

auDA 2026–30 Draft Strategy

Consultation submission

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I strongly support auDA's objective to strengthen Australians' trust in the .au domain and promote active participation in the digital economy. In line with this, I wish to highlight the critical role of the DMARC protocol in enhancing the security and integrity of .au domains.

DMARC (Domain-based Message Authentication, Reporting & Conformance) is essential for fostering trustworthy digital interactions through email, which is frequently exploited for phishing and impersonation.

Numerous sources document the escalating financial impact of phishing attacks, and I am confident you are already well aware of these trends.

Given auDA's central role in managing DNS infrastructure, integrating and promoting DMARC aligns seamlessly with your commitment to security and trust.

Specifically, I recommend:

1. Educational Resources: Develop accessible, practical guides on implementing DMARC and understanding its importance. Providing clear guidance on your website would empower domain owners to secure their digital assets effectively.



2. Encourage Proactive Adoption: Work closely with domain registrars and resellers to proactively encourage and, ideally, require DMARC deployment at a strict "p=reject" policy for newly registered .au domains. Such a step would significantly reduce email-based domain abuse and bolster trust.

DMARC, already a part of security frameworks such as the ASD's ISM and recognised by Google, Yahoo, and Microsoft with their recent bulk email sender requirements, will only continue to become increasingly relevant as domain-based threats evolve.

By proactively adopting DMARC in its 2026–2030 strategy, auDA can position itself as a leader, demonstrating foresight and commitment to domain security. With policies ahead of industry norms, auDA will be prepared for future security challenges, ensuring a trusted and resilient .au domain environment.

I would be pleased to discuss any of the points outlined above in greater detail. Please feel free to contact me with my details below. Thank you for the opportunity to contribute feedback on auDA's 2026–2030 strategy. I look forward to supporting your efforts in building a secure and trustworthy .au!