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Annual Report 2024-25

Strengthening .au for a resilient digital future

Summary



auDA's 2024-25 Summary Annual Report

The .au Domain Administration Limited (auDA) 2024-25 Annual Report summary, which provides an overview of our 2024-25 Annual Report themed, *Strengthening .au for a resilient digital future*. This summary report provides a short overview of our work delivering benefits for all Australians and internet users globally in 2024-25.

Read the [2024-25 Annual Report](#) in full on auDA's website.

From the Chair and Chief Executive Officer



Alan Cameron AO, auDA Chair

"On behalf of the auDA Board of Directors, I am pleased to present the auDA 2024-25 Annual Report.

The theme of this year's Annual Report is *Strengthening .au for a resilient digital future*. It reflects significant progress to deliver a trusted .au and strengthen auDA governance, operations and expertise through the 2021-25 Strategy and in readiness for auDA's next chapter."



Dr Bruce Tonkin, auDA CEO

"The financial year 2024-25 delivered significant milestones for auDA. I was pleased to step into the role of CEO in January 2025 to lead the team through to the end of our 2021-25 Strategy and finalise the development of our 2026-30 Strategy."

Year at-a-glance



Our material themes

Through a materiality process, we identify the themes our stakeholders consider most important – or material – to our work. Our top 10 material themes are below.



1. Reliable infrastructure

Australia relies on the internet to connect communities, do business and engage with government services. The reliability of .au infrastructure is critical to applications and services that operate over the internet.



2. Cyber security and DNS abuse

We follow international cyber security standards to operate the .au domain and keep it secure, reliable and resilient from cyberattack. We drive down DNS abuse in .au to reduce harm to internet users.



3. Internet governance

We participate in and advocate for the multi-stakeholder model of internet governance, which is under pressure from geopolitical threats, to ensure the internet remains secure, accessible and globally interoperable.



4. Governance and transparency

We follow robust governance processes to maintain the integrity of the .au domain and auDA's operations, and are transparent with our stakeholders.



5. Stakeholder relationships

Our multi-stakeholder engagement and internet governance processes build strong relationships, confidence and trust in auDA. We are transparent, accountable and responsive.



6. Representing .au in the public interest

We represent .au's interests at domestic, regional and international policy forums in discussions on internet governance, regulatory developments and DNS abuse. We represent .au in the public interest, independent from the government.



7. Licensing rules, compliance and dispute resolution

Our .au Licensing Rules are clear and applied consistently. Our dispute and complaints resolution processes follow best practice to educate, guide and enforce .au policy rules.



8. Technological innovation

Collaboration and innovation help us respond to emerging technologies and meet evolving DNS needs. This ensures .au remains a leading ccTLD.



9. Financially sustainable not-for-profit

We are a financially sustainable not-for-profit with funds available for the efficient administration of .au for the benefit of all Australians, supporting investment in innovation and public benefit initiatives.



10. Community value from the internet

We support the community to gain value from the internet and .au to run businesses, work, access goods and services, and connect with others. We support Australians to increase their internet use, cyber security and confidence.

auDA performance scorecard

Measure		2023-24 Actual	2024-25 Target	2024-25 Actual
Trust				
★	.au domain names with an instance of DNS abuse	0.0002%	0.005%	0.0002%
	.au DNS availability	100%	100%	100%
	.au WHOIS availability	100%	100%	100%
	.au registry database availability	100%	100%	100%
★	Registrars with best practice security certification	94%	100%	100%
★	Validated .au domain name licences	New registrations	99%	99%
		Renewals	90%	92%
Innovation				
★	.au direct registrations	18%	18%	18%
★	Investment in innovation initiatives	\$906,000	\$2.2 million	\$1.9 million
Multi-stakeholder engagement				
★	.au membership growth and diversity	Total members	5,057	6,000
		New members	796 total / 32% women	1,000 / 38% women
★	Engagement at key international and domestic internet governance and policy forums	41	40	46
People				
★	Staff engagement	75%	Improve	79%
	Staff retention rate	87%	Maintain or improve	86%
Governance				
★	Integrated Reporting Framework adopted	Assurance readiness review of 2022-23 Annual Report conducted by an external body	External assurance of 2024-25 Annual Report conducted by an external body	Decision taken not to proceed with assurance for 2024-25 Annual Report
	Sustainable financial performance	\$1.14 million operating surplus	\$700,000 operating deficit	\$1.22 million operating surplus

Table legend:



auDA strategic objective

On track

Being managed within tolerance

Outside tolerance

Trust

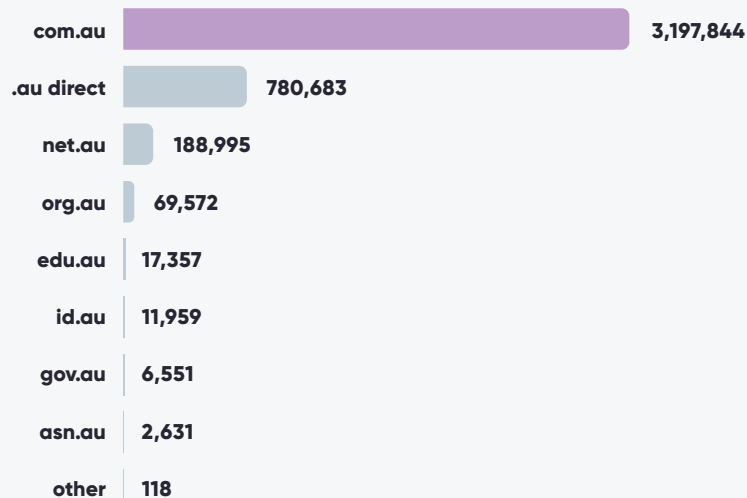
4,275,710

.au domain names under management at 30 June 2025

The .au DNS provides an essential service that enables internet users to connect to .au websites and email addresses with ease, and is part of Australia's critical infrastructure.

We maintain trust in .au by operating a reliable .au, upholding best practice security and delivering a transparent, accessible .au Licensing Framework.

.au domain names by namespace



Availability

DNS 100% WHOIS 100% Registry database 100%

Supporting trust in .au

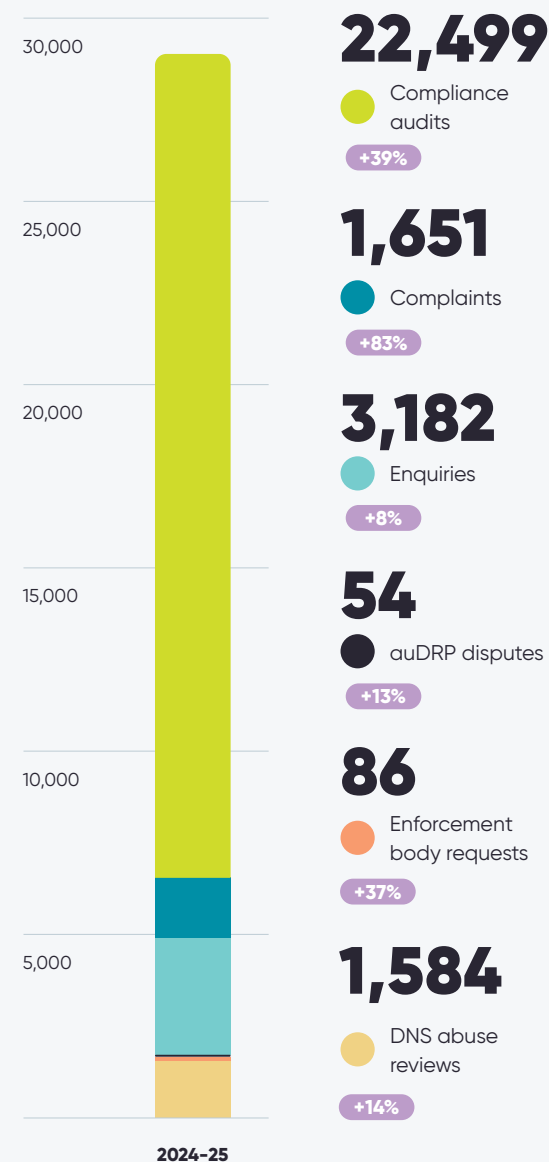
50,400 domain names
average new registrations each month

76,100 average DNS queries per second
Supporting internet users to access .au

Critical Infrastructure Risk Management Program
Supporting security and business continuity

.au Licensing Rules Review
Commenced review into the .au rules

2024-25 compliance activity



Innovation

auDA supports innovation and digital inclusion across the Australian internet landscape. We invest in initiatives that deliver benefits for Australian internet users through the .au domain, our Public Benefit Program and research to understand Australians' needs online.

Public Benefit Program

R&D Grant Program

\$2.5 million

Funding to projects by Deakin and Monash universities, over three years

Community Grant Program

\$600,000

Awarded to 15 projects in 2024-25

auDA Churchill Fellowship Launched 2025

New program announced

Case study

Improving Anangu nutritional and digital literacy in the NPY region - Community Grant project



The Ngaanyatjarra Pitjantatjara Yankunytjatjara (NPY) Women's Council used its auDA Community Grant to create an app and digital resources on nutrition and feeding information in Pitjantjatjara, Ngaanyatjarra and English language. The Tjitjiku Mai app will support 26 communities across 350,000 square kilometres of Western Australia, South Australia and the Northern Territory by providing culturally relevant, in-language information including a food database, interactive recipe library and health videos. npywc.org.au

auDA research

auDA supports Australians online by producing leading insights from our data and research, an objective in our 2021-25 Strategy. We publish several research reports on how Australians use, and gain benefit from, the internet and .au.

2025 Why .au? report

In February 2025, auDA published the second *Why .au?* report. Building on findings from the 2023 report, it explores how and why Australian individuals and small businesses use .au domain names to access the benefits of the internet.



Half

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

3 in 4

Australian consumers are more likely to trust an Australian business if its website ends in .au

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

Australian 
 **Recognisable**
Trustworthy 

Multi-stakeholder engagement

auDA fosters strong relationships with .au members, industry, government, civil society and academia to deliver a trusted .au and advocate for the multi-stakeholder model of internet governance. We engage with communities locally, regionally and globally to support an open, free, secure and interoperable internet.

Case study

APIGA Australia 2024

auDA hosted the inaugural Asia Pacific Internet Governance Academy Australia (APIGA Australia) program in November 2024.

Designed to empower future internet governance leaders, the program provided an interactive learning environment for participants to build their understanding of how the internet and multi-stakeholder governance model work.



5,831 .au members at
30 June 2025

\$690,450

Co-Marketing Program grant funding in 2025

46

Engagements at key international and domestic internet governance and policy forums

76%

of stakeholders were satisfied or extremely satisfied with their engagement with auDA

Key activities

As part of our participation, advocacy and support for multi-stakeholder internet governance, auDA's key activities in 2024-25 included:

Local

Events

- auIGF 2024
- APIGA Australia

Key positions

- auIGF Multi-Stakeholder Steering Committee (MSSC)

Regional

Events

- 86th and 87th APTLD meetings
- APRIGF 2024
- Pacific IGF 2024

- Pacific ccTLD Forum 2024
- ICANN APAC DNS Forum

Key positions

- DotAsia Board of Directors

Global

Events

- 81st, 82nd and 83rd meetings of ICANN
- European Dialogue on Internet Governance 2024
- IGF 2024
- IGF 2025
- ICANN Contracted Parties Summit
- CENTR
- Jamboree 2025
- CENTR General Assembly 2025

Key positions

- CENTR Board of Directors
- ccNSO Council
- ccNSO DNS Abuse Standing Committee
- ccNSO Internet Governance Liaison Committee
- ccNSO Strategic and Operational Planning Standing Committee
- ICANN Nominating Committee
- NetBeacon Institute Advisory Committee
- UN IGF Multistakeholder Advisory Group.

People

auDA's people are integral to achieving our strategic goals, core functions and vision for the future. Our people work together to create a supportive, high-performing workplace that drives auDA's purpose forward.



The auDA team grew to 64 employees as of June 2025, up eight people from June 2024. This growth resulted from the addition of strategically important roles, including:

- Chief Information Security Officer role brought in-house to lead our cyber security efforts
- General Counsel to provide in-house legal advice
- Additions to our IT Team to support auDA's IT services
- Additions to our Project Management Team to support the effective delivery of auDA projects.

86%

Staff retention

79%

Staff engagement

Our values

Contribute: locally and globally

We serve all Australians and global internet users

Better together

We collaborate and work together as one auDA

Strive for excellence

We deliver value. One time, every time

Our people



Total staff

Full-time

Part-time

Casual

June 2023

48

44

2

2

June 2024

56

51

2

3

June 2025

64

55

4

5



Governance

We are committed to effective governance, which is a strategic capability in our 2021-25 Strategy and identified as a top material theme by our stakeholders. As set out in our Terms of Endorsement, the Australian Government also expects auDA to meet the highest standards of transparency, governance and accountability for corporate entities and we adopt the ASX Corporate Governance Principles and Recommendations.

auDA Board

The auDA Board is responsible for overseeing delivery of our work in alignment with the auDA Constitution, our Terms of Endorsement, ICANN agreement and Strategy. It is accountable to auDA members, stakeholders and Australia’s digital community.

Board Committees and Advisory Committees

Board Committees

- Governance and Culture Committee
- Finance and Audit Committee
- Public Benefit Committee
- Security and Risk Committee

Board Advisory Committees

- General Advisory Standing Committee
- Technical Advisory Standing Committee
- edu.au Advisory Committee

Reflect RAP

In June 2025, auDA released its first Reconciliation Action Plan (RAP). Our RAP outlines activities we will undertake in the 2025-26 financial year to embed the principles of reconciliation within auDA.



auDA staff participate in a guided walking tour with the Koorie Heritage Trust

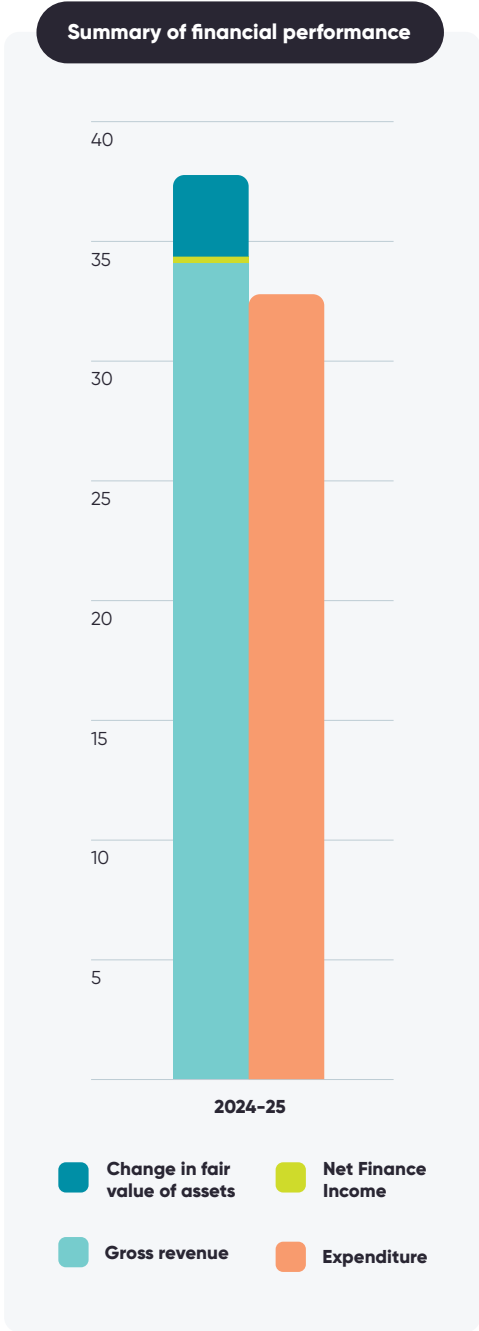
Sustainability Framework

In 2024-25, we finalised our Sustainability Framework. The Framework sets out our areas of focus across environment, social sustainability and governance through to 2029-30.

Each focus area includes targets and identifies areas in which we aim to deliver positive impact. In the financial year, we commenced work on key sustainability projects, such as conducting our first enterprise-level greenhouse gas inventory which will provide a baseline to measure progress on our climate disclosures and emissions reduction strategy.

Seven key focus areas:

- Climate change and energy
- Resource efficiency and circularity
- Supplier engagement
- Impact investment
- Stakeholder engagement
- Diversity, equity and inclusion
- Governance



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

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