Media Release

New auDA website launched with improved user experience

25 November 2024

auDA is pleased to announce the launch of its new website, providing an enhanced user experience and helping users find the information they need about .au and auDA with ease.

The new auDA website was developed in consultation with our stakeholders to meet the needs of our diverse community of website users.

auDA undertook user testing to improve the experience for users and to arm them with the knowledge and digital tools necessary to navigate .au and auDA matters.

The auDA website features a new design and range of new and improved functionality and content, including:

- An enhanced search function and navigation features to help users find the information they need easily
- Expanded content to help Australians understand, choose and manage .au domain names
- A new section dedicated to auDA's public impact work, from our advocacy for multi-stakeholder internet governance to our Public Benefit Program
- An interactive .au domain name search to help you find and register a .au domain name, including an enhanced .au domain name provider marketplace
- An enhanced .au WHOIS tool to help users look up .au domain name registrations.

In developing the website, auDA implemented security enhancements to ensure ongoing adherence to best practice security standards. The website has been developed to meet web accessibility standards ([W3C AA web content accessibility guidelines](#)) and auDA continues to make its content more accessible for all internet users.

auDA CEO Rosemary Sinclair AM said "auDA has developed its new website to provide an improved user experience for our broad community. The new auDA website improves our ability to support Australians with information for new and existing .au domain name holders, and about auDA's work managing .au and our range of public benefit initiatives."

The auDA website continues to be available at www.auda.org.au. auDA welcomes users to our new website and [invites feedback](#) to support a positive user experience.

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For further information:

Rebecca Papillo, Manager, Media and Communications
M. 0428 168 540 / E. rebecca.papillo@auda.org.au

About auDA:

.au Domain Administration Limited (auDA) is the administrator of the .au domain name system (DNS), supporting more than four million .au domain names. auDA is a not-for-profit, 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 stewardship of the .au domain and support of multi-stakeholder internet governance, auDA strives to ensure the internet remains open, free, secure and global.

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