



**New gTLD Program**  
**Community Priority Evaluation Report**  
Report Date: 17 March 2014

Application ID:	1-1723-69677
Applied-for String:	TENNIS
Applicant Name:	Tennis Australia Ltd

**Overall Community Priority Evaluation Summary**

<b>Community Priority Evaluation Result</b>	<b>Did Not Prevail</b>
<p>Thank you for your participation in the New gTLD Program. After careful consideration and extensive review of the information provided in your application, including documents of support, the Community Priority Evaluation panel determined that the application did not meet the requirements specified in the Applicant Guidebook. Your application did not prevail in Community Priority Evaluation.</p> <p>Your application may still resolve string contention through the other methods as described in Module 4 of the Applicant Guidebook.</p>	

**Panel Summary**

<b>Overall Scoring</b>	<b>11 Point(s)</b>	
<u>Criteria</u>	<u>Earned</u>	<u>Achievable</u>
#1: Community Establishment	4	4
#2: Nexus between Proposed String and Community	0	4
#3: Registration Policies	3	4
#4: Community Endorsement	4	4
Total	11	16
<b>Minimum Required Total Score to Pass 14</b>		

<b>Criterion #1: Community Establishment</b>	<b>4/4 Point(s)</b>
<b>1-A Delineation</b>	<b>2/2 Point(s)</b>
<p>The Community Priority Evaluation panel determined that the community as identified in the application met the criterion for Delineation as specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook, as the community is clearly delineated, organized and pre-existing. The application received the maximum score of 2 points under criterion 1-A: Delineation.</p> <p><u>Delineation</u></p> <p>Two conditions must be met to fulfill the requirements for delineation: there must be a clear straightforward membership definition and there must be awareness and recognition of a community (as defined by the applicant) among its members.</p>	

The community defined in the application (“tennis”) is:

Through the .tennis TLD, Tennis Australia commits to serve the Australian tennis community, which is comprised of the eight Australian state-and territory-based Member Associations: Tennis Victoria, Tennis New South Wales, Tennis Queensland, Tennis South Australia, Tennis Western Australia, Tennis Tasmania, Tennis Australian Capital Territory and Tennis Northern Territory. These Member Associations are represented by and shareholders of Tennis Australia. They are the representative body of all affiliated clubs, centres, associations, regions and their members in their respective State or Territory. As the central administrative body of tennis within a State or Territory, Member Associations are responsible for implementing Tennis Australia’s objectives and initiatives in order to manage, co-ordinate, promote, and unify the diverse facets of the sport of tennis within Australia.

This community definition shows a clear and straightforward membership. The community is clearly delineated, owing to the clear and straightforward membership definition and association with the game of tennis.

In addition, the community as defined in the application has awareness and recognition among its members. This is because of the membership structure of Tennis Australia, which is comprised of the eight Australian state-and territory-based Member Associations. These Member Associations are represented by and shareholders of Tennis Australia. They are the representative body of all affiliated clubs, centres, associations, regions and their members in their respective State or Territory.

The Community Priority Evaluation panel determined that the community as defined in the application satisfies both the conditions to fulfill the requirements for Delineation.

#### Organization

Two conditions need to be met to fulfill the requirements for organization: there must be at least one entity mainly dedicated to the community and there must be documented evidence of community activities.

The community as defined in the application has at least one entity mainly dedicated to the community, which is the applicant, Tennis Australia. According to the application,

Tennis Australia is the governing body of tennis in Australia and has a core mission to simply ‘make Australia the greatest tennis nation on the planet’.

The community as defined in the application has documented evidence of community activities. This is confirmed by detailed information on the website of Tennis Australia. According to the application,

Each year Tennis Australia invests millions in tennis infrastructure, player development, participation programs, coach development, competitions and tournaments, and promotion of the game. This occurs at a local and national level, but also at the international level in particular through the Australian Open, one of four Grand Slams and the largest sporting event in the world each January. Member Associations are also directly responsible for implementing such activities within the framework of policies set by Tennis Australia.

The Community Priority Evaluation panel determined that the community as defined in the application satisfies both the conditions to fulfill the requirements for Organization.

#### Pre-existence

To fulfill the requirements for pre-existence, the community must have been active prior to September 2007 (when the new gTLD policy recommendations were completed).

The community as defined in the application was active prior to September 2007. According to the

application,

The Victorian, New South Wales, Queensland, West Australian, South Australian, and Tasmanian Tennis Associations were all founding members of Tennis Australia in 1904.... The Australasian Lawn Tennis Association was formed, at that time embracing New Zealand interests as well. Today, Member Associations are strictly limited to a single representative governing body in each of the Australian States and Territories.

The Community Priority Evaluation panel determined that the community as defined in the application fulfills the requirements for Pre-existence.

1-B Extension

*2/2 Point(s)*

The Community Priority Evaluation panel determined that the community as identified in the application met the criterion for Extension specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook, as the application demonstrates considerable size and longevity for the community. The application received a maximum score of 2 points under criterion 1-B: Extension.

#### Size

Two conditions must be met to fulfill the requirements for size: the community must be of considerable size and must display an awareness and recognition of a community among its members.

The community as defined in the application is of a considerable size. The community for .Tennis as defined in the application is large in terms of the number of members. According to the applicant,

Through these State- and Territory-based Member Associations, Tennis Australia maintains a direct link with the 2,176 affiliated tennis clubs, 3,198 member coaches, and 1.8 million tennis participants and players throughout Australia.

In addition, the community as defined in the application has awareness and recognition among its members due to the membership structure of Tennis Australia, which is comprised of the eight Australian state-and territory-based Member Associations. These Member Associations are represented by and shareholders of Tennis Australia. They are the representative body of all affiliated clubs, centres, associations, regions and their members in their respective State or Territory.

The Community Priority Evaluation panel determined that the community as defined in the application satisfies both the conditions to fulfill the requirements for Size.

#### Longevity

Two conditions must be met to fulfill the requirements for longevity: the community must demonstrate longevity and must display an awareness and recognition of a community among its members.

The community as defined in the application demonstrates longevity. The pursuits of the .Tennis community are of a lasting, non-transient nature.

Additionally, the community as defined in the application has awareness and recognition among its members due to the membership structure of Tennis Australia, which is comprised of the eight Australian state-and territory-based Member Associations. These Member Associations are represented by and shareholders of Tennis Australia. They are the representative body of all affiliated clubs, centres, associations, regions and their members in their respective State or Territory.

The Community Priority Evaluation panel determined that the community as defined in the application satisfies both the conditions to fulfill the requirements for Longevity.

<b>Criterion #2: Nexus between Proposed String and Community</b>	<b>0/4 Point(s)</b>
2-A Nexus	<i>0/3 Point(s)</i>
<p>The Community Priority Evaluation panel determined that the application did not meet the criterion for Nexus as specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook. The string does not identify or match the name of the community, nor is it a well-known short-form or abbreviation of the community. The application received a score of 0 out of 3 points under criterion 2-A: Nexus.</p> <p>To receive the maximum score for Nexus, the applied-for string must match the name of the community or be a well-known short-form or abbreviation of the community name. To receive a partial score for Nexus, the applied-for string must identify the community. “Identify” means that the applied-for string should closely describe the community or the community members, without over-reaching substantially beyond the community.</p> <p>The applied-for string (.Tennis) identifies a wider or related community of which the applicant, Tennis Australia, is a part, but is not specific to the applicant’s community (the Australian tennis community). As such, the string captures a wider geographic/thematic remit than the community (as defined by the applicant) has, despite the fact that Tennis Australia has “changed its brand to ‘Tennis’ (rather than Tennis Australia) and encouraged members of the Australian tennis community to do likewise in order to promote the game, rather than individual entities”. Tennis refers to the sport and the global community of people/groups associated with it, and therefore does not refer specifically to the Tennis Australia community. Therefore, there is substantial over-reach between the proposed string and the definition of the community as described in Criterion 1-A.</p> <p>The Community Priority Evaluation panel determined that the applied-for string does not match or identify the name of the community as defined in the application, nor is it a well-known short-form or abbreviation of the community. The applied-for string over-reaches substantially beyond the community. It therefore does not meet the requirements for Nexus.</p>	
2-B Uniqueness	<i>0/1 Point(s)</i>
<p>The Community Priority Evaluation panel determined that the application did not meet the criterion for Uniqueness as specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook as the string has other significant meaning beyond identifying the community described in the application. The application received a score of 0 out of 1 point under criterion 2-B: Uniqueness.</p> <p>To fulfill the requirements for Uniqueness, the string must have no other significant meaning beyond identifying the community described in the application. The string as defined in the application does not demonstrate uniqueness as the string does not score a 2 or a 3 on Nexus and is therefore ineligible for a score of 1 for Uniqueness. The Community Priority Evaluation panel determined that the applied-for string does not satisfy the condition to fulfill the requirements for Uniqueness.</p>	
<b>Criterion #3: Registration Policies</b>	<b>3/4 Point(s)</b>
3-A Eligibility	<i>1/1 Point(s)</i>
<p>The Community Priority Evaluation panel determined that the application met the criterion for Eligibility as specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook as eligibility is restricted to community members. The application received a maximum score of 1 point under criterion 3-A: Eligibility.</p> <p>To fulfill the requirements for Eligibility, the registration policies must restrict the eligibility of prospective</p>	

registrants to community members. The application demonstrates adherence to this requirement by requiring registrants to be linked to the Australian tennis community, and detailing ten categories of eligibility. (Comprehensive details are provided in Section 20e of the applicant documentation). The Community Priority Evaluation panel determined that the application satisfies the condition to fulfill the requirements for Eligibility.

3-B Name Selection

*1 / 1 Point(s)*

The Community Priority Evaluation panel determined that the application met the criterion for Name Selection as specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook as name selection rules are consistent with the articulated community-based purpose of the applied-for TLD. The application received a maximum score of 1 point under criterion 3-B: Name Selection.

To fulfill the requirements for Name Selection, the registration policies for name selection for registrants must be consistent with the articulated community-based purpose of the applied-for gTLD. The application demonstrates adherence to this requirement by specifying that naming restrictions be specifically tailored to meet the needs of registrants while maintaining the integrity of the registry, and ensuring that domain names meet certain technical requirements, etc. (Comprehensive details are provided in Section 20e of the applicant documentation). The Community Priority Evaluation panel determined that the application satisfies the condition to fulfill the requirements for Name Selection.

3-C Content and Use

*1 / 1 Point(s)*

The Community Priority Evaluation panel determined that the application met the criterion for Content and Use as specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook as the rules for content and use are consistent with the articulated community-based purpose of the applied-for TLD. The application received a maximum score of 1 point under criterion 3-C: Content and Use.

To fulfill the requirements for Content and Use, the registration policies must include rules for content and use for registrants that are consistent with the articulated community-based purpose of the applied-for gTLD. The application demonstrates adherence to this requirement by specifying that the second-level domain names do not provide content that is inconsistent with the mission/purpose of the gTLD, etc. (Comprehensive details are provided in Section 20e of the applicant documentation). The Community Priority Evaluation panel determined that the application satisfies the condition to fulfill the requirements for Content and Use.

3-D Enforcement

*0 / 1 Point(s)*

The Community Priority Evaluation panel determined that the application did not meet the criterion for Enforcement as specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook as the application provided specific enforcement measures but did not include appropriate appeal mechanisms. The application received a score of 0 out of 1 point under criterion 3-D: Enforcement.

Two conditions must be met to fulfill the requirements for Enforcement: the registration policies must include specific enforcement measures constituting a coherent set, and there must be appropriate appeals mechanisms. The applicant outlined policies that include specific enforcement measures constituting a coherent set. The applicant outlines the conditions that need to be met when registering, along with mitigation measures, such as investigation and termination of the domain name. (Comprehensive details are provided in Section 20e of the applicant documentation). However, the application did not outline an appeals process. The Community Priority Evaluation panel determined that the application satisfies only one of the two conditions to fulfill the requirements for Enforcement.

<b>Criterion #4: Community Endorsement</b>	<b>4/4 Point(s)</b>
4-A Support	<i>2/2 Point(s)</i>
<p>The Community Priority Evaluation panel determined that the application fully met the criterion for Support specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant GuideBook as the applicant is the recognized community institution. The application received a maximum score of 2 points under criterion 4-A: Support.</p> <p>To receive the maximum score for Support, the applicant is, or has documented support from, the recognized community institution(s)/member organization(s), or has otherwise documented authority to represent the community. To receive a partial score for Support, the applicant must have documented support from at least one group with relevance.</p> <p>The Community Priority Evaluation panel determined that the applicant is the recognized community institution/member organization. The applicant also possesses document support from its member organizations, and this documentation contained a description of the process and rationale used in arriving at the expression of support. The Community Priority Evaluation Panel determined that the applicant fully satisfies the requirements for Support.</p>	
4-B Opposition	<i>2/2 Point(s)</i>
<p>The Community Priority Evaluation panel determined that the application met the criterion for Opposition specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook, as the application did not receive any relevant opposition. The application received the maximum score of 2 points under criterion 4-B: Opposition.</p> <p>To receive the maximum score for Opposition, the application must not have received any opposition of relevance. To receive a partial score for Opposition, the application must have received opposition from, at most, one group of non-negligible size.</p> <p>The application received letters of opposition, which were determined to not be relevant, as they were either from groups/individuals of negligible size, or were not from communities which were not mentioned in the application but which have an association to the applied for string. The Community Priority Evaluation Panel determined that the applicant satisfies the requirements for Opposition.</p>	

**Disclaimer:** Please note that these Community Priority Evaluation results do not necessarily determine the final result of the application. In limited cases the results might be subject to change. These results do not constitute a waiver or amendment of any provision of the Applicant Guidebook or the Registry Agreement. For updated application status and complete details on the program, please refer to the Applicant Guidebook and the ICANN New gTLDs microsite at <newgtlds.icann.org>.