

Media Release

Four weeks remaining: priority access to new .au direct domain names

22 August 2022

There are four weeks remaining for existing .au domain name holders (registrants) to take advantage of their priority opportunity to register a .au direct domain name that matches their existing domain names ending in .au.

Announced in August 2021 and launched on 24 March 2022, .au direct is Australia's newest namespace. It enables Australian businesses, organisations and individuals to register new, shorter domain names directly before the .au (e.g. [getyour.au](#)) and create a distinctly Australian digital presence.

More than 200,000 Australians have already taken advantage of the new namespace by registering a .au direct domain name.

Priority Allocation

From launch, existing .au registrants have had the opportunity to participate in the Priority Allocation Process to register a domain name in the new namespace that matches their pre-existing .au domain name. For example, a registrant who had registered the domain name [getyour.com.au](#) prior to 24 March 2022, has priority to apply for an exact match of this name in the new namespace, [getyour.au](#).

Priority applications must be made by 20 September 2022. After that time, names that are not subject to an application will become available to the general public.

Strong community uptake

auDA CEO Rosemary Sinclair AM, said, "In a mobile-first digital economy, registrants recognise the benefit of shorter, simpler .au direct domain names that help unlock new online opportunities for Australian businesses, organisations and individuals."

"auDA is delighted by the strong response to .au direct from priority applicants. We received more than 35,000 registrations in the first 24 hours, nearly 80,000 registrations in the first week and over 200,000 registrations to date."

A new choice in .au

.au direct is an additional choice of a trusted Australian domain that complements existing, well recognised Australian namespaces including com.au, net.au and org.au.



Registration of names in the new namespace is optional for registrants. Existing .au domain names will continue to operate regardless of whether a registrant takes advantage of the priority opportunity, provided registration details are kept up-to-date.

To learn more about Priority Allocation you can read auDA's [fact sheet](#), visit the auDA [website](#), or register to attend auDA's [Priority Allocation Update webinar](#) tomorrow, on 23 August 2022.

To register to apply for your matching .au direct name visit an auDA accredited [registrar](#).

ENDS

Notes:

auDA [announced the launch](#) of .au direct on 19 August 2021, commenced a [national awareness campaign](#) in February 2022 and [launched .au direct](#) on 24 March 2022.

Eligible registrants have until 20 September 2022 (23:59 UTC on 20 September 2022 / 9:59AM AEST on 21 September) to lodge their applications to the Priority Allocation Process.

If no application is received for an exact match name by this date, it will become available for registration by the general public on 3 October (21:00 UTC on 3 October 2022 / 8:00AM AEDT on 4 October).

For further information:

Rebecca Papillo, Communications Manager
M. 0423 744 465 / E. rebecca.papillo@auda.org.au

About auDA:

.au Domain Administration Limited (auDA) is the trusted administrator of the .au domain name system (DNS), which is Australian critical infrastructure, supporting more than 3.6 million .au domain names. auDA is a not-for-profit, endorsed by the Australian Government to innovate and invest in the Australian internet ecosystem to improve the utility of the .au domain for all Australians. Through its steady stewardship of the .au domain and support of multi-stakeholder internet governance, auDA strives to ensure the internet remains open, free, secure and global.

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