

Ned O'Meara
Townsville City QLD 4810

28th May 2017

Mr Cameron Boardman - CEO
.au Domain Administration Ltd
114 Cardigan Street
CARLTON VIC 3053

Dear Cameron,

Open Letter To The Board

Whether it be government, business, non-profit organisations, or Parents and Citizens' Associations – even Cricket Australia and the Australian Cricketers Association – the fact is, sometimes there will be disputes between those involved when seemingly unpopular or unfair decisions are made.

How are they resolved? By both sides engaging constructively with each other, and seeking compromise.

Good leadership of any organisation means at least listening to the concerns of its people or constituents. I urge you to do this now with your membership. Many of us are feeling angry and ignored by auDA management and the Board.

- My suggestion is to get a small representative group of members to sit down with you and some members of the Board, and try to constructively find a way forward. This could be so beneficial for everyone.

I'm Not Your Enemy

Over many years, I have given my time voluntarily and constructively to auDA working groups and panels. I've been a full-time domain investor – and a registrar. I've also owned forums like DNTrade and written blogs – so I have “skin in the game”. Quite simply, I care deeply about the future of .au.

You may currently be frustrated by my blog Domainer.com.au, and the recent focus on auDA, but I write out of genuine concern for **transparent communication and practices**. The management and Board of auDA owe this to its members and stakeholders. **In fact, you promised this to us at the recent AGM.**

Unfortunately, auDA has broken promises to its members in recent times. For a membership organisation, it has also been autocratic in its management style. I've written about this often. Many members are upset by these events.

We Can All Make Errors

No person or organisation is immune from making mistakes or errors of judgement in life and business. It's how you deal with them that's important. I've made many mistakes in my past. And looking back, I regret these sincerely and immensely – and wish I could have my time over again. One thing I've learnt though is that Henry Ford was right when he said: “Failure is simply the opportunity to begin again, this time more intelligently”.

I therefore respectfully ask the Board and management to please consider a “clean slate”, and “start again” with regards communication and transparency. As members, we respect your right to manage and make decisions, but please listen to our very real concerns first. Let's have a win / win situation.

Yours sincerely,

Ned O'Meara