



Joint press release by .au Domain Administration (auDA), AusRegistry and Deloitte Access Economics

.au Contributes Half a Billion Dollars to Australia's Economy

Twitter hashtag - #Dotau : Australia's home on the Internet, the .au domain, has created more than 4300 full-time jobs and contributed \$475 million to the Australian economy last year, according to a report released today by Deloitte Access Economics.

The report, "Economic and Statistical Analysis of the .au Domain Range", was commissioned by the .au Domain Administration (auDA) and AusRegistry. It is the first report to review .au's economic value and impact on Australian Internet users, businesses and registrants.

The report revealed exponential growth in the number of registered domain names over the last decade, which reached a total of 2.3 million in 2011. This represents a 600% increase since 2002, with 60,000 new .au domains being registered every month.

Activity directly associated with registration and hosting of .au domains accounted for 57%, or \$269 million of the total contribution to Australia's economy. Services such as web design and infrastructure provision accounted for the balance.

Ric Simes, Deloitte Access Economics Director, said the report confirmed the value to the Australian economy of the .au domain and the importance of a web presence for businesses.

"The Internet has clearly become the starting point for consumer research and purchasing decisions," he said. "The contribution to the Australian economy of the industry administering .au is significant, particularly in terms of employment, and this will continue to grow with the ongoing shift to e-commerce."

Chris Disspain, CEO of auDA, attributed the health of .au to its policy environment and the trust this engenders in Australian users. ".au is a vibrant marketplace, with over 30 registrars competing on price and services. But beyond this, the safeguards we have in place to protect both Australian businesses and end users, make .au a signpost of trust and security online," Mr Disspain said.

Adrian Kinderis, CEO of AusRegistry, said Australian business owners continue to place significant value in .au names.

"We are continually developing the .au namespace to increase its profile, promote its benefits and drive greater registration volumes. These actions have created a strong appetite within the Australian business community, resulting in .au evolving into the domain name of choice for Australian business. The findings of this report highlight the importance of .au to the Australian economy and celebrate the combined efforts of auDA and AusRegistry," Mr Kinderis said.

The full report, 'Economic and statistical analysis of the .au domain range', is available at www.ada.org.au

An infographic by AusRegistry is available here: www.ausregistry.com.au/research

##ENDS##

Please tweet:

*Australia's .au domain name contributes \$475 million to the economy <http://www.ada.org.au/>
#Dotau*

Media contacts

auDA

Paul Szyndler
General Manager, Public Affairs
0402250389
paul.szyndler@ada.org.au

AusRegistry

Michael Korjen
Public Relations Manager
03 98663710 / 0422666077
michael.korjen@ausregistry.com.au

Deloitte Access Economics

Simon Rushton
National Corporate Affairs and Communications Manager
Deloitte
02 9322 5562 / 0450 530 748
srushton@deloitte.com.au

About auDA

.au Domain Administration Ltd (auDA) is an Australian non-profit company vested with the responsibility of operating the .au domain under an industry self-regulatory model, for the benefit of all stakeholders. In its role as manager of the .au domain, auDA develops and implements domain name policy and is responsible for consumer safeguards.

About AusRegistry

AusRegistry is located in Melbourne, Australia. It is the current Registry Operator and wholesale provider for all commercial domain names including .com.au and .net.au and non-commercial domain names, .gov.au and .edu.au. AusRegistry was first awarded the tender in 2002 and holds a Registry Licence Agreement with the .au Domain Administration Ltd (auDA).

About Deloitte Access Economics

Deloitte Access Economics is Australia's pre-eminent economics advisory practice and a member of Deloitte's global economics group. For more information about publications, please visit www.deloitteaccesseconomics.com.au.

This media release contains general information only, and none of Deloitte Touche Tohmatsu Limited, its member firms, or their related entities (collectively, the "Deloitte Network") is, by means of this publication, rendering professional advice or services. Before making any decision or taking any action that may affect your finances or your business, you should consult a qualified professional adviser. No entity in the Deloitte Network shall be responsible for any loss whatsoever sustained by any person who relies on this publication

About Deloitte

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee, and its network of member firms, each of which is a legally separate and independent entity. Please see www.deloitte.com/au/about for a detailed description of the legal structure of Deloitte Touche Tohmatsu Limited and its member firms.

Deloitte provides audit, tax, consulting, and financial advisory services to public and private clients spanning multiple industries. With a globally connected network of member firms in more than 150 countries, Deloitte brings world-class capabilities and deep local expertise to help clients succeed wherever they operate. Deloitte's approximately 170,000 professionals are committed to becoming the standard of excellence.

About Deloitte Australia

In Australia, the member firm is the Australian partnership of Deloitte Touche Tohmatsu. As one of Australia's leading professional services firms, Deloitte Touche Tohmatsu and its affiliates provide audit, tax, consulting, and financial advisory services through approximately 5,400 people across the country. Focused on the creation of value and growth, and known as an employer of choice for innovative human resources programs, we are dedicated to helping our clients and our people excel. For more information, please visit our web site at www.deloitte.com.au.

Liability limited by a scheme approved under Professional Standards Legislation.

Member of Deloitte Touche Tohmatsu Limited

© 2011 Deloitte Access Economics Pty Ltd