

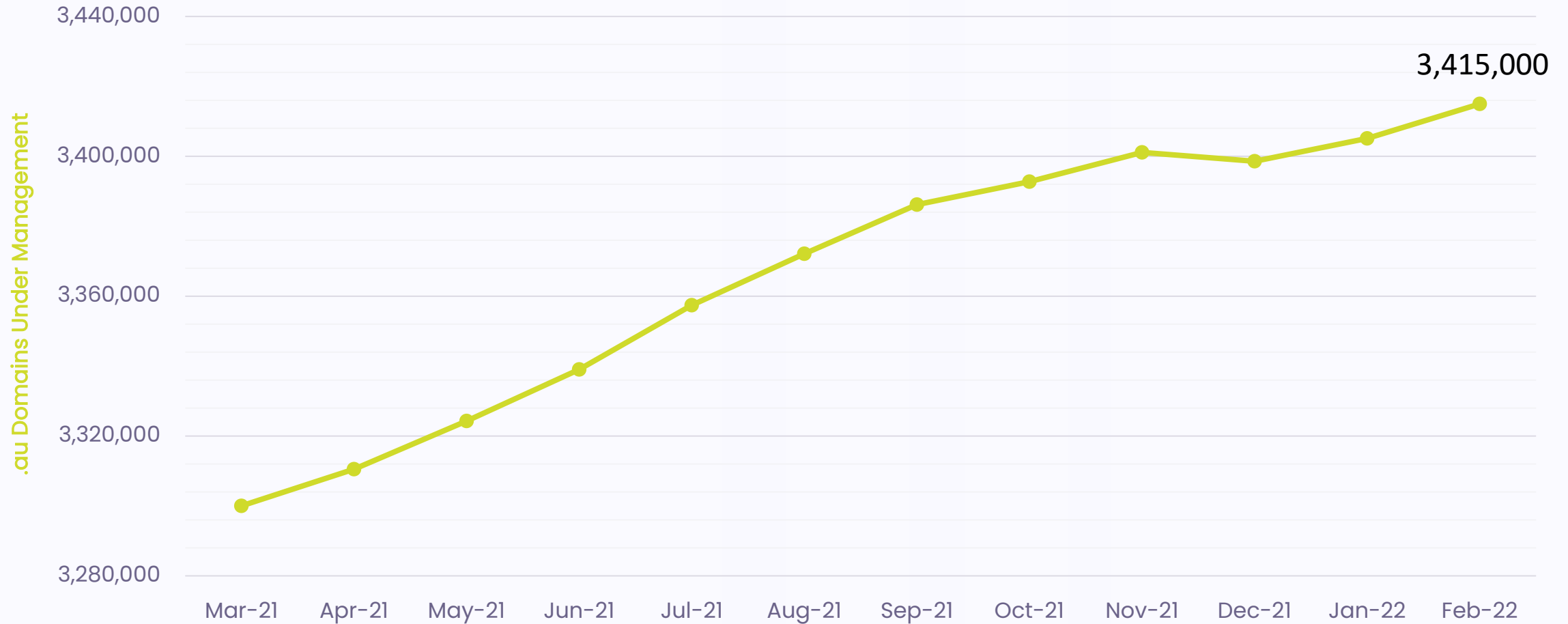
.au direct

.au direct webinar
3 March 2022

.au Domain
Administration Ltd

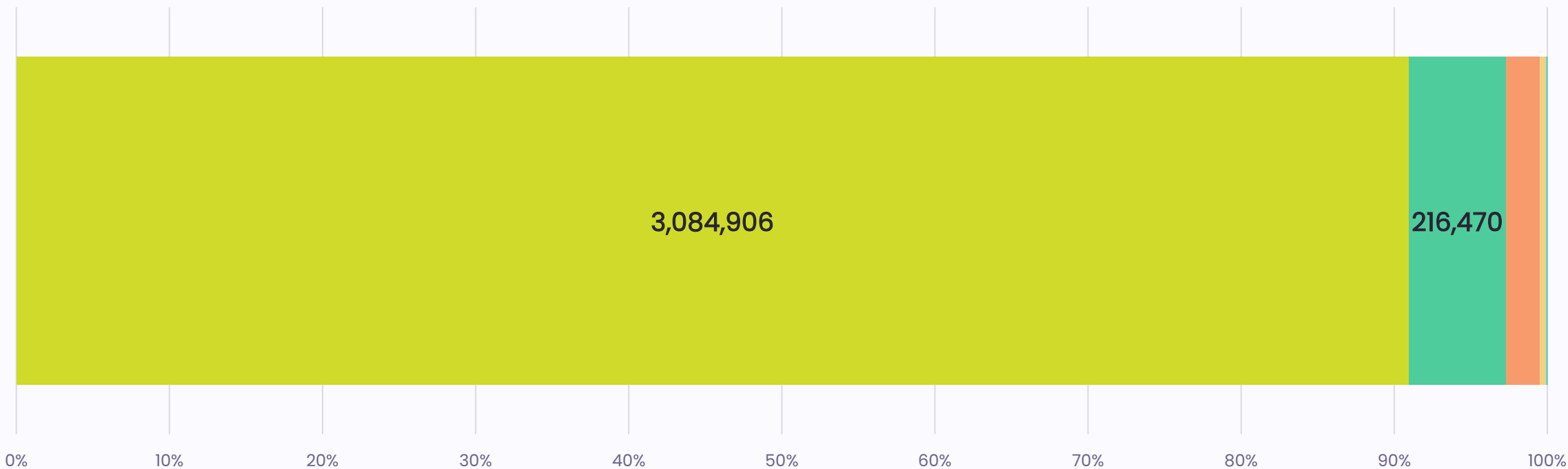


.au growth



Namespace sizes

com.au net.au org.au id.au asn.au



As at 28 February 2021

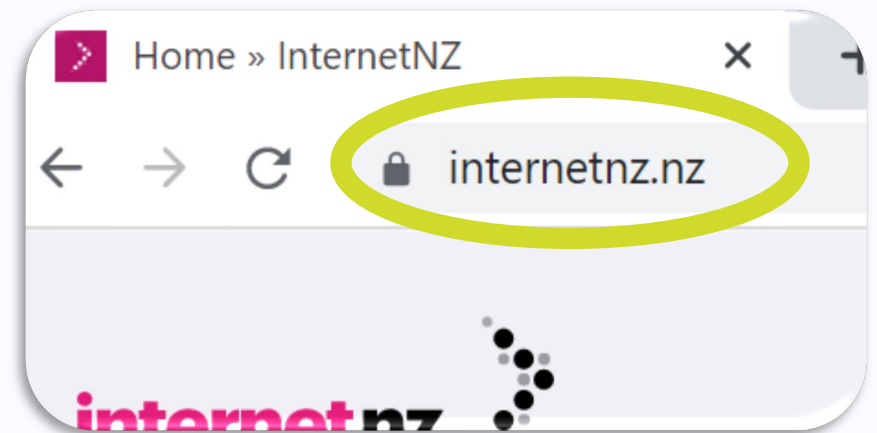
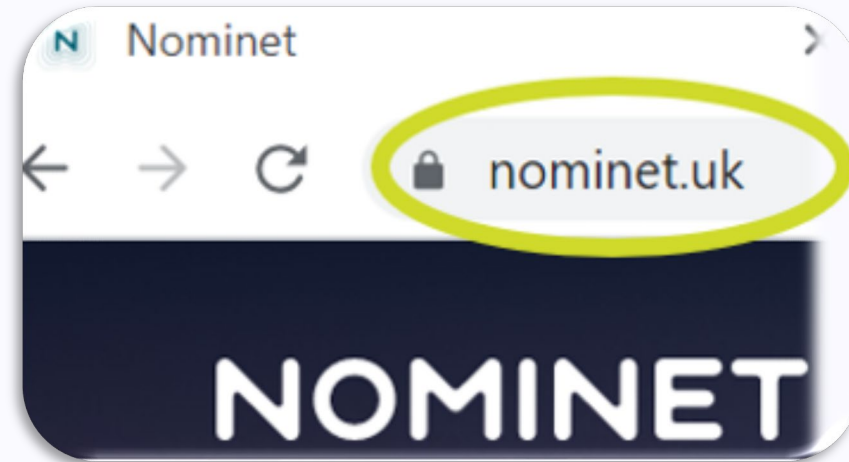
Innovating in the .au domain

- High demand for trusted .au domain names
- Keeping pace with community expectations and changing technology
- International innovations



International examples

- Including:
 - United Kingdom (.uk)
 - New Zealand (.nz)
 - United States (.us)
 - France (.fr)



.au direct



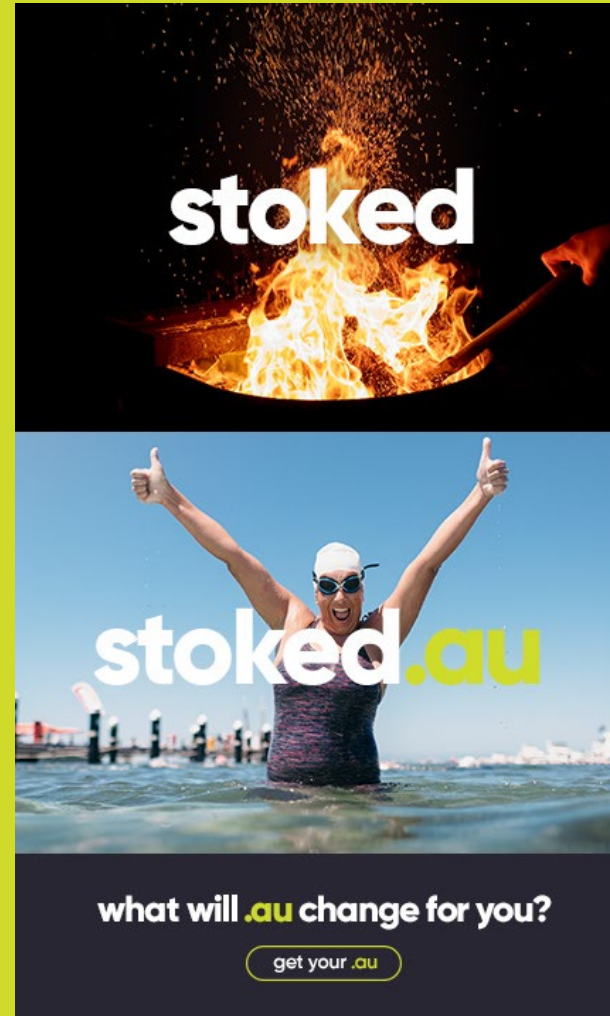
pavlova

pavlova.au

what will .au change for you?

get your .au

This advertisement for pavlova.au is split into two horizontal panels. The top panel shows a black and white photograph of a ballerina in a white tutu, with the word 'pavlova' in white lowercase letters overlaid. The bottom panel shows a close-up of a pavlova cake topped with fresh strawberries and blueberries, with 'pavlova.au' overlaid in white and green lowercase letters. A dark blue footer contains the text 'what will .au change for you?' and a button that says 'get your .au'.



stoked

stoked.au

what will .au change for you?

get your .au

This advertisement for stoked.au is split into two horizontal panels. The top panel shows a close-up of a fire burning in a metal bowl, with the word 'stoked' in white lowercase letters overlaid. The bottom panel shows a swimmer in a pool with their arms raised in a 'V' shape, with 'stoked.au' overlaid in white and green lowercase letters. A dark blue footer contains the text 'what will .au change for you?' and a button that says 'get your .au'.

Benefits of .au direct

- Greater choice of names in .au
- Shorter, more memorable names
- Names that are easier to display
on mobile devices



Priority allocation

- Process co-designed with stakeholders
- Pre-existing registrants provided priority to apply for exact match
- Six month period following launch
(24 March – 20 September 2022)



End of Priority Allocation Period

- 20 September 2022
- .au direct names available to public where:
 - No applications received
 - The domain name is not in contention



Resources

- Visit auDA.org.au/audirect:
 - Fact sheets
 - Blogs
 - Tools
 - Licensing rules



.au membership

- Access exclusive events, briefings and resources
- Updates on innovations in .au
- Join for free at auda.org.au/join





station



station.au



Bruce Tonkin

Chief Operating
Officer

Key dates and times

23 March 2022 (UTC)

- 22:00 UTC (9 am AEDT) – Priority token tool live

24 March 2022 (UTC)

- 00:00 UTC (11 am AEDT) – cut-off for eligibility for Priority Allocation Process
- 02:00 UTC (1 pm AEDT) – .au direct go-live



Registration types

- During Priority Allocation Period there are three types of registration:
 1. New .au direct names
 2. Single Match .au direct names
 3. Multiple Match .au direct names

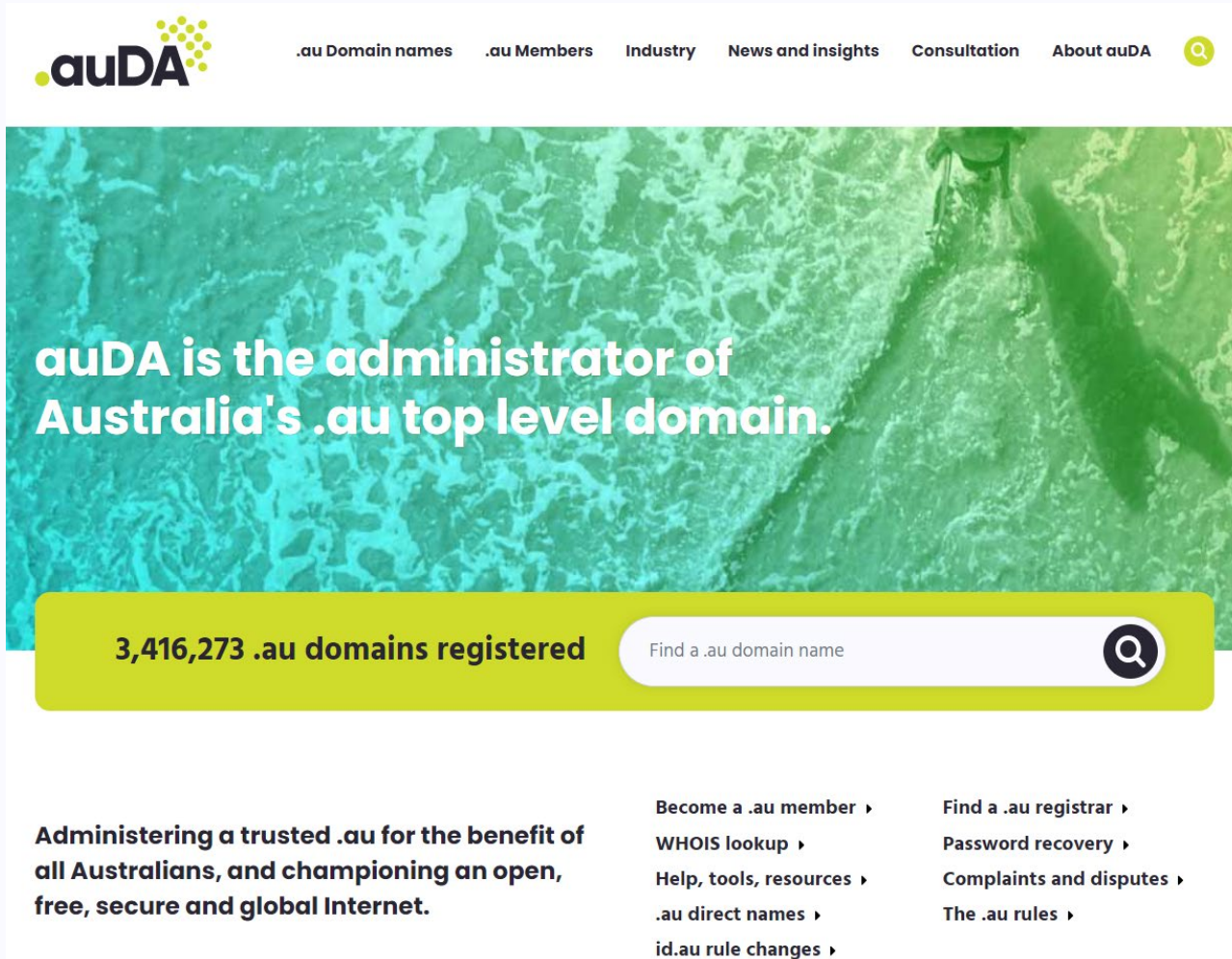


New .au direct registration

- Search for available names
- Validate Australian presence, eg:
 - ABN
 - TM (Trademark) number
 - Australian driver licence
- Register for 1, 2, 3, 4 or 5 years
- Available for use immediately



New name search

The image is a screenshot of the auDA website. At the top, there is a navigation bar with the auDA logo on the left and several links: ".au Domain names", ".au Members", "Industry", "News and insights", "Consultation", and "About auDA". A magnifying glass icon is on the far right of the navigation bar. Below the navigation bar is a large banner with a green and blue abstract background. The banner contains the text "auDA is the administrator of Australia's .au top level domain." in white. Below this text, there is a yellow bar with the text "3,416,273 .au domains registered" on the left and a search bar on the right. The search bar has the placeholder text "Find a .au domain name" and a magnifying glass icon. Below the yellow bar, there is a section with the text "Administering a trusted .au for the benefit of all Australians, and championing an open, free, secure and global Internet." on the left. To the right of this text are two columns of links. The first column contains: "Become a .au member >", "WHOIS lookup >", "Help, tools, resources >", ".au direct names >", and "id.au rule changes >". The second column contains: "Find a .au registrar >", "Password recovery >", "Complaints and disputes >", and "The .au rules >".

auDA .au Domain names .au Members Industry News and insights Consultation About auDA

auDA is the administrator of Australia's .au top level domain.

3,416,273 .au domains registered Find a .au domain name

Administering a trusted .au for the benefit of all Australians, and championing an open, free, secure and global Internet.

Become a .au member >
WHOIS lookup >
Help, tools, resources >
.au direct names >
id.au rule changes >

Find a .au registrar >
Password recovery >
Complaints and disputes >
The .au rules >

Search new names
at auda.org.au

Domain search results

Search Domain

[Home](#)

Find a .au Domain

saturdaydomains

Domain	TLD	Status	
saturdaydomains. .au	.au	✓ Available	Select
saturdaydomains.net.au	net.au	✓ Available	Select
saturdaydomains.org.au	org.au	✓ Available	Select
saturdaydomains.asn.au	asn.au	✓ Available	Select
saturdaydomains.id.au	id.au	✓ Available	Select

← Name available in .au direct

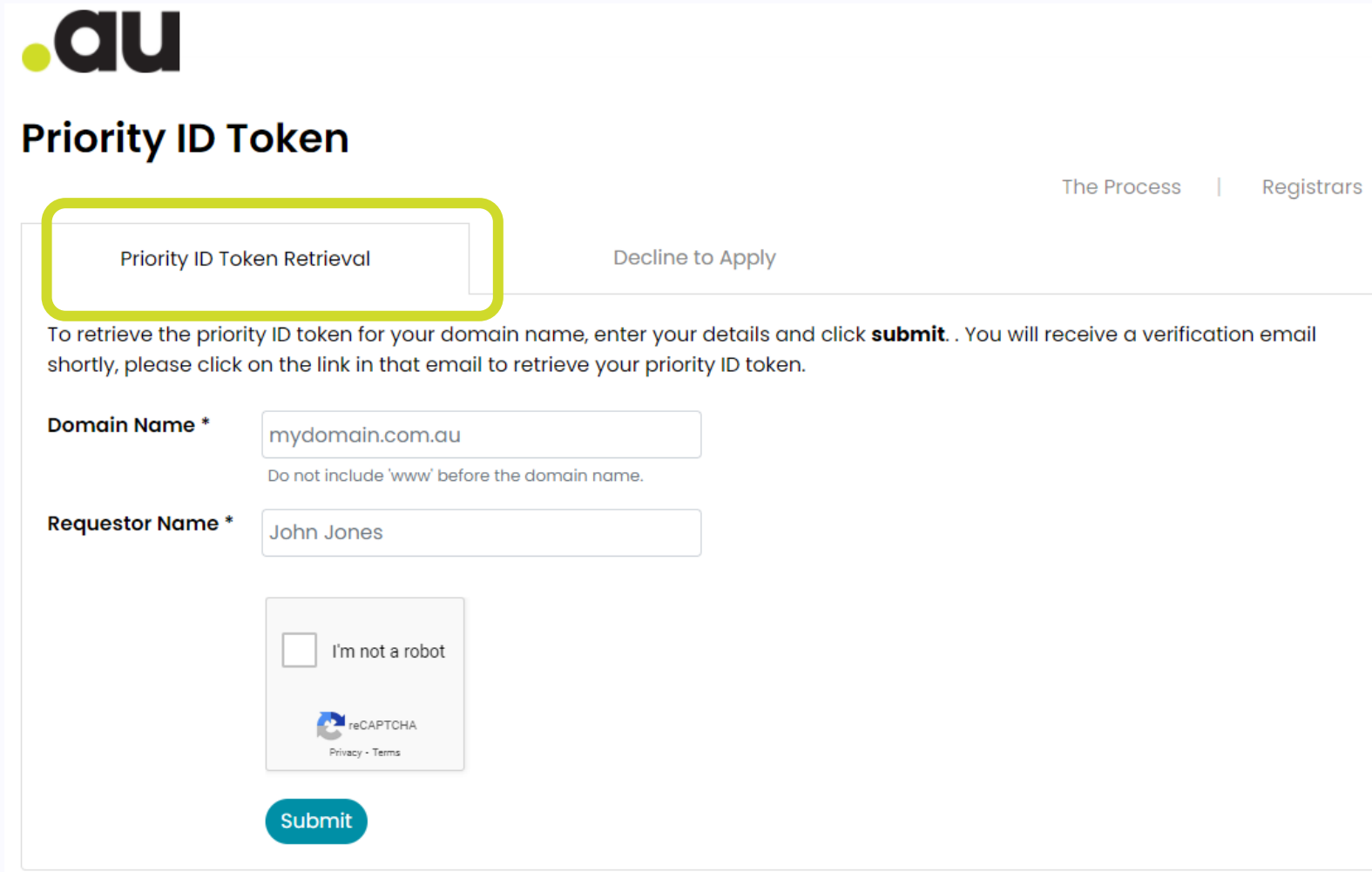
← Check list of registrars

Single match

- Use [priority status tool](#)
- Two options:
 - Register with **current** registrar
 - Register with **different** registrar (must provide the priority-token)
- Registrar will validate eligibility
- Register for 1, 2, 3, 4 or 5 years
- Available for use immediately



Priority token retrieval



The screenshot shows the .au Priority ID Token Retrieval form. At the top left is the .au logo. Below it is the title 'Priority ID Token'. To the right of the title are two links: 'The Process' and 'Registrars'. The form has two tabs: 'Priority ID Token Retrieval' (highlighted with a yellow border) and 'Decline to Apply'. Below the tabs is a paragraph of instructions: 'To retrieve the priority ID token for your domain name, enter your details and click **submit**. You will receive a verification email shortly, please click on the link in that email to retrieve your priority ID token.' There are two input fields: 'Domain Name *' with the value 'mydomain.com.au' and a note 'Do not include \'www\' before the domain name.', and 'Requestor Name *' with the value 'John Jones'. Below these is a reCAPTCHA widget with a checkbox labeled 'I\'m not a robot' and the reCAPTCHA logo. At the bottom is a blue 'Submit' button.

.au

Priority ID Token

[The Process](#) | [Registrars](#)

Priority ID Token Retrieval | Decline to Apply


To retrieve the priority ID token for your domain name, enter your details and click **submit**. You will receive a verification email shortly, please click on the link in that email to retrieve your priority ID token.

Domain Name *

Do not include 'www' before the domain name.

Requestor Name *

☐ I'm not a robot

 reCAPTCHA

[Privacy](#) • [Terms](#)

Submit

* See Appendix for how to retrieve the priority-token

Multiple match

- Use [priority status tool](#)
- You can register with your existing or different registrar (token required) who will validate eligibility
- Name will go into pending registration status
- Refer to appendix for more information




Multiple Category 1 names

- Some registrants will have the same name in multiple namespaces
- To apply for the .au direct, apply with one domain name and decline the remainder
 - forexample.com.au - Apply
 - forexample.net.au - Decline
- It does not matter which namespace (e.g. net.au or com.au) you choose



Decline to apply



Priority ID Token

[The Process](#) | [Registrars](#)

Priority ID Token Retrieval

Decline to Apply

If you do not intend to apply for your domain name at the second level, or, have already applied and would like to withdraw your application, please enter your details and click **submit**. You will receive an email shortly with a link to confirm that you wish to decline to apply.

Domain Name *


mydomain.com.au

Do not include 'www' before the domain name.

Requestor Name *

John Jones

☐ I'm not a robot

 reCAPTCHA

[Privacy](#) • [Terms](#)

Submit

* See Appendix for more information

id.au rule change

- From 24 March 2022 the domain name being applied for must be:
 - a) a match to a person's legal name, first name or family name
 - b) an acronym or abbreviation of the person's legal name, first name or family name
 - c) a nickname of the person
- id.au can no longer be used for personal interests or hobbies



Prohibited uses of a .au direct name

- A person must not use the licence to facilitate any conduct that is illegal, unlawful or fraudulent under Australian law
- A person must not use or inadvertently allow their domain name to be used to compromise the integrity, stability and security of the .au and global DNS
 - This includes phishing, malware and botnets



Questions?

.au Domain
Administration Ltd



Upcoming events

- **9 March 2022** – Protect your business and customer data (for .au members)
- **13 April 2022** – eSafety Commission: keeping Australians safe online
- Register: auDA.org.au/events



Appendix

Priority status tool

Priority status tool

Priority status tool

Home ► Help, tools, resources

Priority status

When .au direct launches on 24 March 2022, registrants of eligible .au domain names (such as .com.au and .net.au) have until 20 September 2022 to indicate whether you to intend to apply for the exact match of their names in .au direct via the Priority Allocation process. If you choose not to apply for the exact match of a name it will become generally available.

- [Learn about the Priority allocation process.](#)

Use this tool to:

1. Check the Priority Category of a domain name. Priority Category has the meaning given to it in auDA's [.au Namespace Implementation Rules](#).
2. See matching domain names in other .au namespaces and their Priority Category
3. See whether applicants have lodged an application for the matching .au direct name

Enter a domain name:

This form is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply, in addition to the auDA [Privacy Policy](#).

Priority search

Enter your domain name here

<https://www.auda.org.au/tools/priority-status-tool>

Priority status tool results

Priority status tool

Home ► Help, tools, resources

Priority status

Domain names eligible to participate in the Priority Implementation process are listed in order of creation date.

Domain names matching 'doyou.com.au':

Priority category 1 – Registered on or before 4 Feb 2018

There are no domains registered before **4th Feb 2018**.

Priority category 2 – Registered after 4 Feb 2018 and before 24 Mar 2022

Domain	Status
doyou.com.au	Not applied

Next steps

Find registrant information via the [WHOIS](#). Find your own domain's creation date via the [password retrieval tool](#).

Priority Category definitions have the meaning as per the .au Direct Implementation Rules

A priority category determines the process to decide how the .au direct domain name is allocated in the case of multiple valid applications.

Priority category 1: Domain names with a creation date on or before 4 Feb 2018

Priority category 2: Domain names with a creation date after 4 Feb 2018 and before 24 Mar 2022

Status definitions

Applied: The registrant has applied for priority status to register the exact match of the name in .au

Not applied: Registrant has not yet applied for priority status to register the exact match of the name in .au

Declined: Registrant has indicated they either do not wish to register the exact match of the name in the .au namespace or have withdrawn their application

Search again

Only one matching name found

Priority status results

Priority status

Domain names eligible to participate in the Priority Implementation process are listed in order of creation date.

Domain names matching 'realestate':

Priority category 1 – Registered on or before 4 Feb 2018

Domain	Status
realestate.com.au	Not applied
realestate.net.au	Not applied

Priority category 2 – Registered after 4 Feb 2018 and before 24 Mar 2022

Domain	Status
realestate.org.au	Not applied
realestate.asn.au	Not applied
realestate.id.au	Not applied

Next steps

Find registrant information via the [WHOIS](#). Find your own domain's creation date via the [password retrieval tool](#).

Priority Category definitions have the meaning as per the [.au Direct Implementation Rules](#)

A priority category determines the process to decide how the .au direct domain name is allocated in the case of multiple valid applications.

Priority category 1: Domain names with a creation date on or before 4 Feb 2018

Priority category 2: Domain names with a creation date after 4 Feb 2018 and before 24 Mar 2022

Status definitions

Applied: The registrant has applied for priority status to register the exact match of the name in .au

Not applied: Registrant has not yet applied for priority status to register the exact match of the name in .au

Declined: Registrant has indicated they either do not wish to register the exact match of the name in the .au namespace or have withdrawn their application

Multiple matches found

Priority Allocation Process

Priority allocation

Priority categories:

- **Priority Category 1 :** Domain Names registered before 4 February 2018
- **Priority Category 2:** Domain names registered after 4 February 2018
- More information [here](#)




Prioritisation rules

- If you are a Category 1 applicant, you will have priority over Category 2 applicants
- If there are multiple Category 1 applicants, the applicants will need to reach an agreement amongst themselves on who is allocated the .au direct name
- If there are multiple Category 2 applicants, the applicant with the earliest registration date will be allocated the .au direct name.



Priority token retrieval



Priority ID Token

The Process | Registrars

Priority ID Token Retrieval

Decline to Apply

To retrieve the priority ID token for your domain name, enter your details and click **submit**. You will receive a verification email shortly, please click on the link in that email to retrieve your priority ID token.

Domain Name *


mydomain.com.au

Do not include 'www' before the domain name.

Requestor Name *

John Jones

☐ I'm not a robot

 reCAPTCHA

[Privacy](#) • [Terms](#)

Submit

Confirmation token retrieved



Priority ID Token

[The Process](#) | [Registrars](#)

Thank you, a verification email has been sent to the registrant email address associated with the domain name. Please click on the link in the email to retrieve your priority ID token.

Priority ID Token Retrieval

[Decline to Apply](#)

To retrieve the priority ID token for your domain name, enter your details and click **submit**. You will receive a verification email shortly, please click on the link in that email to retrieve your priority ID token.

Domain Name *

mydomain.com.au

Do not include 'www' before the domain name.

Requestor Name *

John Jones



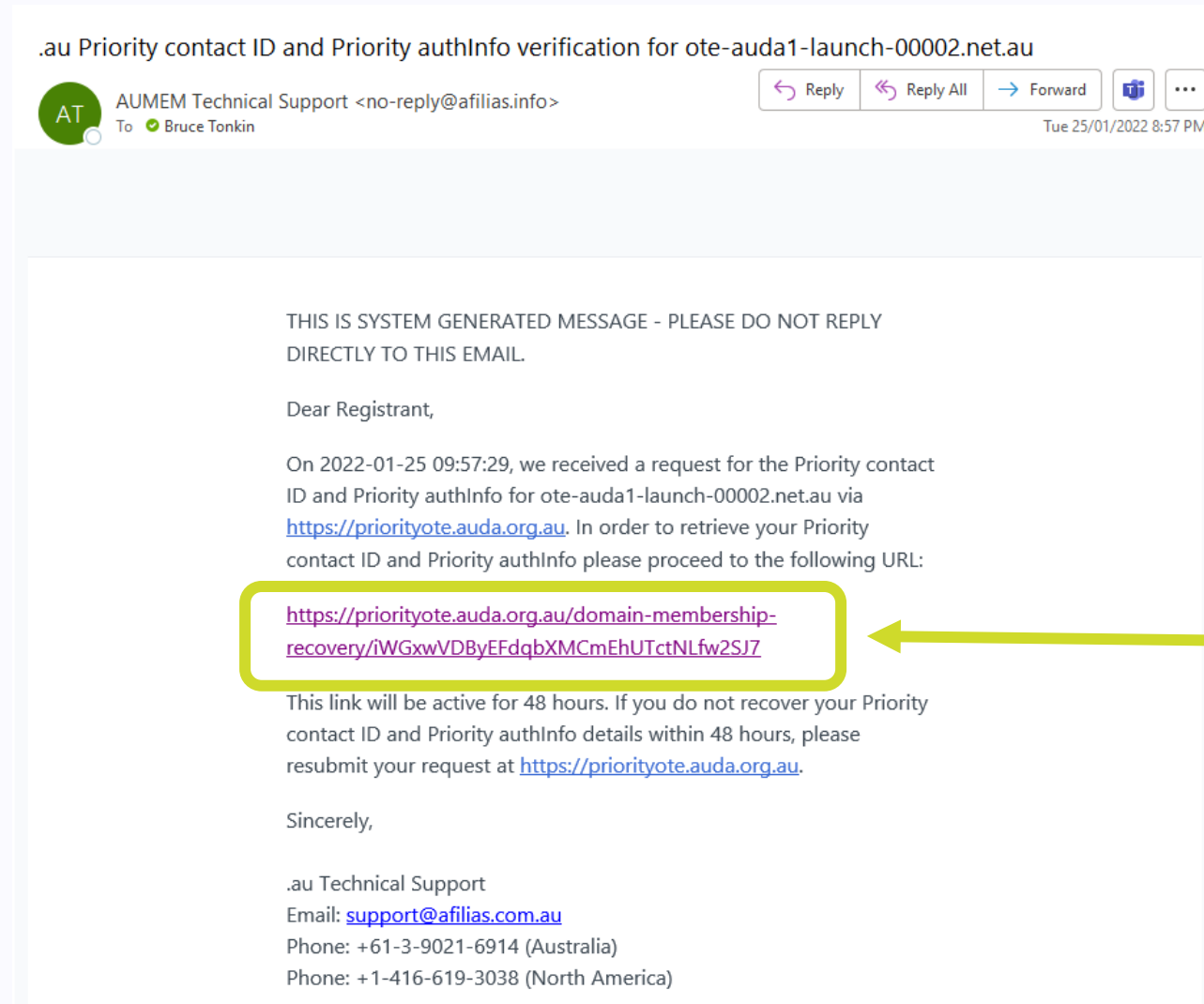
I'm not a robot



[Privacy](#) - [Terms](#)

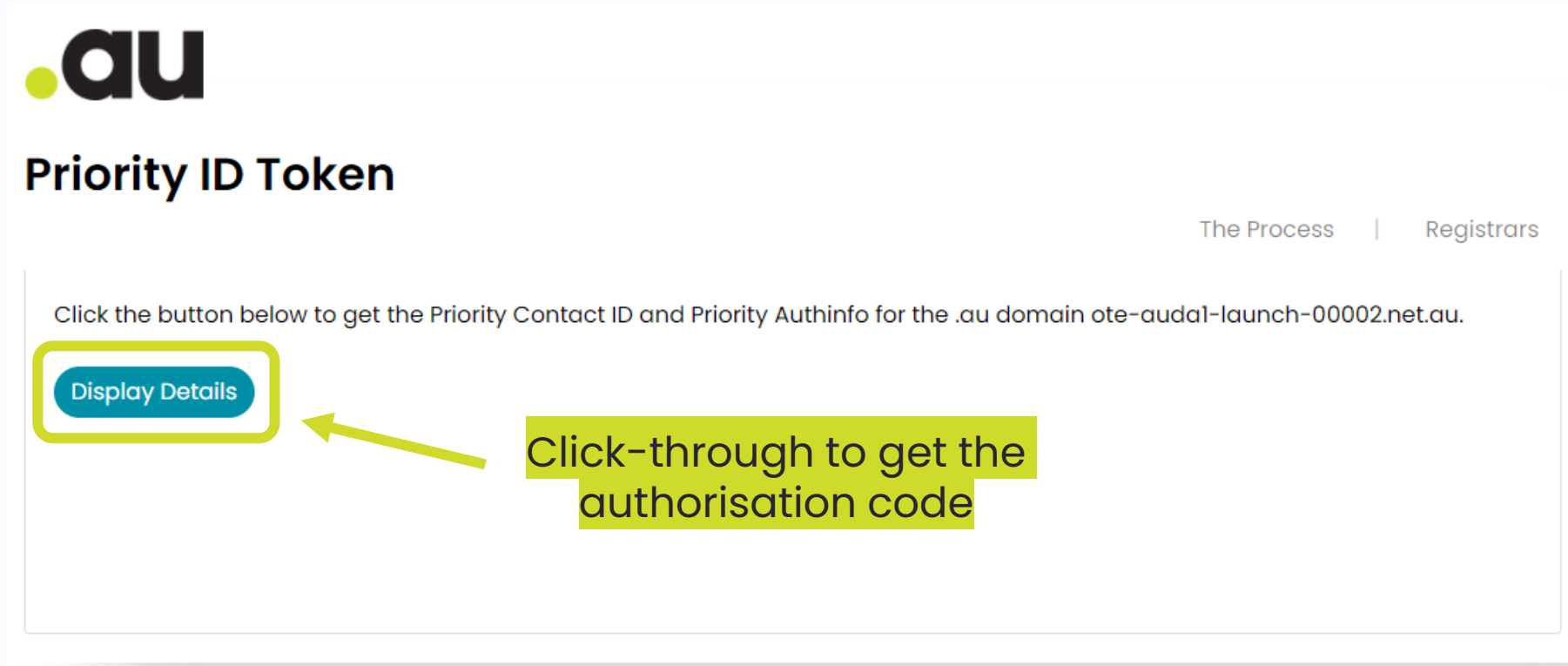
Submit

Email confirmation

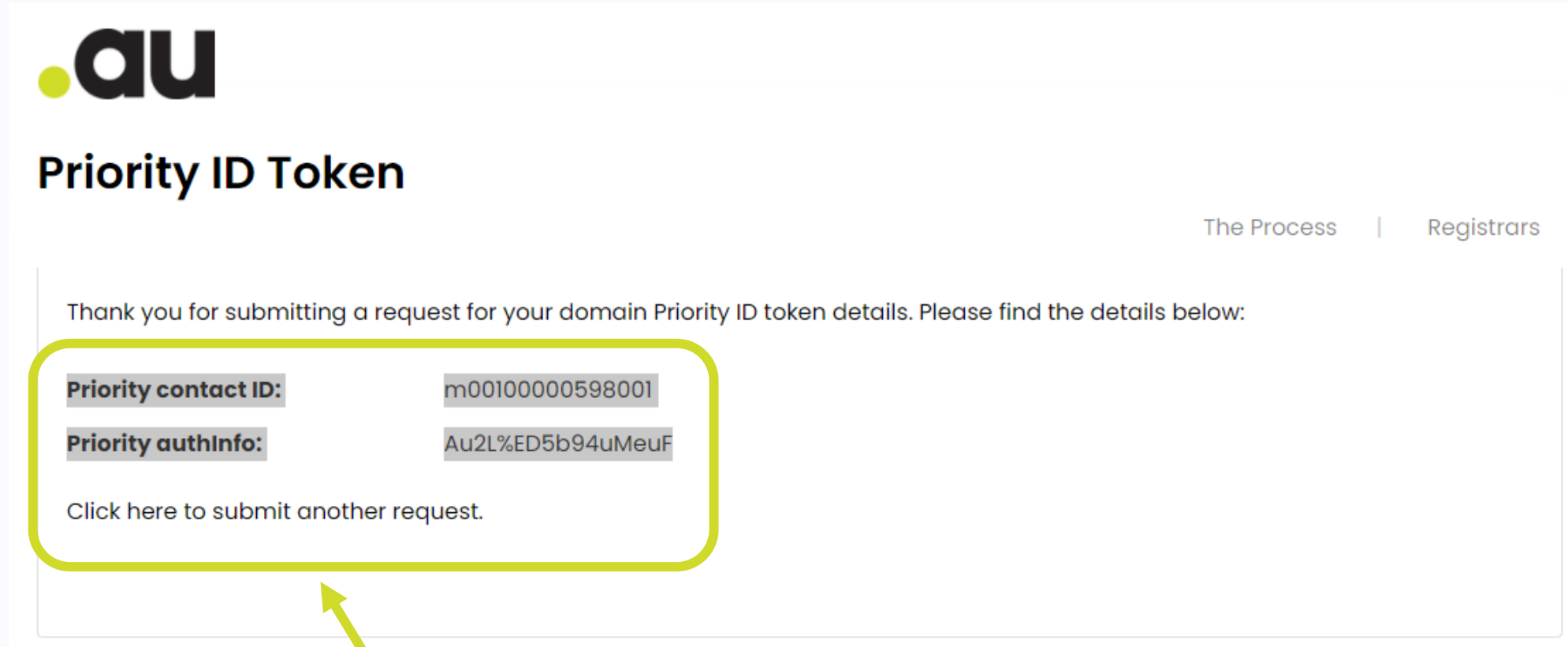


Link to retrieve the
Authorisation code.

Priority token retrieval page



Priority token



The screenshot shows the .au Priority ID Token page. At the top left is the .au logo. Below it is the heading "Priority ID Token". To the right of the heading are two links: "The Process" and "Registrars". A message states: "Thank you for submitting a request for your domain Priority ID token details. Please find the details below:". Below this message is a yellow-bordered box containing two rows of information: "Priority contact ID:" followed by the value "m00100000598001", and "Priority authInfo:" followed by the value "Au2L%ED5b94uMeuF". Below this box is a link that says "Click here to submit another request." A yellow arrow points from the bottom of the yellow-bordered box to a yellow text box at the bottom of the slide.

.au

Priority ID Token

[The Process](#) | [Registrars](#)


Thank you for submitting a request for your domain Priority ID token details. Please find the details below:

Priority contact ID:	m00100000598001
Priority authInfo:	Au2L%ED5b94uMeuF

[Click here to submit another request.](#)

Provide this information to your registrar (if changing registrar)

Decline to apply



Priority ID Token

[The Process](#) | [Registrars](#)

Priority ID Token Retrieval

Decline to Apply


If you do not intend to apply for your domain name at the second level, or, have already applied and would like to withdraw your application, please enter your details and click **submit**. You will receive an email shortly with a link to confirm that you wish to decline to apply.

Domain Name *

Do not include 'www' before the domain name.

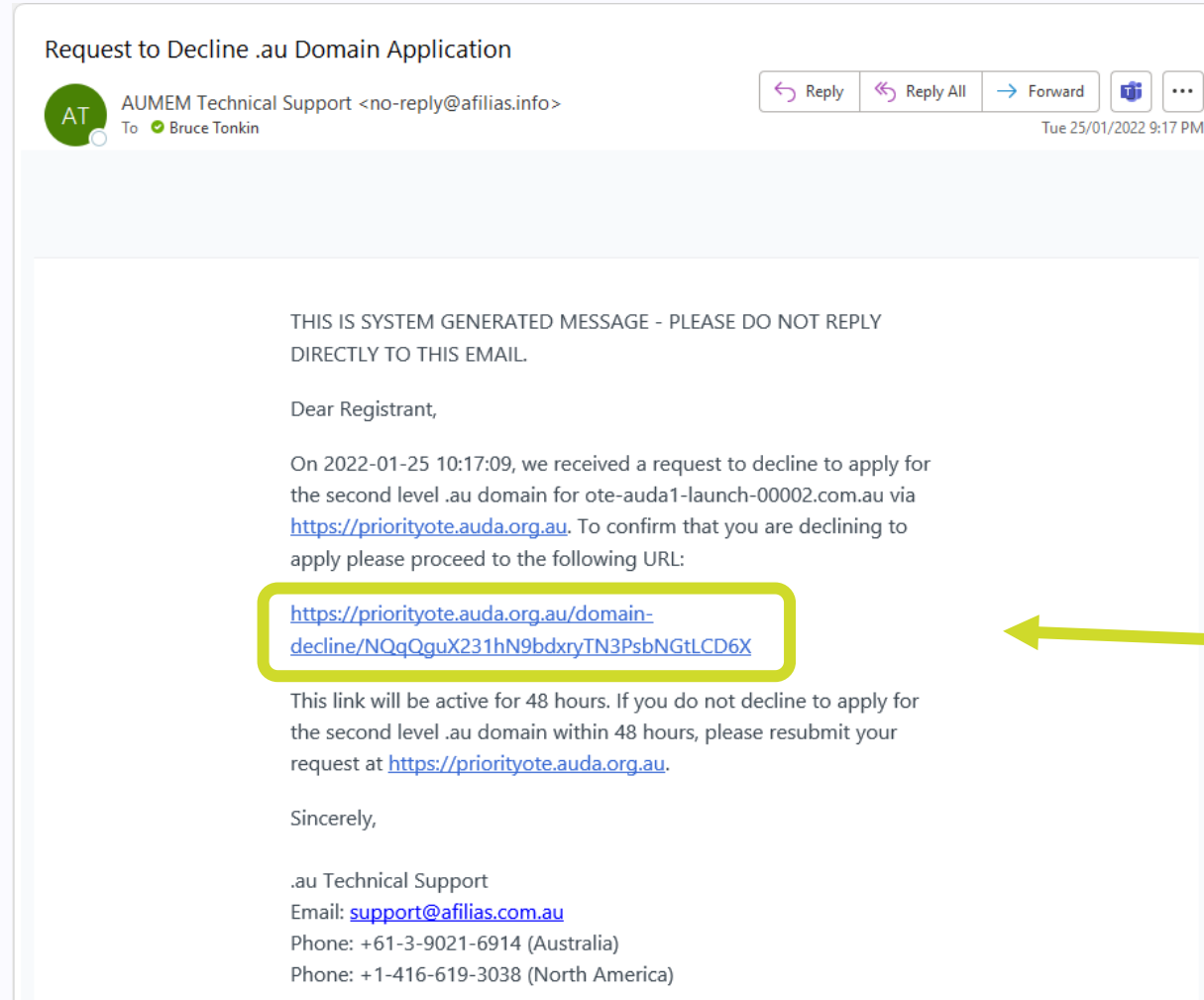
Requestor Name *

☐ I'm not a robot

 reCAPTCHA

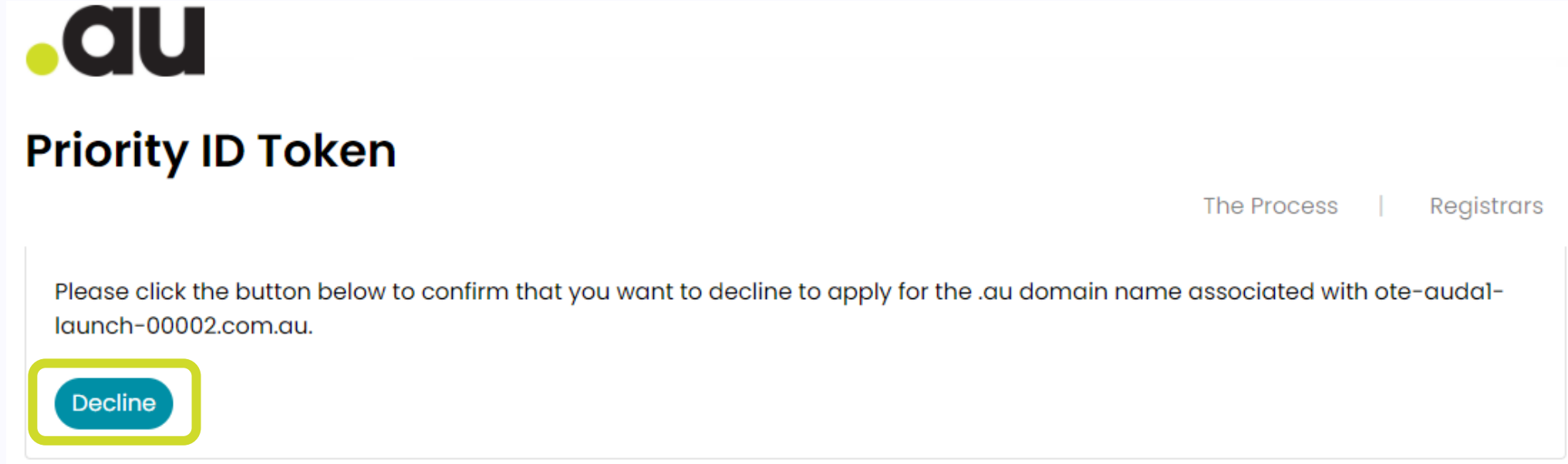
[Privacy](#) • [Terms](#)

Email sent to registrant



Link to confirm that you wish to decline this application

Decline page



The screenshot shows a web page for the .au domain. At the top left is the .au logo. Below it is the heading "Priority ID Token". On the right side, there are two links: "The Process" and "Registrars". The main content area contains a message: "Please click the button below to confirm that you want to decline to apply for the .au domain name associated with ote-audal-launch-00002.com.au." Below this message is a blue button with the text "Decline". The button is highlighted with a yellow rectangular border.

.au

Priority ID Token

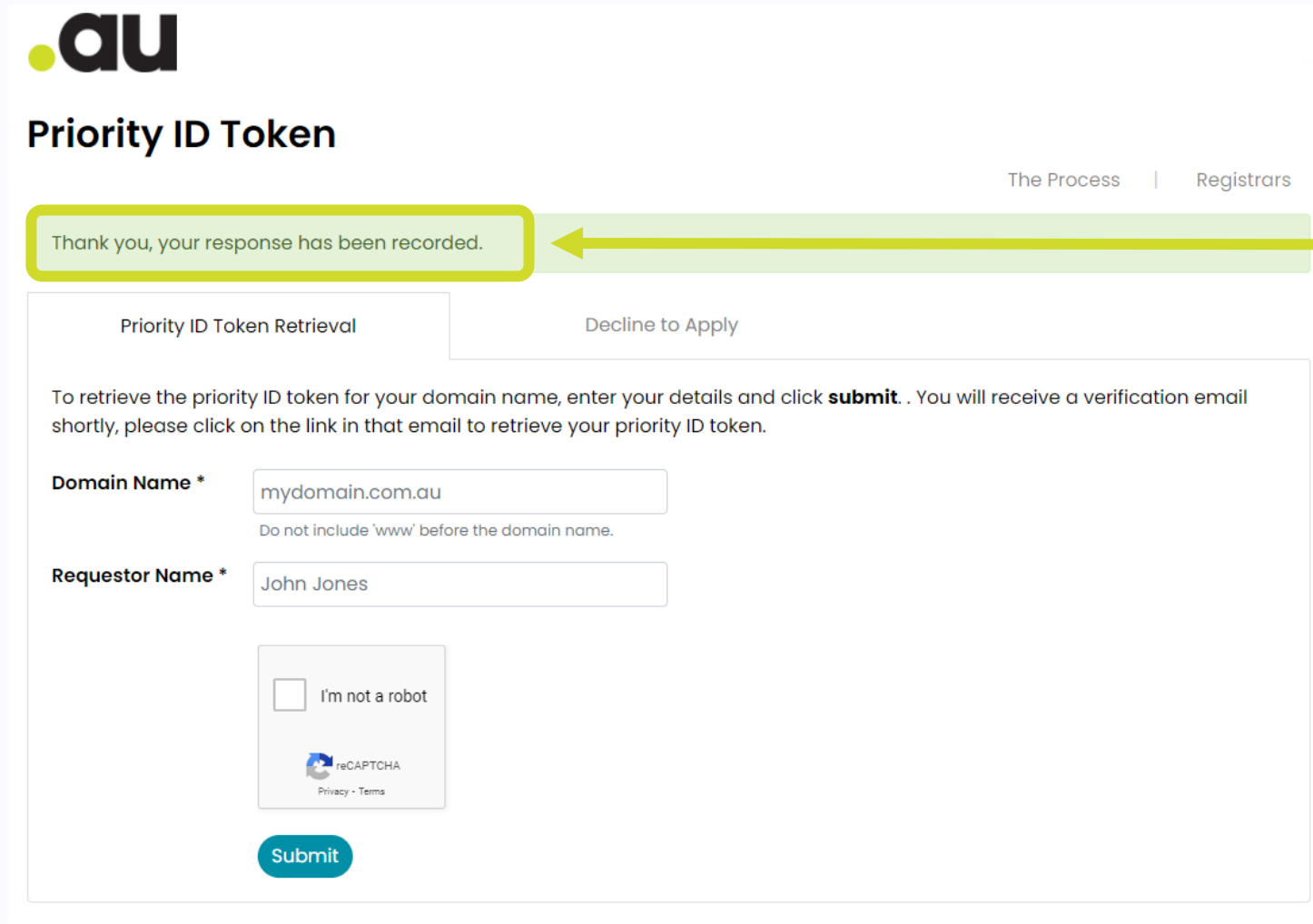
[The Process](#) | [Registrars](#)

Please click the button below to confirm that you want to decline to apply for the .au domain name associated with ote-audal-launch-00002.com.au.

[Decline](#)

Click-through to confirm

Decline Confirmation



.au

Priority ID Token

The Process | Registrars

Thank you, your response has been recorded.


Priority ID Token Retrieval | Decline to Apply

To retrieve the priority ID token for your domain name, enter your details and click **submit**. You will receive a verification email shortly, please click on the link in that email to retrieve your priority ID token.

Domain Name *
Do not include 'www' before the domain name.

Requestor Name *

☐ I'm not a robot

 reCAPTCHA
[Privacy](#) - [Terms](#)

Confirmation that
the decline has
been recorded