


## auDA 2025 Elected Director Ballot – Sandra Davey Candidate Information

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| Name                | Sandra Davey                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |
| State               | Regional NSW                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                     |
| Candidate statement | <p>Hi, I'm Sandy and I'm seeking your support to be re-elected as a Director of the auDA Board.</p> <p>With global geopolitics fraying and fast-moving technology shifts such as AI and quantum, this is a challenging and contested time for the Internet and the domain name system (DNS). auDA has a fundamental responsibility to ensure the benefits of the Internet are spread effectively and fairly. My background means I can support, advocate and hold auDA to account so it continues to serve the public interest.</p> <p>With 30+ years in the internet and digital sector, and extensive product and technology experience, I know how to translate complex technical issues into clear strategic choices. This is critical as auDA explores new products and services to sustain the DNS, considers the ethical and responsible use of AI, and invests in skills and productivity to remain nimble and resilient.</p> <p>The DNS is crucial to business success, and I can stand in the shoes of auDA members because I understand how essential an effective DNS is to reaching and engaging users, customers, and communities.</p> <p>I bring over two decades of board-level experience as a Non-Executive Director, Chair and Committee Chair. In addition to auDA, I serve on the Board of Screenrights Australia, I'm a Member of the AICD and have a strong foundation in governance, strategy, innovation, and transformation.</p> <p>As a current Director, I've helped guide auDA's evolution into a well-governed, outward-facing organisation that balances technical rigour with public impact. But there is more to do. I've been active in the General Advisory Standing Committee, contributed across sub-committees, and am proud of the work through auDA's Public Benefit</p> |                                                                                     |



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|                         | <p>program, which has supported digital inclusion, internet governance capacity-building, DNS research and ecosystem health — all aligned with auDA’s commitment to an open, free, secure and interoperable Internet.”</p> <p>Looking ahead, the 2026–30 strategy asks us to strengthen trust in .au, broaden impact, and build capability while navigating global dynamics. Work I want to continue advocating for includes:</p> <ul style="list-style-type: none"><li>• building trust in the DNS through world-class cyber resilience and DNS abuse mitigation</li><li>• supporting innovation to shore up auDA’s financial stability and future sustainability</li><li>• strengthening auDA’s role in our region to promote and protect an open, free, stable and secure Internet.</li></ul> <p>This all requires transparent, accountable engagement with members, industry, civil society and the technical community. With past roles as Chair of Choice and National President of the Australian Interactive Media Industry Association, I bring deep experience across member-based, policy and technology contexts.</p> <p>My motivation is ensuring the .au domain is administered in the public interest through open multi-stakeholder processes and robust governance. If re-elected, I will continue to represent you with fairness, transparency and integrity, so auDA remains trusted, resilient, and positioned to serve Australians in an evolving digital landscape.</p> |
| <b>Board experience</b> | <ul style="list-style-type: none"><li>▪ Non-Executive Director, <b>auDA</b>; Chair, Public Benefit Committee</li><li>▪ Non-Executive Director, <b>Screenrights</b>; Chair, Tech &amp; Data Governance Committee</li><li>▪ Non-Executive Director and <b>Chair, Choice</b></li><li>▪ Non-Executive Director and National President, <b>AIMIA</b> (Australian Interactive Media Industry Association)</li><li>▪ Inaugural Non-Executive Director, <b>auDA</b> (April-Oct 1999)</li><li>▪ Chair, <b>Australian Internet Governance Forum</b> (auIGF / NetThing – national internet governance multi-stakeholder forum)</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Career summary</b>   | <p>Originally a digital product manager, my career has spanned over 30 years in Internet technology, launching more than 30 digital products across B2C and B2B channels into new and existing markets. My digital career has crossed industries from climate-tech, telco/broadband, IoT, Internet names and numbers, cross-platform content and interactive TV, sport, libraries, member-based organisations, and consumer advocacy.</p> <p>As a digital native who understands the centrality of digital products and services to strategy, I founded a consultancy called Organa and now</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |



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|                                    | <p>work largely with leaders as a fractional strategy and operations partner and trusted advisor.</p> <p>Over 30 years I've also worked as a volunteer for member and industry associations developing policy and contributing to ecosystem growth and development.</p> <p>On a personal note, I've an innate ability to connect with people across various social contexts and I find it easy to navigate diverse stakeholder groups constructively. I'm well known for my ability to translate complex tech issues in the Boardroom, being able to balance decisions that align commercial sustainability with public benefit and my ability to foster trust and rapport.</p> <p>You can find my full career at <a href="http://www.linkedin.com/in/sandra-davey/">www.linkedin.com/in/sandra-davey/</a></p> |
| <b>Academic qualifications</b>     | <ul style="list-style-type: none"><li>▪ Accredited instructor program: ICAgile Institute 2020</li><li>▪ Agile and business agility programs: ICAgile Institute 2018 - 2020</li><li>▪ Strategy and Innovation program: Sloan Executive Education, MIT, 2015</li><li>▪ Management and Leadership program: Sloan Executive Education, MIT, 2015</li><li>▪ Foundations of Directorship: AICD, 2013</li><li>▪ Chairing NFPs: AICD, 2013</li><li>▪ Finance for Non-Finance: AICD, 2013</li><li>▪ Bachelor, Social Sciences (95%): UTS, 1994</li></ul>                                                                                                                                                                                                                                                                |
| <b>Appointments, awards, other</b> | <ul style="list-style-type: none"><li>▪ Inducted in the Interactive Media Hall of Fame, AIMIA, 2014</li><li>▪ Outstanding Industry Contribution Award, AIMIA, 2014</li><li>▪ Vice-Chair, Accessibility Taskforce, Internet Industry Association, 2001</li><li>▪ Co-founder, Australian Legal Information Standards Council, 1997</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |