

Ms Jo Lim
Chief Policy Officer
Australian Domain Administration Limited
GPO Box 1545P
MELBOURNE VICTORIA 3001

Dear Ms Lim

SETEL Submission: Response to auDA Public Discussion Paper on New Second Level Domains

This Submission responds to auDA's public invitation for comment on the following paper: New Second Level Domains in the Australian DNS: Public Discussion Paper, Name Policy Advisory Panel, 11 May 2001 <<http://www.auda.org.au/panel/name/papers/new2LDs.html>>.

SETEL is an independent national consumer organisation representing and advancing the interests of small business telecommunications and electronic commerce consumers in national fora. SETEL's members are mainly industry, trade, commerce and professional associations servicing Australia's small business sector. SETEL's membership includes 55 associations (see Attachment A), which collectively represent around 500,000 Australian small businesses. More detailed information about SETEL is at <<http://www.setel.com.au/>>.

Australia's 950,000 small businesses are major consumers of telecommunications, e-commerce and electronic addressing services -- notably fixed and mobile telephone numbers, Internet Protocol (IP) addresses and addresses derived from domain names.

The policies and models that emerge from the current auDA review processes should serve the long-term interests of Australian small business, as the largest group of end-users of electronic addresses.

This submission was written by Ian Johnston, SETEL Policy Consultant and Member of auDA's Names Policy Advisory Panel and Competition Model Advisory Panel and Competition Model Advisory Panel, with contributions by Ewan Brown, SETEL's Executive Director. The views in this submission are those of the writers and not necessarily those of SETEL member associations. However, these views are based on an understanding of the business needs of Australian small businesses, as conveyed by SETEL member associations over many years.

SETEL informed its members of auDA's invitation to comment on the abovementioned Paper and encouraged member Associations to respond direct to auDA. SETEL will continue to encourage member Associations to join auDA, participate in auDA Panels and contribute to the development of policy and self-regulation.

This Submission can be treated as public information and published on the auDA website.

Yours sincerely

Ewan Brown
Executive Director
Small Enterprise Telecommunications Centre Limited

13 June 2001