

Your details

Name	Universities New Zealand
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Contact phone number	

I understand and agree that my submission will be made public on the InternetNZ website

I understand that my contact details will be redacted from the public version of this submission

I would like to speak to my submission with the Panel

8.

Do you think there should be a new guiding principle on enabling New Zealand to grow and develop? Why / why not? Do you have any comments on the proposed formulation of the new principle?

We believe a guiding principle on enabling New Zealand to grow and develop is an essential component of preserving and increasing the value, desirability and significance of the .nz namespace.

Such a principle as suggested in the *Re-imagining the future of .nz* paper would be important to all organisations, but particularly so those that face sector-wide challenges which could be addressed by changes to current policies or procedures relating to the .nz namespace.

65.

Do you agree with our assessment of the issue? Why / why not?

We agree with your assessment of the issue as stated in the *Re-imagining the future of .nz* paper. New moderated second level domains could, across several industry sectors,

address a need that is not currently being met, particularly where trust, reputability and authenticity are key to the success and growth of that industry or sector.

In weighing up the merit of individual cases for new 2LDs, InternetNZ should consider, among other things, the contribution the sector makes to New Zealand's GDP, and the size of its export earning.

66.

Is there a role for additional second level domain names (moderated or not) within the .nz domain? If so, what domains in which area?

Proposal

We propose that **edu.nz** is established as a new moderated 2LD to support and promote the eight universities in New Zealand.

New Zealand universities operate and compete in a global market. International education contributes over \$5 billion to the New Zealand economy, making it the country's 4th largest export earner¹. New Zealand universities therefore need to be supported in their ability to market themselves globally.

In this proposal we argue that the current **.nz** policies do not support universities well, and that a significant opportunity exists to address this by the establishment of **edu.nz**.

[1] Hon Chris Hipkins, Minister of Education, 30 October 2018 -

<https://www.beehive.govt.nz/release/international-education-contributes-51-billion-new-zealand-economy>

Global Recognition of "edu"

The most popular domain name label implemented by country-specific domain registries to represent universities is **edu** (113 countries), followed by **ac** (35 countries). Globally, **edu** is more recognisable as a mark of higher education than **ac**.

By establishing **edu.nz**, the New Zealand university sector would leverage the same recognition, legitimacy and prestige associated with the label **edu**. This would be of enormous value to the universities themselves and also the rest of the country given the significant contribution New Zealand universities make to the export market.

Current Situation

The **ac.nz** name space is unmoderated. As a result, many domain names have been registered by organisations or individuals with no connection to academia or higher education. At the time of writing there were over 2,000 domain names registered under **ac.nz**².

While some domain names are registered by organisations that legitimately provide tertiary education or training, others fall into various other categories including:

- Commercial entities
- Non-profit organisations
- Charitable trusts
- Individuals
- Domain name speculators
- Cybersquatters
- Typosquatters
- Scammers/phishers

The pollution of this name space has resulted in reduced value and attractiveness of this domain extension for higher education institutions.

The “free-for-all” nature of this 2LD is also at odds with the authenticity, credibility and integrity on which universities rely to gain global recognition. A moderated 2LD would address all of these issues.

For the reasons set out above, we submit that **ac.nz** is woefully inadequate for the university sector.

[2] *.nz Statistics and Service Reports, Internet NZ* - <https://docs.internetnz.nz/reports/>

Proposed Operation

Under this proposal, the moderator of **edu.nz** would be Universities NZ. The policy would restrict the registration of **edu.nz** domain names to New Zealand universities (defined in section 159 of the Education Act 1989), and to Universities NZ itself as the moderator.

This proposed method of operation directly aligns with that of the **.edu** sponsored top-level domain which is restricted to US-based tertiary institutions and is moderated by the non-profit association Educause.

Support

This proposal has the support of the Vice Chancellors and CIOs of each of New Zealand's eight universities.