

Media release

“Aussies get it” campaign promotes .au for Australian businesses

26 March 2025

auDA has launched a nation-wide campaign highlighting the benefits of a .au powered website and email address for Australian businesses.

The “Aussies get it” campaign celebrates items that Aussies recognise and understand as uniquely and iconically Australian. Just as a .au at the end of an email or website represents a uniquely Australian online presence, an Aussie-rules football, a surf-lifesaving cap, fairy bread and a wombat road sign are iconically Australian and instantly recognised by fellow Australians.

Backed by auDA research and developed by Dentsu Creative with support from Thinkerbell, the campaign encourages small businesses and entrepreneurs to build their online presence by leveraging the value of a .au domain name.

[auDA research](#) shows:

- Half of Australian consumers will **only buy online** from a website ending in .au
- Three in four **trust** an Australian business if its website address ends in .au
- 70% of small businesses with a domain name **choose .au** for their website or business email
- Customers look out for .au website or email address to verify that a business is credible, especially when they discover it via social media.

auDA CEO Bruce Tonkin said, “Australian businesses choose .au domain names because they’re recognisably Australian and demonstrate the online credibility that consumers expect when shopping online. Australians also seek .au websites to support local businesses – two in five check a .au first when buying online – a clear indication that Australians and Australian small businesses benefit when they choose .au.”

auDA Chief Communications Officer Sophie Mitchell said, “auDA is thrilled to launch this campaign, reminding Aussies that .au is the most effective domain through which to reach customers online and drive business results”.

auDA’s “Aussies get it” campaign follows auDA’s campaign to launch the [.au direct namespace](#) in 2022, and which also ran over 2023–2024. The new campaign will run nationally on digital, audio and outdoor channels from March until July 2025.

ENDS



Note to media:

Example executions:



Campaign landing page

www.getyour.au

Campaign credits

Agency: Dentsu Creative

Media:

- Nishi Jarver - Client Partner, Dentsu QLD
- Elizabeth McGahan - Digital Director, Dentsu QLD
- Kelsey Mitchell - Digital Client Executive, Dentsu QLD

PR:

- Madeleine Page - Head of Consumer and Brand PR
- Vivian Chen - Account Manager
- Nadia Othman - Senior Account Executive

Creative:

- Anita Day - Group Account Director
- Bart Wright - Senior Account Manager
- Graham Alvarez-Jarratt - National Head of Strategy



- Trent Hendrick – Group Creative Director
- Katie Britton – Senior Copywriter
- Mat Hine – Senior Art Director

Campaign landing page credits

Agency: Thinkerbell

- Reece Ryan – Exec CX Tinker
- Les Baker – Exec Head Thinker
- Simone Cavanagh – Lead CX Production Tinker
- Anita Toth – Lead CX Tinker
- Adam Stone – Lead CX Tinker

For further information:

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About auDA:

.au Domain Administration Limited (auDA) is the trusted administrator of the .au domain name system (DNS), which is Australian critical infrastructure, supporting more than 4 million .au domain names. auDA is a not-for-profit, community-based organisation, 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 steady stewardship of the .au domain and support of internet governance through multi-stakeholder decision making, auDA strives to ensure the internet remains open, free, secure and global.

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