What is the .au direct Priority Allocation Process?

The Priority Allocation Process provides registrants who hold a .au domain name, registered before the launch of .au direct on 24 March 2022, the chance to apply for the .au direct match of their existing domain name. For example, the current registrant of getyour.com.au will have the opportunity to register getyour.au through the Priority Allocation Process.

When does the Priority Allocation Process start?

It starts on 24 March 2022, the day .au direct launches. It will run for six months, closing on 20 September 2022.

How does the Priority Allocation Process work?

All .au direct domain names matching an existing domain name registered before .au direct launches will be placed on Priority Hold from 24 March 2022.

If you want to register the .au direct match of your existing domain name, you will need to apply for Priority Status before 20 September 2022. You can apply through your current registrar or another accredited registrar.

If you apply through a different registrar, you will need to get your priority token from the Priority ID Token tool.

What happens if I don't register for Priority Status before the end of the Priority Hold period?

If you don't apply for Priority Status, your matching .au direct domain name will become available for registration by the general public after the Priority Allocation Process ends on 20 September 2022.

What happens if more than one registrant is eligible to apply for priority status for the same .au direct domain name?

If you hold getyour.com.au and another registrant holds getyour.org.au and both parties want to register the matching .au direct domain name, then the domain name is referred to as a contested domain name.

If your domain name is contested, the matching .au direct domain name will be allocated based on the Priority Category that it belongs to.

Where can I find more information?

To find out more visit the .auDA website www.auda.org.au/audirect.

To stay up to date with the latest information about auDA and the .au domain, become an auDA member www.auda.org.au/join

Local, trusted, secure

What are Priority Categories, and how do they work?

The Priority Category you belong to will depend on when you registered your domain name.

1. **Priority Category 1:**
Domain names registered before 4 February 2018

2. **Priority Category 2:**
Domain names registered after 4 February 2018

How do Priority Categories work?

- Category 1 applicants have priority over Category 2 applicants
- For multiple Category 1 applicants, applicants will need to determine who is allocated the .au direct name between themselves
- For multiple Category 2 applicants, the applicant with the earliest registration date will be allocated the .au direct name.

Are all .au direct domain names subject to the Priority Allocation Process?

Where a domain name has an exact match registered in a .au namespace before .au direct launches (the name is registered in .com.au, .org.au etc.), it will be subject to the Priority Allocation Process. Otherwise, it will not.

You can register a new .au direct domain name that does not have an existing match immediately after the launch of .au direct.

How can I find my Priority Category if I don't know my registration date?

You can use the Priority Status Tool to find the Priority Category you belong to. You can access the tool here: www.auda.org.au/tools/priority-status-tool

The tool will also show matching domain names in other .au namespaces and the Priority Categories they belong to.

From launch, it will also show whether other registrants have applied for priority status for the matching domain name, or if they have declined to apply.

Do I have to take part in the Priority Allocation Process if I have an existing domain name?

No. You only have to take part in the process if you want to register the matching .au direct domain name.

If you do not want to register your matching .au direct domain name, you can decline to apply for Priority Status via the Decline to Apply tool.

Regardless of whether you apply, your existing domain name will continue to work as it does now, provided you keep your registration up-to-date.

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