Why .au?

Trusted by Australians online

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.auDA

The internet in Australia: driving social and economic value

Almost all Australians use and value the internet. It's an indispensable part of modern-day life, providing access to goods, services, information, connection with others and online trade.
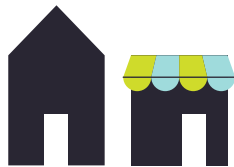
Daily life

97% of Australian consumers feel the internet has a positive impact on their lives.

GDP

$137B

Digital activity accounted for **$137 billion** (6.3 per cent) of Australia's GDP in 2020–21[1]

78% of small businesses say they would struggle to function without the internet.

Business

Revenue & Growth

Compared to those who are not, **businesses** that are highly engaged online earn **60 per cent** more revenue per employee and grow **28 per cent** faster[2].
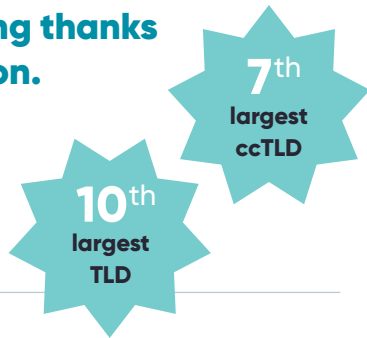
[1] _Digital activity in the Australian economy, 2021–22_, Australian Bureau of Statistics
[2] _Towards 2030: Positioning Australia as a leading digital economy and society_, Department of Foreign Affairs and Trade

.au: Australia's go-to online address

The .au domain name system (DNS) is Australian critical infrastructure. It facilitates millions of local and global internet users to connect to .au websites and email addresses, supporting secure and seamless access to online services and information.

.au is Australia's local and trusted domain

.au is a popular choice amongst Australians with 4.2 million .au domain names registered

There is one .au domain for every five Australians

3.8m	41,000	33,000	247,700	13,000	13,000	3,600

.au domain names support

businesses including sole traders	charities and not-for-profit organisations	individuals	clubs, associations and community groups	schools, higher education and research institutions	Government departments and agencies	education and training providers

.au global reach

.au is world-leading thanks to its wide adoption.

Across the globe, .au is the tenth largest TLD[3] and the seventh largest ccTLD[3]

7th largest ccTLD

10th largest TLD

A Top Level Domain (TLD) is the part of a website or email address that comes after the last dot.
There are two types of TLDs:

▶ **generic TLDs (gTLDs)** such as .com

▶ **country code TLDs (ccTLDs)** such as .au

According to auDA's *Atlas of Australia Online 2023* report, .au domain names have a strong global impact with a high network centrality.

Australia ranks 6th in network centrality among OECD countries.

> **Network centrality** measures how a website associated with a specific domain name is linked to other content on the internet. High network centrality means .au websites are frequently referenced by other websites online, indicating they are a reputable choice.

There is a .au namespace for every Australian

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

com.au
The trusted and recognised choice for Australian businesses

net.au
The trusted domain name for tech-focused Australian businesses

org.au
The trusted domain name for not-for-profit organisations in Australia

id.au
The Australian domain name for individuals

asn.au
The domain name for Australian associations and community groups

edu.au
The trusted choice for the Australian education sector

gov.au
Domain names for Australian governments and government bodies

Get your .au domain name at: www.auda.org.au/au-domain-names/get-a-domain-name

.au: the Australian choice

Australian consumers have a strong preference for websites with .au domain names when buying online

76%

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

49%

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

42%

Two in five will **check a .au website first** when seeking to buy a product online.

They do so:

- To support local Australian businesses
- So they will be covered by Australian law and consumer protection if there is an issue with the online purchase
- So they know they can use Australian currency

"I would go straight to a com.au website compared to other websites. It feels like it's a real website and a legitimate Australian business."

Belinda, 42

"If I'm shopping on a website for the first time, I'm looking for the .au."

Jon, 38

"If someone has com.au at the end of an email I feel like it's trustworthy."

Jon, 38

"My husband always says, 'make sure you get something that's Australian', so he always tells me to make sure it's got the .au on the end."

Jan, 66

The top attributes Australian consumers associate with .au domain names are:

Australian

Recognisable

Trustworthy

Small businesses

Australian small businesses choose .au for their website and email addresses as .au signals to their customers they are credible and Australian.
.au helps businesses connect with local and global customers and build trust.

69%

Seven in 10 Australian small businesses with a domain name use a .au domain name for their website or business email.

They choose it:

▶ To promote their business as Australian and for Australians — **73**%

▶ As it is well recognised — **25**%

▶ As it is more authentic and credible than other domain name options. — **22**%

The importance of websites

Websites are a critical channel for businesses to engage and transact with consumers.
A website significantly increases the opportunity for online sales and complements a social media presence.

73%

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

38%

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

"If I haven't bought from the business before, I generally prefer to see a website."

Kate, 39

"I think every business should have their website in their social media profile. It's something I look for."

Jayde, 23

High levels of community trust in .au domain names are supported by auDA's investment in **best practice cyber security** to protect .au DNS infrastructure and **robust rules** that support the use of .au domain names for legitimate purposes. This helps make .au one of the most secure domains in the world. Learn more in auDA's *A Secure .au* report.

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. Our purpose is to deliver a trusted .au for the benefit of all Australians and champion an open, free, secure and global internet. We support the needs of Australian internet users by:

- Delivering a stable, secure and reliable .au
- Implementing .au policy rules that are transparent, responsive and efficient
- Investing in the Australian internet ecosystem to improve the utility of the .au domain.

Through our stewardship of the .au domain and advocacy, we strive to uphold the multi-stakeholder model of internet governance and the social and economic benefits that flow from it.

To learn more about auDA or registering a .au domain name for your website or email address, visit **www.auda.org.au**.

auDA sources referenced in this report:

- *auDA Digital Lives of Australians 2024*
- *auDA Atlas of Australia Online 2023*
- *auDA A Secure .au report 2024*
- .au registry data, October 2024
- auDA market research, conducted by Sagacity Research in March 2024 and by Sagacity Research and Ground Truth in May–June 2024
- Quotes are sourced from the auDA market research

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