.auDA

Q3 Report

2024-25

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.

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From the CEO

Dr Bruce Tonkin
auDA Chief Executive Officer

In Q3, auDA was pleased to carry out a range of activity to benefit Australian internet users, including announcing funding for 15 projects through the Community Grant Program.

The projects span innovations for remote teachers and students, climate smart farming, and Aboriginal and Torres Strait Islander data sovereignty. We also announced the auDA Churchill Fellowships, a new initiative to provide funding for individuals to uplift the utility of the internet for Australians through research. The inaugural auDA Churchill Fellows will be announced in September 2025.

During the quarter, auDA staff and Board Directors progressed work on a new auDA strategy for 2026-30, with consideration for auDA's operating environment, opportunities and challenges. We look forward to sharing a Draft Strategy for public consultation in Q4.

Meanwhile, in March, the Australian Government concluded its periodic review of auDA's Terms of Endorsement (ToE), which included public consultation.

2024 Community Grant announcement

The revised ToE include minor amendments that reflect auDA's role in internet governance regionally. auDA welcomes the updated ToE and the Government's shared commitment to a resilient .au and multi-stakeholder internet governance model.

Core functions

The ToE set out our core functions to operate a secure, reliable .au domain; administer the .au licensing regime through multi-stakeholder processes; and support multi-stakeholder internet governance domestically, regionally and internationally.

Security and continuity planning are essential to support an uninterrupted .au DNS. In the quarter, we began preparations for our annual ISO 27001 audit, the international best practice standard for information security management systems. This supports auDA's efforts to deliver a resilient .au, alongside proactive monitoring of the evolving threat environment.

This year, auDA will undertake a review of the .au Licensing Rules. The rules are developed through multi-stakeholder consultation to ensure they meet the changing needs of Australian internet users. In the quarter, we sought community feedback on an Issues Discovery Paper to inform the Terms of Reference for the multi-stakeholder Policy Advisory Panel that will lead the review. In the coming quarter, we will call for expressions of interest to form the Policy Advisory Panel.

Creation of new .au domain names in Q3 increased 5.6 per cent year-on-year, showing that .au continues to be valuable for Australians when building their online presence. Complaints lodged with auDA about domain names that may not comply with .au rules also increased in the quarter. Of 575 complaints received, 361 related to suspected misuse of another business' legal information to register a .au. Following review by auDA, 88 per cent of cases resulted in the suspension of related domain names. Following suspension, if the compliance issue is not addressed within 30 days, the domain licences are cancelled. Clear, consistent complaint processes, as set out in the .au Licensing Rules, help us act on misuse of domain names to deliver a trusted .au.

As active participants in multi-stakeholder internet governance, we engaged with local, regional and international communities this quarter. In Australia, we worked with the Australian Internet Governance Forum (auIGF) Multi-stakeholder Standing Committee in our capacity as Secretariat to prepare for the 2025 auIGF in Adelaide on 23-24 September 2025. Regionally, we participated in the 87th meeting of the Asia Pacific Top Level Domain (APTLD87), where we delivered an exercise on crisis management and joined panels on the value of strong licensing rules and business continuity during crises. On the global stage, we participated at the 82nd meeting of the Internet Corporation for Assigned Names and Numbers (ICANN82) where we continued our contributions in the Country Code Names Supporting Organisation (ccNSO) Council and key committees. We also met with registrars, registries and members of the Technical Community Coalition for Multistakeholderism (TCCM) to continue strengthening multi-stakeholder internet governance.

Community engagement

We kept up our comprehensive program of engagements with .au members and stakeholders in Q3. auDA sponsored and participated in events held in Melbourne, Canberra, Tasmania, Queensland and online. These included sessions on internet governance for university students, and information on .au and website security for refugee and migrant women through the *SisterWorks Small Business Program*.

In February 2025, we proudly sponsored the Tech Futures 2025 event at Parliament House, delivered by the Tech Policy Design Institute (TPDi). There I joined leaders from government, civil society, academia and industry, advocating for the role of .au and the development of strong and inclusive tech policy in Australia.

During the quarter, we hosted a series of webinars for information sharing with the .au registrar community. We also delivered the latest round of our Co-Marketing Program, which provides funding to registrars to support .au registrations and a competitive .au market. This financial year, the Program has provided almost $800,000 in funding.

In Q3, we also consulted with the public on a Draft Conduct Complaints Policy and Draft Engagement Charter to support constructive engagements with auDA. The outcome of the consultation will be shared on our website in Q4.

I thank the auDA team and our many stakeholders for their work and engagement over the quarter. Finally, I welcome Sharon Copeland-Smith, who joins the Executive team as our Chief Operating Officer, and Robert Turney, auDA's new Chief Information Security Officer. We're delighted to have them join the auDA team.

Celebrating three years of .au direct

1 in 5
of all .au registrations are for a .au direct domain name

26%
shorter average length for .au direct domain names compared to com.au

766 million
DNS queries per day for .au direct in 2024

768,045
.au direct domain names

March marked the three-year anniversary of .au direct, launched in 2022 to support greater choice for Australians building their online presence. Since its launch .au direct has become a popular choice, making up one in five of all .au registrations.

Top user groups in .au direct

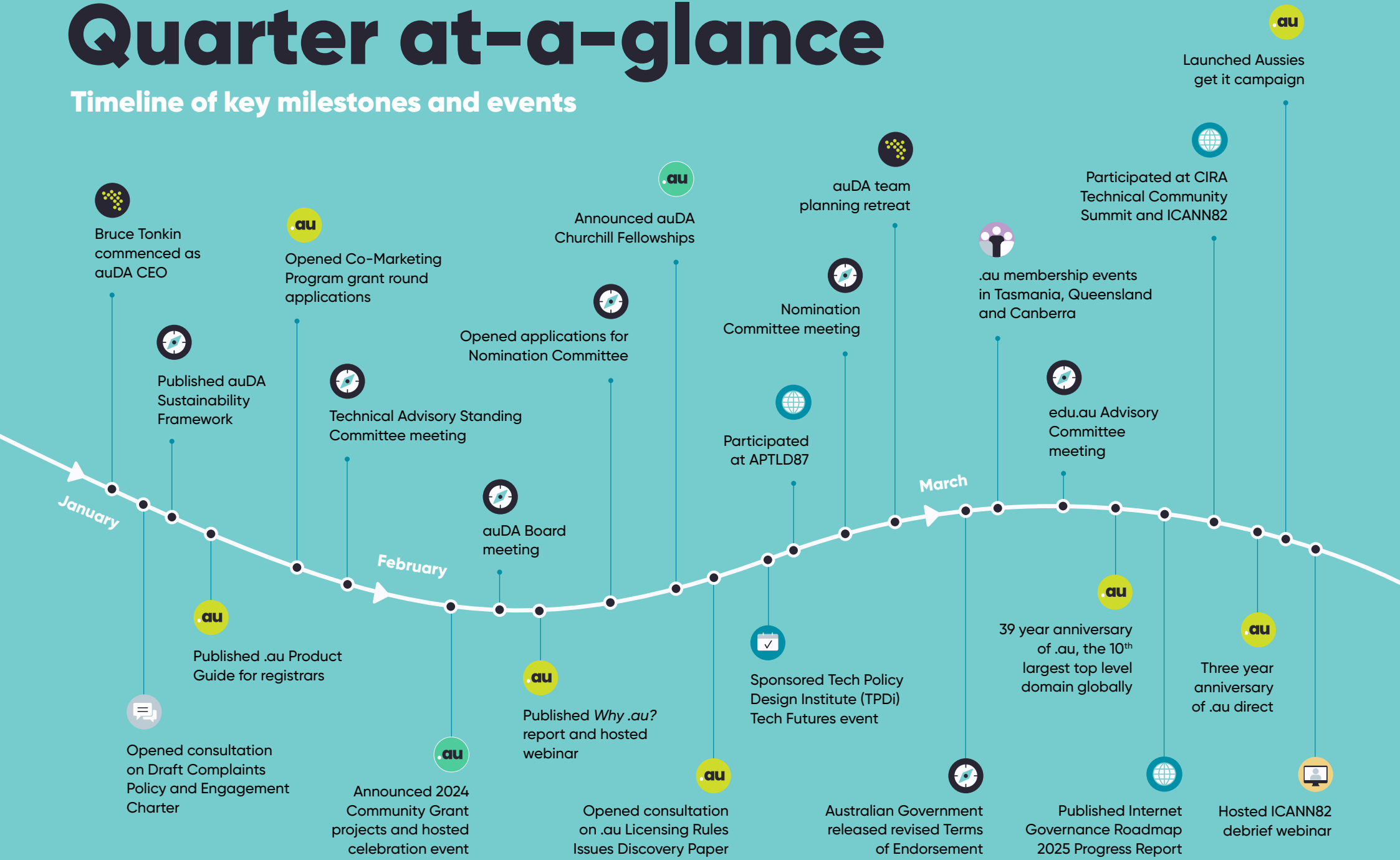
87%
Businesses including sole traders

8%
Clubs, associations, community groups

3%
Individuals

Quarter at-a-glance

Timeline of key milestones and events



.au by numbers

Overview of core function metrics

Variations are year-on-year

REGISTRATIONS

4,260,259 +0.2%
Domains under management, Mar 2025

152,229 +5.6%
New domain names created in Q3

SECURITY

auDA completes an annual Baseline Security Audit program with registrars

30 | 1

Registrars with ISO 27001 certification or equivalent
Registrar with ISO 27001 progress plan in place

MEMBERS

5,584 +13%
.au members, Mar 2025

194
New members in Q3

DNS AND REGISTRY SERVICES

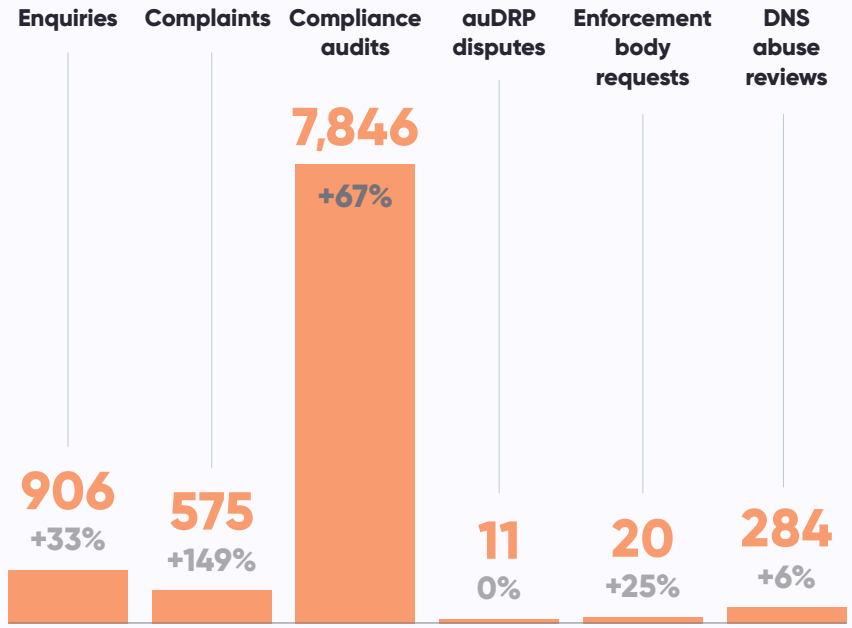
100%
DNS availability

100%
WHOIS availability

100%
Registry database availability

75,600 -2.6%
Average .au DNS queries per second in Q3

COMPLIANCE



ENGAGEMENTS

3
Registrar briefings

10
.au member events, workshops and sponsorships

3
auDA webinars

.au scorecard

Overview of strategic objectives and key results

Objective	Key Result by 30 June 2025	Status
Trust		
Drive down DNS abuse	.au domain names with an instance of DNS abuse down to 0.005 per cent	G
Drive up the integrity of the .au domain	99 per cent of new .au registrations and 92 per cent of .au renewals have a validated Australian presence	G
Lead world's best practice ccTLD security	100 per cent of registrars have ISO 27001 certification or equivalent	G
Innovation		
Improve the utility of the .au by providing greater choice of .au domain names	.au direct names account for 18 per cent of total .au domain names	G
Invest to enable innovation and research by others	$2.2m invested in innovation initiatives	G
Multi-stakeholder engagement		
Grow auDA's membership	6,000 .au members	G
Increase auDA's influence in multi-stakeholder internet governance	40 key international and domestic internet governance and policy forums attended	G

Objective	Key Result by 30 June 2025	Status
People		
Build an organisation regarded as an employer of choice, a great place to work	Maintain or improve culture survey result	G
Governance		
Strive for excellence in our reporting	Assurance of 2024–25 Annual Report conducted by external body	G

On track	G
Being managed within tolerance	A
Outside tolerance	R

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