cease to be RTOs in the future (i.e they must be grandfathered: just as those who obtained them in the early 2000s were grandfathered). The reason for this is that some RTOs may later choose to deliver non-accredited courses or their RTO may lapse for a few years.

Being able to find a provider on the internet is increasingly critical to a business's success. If the edu.au domain is lost, these providers will lose the search engine ranking they have built up (eg through backlinks) over many years (sometimes over 10-15 years). With all other domains, such as .com, .net etc, as long as you pay the fees, you keep the domain name. It should be the same with .edu.au domain.

Businesses spend hundreds of thousands of dollars (often more) trying to improve their organic search engine rankings on the internet. Losing this valuable business commodity with its associated investment due to a loss of domain is a travesty of justice.

At the very least, RTOs who have held the edu.au domain for more than 10 years should be entitled to keep them, even if they do not continue to hold the RTO status into the future.

2. If the domain renewal as suggested above is absolutely not possible, it should at least be possible to redirect web traffic from the .edu.au domain to another domain they may hold such as to .com or .net in case an RTO loses their edu.au domain

3. This may be beyond the scope of your review, but an option to renew for a period of up to 5 years rather than just 2 years should be offered.

Mr Scott Thomson

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

28 September, 2014