



.au direct Priority Allocation

The .au direct Priority Allocation Period ran from 24 March 2022 to 20 September 2022 and provided registrants who held a .au domain name registered before the launch of .au direct, priority to apply for the .au direct match of their existing domain name. For example, the existing registrant of getyour.com.au had the opportunity to register getyour.au through the Priority Allocation Process, if they wished to do so.

Can I still make a Priority Allocation application?

No. The Priority Allocation Period concluded on 20 September 2022. New priority applications will not be accepted.

Multiple applications for a .au direct name during the Priority Allocation Period

If two parties applied for priority for the same .au direct domain name (e.g. the registrant who holds getyour.com.au and another registrant who holds getyour.org.au both seek to register getyour.au), the domain name is referred to as a contested name.

The contested name will remain on priority hold until the applicants come to an agreement as to who will be allocated the name.

You can use the [Priority Status Tool](#) to see if there are any active priority applications associated with a contested .au direct domain name.

How can I resolve a contested .au direct domain name that remains on priority hold?

Where a contested domain name remains on priority hold, applicants are required to negotiate between themselves to determine who will be allocated the .au direct domain name. An arbitration or moderation service may assist with the negotiation.

Applicants can contact each other via publicly available registrant email address information, which can be found in the [WHOIS database](#). If you have trouble reaching another registrant, contact your registrar for assistance.

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 a .au member: www.auda.org.au/join



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If the name I seek is contested and on priority hold, do I need to renew my application annually?

Yes, if you wish for your application to remain on-going or until competing applicants withdraw their applications. If you do not renew your application or remain eligible to hold the application, it will lapse.

Annual renewal indicates your continued interest in the contested .au direct domain name.

Eligibility will be validated at the time of renewal. An annual renewal fees is applicable to support the validation process.

What happens to the .au direct domain names that did not receive a priority application during the Priority Allocation Period?

They will be released from priority hold and become available for registration by eligible members of the general public at 21:00 UTC 3 October 2022 (8:00AM AEDT 4 October).

Where can I find additional information?

For more information on .au direct names you can contact your existing registrar or any [participating registrar](#).

You can also contact auDA by [submitting an enquiry](#).

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