

Environmental factors and internal capabilities

Our external environment and internal capabilities are key considerations in the creation of our strategic direction and the implementation of our core functions, set out in the Federal Government's Terms of Endorsement.

Environmental factors

Confidence

Stakeholder and government confidence in auDA is driven by our management of a trusted .au and regular, constructive engagement

Innovation

We innovate to deliver greater choice of .au domain names for Australians online and we support innovation across the Australian Internet ecosystem to enhance the utility of the Internet

Multi-stakeholder engagement

Consistent engagement with members, the community and our stakeholders informs our understanding of the digital needs of Australians and enables us to deliver value to the community through a trusted .au

Choice

We support a dynamic registrar environment and champion an open, free, secure and global Internet to keep pace with rapidly evolving technology and ensure Internet users have a growing range of choices, use cases and opportunities for their online presence

Internal capabilities

Investing in .au

Our focus on innovation and the integrity of the .au supports our sustainable financial position and enables further investment in .au

Capability

Our people and their capabilities enable us to deliver our operational and strategic objectives to a high level and unlock positive social and economic value for Australians

Integrity

We maintain the integrity of .au through the .au licensing rules, consistent compliance oversight, and robust operational and governance processes that support high levels of security, reliability and accountability