

July 2024

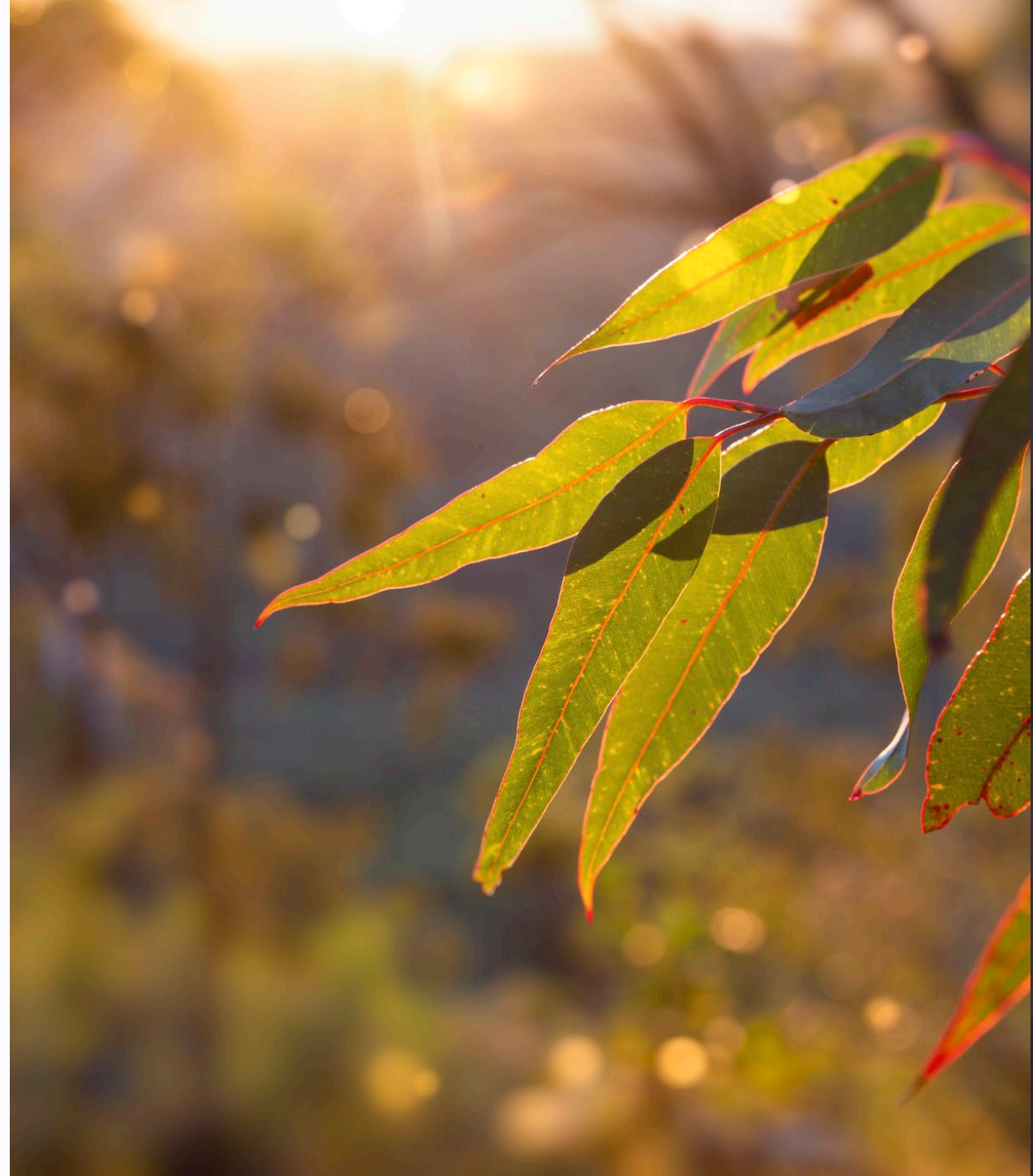
# .au Co-Marketing Program (CMP)

.au Domain  
Administration Ltd



# .au Co-Marketing 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

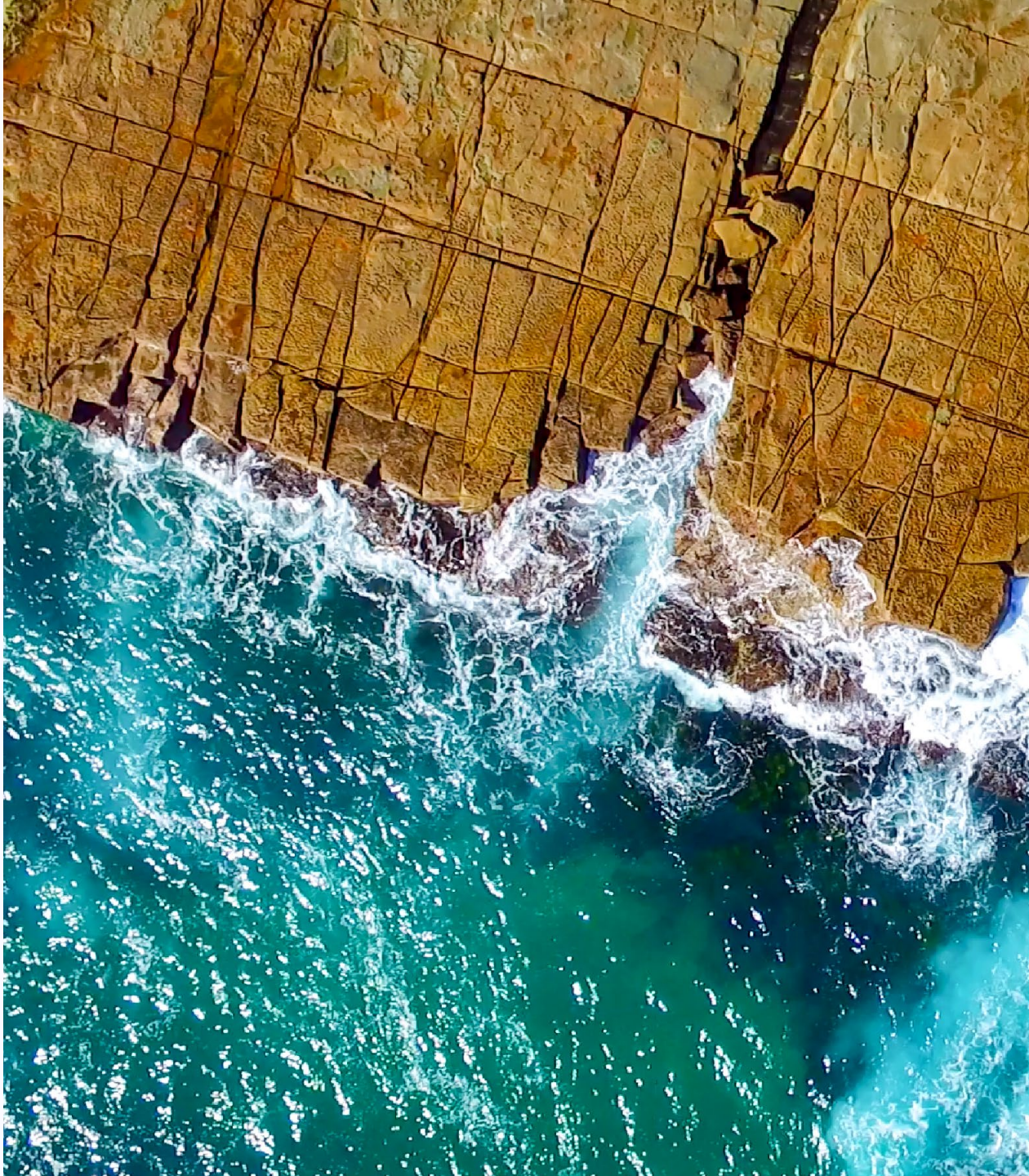


# .au CMP eligibility

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.



# .au CMP structure

Marketing funding			Brand resources
<b>1. Brand activation grant</b>	<b>2. Campaign funding</b>	<b>3. Industry incentives</b>	<b>4. Campaign toolkits</b>
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"><li>• an up-front payment</li><li>• a per-domain rebate for incremental net domains created above run rate.</li></ul>	<ul style="list-style-type: none"><li>• auDA-developed incentive or rebate program offered to all eligible registrars.</li><li>• Conducted while auDA is in market with a brand campaign at a key seasonal moment</li><li>• Performance-based payment</li></ul>	Evergreen, white label .au domain marketing materials. Available to be used by registrars and resellers. <ul style="list-style-type: none"><li>• Available via auDA website and registrar portal in coming months.</li></ul>

CMP funding cap: \$215k inc. GST per financial year, per registrar group. (All amounts mentioned are AUD)

# 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 24-25 Calendar

Brand activation grant: One round per year  
 Campaign funding: Three rounds per year

	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25
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: Brand Activation Grant



# Brand Activation Grant: Overview

9

**Amount:** \$15,000 incl. GST

**Offered:** Once per FY, limited opt-in period.

**Co-funding requirements:** None

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

**Applications open** 3 July 2024

**Applications close** 3 September 2024

**Objectives:**

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

on registrar websites.

## For detailed information

- **Funding description and terms:** .au CMP agreement, Schedule 1
- **Application form:** .au CMP agreement, Annexure B
- **.au Brand Activation Grant guidelines**

All available at [auda.org.au/cmp](https://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, 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, 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

<b>Target audience</b>	<p><b>General</b>          .au direct is a general use namespace for all eligible registrants.</p>
<b>Eligibility rules overview</b> (Who is eligible for .au direct)	<p>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.</p>
<b>Allocation rules overview</b> (What names they can choose)	<p>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.</p>
<b>Relevant licensing rules sections</b>	<ul style="list-style-type: none"> <li>• Definitions – 'Australian presence'</li> <li>• 2.4.3 - Eligibility and Allocation criteria</li> </ul>
<b>Example positioning</b>	<p><b>Audience:</b> Entrepreneurs + hobbyists without a domain</p> <p><b>Position:</b> The domain name for new ideas</p> <ul style="list-style-type: none"> <li>• A .au direct domain name is a simple first step to an online presence for your new idea.</li> <li>• Stand out with Australia's shortest, simplest domain name.</li> <li>• Three in four Australians trust websites ending in .au over other websites.</li> </ul>

## .au direct brand assets

### Logo variants



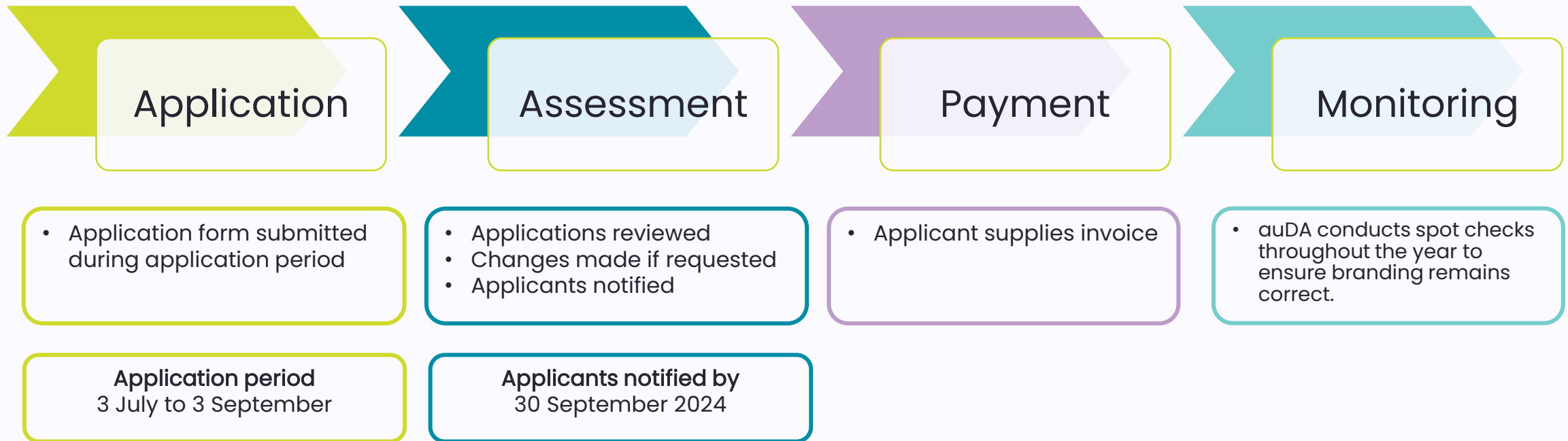
### Dot grid



**Brand colour: Wattle**

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

# Brand Activation Grant: Process

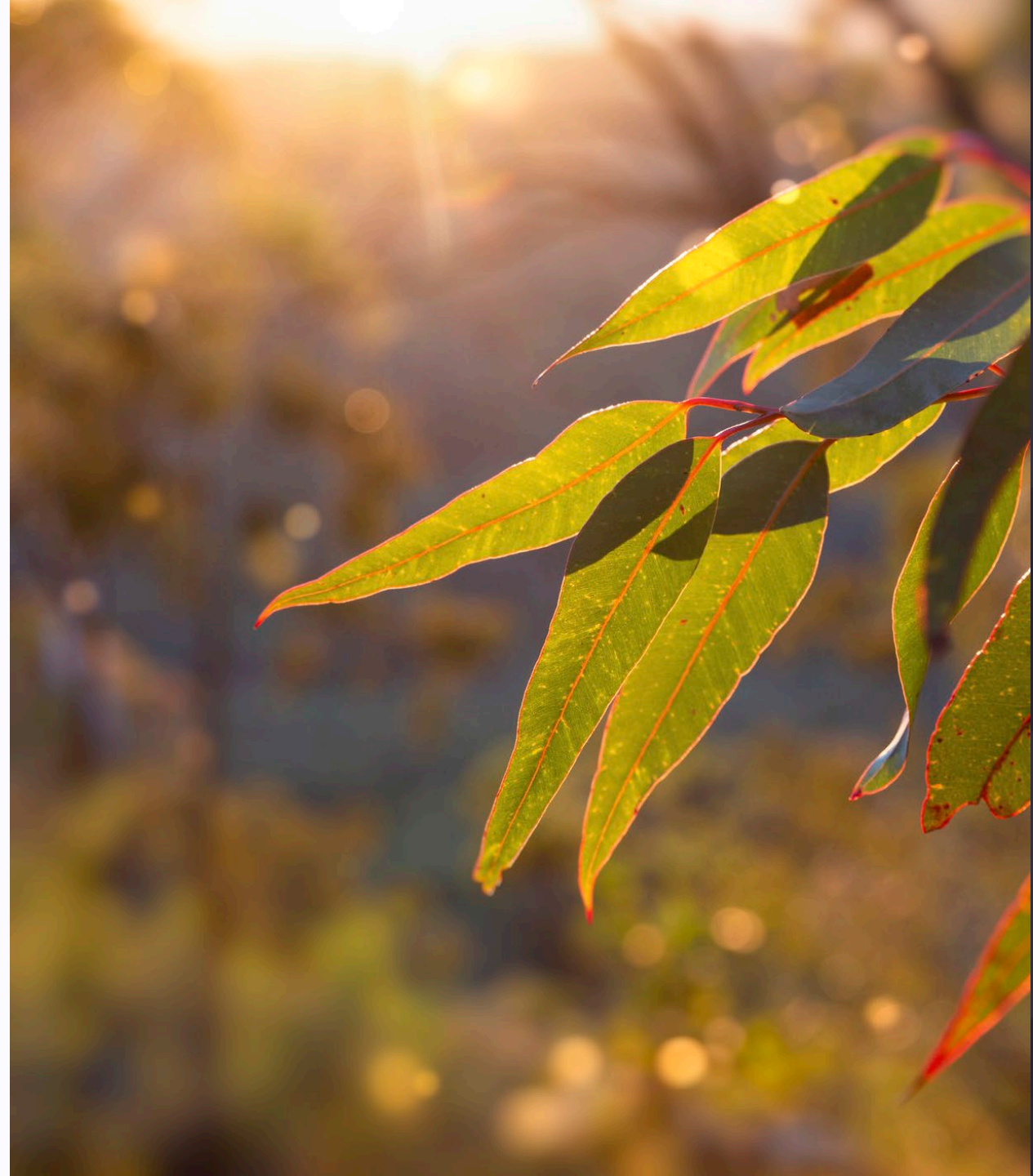


# Brand Activation Grant: Key dates 2024

Applications open: 3 July 2024

Applications close: 3 September 2024

Notification of decision: 30 September 2024



# Funding stream: Campaign Funding Grants

# Campaign Funding Grants: Overview

## Funding:

- Upfront: up to \$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

## 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

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

## For detailed information

- **Funding description and terms:** .au CMP agreement, Schedule 2
- **Application form:** .au CMP agreement, Annexure C
- **Reporting requirements:** au CMP agreement, Annexure D

All available at [auda.org.au/cmp](https://auda.org.au/cmp)

# Campaign Funding Grants: Application and assessment

## Information required

- Campaign objectives
- Target audience
- Product offers (if any)
- Messaging
- Media plan/approach
- Current/historical monthly creates average
- Expected uplift - new creates - from activity

## Assessment

- **Eligibility** of registrar and project
- **Feasibility** - likelihood of achieving growth forecast
- **Return on investment** - on upfront payment
- **Benefit to the .au brand**



# 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

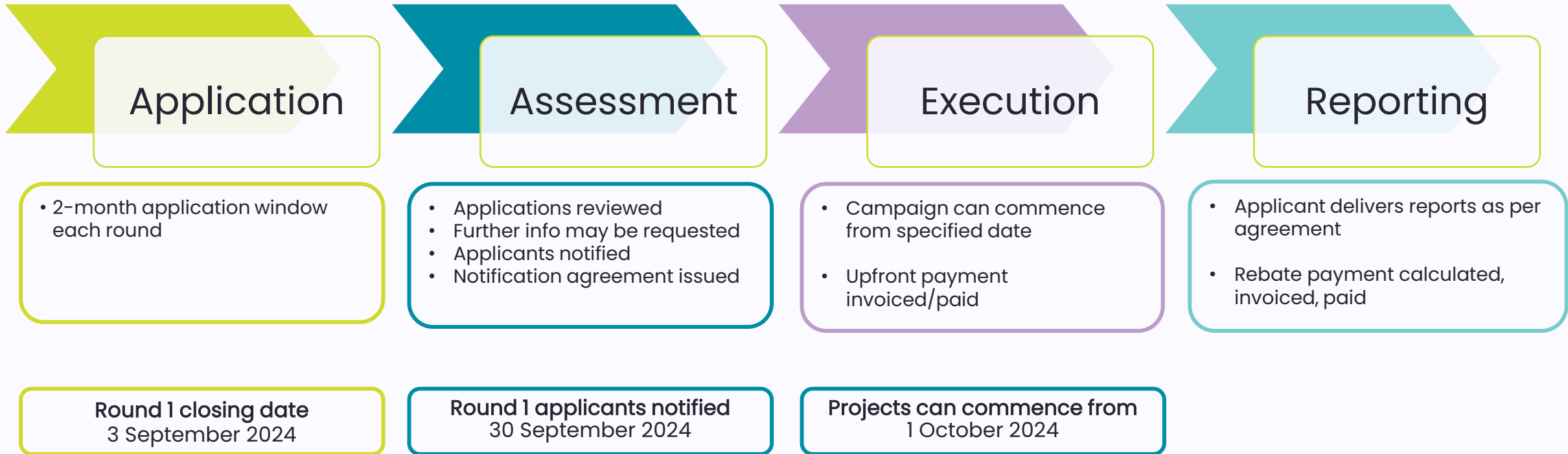
Minimum project budget: \$90,000

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 Grants: Process



# Campaign Funding Grants: Key dates FY24-25

	Round 1 (FYQ1)	Round 2 (FYQ2)	Round 3 (FYQ3)
Applications open	3 July 2024	1 October 2024	31 January 2025
Applications close	3 September 2024	30 November 2024	28 February 2025
Notification	30 September 2024	20 December 2024	31 March 2025
For projects commencing from	1 October 2024	1 January 2025	1 April 2025

# Industry incentives, campaign toolkits

## Industry incentives

- Industry wide discount/rebate schemes
- Opt-in only
- Minimum 3-month lead time
- Calendar year 2025 TBC.

## Campaign toolkits

- Evergreen, white label campaign collateral
- Free to use
- Launching Q3 2024
- Available via [auda.org.au/cmp](https://auda.org.au/cmp)

# Questions?

## auDA Brand and Marketing

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- [will.bond@auda.org.au](mailto:will.bond@auda.org.au)

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

.au Co-Marketing program information:

[auda.org.au/cmp](http://auda.org.au/cmp)