

.au Co-Marketing Program (CMP)

FY 2026-2027

.au Domain
Administration Ltd



Program objectives

1. Drive quality growth of .au domains under management
2. Build consistency and reach of the .au domain and namespace brands at point of purchase
3. Build a diverse, resilient, and competitive registrar industry

Program eligibility

The .au CMP is open to accredited .au registrars who are:

- Actively promoting .au domains
- In good standing

Registrars can nominate resellers as part of their application.

Program structure

Marketing funding			Brand resources
1. Brand activation grant	2. Campaign funding	3. Industry incentives	4. Campaign toolkits
Grant to ensure consistent use of .au brand assets and product positioning on public-facing registrar websites.	Support for individual registrars' quality growth-focused .au campaigns. Funding split between: <ul style="list-style-type: none">• an up-front payment• a per-domain rebate for incremental net domains created above run rate.	<ul style="list-style-type: none">• auDA-developed incentive or rebate program offered to all eligible registrars.• Conducted while auDA is in market with a brand campaign at a key seasonal moment• Performance-based payment	Evergreen, white label .au domain marketing materials. Available to be used by registrars and resellers. <ul style="list-style-type: none">• Available via auDA website and registrar portal in coming months.

CMP funding cap: AUD \$215k inc. GST per financial year, per registrar group.

Process and timeline

Contracting process

Master agreement

Sets out:

- General .au CMP terms and conditions
- The conditions of the various funding streams

Must be executed to be eligible to receive funding.

.au CMP 26-27 Calendar

	Jul 26	Aug 26	Sep 26	Oct 26	Nov 26	Dec 26	Jan 27	Feb 27	Mar 27	Apr 27	May 27	Jun 27
Brand Activation Grant	BAG application period	Assess & notify										
Campaign Funding Grants	R.1 application period	Assess & notify		R.1 projects start								
				R.2 application period	Assess & notify		R.2 projects start					
							R.3 application period	Assess & notify		R.3 projects start		

**Funding stream:
.au Brand Activation Grants**

Brand Activation Grants: Overview

Amount: AUD \$15,000 incl. GST

Offered: Once per FY (Q1), limited opt-in period.

Co-funding requirements: None

Limits: 1 x grant per registrar group, per financial year

Applications open 1 July 2026

Applications close 31 July 2026

Objectives:

- increase the amount of correct .au-related product information and branding;
- ensure consistent use of .au brand assets;
- ensure accuracy of .au policy-related information on registrar websites.

Further information

- **Funding description and terms:** .au CMP agreement, Schedule 1
- **Application form:** .au CMP agreement, Annexure B
- **.au Brand Activation Grant guidelines:** Available at auda.org.au/cmp

Brand Activation Grant

Branding requirements

To receive the grant, registrars need to meet all of these requirements:

- Where .au/auDA logos are used, they must be current and correct/official.
- Minimum 1 x .au extension included in top five domain name search results.
- Where .au namespace policy settings are described, they must be accurate.
- Correct auDA-Accredited Registrar logo used and link to auDA website (where practical).

.au direct

Sample slide from
Brand Activation Grant
Guidelines deck

Target audience	General .au direct is a general use namespace for all eligible registrants.
Eligibility rules overview (Who is eligible for .au direct)	Anyone with a verified connection to Australia is eligible to register a .au direct name. This connection is defined as an 'Australian Presence' in the .au Licensing Rules and includes citizens, permanent residents, companies, not for profits and more.
Allocation rules overview (What names they can choose)	There are no allocation rules for .au direct names meaning you can choose any name you like provided it is available and you are allowed to use it.
Relevant licensing rules sections	<ul style="list-style-type: none"> • Definitions – 'Australian presence' • 2.4.3 - Eligibility and Allocation criteria
Example positioning	<p>Audience: Entrepreneurs + microbusinesses without a domain</p> <p>Position: The domain name for new ideas</p> <ul style="list-style-type: none"> • A .au direct domain name is a simple first step to an online presence for your new idea. • Stand out with Australia's shortest, simplest domain name. • Four in five Australians trust websites ending in .au over other websites.

.au direct brand assets

Logo variants



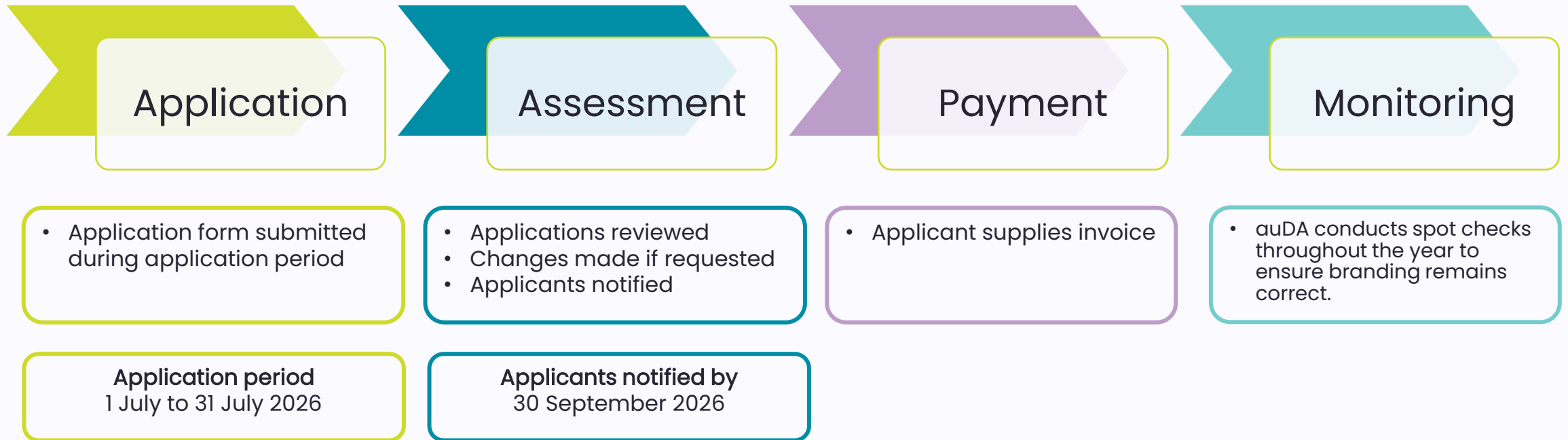
Dot grid



Brand colour: Wattle

CMYK: 23,0,99,0
 RGB: 207,219,43
 HEX: cfdb2b

Application and assessment process



.au Brand Activation Grant

Key Dates FY26–27

Applications open: 1 July 2026

Applications close: 31 July 2026

Notification of decision: 30 September 2026

Funding stream: Campaign Funding Grants

Campaign funding grants

Funding:

- Upfront: up to AUD \$100,000 incl. GST
+
Performance rebate of AUD \$5/name
for names above mthly create average
- Three funding rounds per year

Eligible projects:

- Marketing campaigns promoting .au namespaces/the .au domain.

For details, please refer to:

- Schedule 2, .au CMP agreement

Co-funding requirements

Dependent on up-front amount requested:

- Up to \$20k: No co-funding required
- More than \$20k: Registrar investment must be equal to 50% of upfront, minimum

Minimum campaign duration

- Up to \$20k up-front: 8 weeks
- More than \$20k up-front: 12 weeks

Funding cap

- AUD \$200k per registrar group, per FY in total.

Campaign funding grants

Application information

The Campaign Funding application form requires the following information:

- **Campaign objectives**
What are you trying to achieve with this campaign?
- **Target audience**
Who are they, why are they worth targeting?
- **Product offers (if any)**
Is there a specific bundle, pricing offer you will offer during the campaign? How does it meet your target customers needs?
- **Messaging**
What will you be communicating to your target audience. What pain points will you address?
- **Media plan/approach**
What media channels will you use?
- **Expected uplift**
How many additional .au creates do you expect during the campaign period?
- **Current/historical monthly creates average**
What's the usual number of creates you do in a month?

Campaign funding grants

Application assessment

Campaign funding applications are assessed by the .au CMP Assessment Committee on the following attributes:

- **Eligibility of registrar and project**
Is the registrar in **good standing**? Does the proposed project meet the program guidelines?
- **Project feasibility**
Based on the information supplied, how likely is it the proposed project can be executed in the timeframe and achieve the estimated the growth forecast?
- **Return on investment**
What is the financial return on auDA's investment, based on the incremental increase in creates from the campaign? ROI calculation considers the average distribution of .au license periods and renewal rates over 6 years.
- **Benefit to the .au brand**
Does .au feature in the advertising creative, does the media spend allow messaging to reach a significant part of the target audience?

Good standing

Good standing generally reflects a registrar's overall compliance with auDA requirements, including a strong track record under the registrar agreement, robust security practices, and timely resolution of issues and complaints.

Additional considerations include compliance trends, responsiveness and transparency in addressing issues, and the volume and handling of external complaints.

Campaign funding grants

Example project

Campaign concept:

- 4-month digital campaign
- .au direct focus
- Targeting SMEs

Up-front requested: \$60,000

Co-funding required: \$30,000

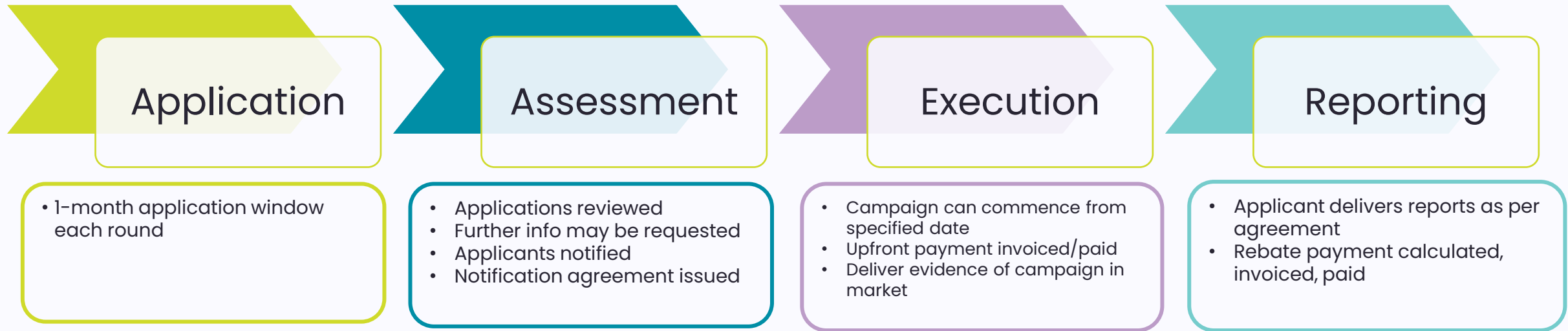
Minimum project budget: \$90,000

Average monthly creates: 530 creates

Expected creates campaign uplift: 10%

- Actual performance in campaign period: 2,332 creates
- Baseline: 2120
- Creates uplift: 212 (incremental/above average)
- **Rebate:**
 $212 \times \$5 = \$1,060$
- Total funding from auDA: \$61,060

Campaign funding grant process



Campaign funding grants

Key dates FY2026-2027

	Round 1 (FYQ1)	Round 2 (FYQ2)	Round 3 (FYQ3)
Applications open	1 July 2026	1 October 2026	1 January 2027
Applications close	31 July 2026	31 October 2026	31 January 2027
Notification	30 September 2026	31 December 2026	31 March 2027
For projects commencing from	1 October 2026	1 January 2026	1 April 2027

Industry incentives, campaign toolkits

Industry incentives

- Industry wide discount/rebate schemes
- Opt-in only
- Minimum 3-month lead time
- FY2026-2027 TBC

Toolkits and resources

- Evergreen, white label campaign collateral
- Free to use
- Available via auda.org.au/cmp
- Available via website and registrar portal

auDA Brand and Marketing

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Contact us to be added to the .au marketing contact list.

.au Co-Marketing program information:

auda.org.au/cmp

.au Domain
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