

Media Release

auDA welcomes new .au namespace – .au direct

24 March 2022

Australia's newest domain namespace has arrived with the launch of .au direct today. For the first time, Australians can now register domain names directly before the .au (e.g. [getyour.au](#)) through participating accredited registrars.

.au direct is the biggest innovation in the .au domain in 20 years and provides:

- Greater choice of trusted, uniquely Australian domain names
- Access to shorter, simpler website and email addresses
- Domain names that are easier to type and display on mobile devices
- A great option for new business ideas, marketing campaigns, one-off events, and personalised websites and email address.

auDA CEO Rosemary Sinclair AM said, ".au direct provides a new and exciting digital address for Australians to call home.

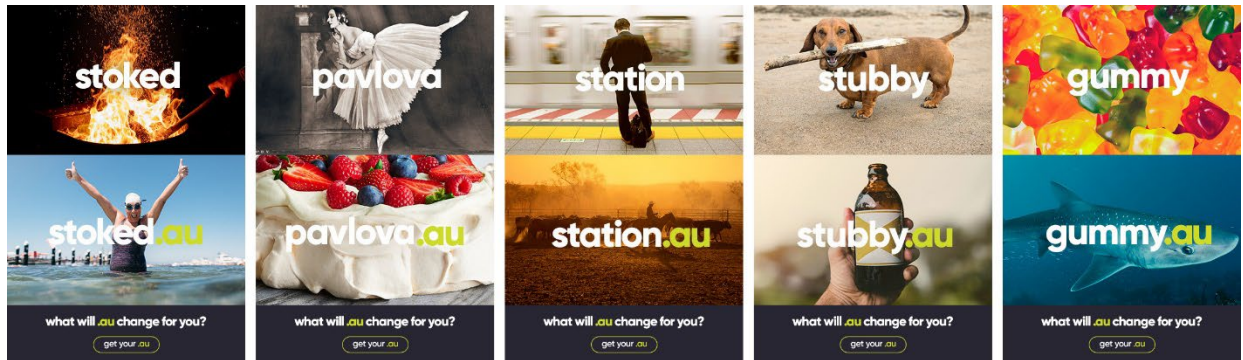
"It delivers greater choice of uniquely Australian domain names and, importantly, supports continued online innovation for Australians.

".au direct is the culmination of extensive community consultation from 2015 to 2019 and collaboration across the Australian domain industry in the lead up to launch. Thank you to all those who have contributed. We are pleased to welcome the new namespace into the .au family."

The launch marks the beginning of the six-month [Priority Allocation Process](#), which provides priority access to the new .au direct domain names to existing registrants.

For all those interested, you can register a new .au direct domain name via an [auDA accredited registrar](#) from 1pm today.

ENDS



Notes to media:

The .au direct namespace will complement the existing suite of Australian namespaces such as com.au, edu.au, gov.au and org.au, and does not replace them.

Independent policy panels conducted extensive public consultation on the introduction of .au direct from 2015–2019, including forums, written submissions and a survey of 97,000 registrants. Feedback received was overwhelmingly in favour of introducing .au direct.

For more information about .au direct and the Priority Allocation Process, visit the [auDA website](#) and the [.au blog](#).

For further information:

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