



auDA Public Impact Report 2025



November 2025

The .au is managed by the .au Domain Administration (auDA),
proudly supporting Australians and Australian businesses online.



About auDA

auDA is a community-based not-for-profit organisation endorsed by the Federal Government to manage the .au domain name system (DNS), which is Australian critical communications infrastructure relied on by millions of internet users daily.

We work to ensure the secure and reliable operation of .au and the internet's naming system, and champion an open, free, secure and interoperable internet, for the benefit of all Australians. Under our [Terms of Endorsement](#) from government, we support the needs of Australian internet users by:



Delivering a stable, secure and reliable .au domain name system



Administering the .au policy rules that are transparent, responsive and efficient, and developed by the multi-stakeholder community



Advocating to uphold the multi-stakeholder model of internet governance.

This report sets out the many ways in which auDA delivers positive impact for Australians through:

.au membership, community outreach and education

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auDA research

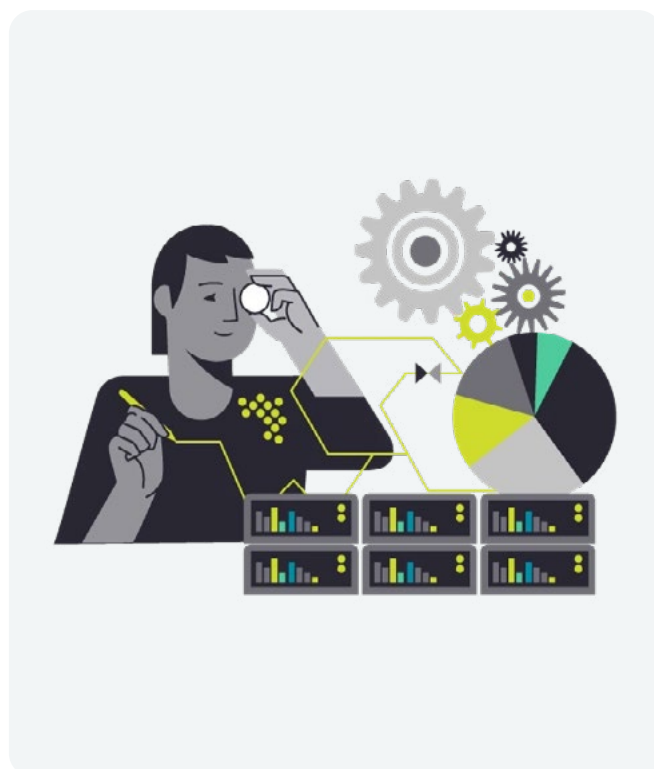
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Community impact

auDA is a membership organisation with more than:

6,000 .au members

as at September 2025.

Our members represent a diverse cross section of the Australian community and play a crucial role informing our work. We regularly engage with .au members and the broader Australian community to share our knowledge and learn more about the evolving online needs of Australians.

In 2024-25, we facilitated:

48 presentations, event exhibitions, panel discussions, webinars and workshops with:

Innovation hubs

Small business owners

Universities

.au members

Women in technology organisations

Topics included:

- » Protecting a business from cyber threats
- » Ways to keep a website secure
- » auDA's new 2026-30 Strategy
- » Multi-stakeholder internet governance
- » The domain name system (DNS)
- » .au domain name education
- » Making the most of a .au domain name



auDA contributes to the SisterWorks Small Business Program which helps refugee, migrant and asylum-seeking women start and grow their own businesses.



Our engagements with communities across Australia in 2024-25



Learn more about .au membership and join for free today: www.auda.org.au/join

Delivering public benefit through the internet

Through the [Public Benefit Program](#) we provide funding for research, innovation and community initiatives that enhance the benefits of the internet for Australians and support underserved Australians to establish an online presence.

The auDA Public Benefit Program



auDA Community Grant Program

An annual grant program for community projects, education and research activities that support digital inclusion to improve the utility of the internet for Australians.



auDA Churchill Fellowship

In partnership with [The Winston Churchill Memorial Trust](#), the fellowship program supports individuals to carry out research on the digital and internet landscape to unlock benefits for Australians.



auDA Research and Development (R&D) Grant Program

The R&D Grant Program funds large-scale, multi-year projects that drive innovation, advance new knowledge and improve digital outcomes for Australians.

Case study

Empowering remote Aboriginal and Torres Strait Islander entrepreneurs to deliver business literacy training

"auDA supported us to deliver a range of entrepreneurial and digital skills development workshops across the Northern Territory in 2024. Improved digital skills enabled remote Aboriginal & Torres Strait Islander entrepreneurs to grow their businesses, develop as local role models and reinvest in their communities. This provided people in remote communities with access to new job opportunities, local skills and mentorship."

2023 auDA Community Grant Program recipient, [Impact North](#) (formally Enterprise Learning Projects)



Impact North (a business name of Enterprise Learning Projects) delivering a business literacy workshop in the Northern Territory

Delivering public benefit through the internet

(continued)

In 2024–25, auDA:

Awarded a total of

\$2.5 million

to two 2025 auDA R&D Grant Program projects to be delivered over three years:

Safe transition to a quantum-safe DNS

Deakin University

Strengthening vulnerable Australians' resilience to

cyberscams Monash University

Invested

\$1.9 million

to auDA Public Benefit Program initiatives

Supported

15

projects through our **2024 Community**

Grant Program across key priority groups, with some projects contributing to multiple groups, and locations:

16

for rural, regional, and remote Australians

13

for Australians living with disability

15

for Aboriginal and Torres Strait Islander peoples

8

for older Australians (65+ years)

9

for young Australians (12–24 years)

1

for small business



Since 2006, auDA's Community Grant Program has:

Delivered over

\$5 million

in grant funding

Supported

185

community projects

Digital Skills Search

Through the 2023 Community Grant Program, the Australian Communications Consumer Action Network (ACCAN) established the Digital Skills Search, which was launched as part of ACCAN's Accessible Telecoms website in early 2025. The searchable database provides information on programs and initiatives to enhance digital skills for people with disability.

Case study



2023 Community Grant Program recipient
ACCAN's new Accessible Telecoms website

Maintaining an open, free, secure and interoperable internet

Shaping technology-related public policy for Australians

auDA actively contributes to public policy discussion in Australia, providing expertise on technology, digital transformation and internet related issues to help shape better digital policy for Australians.

Our policy focus areas are guided by our [Public Policy Agenda](#), which sets out three priority areas:



Cyber security



Privacy



Digital identity (Digital ID)

In 2024-25, we made a number of submissions on key government consultations, topics included:

- First Nations digital inclusion
- Online privacy
- Cyber security
- Artificial Intelligence

We engaged with:

Industry

Business associations

Technology groups

Consumer advocacy groups

Think tanks

Not-for-profits

Australian internet users

Multi-stakeholder internet governance

The internet works because a diverse range of stakeholders from industry, government, academia, the technical community and civil society collaborate to shape its evolution and growth.

This process is known as [multi-stakeholder internet governance](#) and auDA is a key Australian player in this work locally, regionally and globally. We collaborate with Australia's active community of stakeholders to grow the internet's development in line with Australian values.

In 2024-25, auDA participated in:

46

engagements at key local, regional and global internet governance and policy forums

10

internet governance working groups

Maintaining an open, free, secure and interoperable internet

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Local

Driving dialogue at the Australian Internet Governance Forum (auIGF)

auDA contributes a leading voice at many national internet governance discussions. In September 2025, auDA sponsored and participated in the auIGF, a national forum that unites the Australian internet community and facilitates discussions on governance and public policy issues related to use of the internet in Australia. As a result of the 2025 auIGF, the community agreed to develop a new Social Contract to improve digital wellbeing in Australia.



auDA participated in a 2025 auIGF panel on 'Fostering trust online: The human element', which drew on auDA's Digital Lives of Australians 2025 research



auDA supported and contributed to the Pacific Internet Governance Forum, where auDA CEO Bruce Tonkin delivered the opening address

Regional

Collaborating with our Pacific neighbours

auDA proactively engages with our peers in the Pacific Islands. In July 2025, we participated at the Pacific Internet Governance Forum. Alongside it, we collaborated with our peers to deliver the Pacific country code Top Level Domain (ccTLD) Forum; to support knowledge-sharing, development of shared solutions and uplift capacity. A key outcome from the forum was a formal collaboration between our Pacific peers and auDA to act on intelligence about DNS abuse in the region.

Global

Contributing to global outcomes

auDA is a regular participant at global forums led by organisations such as the Internet Corporation for Assigned Names and Numbers (ICANN), the Asia Pacific Top Level Domain (apTLD) Association, and the Council of European National Top-Level Domain Registries (CENTR). We are also a founding member of the Technical Community Coalition for Multistakeholderism (TCCM) which works to strengthen multi-stakeholder internet governance and protect a globally interoperable internet. Through this work we collaborate with peers on the best ways to tackle shared challenges like DNS abuse, and help lead work that keeps the multi-stakeholder model of the internet intact.



auDA attended and contributed to the 83rd ICANN Policy Forum

Maintaining an open, free, secure and interoperable internet

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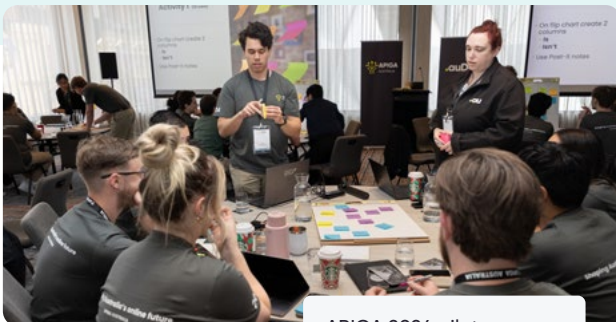
Educating the next generation of internet leaders

Under [auDA's 2026-30 Strategy](#), we set an objective to develop the next generation of internet governance and DNS experts locally and regionally. We aim to drive a growing cohort of Australians skilled and participating in internet governance and DNS. We deliver a range of initiatives to introduce young Australians to internet governance and the DNS and are working to embed them into university curriculums.

Case studies

The Asia Pacific Internet Governance Academy (APIGA) Australia

The inaugural [APIGA Australia](#) pilot program was held in 2024 to cultivate the next generation of youth leaders in internet governance. Over three days of presentations and hands-on workshops, 40 young professionals and students aged 18-35 developed their understanding of the internet ecosystem, empowering them to take an active role in shaping the digital landscape they experience today and in years to come. Thanks to the pilot's success, the program will return in February 2026.



APIGA 2024 pilot program

The auDA Academic Program (aAP)

The aAP is designed to grow awareness and a deeper understanding of internet governance and the DNS for students, as well as to foster knowledge-sharing between auDA and academics. Through the program we've provided student education resources, webinars, student club sponsorships and guest lectures with various universities, cultivating a new wave of informed students to shape the future of the internet. The aAP currently supports 12 universities across Australia.

auDA research

Serving the Australian community means understanding community needs. auDA's research helps increase understanding of how Australians use and experience the internet.

Since 2021, we've conducted our [Digital Lives of Australians](#) research study each year to identify insights about the online behaviours and attitudes of Australian consumers and small businesses. Our [2025 report](#) revealed:

- A near universal value of the internet to Australians – **99 per cent** say it adds value to their lives
- A cyber security gap – **83 per cent** of Australians believe cyber criminals are getting smarter, yet only 20 per cent of small businesses have a cyber security policy or offer staff cyber security training
- Consumers remain cautious about AI – **70 per cent** of Australians want control over how their data is used to train AI.

We share our research broadly with government, industry and academia to inform initiatives and policymaking that will improve the digital lives of Australians.

Advancing reconciliation in Australia

auDA's first [Reconciliation Action Plan \(RAP\)](#), our "Reflect RAP", was formally endorsed by [Reconciliation Australia](#) in June 2025. The RAP was developed by the auDA RAP Working Group with input from Aboriginal and Torres Strait Islander stakeholders and consultants, and with feedback and guidance from Reconciliation Australia. Our RAP sets out auDA's vision and deliverable actions for working respectfully with Aboriginal and Torres Strait Islander peoples to embrace and celebrate their cultures.

Through the RAP we seek to promote digital inclusion for all Aboriginal and Torres Strait Islander peoples and build auDA staff's understanding of reconciliation. In 2024-25 the auDA RAP Working Group arranged a guided walking tour with the [Koorie Heritage Trust](#) and a guided tour of [Wurrdha Marra](#) at the National Gallery of Victoria.



Committing to a sustainable future

auDA is committed to operating in an environmental and socially responsible way. In January 2025 we published our [Sustainability Framework](#) which outlines our focus areas across environment, social sustainability and governance through to 2029-30. The Framework includes seven key focus areas listed below:

The Framework will help auDA deliver environmentally and socially responsible outcomes whilst upholding strong corporate governance standards and be a leading voice on sustainable practices in the domain name sector.

Climate change and energy

Resource efficiency and circularity

Supplier engagement

Impact investment

Stakeholder engagement

Diversity, equity and inclusion

.au is the trusted local choice of domain name, with three in four consumers **more likely to trust an Australian website if it ends in .au.**

auDA's **Why .au? report** is designed to help Australians understand the benefits of a .au domain name and how it can help them get ahead online.

High levels of community trust in .au is supported by auDA's investment in **best practice cyber security** to protect the DNS and robust rules to support the legitimate use of .au domain names. auDA's **A Secure .au report** sets out the ways auDA helps to keep .au one of the most secure domains in the world.

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