

# auDA 2026–30 Draft Strategy

## *Consultation submission*

<b>Format</b>	Web form submission
<b>Author</b>	Bryan Chetcuti, Beyond Blue

### **1. Does auDA's Draft 2026–30 Strategy establish a clear strategic direction for the organisation?**

The strategy maps well to both auDA's core mandate and the broader evolution of digital governance. Clarity of direction could be enhanced in reference to:

1. Stating explicit success measures earlier in the document (rather than only in the OKR sections).
2. Including a clearer risk and resilience narrative particularly relating to AI misuse & jurisdictional conflicts.
3. Demonstrating how will stakeholder co-design persist through delivery

### **2. Will auDA's Draft 2026–30 Strategy support it to deliver on the proposed strategic purpose and vision by 2030? The purpose of the meeting is to**

I feel that the strategy's support of an open, interoperable, and secure internet aligns well with the needs of the .au community. However, the successful delivery of this vision will hinge on executional agility and public trust maintenance.

From my vantage points across different sectors

In mental health, trust in digital identity is pivotal – especially for a vulnerable community. Efforts like privacy enhancements and domain



integrity measures are welcomed, but these must be co-designed to succeed.

Technology Governance – Clear guidelines on algorithmic transparency and accountability for any use of AI in registry operations and governance will be vital to avoid undermining user trust.

**3. Does auDA's Draft 2026–30 Strategy effectively position auDA to meet the operational challenges and capitalise on the opportunities it faces over 2025–30?**

The strategy is strong, but would benefit from:

1. Clearer delivery metrics for community benefit and public impact
2. Greater transparency in AI/automation decision-making
3. A playbook approach to help registrars, SMEs, and underserved communities thrive with .au