

auDA 2026–30 Strategy on a page

Purpose

Connecting Australians to an open internet with trust and confidence.

Vision

.au is the primary online identity for Australian individuals and organisations, supported by a nimble and resilient auDA.

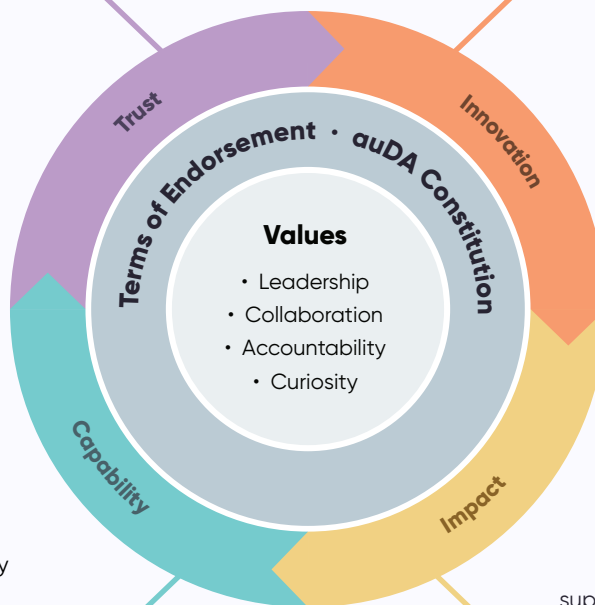
Strategic Pillars

Trust

Strengthen Australians' trust in .au and auDA, and grow Australians' engagement in the digital economy and society.

Capability

Grow auDA's leadership and technical skills so that it is nimble and resilient and can confidently meet the challenges of a technically and geopolitically dynamic environment.



Innovation

Utilise new technologies and new approaches to ensure the financial sustainability of auDA as a self-funded not-for-profit organisation, and improve the utility of .au

Impact

Invest in strengthening multi-stakeholder internet governance, and developing new internet governance and DNS experts. Support R&D, and support under-served communities to establish an online presence.

July 2026 update: The auDA Board approved an updated purpose statement following public consultation. Text in the Impact pillar description was corrected.