



Submission Presented To auDA

**In Response To
auDA's Public Discussion Paper,
*New 2LDs in the Australian DNS.***

May 2001

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1. Membership of the One City – One Site Working Party

Convener

Ms Natasha McGuire

Delegate from the Office of Peter Andren, Federal Member for Calare
Marketing and Promotions Manager, Community Technology Centre (CTC)
Program, Office of Information Technology NSW

Members

Mr Peter Fawkes

Manager Information Services
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Mr Bill Gates

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NSW Deputy Surveyor General
Deputy Chair, Geographical Names Board of NSW

Mr Greg Windsor

Secretary, Geographical Names Board of NSW

Mr Ken Sharp

President, Bathurst Chamber of Commerce
Director, Regency Jewellers

Mr Rodney Swansborough

Director, Swansborough International
(IT Company)

2. List of Abbreviations

2LD Second Level Domain

GNB Geographical Names Board/Committee/Registrar – Statutory geographic naming authority in each State and Territory.

CGNA The Committee for Geographical Names in Australasia.

Formed in 1984 to provide a coordinating role in Australian place naming activities. CGNA was established as a Permanent Committee reporting to the Inter-governmental Committee on Surveying and Mapping (ICSM) in 1993 with the support of the Australian Surveying and Land Information Group (AUSLIG).

LGA Local Government Authority (Local Council)

GDN Geographical Domain Name



3. Mission Statement

To conceive a logical and standardised Internet Address Protocol to enable systematic navigation of Australian Community Portal websites, allowing better access to local community, tourism and business information.

Such an innovation should be tiered and linked between National, State and regional portals and be administered by an independent peak body to ensure such portals are used for 'community good' and not for profit or private ownership of individuals or business entities.

4. Introduction

The **One City – One Site** Working Party was formed in November 2000 in response to community concern over possible commercial misuse of geographical names as second level domains (2LDs). The central concern being the potential to misrepresent the community and its town, city or suburb to whom that name belongs.

It is evident that the Web will continue to expand and develop at an ever-increasing rate. In the near future all Australian communities will be online and will want to have a logical; easy to remember, universal domain name that can be used for local information, tourism and business links. A protected domain owned and maintained by the community, through the Local Government Authority which is allocated by each States/Territories GNB, is proposed

The Working Party proposes a fair and equitable 2LD system for reservation, and restricted use, of Australian geographical names that both protect and promote the geographical area and its community.

It takes the simple form of: [*placename.state.au*](#) or [*placename.territory.au*](#)

This proposal is only a broad outline and we envisage that further detail on guidelines will be drafted by the “On-Line-Council’s” working party once the policy has been adopted.

The **One City – One Site** Working Party understands that auDA’s discussion paper, *New 2LDs in the Australian DNS*, is a *discussion* paper and is not necessarily an invitation for new proposals. It is also understood that the aim of this discussion paper is to explore the possibilities of new 2LDs (Aim 3 of auDA’s discussion paper).

Accordingly, the **One City – One Site** Working Party’s submission responds to each aim presented in auDA’s discussion paper and focuses on the possibility of a new geographic 2LD.

5. What Criteria Should We Use In Considering New 2LDs?

The [One City – One Site](#) Working Party has considered the criteria set out by auDA when developing its model for the allocation of Geographical 2LDs. The Working Party believes its model is **Coherent, Flexible, Competitive, Simple, Robust, Consistent with other rights. Internationally benchmarked, Participative, Fair, Transparent** and in accordance with auDA’s new 2LD criteria.

6. How Should Existing 2LDs Be Changed?

While the Working Party supports the proposal to restrict the use of geographical names, it suggests that auDA consider taking the process one step further.

Access and use of geographical names should be reserved for, and used by, the communities who live in those areas and maintained through the LGA under a proposed new 2LD. That is, [placename.state.au](#) or [placename.territory.au](#) (eg: [bathurst.nsw.au](#)).

The Working Party believes that regardless of trademark issues, the community residing in the geographical area is the true owner/custodian of the area and its name. Any geographical 2LD (other than that proposed in this submission) should not be issued in order to protect the community’s name, reputation and interests.

Geographical Domain Names should not be licensed to individuals or individual businesses under any 2LD. Those entities are able to gain unfair competitive advantage and/or profits through the use of a geographical name.

The licensed use of geographical names to individuals and business entities also allows for the community/town/city to be misrepresented and leaves the community’s reputation open to abuse¹. The community, through its LGA, should be the sole custodian of its Geographical Domain Name/Address.

The Working Party also suggests that auDA consider reviewing the ‘Grandfather Clause’ designed to protect entities who have registered geographical or generic 2LDs prior to the last Name Policy Review. Those entities have had continued use of geographical 2LDs under this clause.

It is the Working Party’s suggestion that auDA review the clause to establish whether continued use is justifiable or whether those entities should surrender the 2LDs and establish new ones that are more appropriate to their commercial or personal interests.

¹ See Attachment A., The Australian, 22 May 2001, “Brisbane loses net identity”

The Working Party notes that a number of 'pseudo' community portal sites are already in operation in the .com.au environment having slipped through the net for one reason or another over the last 15 years. It should be of particular concern to auDA and indeed all Australians that Australia's four main city sites of: -

www.sydney.com.au

www.melbourne.com.au

www.brisbane.com.au

www.adelaide.com.au

are online now and are at best, purely commercial sites with very little historic, cultural, charitable, social services, aboriginal or ethnic content.

Indeed as 'pseudo community portal sites', which they purport to be by default of the importance of their domain name, fail to provide basic community information and representation of these communities.

The Working Party opposes the “Open Slather” model for 2LD allocation. Such a system has several disadvantages including trademark law suites and secondary markets dealing in domain names at substantial cost. The first in first served system is an unsatisfactory solution, especially in regard to Geographical Domain Names, where the sole beneficiaries would be organisations and individuals at the cost of communities. A geographical name is a public resource and should be managed in the public’s interest for community good.

Proponents of the “Open Slather” model have argued that auDA should endorse the *first in first served* system because it is the international trend. The Working Party feels that the Australian system should strive to be a fairer and more equitable model to those established elsewhere.

Simply settling for what other countries are doing, which in many cases has seen unprecedented litigation, is not an adequate justification for doing the same. Australia is in the position to be a world leader in this area if it chooses.

The easy option would be to conform to what the rest of the world is doing, which has proved to be problematic. Taking the easy option should not be an option. Australia is in the position to set the world protocol in geographical 2LDs. So let’s begin.

7. What New 2LDs Should Be Introduced?

A Public Asset Reserved for Community Use

The Geographical Domain Name (GDN), such as www.bathurst.nsw.au, should be used as a portal website for the whole community, representing and reflecting the many and varied interests. Broad categories could include Local Government, business, tourism, education and community interest groups.

The Community Portal will be self-sustaining (not for profit) through such revenue streams as banner advertising, general advertisements, sponsorship and participating membership levies.

The portal website should permit wide and diverse participation by accredited or recognised participating community groups, businesses and organisations. It should not be dominated by sectional or sectarian groups but should reflect the interests and aspirations of the overall community.

The portal philosophy is paramount and integral to the Geographical Domain Name (GDN) strategy. Just as the GDN strategy is designed to protect the public interest in the domain name, so the Community Portal website should serve the interests and needs of that community and become an online communication medium for whole community.

The Community Domain Name will take the form of:

www.placename.state.au

or

www.placename.territory.au

eg.

www.bathurst.nsw.au

www.melbourne.vic.au

www.canberra.act.au

www.alicesprings.nt.au

National Community Portal

The Working Party has envisaged a universal system of GDN allocation for the benefit of all Australian Communities and their various interests.

As part of its vision and model, the [One City – One Site](#) Working Party proposes the following National Grid for auDA's consideration.

The Working Party envisages a National Spatial Information Map as the access point/tool to all geographic/community sites. The map could reside on a site jointly hosted by auDA, CGNA or an appropriate body eg. The On-Line Council. The National site (entry portal) would be www.australia.au.

From www.australia.au users can select a State or Territory by clicking on the selected area on the map of Australia. Once the area is selected, users are linked directly to the State or Territory site hosted by each State or Territory Geographical names Board/Committee/Registrar (GNB). From each State's or Territory's GNB site users can choose a community within it, eg: www.kalgoorie.wa.au

The National Community Portal delivers an easy to use, easy to access, logical way for finding any community in Australia. This is an excellent tool for presenting our Nation to the world that is community based and in the interests of the Australian public.

This domain name structure enables any Internet user to access a Community Portal Website by simply entering the Community's location eg: Placename > State/Territory > Country Name Space (.au). Alternatives, such as, geo.au or placename.au would not provide logical access to Community Portal Websites.

8. What Should Be Our Response To The New International TLDs?

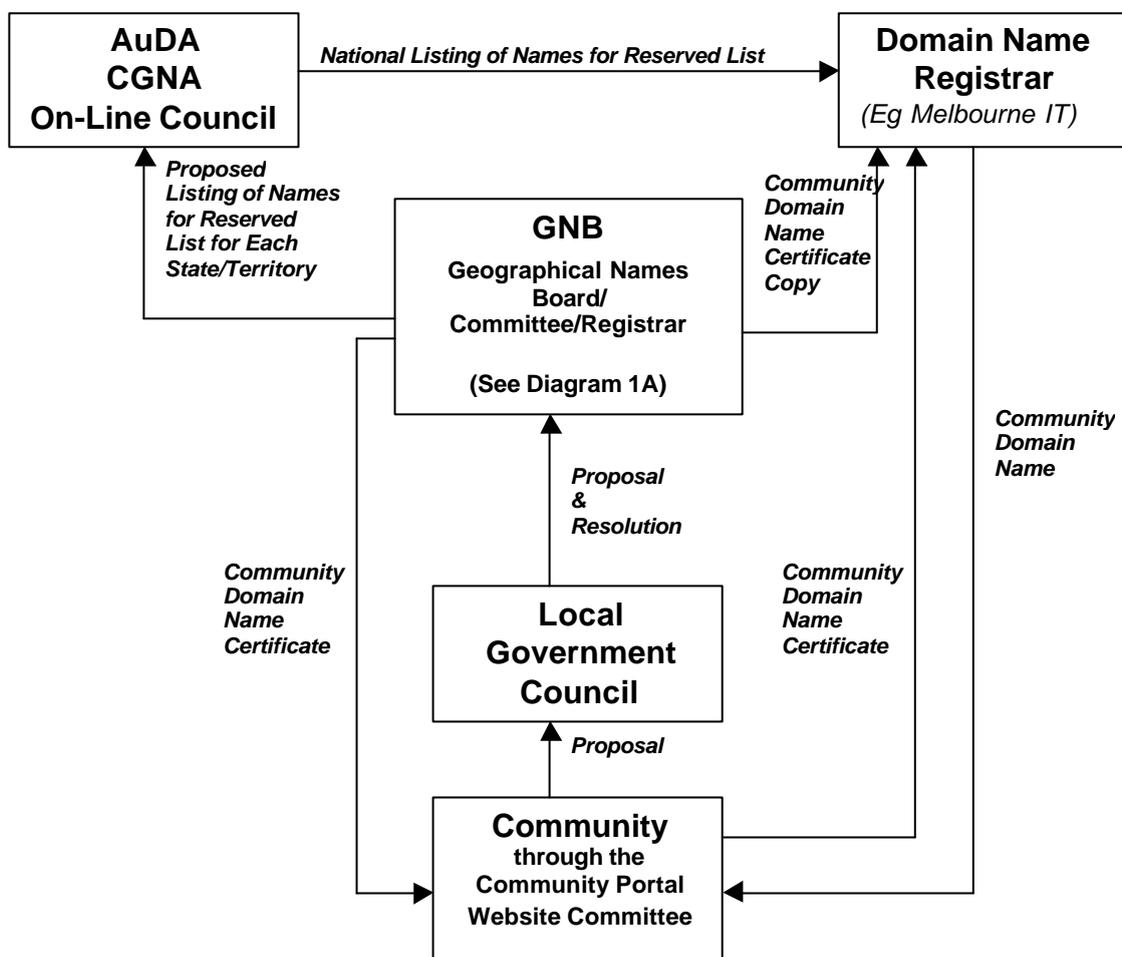
At this stage the [One City – One Site](#) Working Party supports auDA current position on International TLDs.

9. What Process Should Be Used To Propose New 2LDs?

The model proposed by the Working Party for the allocation of Community Domain Names has four tiers, which will allow the integrity of the name to be preserved.

The process is based on procedures that have been used successfully for many years for the allocation of geographical names throughout Australia. For example New South Wales Geographical Names Act 1966..

Diagram 1: Proposed Model for the allocation of Community Domain Names



What Role Does .au Domain Administration Limited (*auDa*) and CGNA Play In The Model?

As the regulatory body for the .au name space, *auDA* would authorise the allocation of Geographical Names as Community Domain Names to each individual GNB.

The current procedures for the reservation of Geographic Names, as endorsed by auDA, uses the CGNA National Gazetteer as the “reserved listing”. The One City – One Site Working Party in conjunction with CGNA support the continued use of this procedure.

The National Gazetteer is a combination of each State’s/Territory’s register of Geographical Names. All names on the “reserved listing” would be formally assigned/gazetted per the Parliamentary Act governing that jurisdiction, as is current practice.

The Community Domain Name will take the form of:

www.placename.state.au

or

www.placename.territory.au

eg. www.bathurst.nsw.au

What Role Does The On-Line Council Play In The Model?

The On-line Council’s Terms of Reference are as follows:

On-line Council’s Terms of Reference:

- 1.To provide leadership to all areas of government, industry and the community at large in promoting and facilitating electronic communications and electronic service delivery.
- 2.To provide a forum for Commonwealth, State and Territory Government Ministers and local government to consider and reach agreement on national strategic approaches to the use of information and communications services.

Given the Online Council’s Terms of Reference, the One City – One Site Working Party envisages that the Online Council will play a significant role in the further development and strategic implementation of the model.

See section 10, **Implementation of the Model**, for further information on the implementation of the model.

What Role Does Each GNB Play In The Model?

Every State and Territory within Australia has a Board, Registrar or Committee responsible for the naming of geographical features. These organisations are empowered by individual State/Territory legislation.

The GNB would assign the use of a Community Domain Name per the procedures currently in place for the gazettal of place names.

That is:

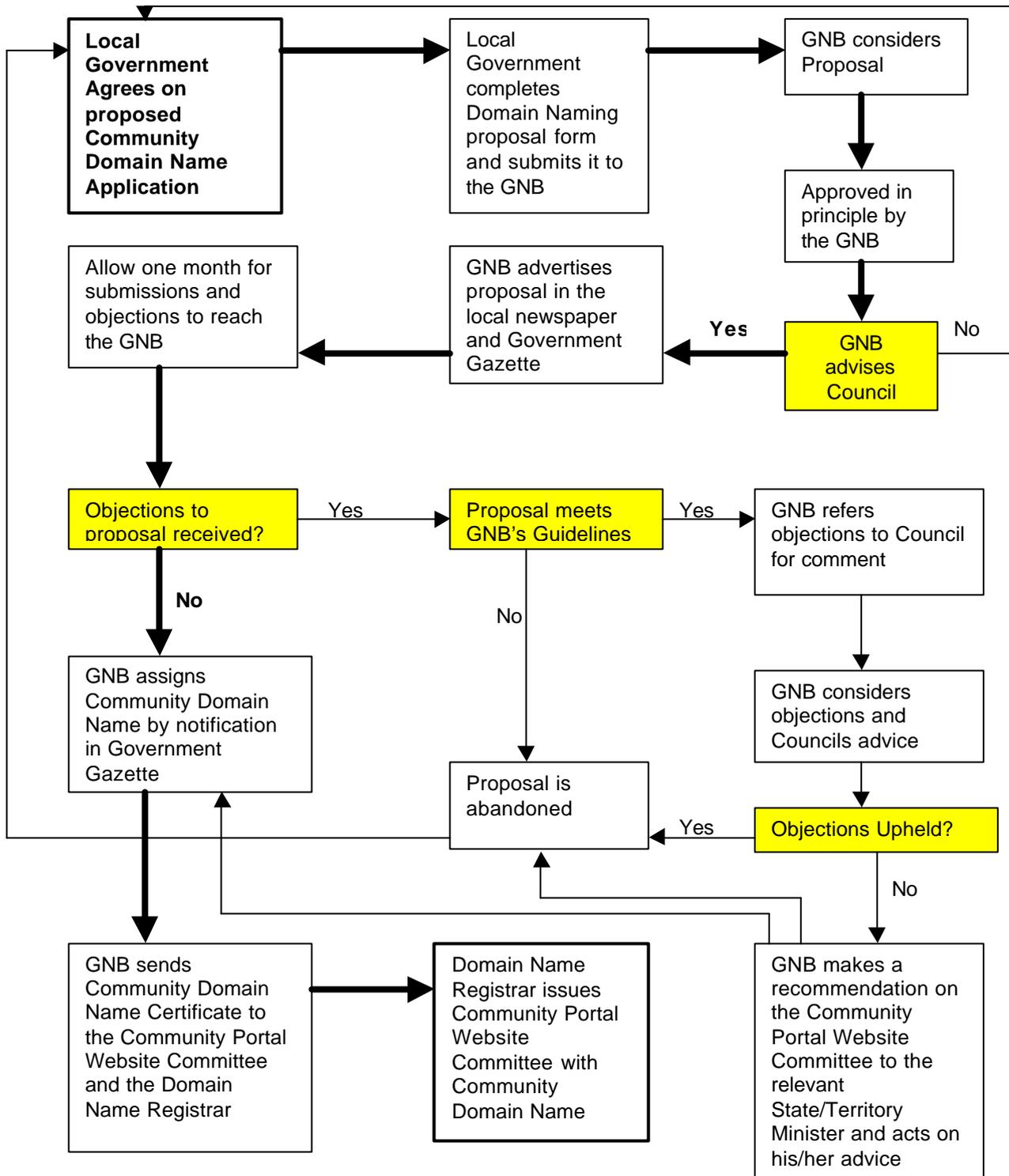
1. A proposal would be forwarded through Local Council to the GNB.
2. The GNB would evaluate the proposal and would ensure it met a set of published guidelines (to be developed in conjunction with On-line Council and CGNA).
3. Once approved the community would be canvassed for objections, which in-turn would be resolved by the GNB and Local Council in accordance with well established dispute resolution procedures.
4. If the objections could not be resolved the GNB would make a recommendation and refer the proposal to the relevant State/Territory Minister who would then make the final decision.
5. The Community Domain Name would be published in the State/Territory Government Gazette once formally assigned.

This process is outlined in Diagram 1A.

This procedure would ensure the Geographical Name would retain its integrity, the community would be consulted and disputes would be resolved.

Diagram 1A: Proposed Process for the Geographical Names Board for the allocation of Community Domain Names

(NB: This process is based on current geographic naming procedures.)



What Role Does Local Government Play In The Model?

Council, as the elected representatives of local communities, would be responsible for vetting all community portal website proposals within their area, in accordance with the GNB guidelines.

Council by way of resolution would recommend to the GNB the granting of the Domain Name certificate to the Community Portal Website Committee.

What Role Does The Community Play In The Model?

Community Domain Name delegation is intended to serve the needs and interests of particular communities and, importantly, to encourage the participation of community members in all aspects of the Community Portal Website operation, including the selection and provision of on line material. The Community Portal Website is defined as being that which:

- provides for community purposes; and
- is not operated for profit or as part of a profit-making enterprise; and
- provides material that is freely available and relevant to the local community it serves.

Community Domain Name Certificates can be allocated to eligible Community Portal Website Committees (see 'Who may apply for a Certificate?' below). These certificates may be revoked if the Community Portal Website Committee fails to comply to the criteria set out in their application.

In deciding whether it will allocate a Community Domain Name Certificate the GNB will have regard to:

- the extent to which the proposed Community Portal Web Site would meet the needs of the community in an area;
- the nature and diversity of the interests of that community;
- the capacity of the applicant to provide the service;
- the undesirability of any single entity being in a position to exercise control of more than one Community Portal Website;
- the undesirability of the Commonwealth, a State or a Territory or a political party being in a position to exercise control of a Community Portal Website.

Before allocating a Community Domain Name Certificate GNB must:

- designate a particular area as the community area of the certificate; and

- determine the conditions of the certificate including, *inter alia*, the term of approval (ie. Expiration/renewal after a certain period of time).

Who May Apply For A Community Domain Name Certificate?

The GNB can only accept applications from organisations that:

- are formed in Australia or in an external Territory: and
- represent broad community interest;
- are either an Incorporated Association, a Co-operative, or a Local Government Committee;
- have the support of Local Council by way of resolution, or in the case where no Local Government Authority exists, the GNB will ensure that the above criteria are met.

‘Community interest’.

The GNB state that the most useful definition of ‘community’ is one which is broad and takes into account social, historical and cultural linkages. An applicant for a Community Domain Name Certificate should therefore be, at a minimum, a not for profit, locally, based, representative organisation with clearly defined purposes and transparent non-discriminatory membership rules. It would be suggested that the Community Portal Website Committee have representation from a broad cross section of community interest groups. These groups could include but are not restricted to the following::

- Tourism
- Business (Chamber of Commerce)
- Not –For-Profit/ Charity/ Volunteer Groups
- Government (Local. State. Federal)
- Sports and Recreation
- Community Media
- Education
- Aboriginal and Torres Strait Islanders
- Ethnic Groups
- Women’s Groups
- Disability Groups

How Will Decisions Be Publicised?

The GNB will publicise decisions on the allocation of Community Domain Name Certificates in the relevant Government Gazette, as is current practice for the allocation of geographic names.

Written notification (The Community Domain Name Certificate) will be given to the approved Community Portal Website Committee and the Domain Name Registrar chosen by the applicant.

What Conditions Would Apply To Community Domain Name Certificates?

- The Community Portal Website committee will continue to represent the community interest that is represented at the time when the certificate was allocated;
- The Community Portal Website committee will encourage members of the community that it serves to participate in:
 - the operations of the Community Portal Website committee in providing the service; and
 - the selection and provision of material under the certificate.
- Once the Community Domain Name is assigned it would not be able to be sold, traded or transferred.
- The intellectual property of the Geographical Name would remain the property of the State or Territory whilst the Community Portal Website Committee would be custodian of the Community Domain Name, both at the discretion of *auDA* and the relevant GNB.
- If the Community Portal Website Committee had reason to dispose of the name, the name would be placed back on the “Reserved List”.

Why Will This Model Work?

The [One City – One Site](#) Model is proven.

- The model uses an established set of procedures for geographic name allocation and applies it to the Internet, so the infrastructure is in place to administer the model.
- Is community driven and in the public interest.
- The community is familiar with the procedures used by each states GNB, allowing a seamless transition to the Internet domain.
- As the [One City – One Site](#) Model can be built into the existing program of all GNBs it attracts minimal additional costs.
- When implemented at the Community level, revenue can be raised through sponsorship and local advertising. Therefore the One City- One Site Model does not require additional Local Government funding.

As we venture into the new century more and more communities will be establishing their own websites. The proposed National Community Portal system is a logical, fair, strategically planned system designed to benefit all Australian communities.

How Will Conflicts Be Handled?

The Working Party recognises that some minor limitations and complications may arise under this proposal. For instance, the problem of domain address allocation for city suburbs that have the same geographic name as a country town in the same state.

While the Working Party does not intend to make resolutions about every problem that may potentially arise, a possible solution in this case scenario could be: suburb.city.nsw.au, (eg: hurstville.sydney.nsw.au)

Each GNB currently administers place names for all areas within its State/Territory. The GNBs are the experts in the field of geographical place names. They have an established set of procedures for naming areas, negotiating with parties and administering placenames.

The GNB currently handles conflict and potential conflict situations involving geographical naming. The GNB is in the best position to judge which communities are most suitable for a particular name, based on geographic name allocation protocol. For example, the NSW State GNB have been administering geographic name allocation since 1966 and have all the procedures in place to handle such matters. Other State and Territories have similar procedures in place.

Therefore the Working Party concludes that each State and Territory equivalent of the NSW GNB are in the best position to mediate and arbitrate in conflict situations.

In conjunction with CGNA and On-Line Council, each GNB will develop and issue guidelines with full public consultation, as is current practice for geographic name allocation.

10. Implementation of the Model

As a first step towards implementing the system, a committee should be established under the auspices of the “On-Line Council”. This committee could be made up of representatives from The **One City – One Site** Working Party, Federal, State and Local Government, auDA, The Australian Chambers of Commerce and Industry, The Aboriginal and Torres Strait Islander Commission, The Committee of Geographical Names in Australasia and other relevant bodies.

This Project Committee will consult with interested parties in order to:

- Develop National Guidelines
- Refine Policy and Procedure
- Delegate authorities and resources

11. Promotional Strategies

The **One City – One Site** Working Party suggests that once the proposed policy is implemented the Project Committee should embark on a promotional campaign. This campaign could include strategies such as but not restricted to:

1. National Broadcasts
(Federal, State and Local Government Announcements)
2. Established e-mail distributions and mail outs
3. Self regulatory body announcements
(eg. AuDA, On-Line Council, CGNA/ICSM)

The Working Party has already made contact with nationally recognised companies in the tourist industry who have also shown interest in promoting the Australian Portal. As such sponsorship could be gained on a National, State and local community level for the promotion of the National Community Portal. This sponsorship could either be a direct contribution or a “in kind” commitment to advertise the model.

At a local community level, each Community Portal Website committee would be advised to develop their own promotional strategies for both their own Website and the National Portal including web sponsorship, advertising and broadcasting.

12. Recommendations

The Working Party recognises the benefit to communities by establishing a National Community Portal/Grid. It is therefore recommended under the model specified in this submission that auDA establish and reserve for future use geographic 2LDs for:

The Australian continent – www.australia.au

For example, On-Line Council, auDA and CGNA could host the central site www.australia.au where users can access the entry point to all Australian Community Portal Websites.

The central site, www.australia.au could incorporate spatial information technology through the use of a digital map. From this national map users could access each geographic State/Territory sites through to individual community sites.

Each State and Territory GNB - www.state.au or www.territory.au.

Each GNB could host a site with a map of its State/Territory to which all individual Community Portal Website are linked, this would take the form of www.state.au, e.g: www.vic.au or www.nsw.au.

Each community/geographical area - www.placename.state/territory.au

Each community/geographical area have access to its own Community Portal Website under the model proposed by the One City – One Site Working Party, www.placename.state/territory.au.

The Working Party also recommends that auDA indefinitely maintain it's "reserved list" approach for all 2LD geographical names as notified by the CGNA for all applications except for Community Domain Portal Websites as described in this proposal.

The Australian, 22 May 2001, "Brisbane loses net identity"



Letters of Support for the One City – One site Working Party



26th March 2001

Mr Derek Whitehead
Chair
auDA Name Policy Advisory Panel
GPO Box 1545P
Melbourne VIC 3001



Peter Andren M.P.
Federal Member for Calare

Dear Mr Whitehead,

RE: One City – One Site community geographic domain name model

It is with great pleasure that I provide my support to the One City – One Site Working Party for their work in reserving geographic domain names for community use.

The model developed by the Working Party is a manageable, logical and community based method of using geographic domain names that has the potential to assist all Australian communities.

The Working Party's model clearly outlines how a national portal system will work on a town-by-town basis as well as at state, territory and national levels.

In addition to this the model ensures that community names are not open to commercial misuse and that information on community geographic websites is that which the community approves for display.

I support the Working Party's submissions to auDA regarding the new 2LD model for community geographic domain names as well as their policy on the prohibited use of geographic domain names under all other 2LDs.

The Working Party's model recognises geographic domain names as valuable community assets and ensures their use as development tools, particularly for communities in rural and regional Australia.

I commend the One City – One Site Working Party for the effort they have put into developing this model for the benefit of Australian communities.

Yours sincerely,

PETER ANDREN
Federal Member for Calare

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MINISTER FOR WESTERN SYDNEY

Mr. Peter Andren MP
Federal Member for Calare,
PO Box 181
Bathurst NSW 2795.

2001

Dear Mr Andren

As the New South Wales Minister responsible for both Geographical Names and Information Technology, I would like to express my support for the position you have taken on the protection of Geographical Domain Names and the subsequent development of an allocation model to ensure fair and equitable use by the community.

I will personally raise this issue at the next meeting of the "On Line Council" ensuring that all States and Territories are aware of this situation.

I look forward to working together on this issue to obtain outcomes that will benefit all communities.

Yours sincerely

Kim Yeadon MP
Minister for Information Technology,
Minister for Energy, Minister for Forestry and
Minister for Western Sydney



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Ms Natasha McGuire
Convenor
One City One Site Working Party
PO Box 181
BATHURST NSW 2795

Dear Ms McGuire

As the Director General of the Department of Information Technology and Management (DITM) and Chairman of the Geographical Names Board of NSW, I would like to express my support for the position that the One City One Site Working Party has taken on the protection of Geographical Domain Names and subsequent development of an allocation model to ensure fair and equitable use by the community.

I look forward to working together on this issue to obtain outcomes that will benefit all communities.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Warwick Watkins', with a date '4/2/01' written below it.

Warwick Watkins
Director General
warwick.watkins@ditm.nsw.gov.au

cc Paul Harcombe
Chief Surveyor

DITM includes
Land and Property Information New South Wales
Office of Information Technology
Offices of Forestry Information
Office of Western Sydney



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Ms Natasha McGuire
Convenor
One City-One Site Working Party
PO Box 181
BATHURST NSW 2795

Dear Ms McGuire

ONE CITY-ONE SITE SECOND LEVEL DOMAIN PROPOSAL

At its recent annual meeting in Darwin the Committee for Geographical Names in Australia (CGNA) considered the One City-One Site proposal prepared by your Working Party. CGNA welcomes the opportunity to be involved in this proposal, and appreciates that the Working Party has considered the role of CGNA and the various Australian naming authorities in its submission.

CGNA recognises the community need to protect the use of geographical names as Internet Domain names and the need for a fair and equitable means of allocation. It therefore endorsed in principle the position taken by OCOS in its submission to auDA of March 2001 and the previous draft submission of January 2001.

If the OCOS submission is accepted by auDA CGNA is prepared to develop national standards in 2LD naming to ensure national consistency. CGNA considered the OCOS working party had done some excellent work in preparing the submission to auDA, and looks forward to future involvement in this matter.

Yours sincerely

Brian Goodchild
Chairman
Committee for Geographical Names in Australia

30 April 2001

Author: Graeme Rush
Phone 3896 3118

Department of
Natural Resources

19 April 2001

Ms Natasha McGuire
Convenor of the
One City One Site Working Party
PO Box 181
Bathurst NSW 2795

Dear Natasha

As the senior Department of Natural Resources & Mines Departmental officer responsible for Geographic Place Names in Queensland, I would like to express my support for the position that the One City One Site Working Party has taken on the protection of Geographical Domain Names and the subsequent development of an allocation model to ensure fair and equitable use by the community.

I look forward to working together on this issue to obtain outcomes that will benefit all communities.

Yours sincerely



Graeme Rush
**GENERAL MANAGER
LAND MANAGEMENT & USE**

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Ms Natasha McGuire
Convener of the One City One Site Working Party
PO Box 181
BATHURST NSW 2795

Dear Natasha

The ACT Place Names Committee met recently to discuss the position the One City One Site Working Party has taken on the protection of Geographical Domain Names and the subsequent development of an allocation model to ensure fair and equitable use by the community.

The Deputy Chief Minister of the ACT Mr Brendan Smyth MLA attended the meeting, along with representatives from ACT Information Services and Urban Services Information Technology Unit.

On behalf of the ACT Place Names Committee and those present at the meeting I would like to express our support for your proposal.

I look forward to working with you on this issue to obtain outcomes that will benefit our communities.

Yours sincerely

Gov (Professor) Ken Taylor AM
Chair ACT Place Names Committee

30/5/01

ACT Department of Urban Services • Place Names Committee
Dame Pattie Menzies House 16 Challis Street DICKSON ACT 2602
GPO Box 1908 • Canberra ACT 2601 • Telephone (02) 62050057 • Facsimile (02) 62071944
Homepage <http://www.palm.act.gov.au/actlic/index.htm> Email: placenames@act.gov.au



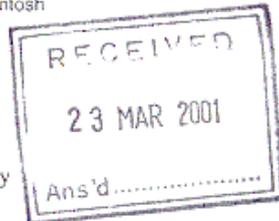
Country Mayors Association of NEW SOUTH WALES

Chairman: Councillor Ian Macintosh
Secretary: Mr Phillip Perram

PMB 17
Bathurst NSW 2795
Telephone: (02) 6333 6205
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20 March 2001

One City-One Site Working Party
C/- Mr P Andren MP
Russell Street
BATHURST 2795



Dear Sir

There are many pressures on country communities throughout Australia, and for many communities, it is the tyranny of distance that provides the greatest hurdle.

The internet, by its very nature, removes "distance" from that scenario, and as such, may well be a significant factor in the ability of some of these communities to survive and perhaps even prosper.

The proposal of your group to "reserve" geographical names for those people resident in the area, and therefore to not allow access to those names by business interests, is a most worthwhile ambition.

In many cases, tourism is seen as offering hope to many communities and the ability of these communities to be identified on the internet in their own unique way is something we should all strive to protect.

As Chairman of the Country Mayors Association, may I offer you the Association's support of this most worthwhile endeavour.

Yours faithfully

A I Macintosh
CHAIRMAN

*Councils of Albury, Armidale Dumaresq, Ballina, Bathurst, Broken Hill, Coffs Harbour, Deniliquin, Dubbo,
Forbes, Glen Innes, Goulburn, Grafton, Lithgow, Greater Taree, Griffith, Gunnedah,
Inverell, Kempsey, Lismore, Maclean, Moree, Narrabri, Orange, Parkes,
Queanbeyan, Richmond Valley, Tamworth, Wagga Wagga*

Representing the people of Country New South Wales



Bathurst City Council

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Bathurst New South Wales

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Telephone 02 6331 1622
Facsimile 02 6331 7211

One City-One Site Working Party
C/- Mr Peter Andren MP
Russell Street
BATHURST 2795

20 March 2001

Dear Sir

Domain Name

Council has become aware of the submission your group is preparing for presentation to auDA in respect of its calls for changes to the Domain Name conventions currently in place.

Your idea for the creation of a second level domain name (2LD) consisting of the town name, state/territory then country (www.bathurst.nsw.au) is a very logical way for internet visitors to gather information about our, or any other, town in Australia.

Council agreed with the main thrust of your group in supporting your claim that geographical names can and should only belong to the people resident in that area. In this respect, geographical names should only be allowed in conjunction with the current .gov.au domain name and your proposed 2LD.

Council is also aware that there are some geographical domain names that have previously been issued under the .com.au convention and I would urge you to include in your submission that the "owners" of these sites should be encouraged to return them and fall into line with the One City-One Site model.

May I take this opportunity to congratulate you on the work that you have done so far, and to assure you that you have the full support of Bathurst Council in your attempts to reserve the names of our towns for those that "own" the town, the residents.

Yours faithfully

P Perram
GENERAL MANAGER

Bathurst – Experience the Thrill

Reference: PP:WM:08.00005
Enquiries: Mr Perram 02 6333 6201

Blayney Shire Council



4th June 2001

Our Ref: RBH/NS/C21-11

Ms Natasha McGuire
Convenor
One City – One Site Working Party
PO Box 181
BATHURST NSW 2795

Dear Ms McGuire

My Council is pleased to have the opportunity to support the efforts of the One City – One Site Working Party with respect to its proposal to reserve geographical domain names for community use.

The Working Party's Model of creating a national portal system on a town – by – town basis coupled with state, territory and national levels has great merit in giving communities the opportunity to ensure that geographic names are used as a valuable community asset and not exploited otherwise.

Council supports the principle that geographical names belong to the people in the Communities. The Working Party's new 2LD model achieves this outcome.

Council congratulates the foresight of the Committee in identifying the potential for misuses of geographical names and commends the Committee for its efforts in developing the 2LD model for the benefit of all communities.

Yours faithfully

R B Hornery
GENERAL MANAGER

COUNCIL CHAMBERS
91 ADELAIDE STREET,
BLAYNEY, N.S.W. 2799

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ALL COMMUNICATIONS TO
BE ADDRESSED TO:

GENERAL MANAGER
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P.O. BOX 62,
BLAYNEY, N.S.W. 2799

email.council@blayney.nsw.gov.au



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29 May, 2001

Ms Natasha McQuire
Convenor
One City - On Site Working Party
PO Box 181
BATHURST NSW 2795

Dear Ms McQuire

ONE CITY - ONE SITE SECOND LEVEL DOMAIN PROPOSAL

Further to a discussion with Mr Rodney Swansborough on Thursday May 24, 2001 and in view of the support in principle given by the Country Mayors Association, of which Council is a member, I provide the following.

Orange City Council is supportive in principle of the project One City - One Site which aims to reserve geographical names for the residents of the individual communities and not for business interests.

However throughout the development of the proposal there needs to be maintained a fair and equitable means of allocation and to be financially accessible by all communities. If this is maintained, then it will be much easier for community groups to band together and fulfil the criteria that might be attached to the use of a geographical domain name.

Yours sincerely

Christine Hannus
DIRECTOR CORPORATE SERVICES



AUSTRALIAN CHAMBER OF COMMERCE AND INDUSTRY

17 May 2001

Ms Jo Lim
Chief Policy Officer
.au Domain Administration
GPO Box 1545P,
Melbourne VIC 3001

The Australian Chamber of Commerce and Industry (ACCI) is the peak council of Australian business associations. ACCI's members are employer organisations in all States and Territories and all major sectors of Australian industry. Through our membership, ACCI represents over 350,000 businesses, making ACCI the largest and most representative business organisation in Australia.

ACCI believes that there is considerable merit in further developing guidelines that will facilitate the allocation of geographic names in a dedicated second level domain space.

Geographic names are potentially very valuable to local communities including local business communities. Methods of allocating geographic names in the .com.au or .net.au domain space either on a 'first in first served' basis, or by an auctioning system, will be unlikely to achieve an equitable distribution of the domain space. It is for this reason that ACCI sees the potential benefits in establishing a second level domain name based on the placename.state/territory.au format.

It is important that a protocol be developed which ensures that the geographic domain name be allocated in a way which will allow the community as a whole, including the business community to benefit. Further work remains to be undertaken to develop such guidelines. ACCI would welcome the opportunity to provide input into this process.

If you have further questions regarding this issue please contact Tim Reardon on (02) 6273 2311.

Yours sincerely

Mark I Paterson
Chief Executive

CC: Paul Harcombe
One City One Site
Panorama Avenue
BATHURST NSW 2795

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L E A D I N G A U S T R A L I A N B U S I N E S S