Statement

auDA's path to 2030: our Strategic Plan

19 June 2025

auDA today released its 2026-30 Strategy, following public consultation in early 2025.

The new strategy sets a forward-looking stance for the organisation as it seeks to ensure the secure and reliable operation of .au and the internet's naming system, and ensure the .au becomes the primary online identity for all Australians.

Under the new strategy, auDA will focus its efforts on strengthening trust in the .au, utilising new technologies and ways of working to grow and sustain our business, and positively impact our ecosystem and working environment.

auDA CEO, Bruce Tonkin, said, "This strategy highlights our commitment to innovation and collaboration. I'm confident this new approach will see the .au become well recognised as Australians' preferred online identity and a key enabler of Australia's digital economy."

auDA's Independent Chairperson, Alan Cameron AO, thanked the community for their input into the Strategy, noting, "The consultation phase of the strategy development was invaluable. We are pleased the Strategy reflects the diverse perspectives of our stakeholders and will support both Australians online and position auDA for success in the years to come."

The new strategy takes effect on 1 July 2025. You can read the strategy on the auDA website or download it below.

ENDS

Note to media:

Submissions received during community consultation on the strategy can be found on auDA's website.

For further information:

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About auDA:

.au Domain Administration Limited (auDA) is the trusted administrator of the .au domain name system (DNS), which is Australian critical infrastructure, supporting more than 4 million .au domain names. auDA is a not-for-profit, community-based organisation, endorsed by the Australian Government to innovate and invest in the Australian internet ecosystem to improve

the utility of the .au domain for all Australians. Through its steady stewardship of the .au domain and support of internet governance through multi-stakeholder decision making, auDA strives to ensure the internet remains open, free, secure and global. Follow auDA on social media for the latest domain and internet industry updates:

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