



**The Pharmacy Guild of Australia**

**New Second Level Domain Proposal  
"pharmacy.au" Closed Domain**

"pharmacy.au" Closed Domain	Date: 14 June 2002
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# New Second Level Domain Proposal

## 1. Introduction

In Australia, it is not possible to license a domain name directly in the .au domain. In other words, instead of being able to license "yourname.au", people have to license their name in a second level domain (2LD), eg. "yourname.com.au" or "yourname.org.au".

Following a public policy review in 2000-2001, auDA is considering whether there is sufficient public support for the creation of some new 2LDs in the .au domain. For example, should auDA follow the example of ICANN and create a new "biz.au" or "name.au"?

The auDA has issued an open Call for Proposals for New 2LDs.

The auDA has also issued an open Call for Nominations for New Names Advisory Panel, to evaluate the proposals and provide recommendations to the auDA Board.

### 1.1 Background of a closed 2LD

A "closed" 2LD is restricted to a defined community of interest. At the moment, there are three active closed 2LDs in the .au domain: csiro.au, edu.au and gov.au. The relevant peak body manages closed 2LDs for the community of interest, under an agreement with auDA which includes arrangements for registry and registrar services.

Registrations in closed 2LDs may be free of charge, in which case the community of interest in some other way must fund the 2LD operations.

### 1.2 Purpose of Proposal

This proposal is provided by The Pharmacy Guild of Australia (PGA) whose representation comprises over 5,000 community and hospital pharmacies in Australia. Australian pharmacies currently turnover retail sales in excess of \$9 billion per annum and employ more than 40,000 pharmacists, pharmacy assistants and staff. The Pharmacy Guild is a recognised peak body to Commonwealth and State Governments, manufacturers, wholesales, distributors, and other health sector players.

The Pharmacy Guild has a long-term commitment to pharmacy in Australia with a history of 75 years as a national organisation and 100 years as a state based organisation.

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### 1.3 Definitions, Acronyms, and Abbreviations

auDA	Au. Domain Administrator
2LD	Second Level Domain
PGA	Pharmacy Guild of Australia
PSA	Pharmaceutical Society of Australia
SHPA	Society Hospital Pharmacies of Australia
AIPM	Australian Institute of Pharmacy Management
ACPP	Australian Consultant Pharmacy Professionals
APRA	Australian Pharmacy Registrar Authority

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## 2. The new closed 2LD

This proposal from The Pharmacy Guild of Australia is to establish a new closed 2LD with the name "pharmacy.au".

## 3. The purpose of the 2LD

The purpose of the new 2LD "pharmacy.au" is to protect the trusted brand of pharmacy in the community. Australian Pharmacies continue to increase and improve the level of services to consumers. With a dedicated domain for Pharmacy the industry can continue to move as many appropriate services to the on-line environment.

Currently there is no specific 2LD for pharmacy which spans many of the currently available domain spaces such as .biz.au, .org.au, .asn.au, .com.au, .edu.com, and .net.au. There is a need to consolidate the domain and doing so will have both internal and external benefits to pharmacies.

## 4. Intended Users

The intended users of the new 2LD (including registrants and non-registrants who would benefit from the 2LD) can be summarised into six main categories:

### 1. Administration;

Represented by:

- i. Pharmacy Guild of Australia (PGA)
- ii. Pharmaceutical Society of Australia (PSA)
- iii. Society Hospital Pharmacies of Australia (SHPA)

### 2. Industrial;

Represented by:

- i. Manufacturers
- ii. Wholesalers

### 3. Retail;

Represented by:

- i. Community Pharmacies

### 4. Services;

Represented by:

- i. Pharmacy accountancy
- ii. Pharmacy taxation

### 5. Consultants;

Represented by:

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- i. AACP
- ii. AIPM
- iii. ACPP

#### 6. Other Organisations .

Represented by:

- i. Commonwealth Government
- ii. State Government
- iii. Local Council
- iv. State Pharmacy Boards
- v. A.P.R.A.

### 5. Potential Registrations

The estimated number of potential registrants in the 2LD can be summarised as follows:

- 22,000 individual Pharmacists;
- 5,000 Retail Community Pharmacies;
- 800 Manufacturers, wholesales and suppliers;
- 100 Service providers;
- 50 Administrative support organisations; and
- 7 Pharmacy Boards.

### 6. Funding Model

It is anticipated that the funding model would consist of:

- A fee to be charged for setup, administration and service of the new 2LD;
- Payment and administration of domain to remain as per the current service providers; and
- A component of the domain be set aside for “non-profit” activities (based on selection criteria).

### 7. Selection Criteria

The selection criteria would be based on the current selection regime in place at auDA. Clearly those organisations and individuals that would support the pharmacy industry and promote the profession would be the prime target for selection.

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## 8. Value of Closed 2LD

Professionals and consumers are currently bombarded with health information. The source and content of this information is often inaccurate, not current or reliable. The value of a closed 2LD to the Pharmacy industry would be to provide a domain for professionals and consumers to share information that is of a higher quality.

## 9. Eligibility Criteria

The eligibility criteria would be based on those organisations and individuals that are accredited by the appropriate governing body. These would include:

- Accredited Pharmacists;
- Accredited Retail Community Pharmacies;
- Manufacturers;
- Wholesales;
- Accredited Service Providers;
- Accredited Pharmacy Associations;
- Commonwealth Government;
- State Government;
- Accredited Administrative Support Organisations; and
- State Pharmacy Boards.

## 10. Policy Rules

The Pharmacy Guild of Australia will adopt the auDA policy of domain names. Disputes will be forwarded to the Domain Selection Committee for a consideration.

## 11. Managing the 2LD

The Pharmacy Guild of Australia would manage the new domain. A Domain Selection Committee would be made up with representation from the Pharmacy Industry.