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Building the future: A Board Chair's retrospective

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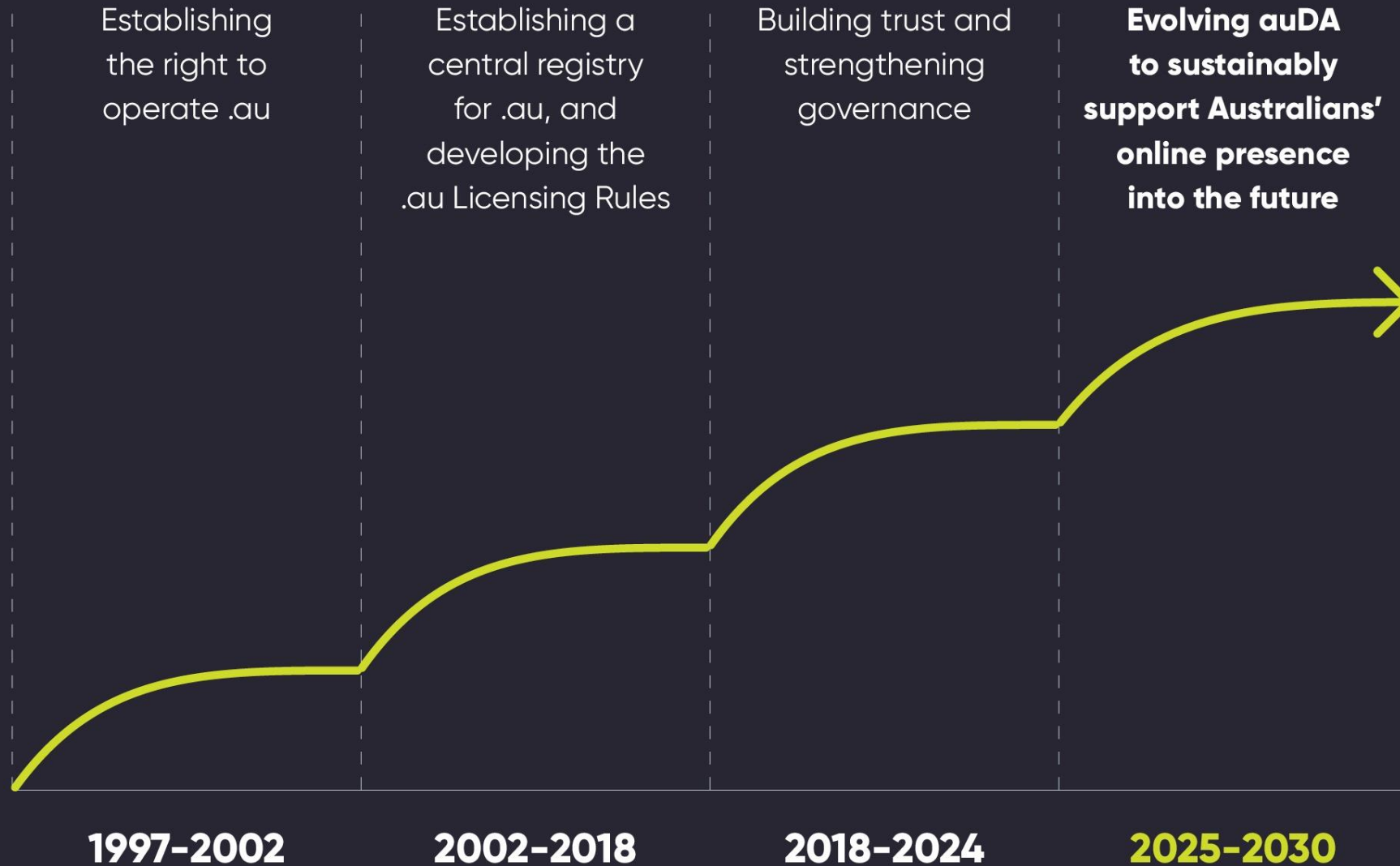
ccTLDnews Session, ICANN83

.au Domain
Administration Ltd



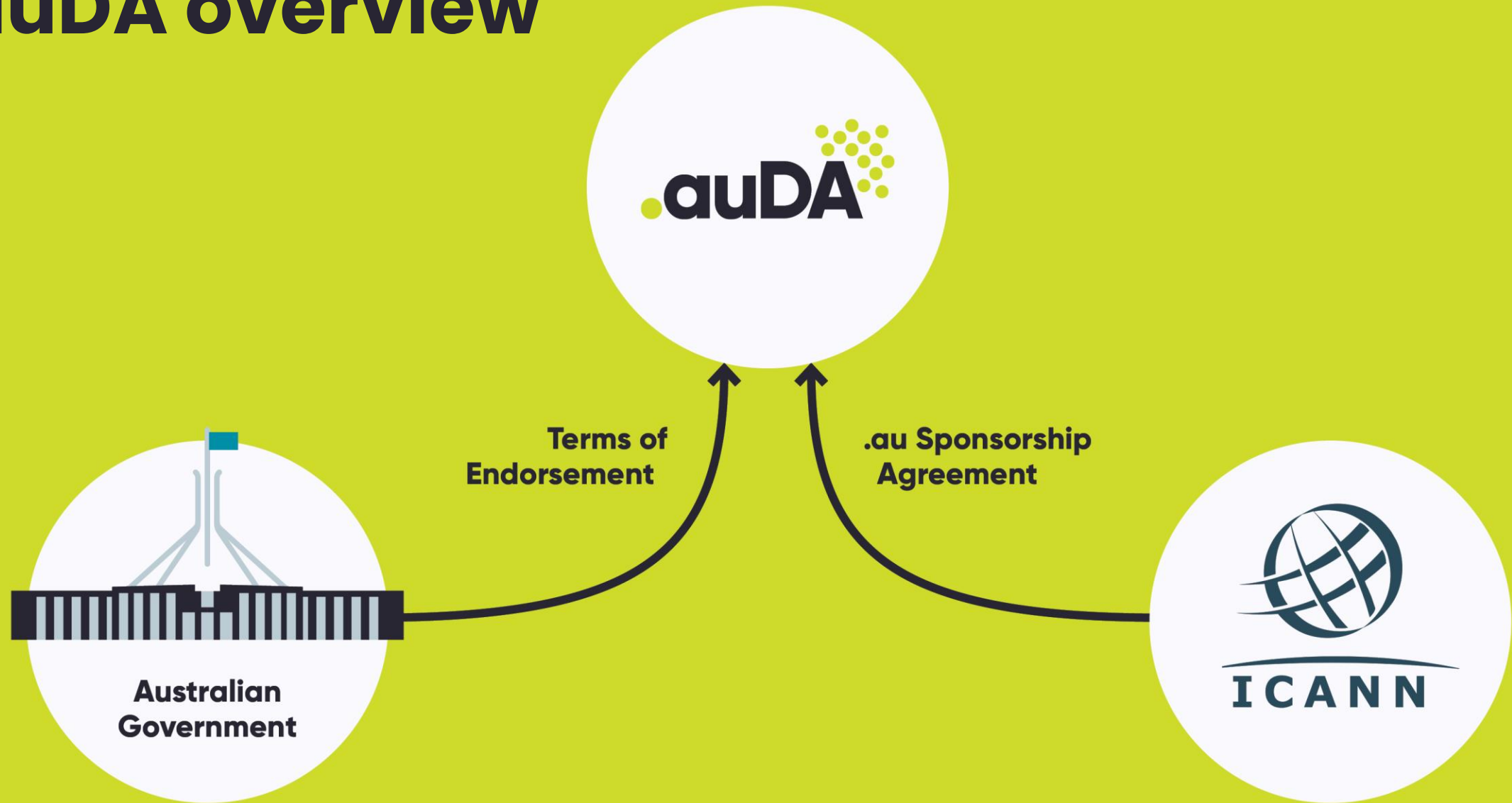
auDA's evolution

2



auDA overview

3



On commencement...

- Australian Government review of auDA's governance arrangements in 2018
- Governance challenges; new board November 2019, *and* no CEO
- Organisational reputation; strained stakeholder relationships
- New registry operator – July 2018
- New constitution – October 2018
- New .au licensing rules – including .au direct – 2019



Governance

- Nomination Committee process
- Rebuilding the Board and auDA's membership
 - all new board*
 - majority of independent directors*
 - now 5000+ members*
- Recruiting a new CEO and key personnel



Restoring trust

- Rebuilding relationships with ICANN and the Australian Government
- Restoring confidence of the community in auDA
- Rebuilding membership
- Creating transparent and accountable practices



Leading through COVID

- New CEO commenced March 2020; two weeks before Australia went into COVID lockdown
Rosemary Sinclair, succeeded in 2025 by Dr Bruce Tonkin
- New Board met in person twice before going “remote”
- Growing workforce and spike in demand for .au domains
- Time zone challenges engaging with international partners



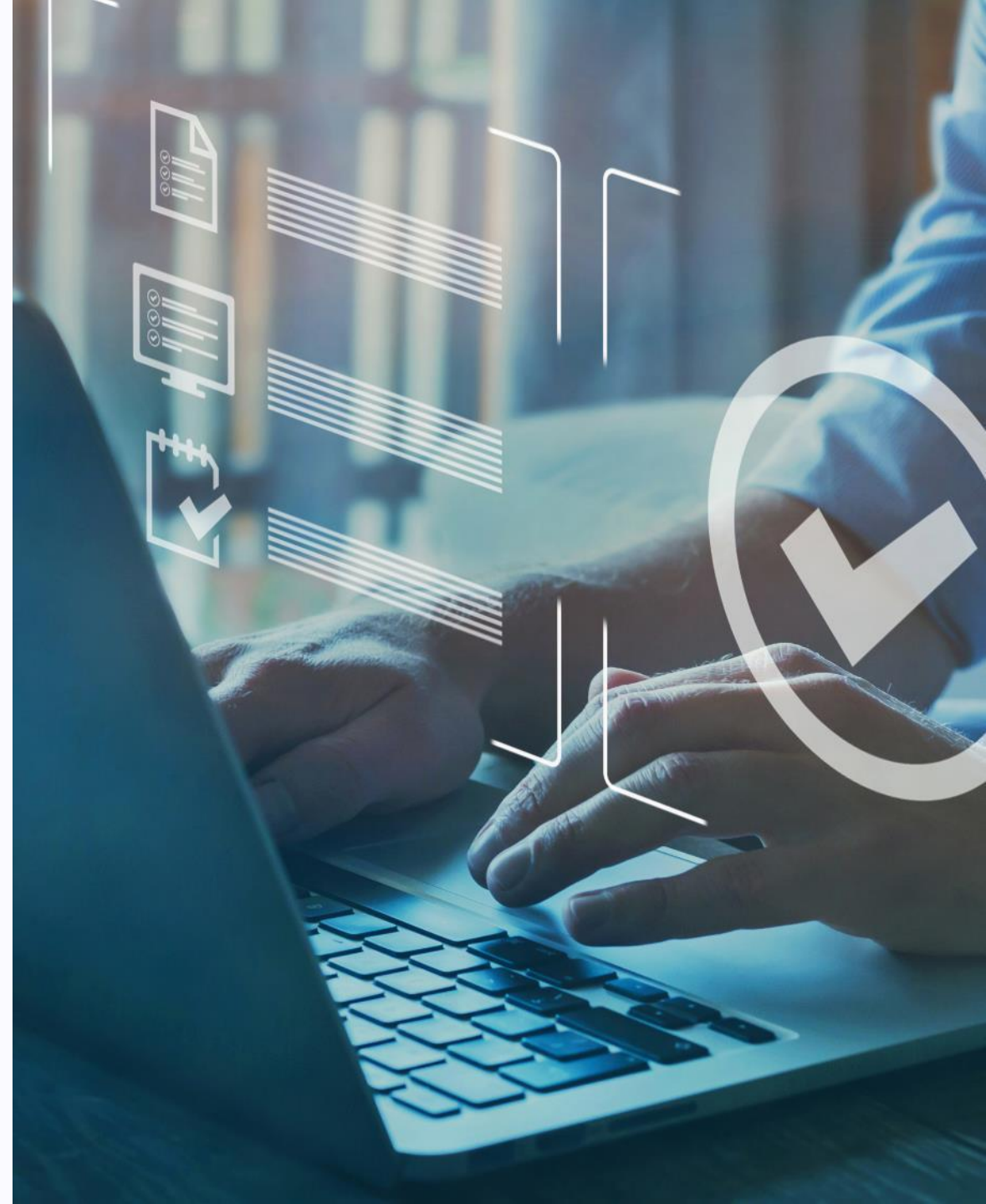
Launch of new licensing rules

- 2021 – launch of new .au licensing rules during COVID
- 2022 – launch of .au direct (forexample.au)
- Significant growth in total domains under management beyond 4 million names
- Now 10th largest TLD and 7th largest ccTLD globally



2023 registry tender

- Environmental, Social, and Governance (ESG) needs
- Future proof system to evolve with the .au
- Continued stability of the .au domain
- Trusted and proven technology
- Australian *Security of Critical Infrastructure Act 2018* (SOCI Act) requirements



Strategic planning

- Visionary and forward-looking strategy
files.auda.org.au/documents/auDA-2026-30-Draft-Strategy-consultation.pdf
- Future scenarios
www.auda.org.au/news-insights/research-reports/future-scenarios-2024/
- Improved engagement both with auDA staff and the community



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