

# Why .au?

40 years of .au

Trusted by Australians online



April 2026

.auDA

# Trusted by Australian internet users since 1986

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For 40 years, .au has proudly served as Australia's most trusted domain. Four decades on, the role of .au is more important than ever, continuing to support Australians with a credible and recognisable online identity that signals a validated connection to Australia.

Now home to more than 4.3 million .au domain names, .au is the domain of choice for Australians; from businesses big and small, to individuals, not-for-profits and community groups.

## 4.3 million

**.au domain names registered**

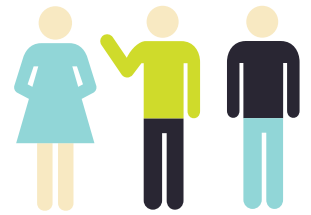
## 1 for every 6

**One .au domain name for approximately every 6 Aussies<sup>1</sup>**

<sup>1</sup> Based off [Australian Bureau of Statistics - National population data 2025](#)

# Why choose .au?

Australian consumers prefer shopping online from websites ending in .au more than other domain options.



.au is shorthand for Australian. It's local and trusted, offering peace of mind and confidence when using the internet or running a business or service online.

**80%** +4% from 2024

Four in five are more likely to **trust** an Australian business if its website ends in .au

*“.au is recognised as Australian and legitimate.”*

*“.com.au requires an ABN so it's less likely to be a phishing site, scam storefront or fraudulent operator.”*

## Benefits of .au



*“With .au I know it's an Australian website, catered to a local audience, especially for shopping and purchases.”*

**51%** +3% from 2024

Half will only purchase from a business online if it has an Australian website ending in .au

**46%** +4% from 2024

Nearly half will look for a .au website first when seeking to buy a product online

They do so...

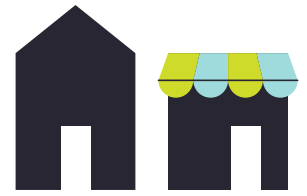
For Australian law and consumer protection **74%**

To support local Australian businesses **67%**

As they trust .au websites over others **42%**

As they feel less likely to be scammed **38%**

# .au is the top choice for Australian businesses



*“.au represents **Australia** online, which is very important when we do **marketing** inside Australia.”*



*“.au is **local** and it's **less likely for scammers** to be able to register a .au than other domain name options.”*

# 4 million

.au domain names are registered by Australian small businesses

*“.au is known as being **more secure.**”*



## 72%

+3% from 2024

Seven out of every ten Australian small businesses use a **.au as their primary domain name** for their business website

They chose it...

As it's more authentic and credible than other domain name options

## 24%

+1.5% from 2024

As it's more recognisable than other domain name options

## 30%

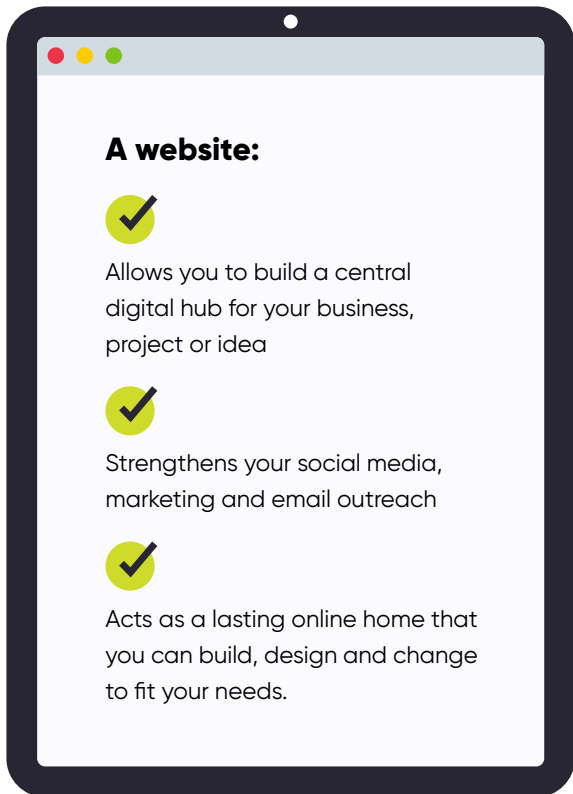
+5% from 2024

To promote their business as Australian and for Australians

## 82%

+8% from 2024





## The importance of a website

A website is an important part of a credible digital presence. Without a website, you risk missing out on a large portion of your potential audience, customers and online sales.

# 72%

Almost three in four Australian consumers will only purchase from a business online if it has a website

# 45%

Two in five Australian consumers would not buy from a business online if it only had a social media presence and no website

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## Connect locally and globally with .au

Not only is .au the most popular local choice, .au is a valuable channel to connect with individuals, customers and organisations across the globe.

Of the **6.6 billion** queries responded to **daily** by .au servers<sup>2</sup>, a large proportion originate from outside Australia, indicating international demand for services, goods and information hosted on .au websites.

Australia is well regarded internationally, with companies generally perceived as reliable, trustworthy and of high quality. A .au domain name clearly shows your international and Australian audiences that you have a connection to Australia and are subject to Australian consumer law – this provides a net benefit to your business.

# 8<sup>th</sup> largest

Ranked the **8th largest country code domain globally**<sup>3</sup>, .au carries strong trust and credibility—boosting both your local presence and global visibility.



<sup>2</sup> .au DNS nameservers respond to DNS queries from internet users and internet connected devices, enabling internet users to navigate to web and email addresses ending .au. In FY 2024-25 the .au DNS nameservers responded to an average of 6.6 billion queries per day.

<sup>3</sup> The Domain Name Industry Brief Quarterly Report Q1 2026

# A .au for every Australian

## .au namespaces

The .au domain is made up of a range of extensions which provide different options (namespaces) each with a unique purpose, designed for the diverse needs of Australians. Each namespace also has different rules that govern who can register a .au within that namespace.



All .au domain names require a **validated connection to Australia**, which helps maintain the integrity of .au for the benefit of all Australians.



The shorter, Australian domain name for your new idea or side hustle



The trusted and recognised choice for Australian businesses



The trusted domain name for tech-focused Australian businesses



The trusted domain name for not-for-profit organisations in Australia



The Australian domain name for individuals



The domain name for Australian associations and community groups



The trusted choice for the Australian education sector



Domain names for Australian governments and government bodies

# Supported by .au

**4 million**

.au domain names support



Businesses including sole traders

**43,100**

.au domain names support



Charities and not-for-profit organisations

**38,900**

.au domain names support



Individuals

**213,100**

.au domain names support



Clubs, associations and community groups

**13,500**

.au domain names support



Schools, higher education and research institutions

**14,000**

.au domain names support



Government departments and agencies

**3,600**

.au domain names support



Education and training providers



**Get your .au domain name**

# Stay secure online with .au

**.au is one of the most secure domains in the world**

auDA invests in best practice cyber security to protect .au infrastructure and administers robust .au Licensing Rules that support the use of .au domain names for legitimate purposes.

To learn more, explore auDA's **A Secure .au report** and discover practical steps to strengthen your online security on the [auDA website](#).



# About auDA

auDA manages the .au domain name system (DNS), which is Australian critical infrastructure that supports more than four million .au domain names and helps internet users navigate to websites and send emails with domain names ending in .au.

We are a not-for-profit endorsed by the Australian Government. We ensure the secure and reliable operation of .au and the internet's naming system, and champion an open, free, secure and interoperable internet for the benefit of all Australians.

To learn more about auDA or registering a .au domain name for your website or email address, visit [www.ada.org.au](http://www.ada.org.au).

## In this report

auDA sources referenced:

- *auDA market research, conducted by Sagacity Research in February 2026*
- *Quotes are sourced from the auDA market research*
- *auDA Digital Lives of Australians 2025*
- *auDA A Secure .au report 2025*
- *.au registry data*
- *The Domain Name Industry Brief Quarterly Report Q4 2025*

Quotes have been edited for brevity and clarity without altering their original intent.

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