

**Nick McShane**

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**From:** [REDACTED]  
**Sent:** Tuesday, 7 October 2014 1:32 PM  
**To:** edac  
**Cc:** [REDACTED]  
**Subject:** submission to Review of Edu.au

To Whom it May Concern,

Submission to the Review of the edu.au Domain

As a peak body representing Victorian environmental educators, the VAAE would like to provide comments about the importance of the edu.au domain to our work.

We welcome the review into the use of this domain and support the continuation of a clear purpose and definition of members. We also support continuing to differentiate from allowing more commercial members. While other domain types may do this, we think it is important to maintain the integrity of the domain for educators and those that support them, including department agencies and the non-profit sectors that provide training. We have found that educators can more readily engage with those organisations that are part of the edu.au domain, knowing that they will not be 'sold to' or bombarded with advertising emails or social media. In our experience the delineation of commercial entities offering educational opportunities should be up to individuals to engage with and clarity through domain names can be one of the effective ways to make this choice.

We would like to highlight the importance of the edu.au domain to our organisation's effective delivery of services to educators across all sectors. Our inclusion within the domain has translated in educators having the confidence to interact with us and has helped us to target our professional development courses to better support them.

We hope this is of use to your review and thank you for the opportunity to comment.

Regards

Jane Ryan

(on behalf of the Victorian Association of Environmental Education Committee of Management)

  
