

Statement

Introduction of .au registrar quality initiative and wholesale pricing update

6 August 2026

On 1 October 2026, auDA will introduce a Quality Performance Index (QPI) Program for auDA accredited .au registrars (registrars) to strengthen trust and integrity of the .au domain, and the wholesale price of a .au domain name licence per year will increase from AUD\$8.64 to AUD\$9.50 (ex GST) (effective 1 October 2026 00:00 UTC).

QPI Program

The new QPI Program will provide rebates to registrars that demonstrate they meet prescribed levels of quality, compliance and security to encourage ongoing registrar investment in best practice domain name licence management.

Under the QPI Program, registrars will be eligible to receive a rebate of up to AUD\$0.45 per .au domain name licence per year where they meet key performance criteria.

auDA will work closely with registrars on the implementation of the program and will report the results of the program on an aggregated basis.

Pricing update

The wholesale price adjustment of a .au domain name licence supports auDA's continued operation as a self-funding, not-for-profit organisation and investment into the security and resilience of .au. It incorporates a CPI increase and the QPI rebate.

auDA reviews the wholesale price of .au domain name licences annually. The new annual wholesale price for a .au domain name licence remains below that of other comparable Top Level Domain name extensions.

auDA remains committed to delivering value for money and ensuring the secure, trusted operation of .au.

ENDS

**Notes:**

auDA is responsible for setting the wholesale price for .au domain name licences. Retail prices for .au domain name licences available to the public are set by individual [.au domain name providers](#) (registrars and resellers) and may vary. Read more about [wholesale .au pricing](#) on the auDA website.

.au domain name licences are available to be registered for a period of 1, 2, 3, 4 or 5 years.

auDA is required to operate as a self-funding, not-for-profit organisation under [auDA's Terms of Endorsement](#) from the Federal Government.

For further information:

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About auDA:

.au Domain Administration Limited (auDA) is the trusted administrator of the .au domain name system (DNS), which is Australian critical infrastructure that underpins Australia's digital economy and society. Established in 1986, the .au DNS has served Australian and global internet users for four decades, and provides a stable foundation for innovation and emerging technologies to support Australia's digital future.

auDA is a not-for-profit, community-based organisation, 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 internet governance through multi-stakeholder decision making, auDA strives to ensure the internet remains open, free, secure and interoperable. Follow auDA on social media for the latest .au and internet industry updates:

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