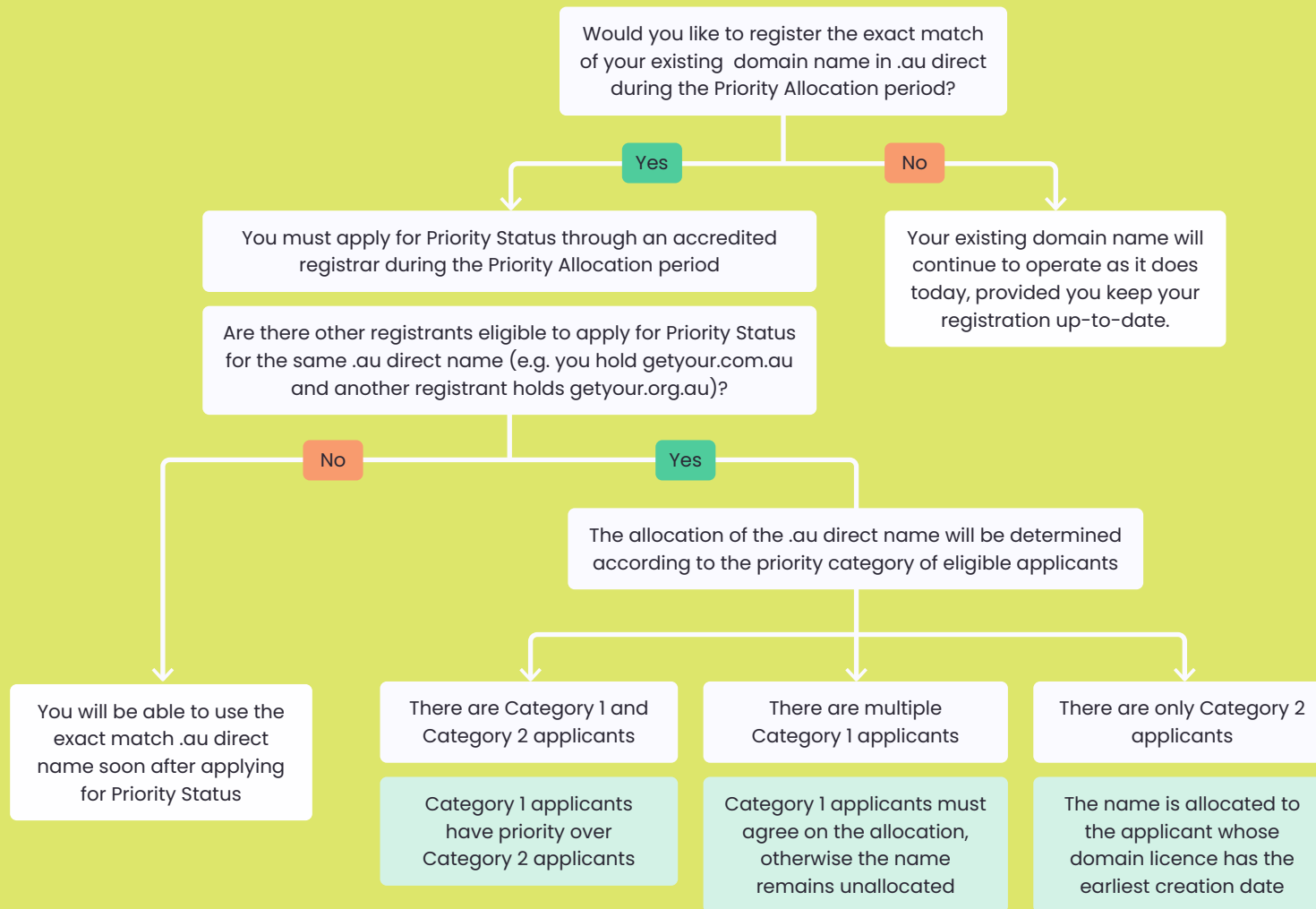


Priority Allocation of .au direct domain names for existing .au registrants

How to get your .au direct exact match



Existing registrants with an exact match have the first opportunity to register the name during the six-month Priority Allocation period.

If no one applies for Priority Status during that period, the name can be registered through an accredited registrar on a first-come-first-served basis when the Priority Allocation period ends.

Priority categories:

Category 1

Domain name licences with a creation date on or before the Priority Status cut-off date of 4 February 2018

Category 2

Domain name licences with a creation date after the Priority Status cut-off date of 4 February 2018

The complete Priority Allocation Process is set out in the [.au Domain Administration Rules: .au Direct Priority Implementation](#)

More information can be found on the auDA website:

- [About .au direct](#)
- [.au direct Priority Allocation Process](#)
- [Priority status tool](#)