

.au Domain Names

What is a .au domain name and why do I need one?

A domain name is an address on the Internet that allows people to find your website (for example www.mybusiness.com.au), or enables you to send and receive emails (for example general@mybusiness.net.au).

The most common way online shoppers identify a business as Australian is via the com.au domain name extension.¹

Having a domain name and website is important to help you reach as many customers as possible.

Research indicates that 70% of Australians want to support small business but find it difficult due to many small business' limited online presence.²



How do I register an .au domain name?

STEP ONE

Check if the domain name is available by visiting www.auda.org.au

STEP TWO

To secure a domain name, you will need to purchase a licence from an accredited registrar. See the registrars list at <https://www.auda.org.au/accredited-registrars>



- Be aware that to register a com.au or net.au domain name you need to meet and maintain certain criteria over the life of your domain name registration.
- In general, you need to demonstrate an Australian presence, be a commercial entity (e.g. hold an ABN or ACN*) and have a connection to the name you're registering. Check the full eligibility and allocation requirements at www.auda.org.au.
- Should your circumstances change and you no longer meet these requirements, you risk losing your domain name and associated services.

*If you have not yet registered your business or determined whether you need an ABN, you can visit the Business Registration Service at register.business.gov.au



How do I maintain my domain licence?

- Ensure you remain eligible for your domain name throughout the licence period.
- Update your domain name information should your business circumstances change. You can check your details here - <https://whois.auda.org.au/>
- Keep your contact details up-to-date to receive renewal notices.
- Renew your licence before it expires.
- If the registrar is unable to help you or resolve your issues, contact auDA.

Where can I go for more information?

To learn more about domain names, visit auDA, the .au administrator at: <https://www.auda.org.au/>

¹ <https://www.auda.org.au/news/more-shoppers-are-seeking-out-aussie-businesses-online-0>

² <https://www.communications.gov.au/file/51014/download?token=EO4pdVxU> pg 14