

Launch Date for Australia's Next Domain Name Innovation Announced

ASX Announcement, 19 August 2021



Webcentral

Australia's domain registration body auDA announced today the formal launch date for the most recent innovation for the growth of Australia's internet domain categories.

From March 2022, Australian organizations' will be able to register a new category of domain name to simplify and further support the growth of their organization through their online services.

The new category is called .au direct, which can be used with the existing business or domain name (e.g. www.yourbusiness.au) and will complement the existing suite of namespaces, (e.g. com.au, net.au and org.au). The new domain category will make searching and accessing online domains much easier, particularly for supporting an accelerating trend where users are now constantly using mobile devices for online services.

Rosemary Sinclair, CEO of auDA agreed when it was stated; *"The trusted, reliable and uniquely Australian .au domain has been supporting Australians online for more than 35 years and the launch of .au direct is an exciting innovation, delivering enhanced opportunities for Australian Internet users."*

As one of Australia's leading domain registrars, Webcentral is proud to announce their support for this innovation and will be in step with dates outlined by the auDA launch program for .au direct.

"We welcome the introduction of this innovation and will be working closely with auDA to ensure .au direct is a great success for all our Australian customers." Joe Demase, MD Webcentral stated.

"For Webcentral, this opportunity is substantial. We manage over 450,000 .au domains today and are expecting both existing and new customers to rapidly adopt the new domains to ensure their online organization is more effective in being accessed and engaged." He added.

The Australian domain market is currently registering over 3m new .au domains annually and this number is expected to expand substantially as a result of this [auDA](#) innovation. Based on international experience, it is assumed the market will grow by more than 30% over the next two or three years.

Importantly, customers who have existing domain names registered will have first access rights to purchasing the new .au direct format.

About Webcentral

Webcentral is an Australian owned digital services company who empower more than 330,000 customers to grow and thrive in the online world. Our portfolio of digital services is extensive, with market leading offers across domain management, website development and hosting, office and productivity applications and online marketing.

Our customer focussed heritage has been built on expertise, innovation and personalised service; critical attributes delivered through our culture and embraced by our people. This is demonstrated through more than 25 years of online industry leadership across Australia's digital foundation brands such as Melbourne IT, Netregistry and WME.

The Webcentral mission is dedicated to leading online success for our customers. We achieve this by building trusted and valued client relationships which convert successful business outcomes at each milestone across the customers' digital journey.

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