

Q4

Report

2025-26



We acknowledge the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their elders past and present, and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

Contents

From the CEO _____ **3**

Quarter at-a-glance _____ **5**

.au by numbers _____ **6**

.au scorecard _____ **7**

From the CEO

Dr Bruce Tonkin
auDA Chief Executive Officer



This quarter closed out the first year under auDA's 2026-30 Strategy and included a range of engagement and activity across our multi-stakeholder community.

Reviews and consultations

The external Policy Advisory Panel responsible for conducting the .au Licensing Rules Review released its Draft Report in May following several months of public consultation. auDA supported the Panel's second phase of consultation, which continued into July. More information can be found on [the .au Licensing Rules Review page on our website](#).

In the quarter, we consulted the community on proposed administrative changes to edu.au rules and an update to auDA's purpose statement. The edu.au changes were

recommended by the edu.au Advisory Committee and approved by the auDA Board in June. The changes to auDA's purpose simplify the statement to be more accessible and memorable, with the new statement, "Connecting Australians to an open internet with trust and confidence" also approved by the auDA Board in June.

Thanks to all who contributed to the Licensing Rules Review and our consultations in Q4. Your input is essential to auDA's work and ensures .au continues to operate for the benefit of all Australians.

A trusted .au

.au domain name registrations continued to grow in Q4 with almost 200,000 new domain names created, a 27% increase year-on-year. This continued growth in demand reflects ongoing recognition of .au as a trusted option for Australian individuals and businesses as they develop their online presence.

In May, we released auDA's [2026 Why .au?](#) report, which shares research on how .au supports Australian consumers and small businesses. This year's report found that .au continues to be a marker of trust online. Also in May, we hosted an event for .au members and small business owners on the role of .au domain names in building a trusted brand online. At the event we shared our recently released guide to help small businesses [build a website](#).

4 in 5 Aussies trust .au over other websites



46%

will only purchase from a business online if it has a website ending in .au

51%

will check a .au website first when looking to buy a product online

Source: auDA's 2026 Why .au? report

.au

Build a website for your small business.



auDA guide on how to build a website for your small business

Security and reliability

auDA takes an active approach to mitigating domain name system (DNS) abuse within .au. Our compliance team conduct daily reviews of suspected DNS abuse and where they identify it, take steps to resolve it, working with registrants and registrars. As part of this work, in Q4 we increased the number of DNS abuse reviews by 21% year-on-year.

In Q4 we worked with .au registrars to resolve two data incidents, one related to registry information used by a registrar and another related to information collected during the registration process. auDA takes privacy seriously and we worked with registrars to

resolve these issues and strengthen data security protections related to .au registrations. You can read more about these in [statements on our website](#).

Public benefit

During the quarter, auDA supported internet governance capability and digital inclusion, advancing our goals under the Impact pillar of our Strategy.

In April, we announced the recipients of our inaugural [auDA Internet Governance Fellowship](#), which supports emerging internet governance leaders to develop knowledge and expertise through research projects. The successful fellows will present at this year's Australian Internet Governance Forum (auIGF) in September. We also hosted students from the Ganbina youth leadership program, which helps Aboriginal and Torres Strait Islander young people achieve their education, employment and training goals. During their visit, Ganbina students heard from auDA staff about .au and their career journeys.

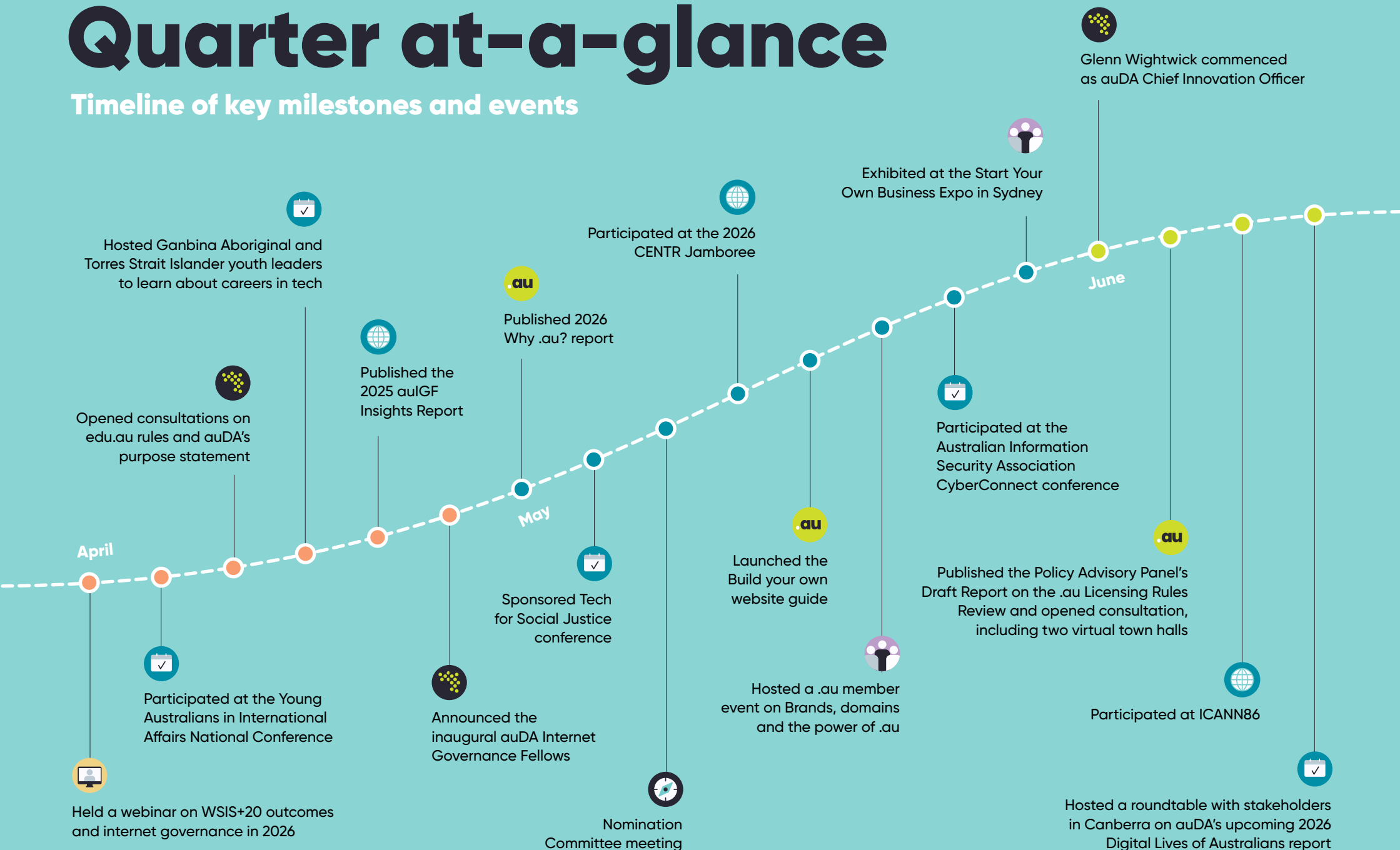
In May, we were pleased to sponsor the Tech for Social Justice Conference hosted by Infoxchange. auDA supported a range of activity including live streaming for digital attendees and the First People bursary program. This sponsorship is part of our continued efforts to positively impact the internet ecosystem and deliver on the commitments of our Reconciliation Action Plan.

In Q4 we welcomed Glenn Wightwick who joins the Executive team as our Chief Innovation Officer. We look forward to working with Glenn on innovations that increase the utility of .au and the internet for Australians.

We also farewelled Sophie Mitchell who finished up as auDA Chief Strategy Officer in June. On behalf of the auDA team, our thanks to Sophie for her many contributions over her five years at auDA.

Quarter at-a-glance

Timeline of key milestones and events



.au by numbers

Variations
are
year-on-year



REGISTRATIONS

4,387,430 +2.6%

Domains under management, at Jun 2026

196,616 +27%

New domain names created in Q4 FY2026



DNS AND REGISTRY SERVICES

100%

DNS availability

100%

WHOIS availability

100%

Registry database
availability

118,000 +48%

Average .au DNS queries per
second in Q4



SECURITY

31

of 32 registrars completed auDA's
Registrar Security Assessment process.



MEMBERS

6,587 +15%

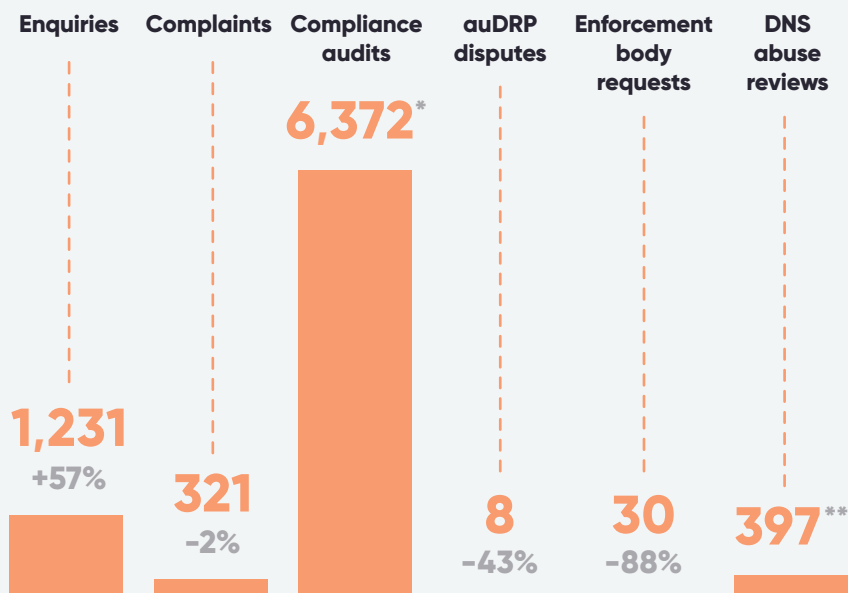
.au members, at 31 Jun 2026

158

New members in Q4



COMPLIANCE



ENGAGEMENTS

3

Registrar briefings

3

.au member events,
workshops and
sponsorships

3

auDA webinars

.au scorecard

Overview of strategic objectives and key results

Strategic Pillar	Objective	Key Results	Measure	Target by 30 June 2026	Status
Trust	Strengthen Australians' trust in .au and auDA and grow Australians' engagement in the digital economy and society.	Raise the trust and integrity of .au domain names	Monthly percentage of new registrations and renewals with validated Australian presence	99% creates	On track
				95% renewals	Managed within tolerance
		Diversify membership and grow member engagement	Gender diversity	26% women	On track
Innovation	Use new technologies and approaches to ensure the financial sustainability of auDA and improve the utility of .au	Improve organisational productivity	Number of compliance audits managed per person per month	200 audits	On track
Impact	Strengthen multi-stakeholder internet governance, develop new DNS and internet governance experts, support R&D and digital inclusion.	Drive a growing cohort of Australians skilled & participating in internet governance and DNS	Number of graduates from APIGA Australia and auDA Fellowships	85 (cumulative)	On track
		Achieve net zero carbon emissions in the operation of .au	Net carbon emissions trend toward zero*	Reductions and offsets equal a 5% reduction	On track
Capability	Grow leadership and technical skills to confidently meet the dynamic challenges of our dynamic environment.	Leadership Team members have completed a leadership training program	Percentage of leadership team that have completed leadership training	90% of Leadership team have completed foundational leadership program	On track
		AI is integrated into the business, enabling greater productivity	Percentage of employees using AI tools to support productivity.	100%	Managed within tolerance



Read [auDA's 2026-30 Strategy](#).

* GreenHouse Gases (GHGs) are measured in Carbon Dioxide Equivalents (CO₂e)

.au Domain Administration Ltd

A.B.N. 38 079 009 340

PO Box 18315

Melbourne VIC 3001

info@auda.org.au

www.auda.org.au

