

# .auDA Member Event

## Proposed Strategy 2021-25 Showcase

Conversation tracker | Morning session

*28<sup>th</sup> July, Wednesday 2021*





## Introduction

### **Purpose**

The purpose of this document is to capture a synthesised summary of the conversations and activities during the auDA Member Event held online on 28<sup>th</sup> July in the morning.

The key purpose of the session was to showcase auDA's draft Strategy 2021-25. The session was designed to present participants with an opportunity to provide feedback on the strategy.

ThinkPlace in partnership with auDA facilitated a digital session using Zoom for video conferencing and Miro as collaborative whiteboard. The session was attended by auDA Members, auDA staff, and Board Directors. For a full list of participants please see page 3.

Please note, this document does not capture the conversation verbatim. It presents a snapshot of key discussion points and activities related to auDA's proposed strategy as presented to Members during the session. The Appendix also contains additional issues raised by Members that are unrelated to the strategy.

# Attendees



## auDA Members

Anthony Mayer	Peter Brackstone
Beau	Rick Eyre
Cheryl Langdon-Orr	Sam Thiele
Eugene Stein	Taylor Tran
Grace Wong	Arran Bartholomeusz
Ian Halson	Dan O'Shea
Julia Stark	David Kay
Leonard Bernardone	Jenny McCloy
Mark Vollmer	Nick
Nigel Phair	Peter Fisk
Patrick Donaldson	Renee McDonald-Hocking
Phil Khoury	

## auDA Staff

Alan Cameron AO	Michael Lewis
Annaliese Williams	Rebecca Papillo
Barb Schade	Rosemary Sinclair
Bruce Tonkin	Sonia Joksimovic
Colin Brown	Sophie Mitchell
Daniel Young	Steph Viljoen
<b>Facilitators - ThinkPlace</b>	
Sneha Vaidya	Thomas Grimshaw



# Agenda

Session theme	Key questions
<b>Welcome &amp; Acknowledgment of Country</b>	<p>What is the purpose of today's session?</p> <p>What is our approach to engagement and collaboration?</p>
<b>Introduction by auDA Chair Alan Cameron AO</b>	<p>Impact of the pandemic</p> <p>auDA Membership update</p>
<b>Update from auDA CEO Rosemary Sinclair AM</b>	<p>Introduction to the strategy</p> <p>How might the Members strengthen the strategy through the consultation process?</p>
<b>Strategic Purpose and Vision</b>	<p>Does the proposed strategy establish a clear strategic vision and purpose for the organisation?</p>
<b>Strategic Projects</b>	<p>Will auDA's proposed strategic projects adequately ensure it delivers on the proposed strategic purpose and vision by 2025</p>
<b>Strategic Capabilities</b>	<p>Will auDA's proposed strategic capabilities adequately support the organisation to deliver on its strategic purpose and vision by 2025</p>
<b>Impact of the strategy</b>	<p>Will the proposed strategy support auDA to deliver on its unique role in the global domain name and internet ecosystem?</p>
<b>Next Steps</b>	<p>What are the next steps?</p>



## Welcome from the auDA Chair



**Alan  
Cameron AO**  
*auDA Chair*

*The following is a modified transcript of the welcome delivered to the participants by auDA Chair Alan Cameron AO*

We had, of course, hoped to hold these forums face-to-face....But, as with so many plans of the last 18 months, we were forced to re-think this as the pandemic progressively closed borders around the country and limited our freedom of movement.

While many books will be written on the impact of the pandemic in years to come, none will be so interesting as the role it has played in digital transformation. As we know, it has forced Australians online in greater number than ever before, for a greater range of needs than in our pre-pandemic lives. In fact, auDA has seen more than 160,000 new domain names registered over the last 18 months- a demonstration of just how important an online presence is for individuals and businesses.

In coming months we plan to undertake a Member Survey, which will be vitally important in reshaping our Member Program as we seek to deliver greater value to our members into the

future. In addition to shaping the Member Program, auDA Members will next year have an opportunity to become a Governing Member of auDA.

For today, we will focus on our strategic future, and I am most keen to hear your views on it.

*“Our Members are critically important to us, as is your feedback on matters big and small. It is for this reason, among others, that auDA believes deeply in the value of multi-stakeholder engagement and actively seeks an open dialogue with many stakeholders – to shape our direction and keep us informed of those policy issues that are of concern to the broader community.”*

# Introduction to the context of the session



**Rosemary  
Sinclair AM**  
auDA CEO

*The following is a modified transcript of the welcome delivered to the participants by auDA CEO Rosemary Sinclair*

Thank you for joining us today. This is our second Member Event for the year, and we are thrilled to have so many of you joining us from around the country.

auDA has had a busy period since we last met and I am keen to talk you through the work we have been doing

Some of the key areas of work for us have included:

- Bedding down our new licensing framework, launched in April
- On-boarding our new Licence Review Panel, who will provide an external point of escalation for any complaints under the new .au licensing rules, which come into effect on 12 April 2021.
- Settling new Charters for our General and Technical Advisory Committee's to operate under
- Continuing to liaise with the Department of Home Affairs on Appeared on the

- Commonwealth's Critical Infrastructure legislation, including appearing before the Parliamentary Joint Committee on Intelligence and Security to provide input
- Negotiating and signed a new registry agreement with our registry partner, Afilias, which includes with additional provisions to ensure the continued secure and trusted operation of .au

We have been busy preparing our Strategy for consultation. This is the key reason we have come together today - we want to get into the detail of our new Strategy and hear your views on it.

*"It is important for me to share with you the process of our strategy development. It did not just arrive overnight- it has been many months in the making and undertaken with due consideration to our external environment.*

*We welcome your thoughts on what we have got right and, perhaps, what we can improve upon."*

# Introducing the auDA Strategy 2021-25

The session was broken up into three core areas, these areas were used to set the direction for the discussion. Throughout the session each area was discussed further in detail and Members were given a chance for feedback. The high-level strategy is visible below.

## Purpose and Vision

### Our Purpose

Administering a trusted .au for the benefit of all Australians, and championing an open, free, secure and global internet

### Our Vision

Unlock positive social and economic value for Australians through an open, free, secure and global internet

## Strategic focus areas & projects

### Trust

To deliver outcomes that promote and enhance the security and integrity of .au for the benefit of all Australians

### Innovation

To challenge ourselves everyday to innovate and improve .au for Australia and to enable innovation by other stakeholders.

### Multi-stakeholder engagement

The multi-stakeholder model of Internet governance underpins an open, free, secure and global Internet enabling .au to create value for Australia. Individuals, industry, non-commercial interests and governments contribute on an equal footing in community-led policy making.

## Strategic capabilities

### People

Our people make the difference from driving our vision to delivering our value. We support them in their ambition for excellence in their field of expertise, technical, policy, stakeholder engagement and compliance.

### Governance

We understand our responsibilities and commit to the highest standards of transparency.

## auDA'S 2021-25 PROPOSED STRATEGY ON A PAGE

### Purpose

Administering a trusted .au for the benefit of all Australians, and championing an open, free, secure and global Internet.

### Vision

Unlock positive social and economic value for Australians through an open, free and secure Internet.

### Strategic focus areas

### Strategic capabilities

	Trust	Innovation	Multi-stakeholder engagement	People	Governance
Strategic objectives	<ul style="list-style-type: none"> <li>Drive down DNS Abuse</li> <li>Drive up the integrity of the .au domain</li> <li>Drive world's best practice security</li> </ul>	<ul style="list-style-type: none"> <li>Improve the utility of .au through launch of .au direct registration</li> <li>Produce valuable insights from our data and community research</li> <li>Invest to enable innovation and research by others</li> </ul>	<ul style="list-style-type: none"> <li>Grow and diversify auDA's membership</li> <li>Increase auDA's influence in multi-stakeholder Internet governance</li> </ul>	<ul style="list-style-type: none"> <li>Build an organisation regarded as an Employer of Choice</li> <li>Strengthen the trust and confidence our stakeholders have in us</li> </ul>	<ul style="list-style-type: none"> <li>Strengthen transparency and accountability</li> <li>Adopt international best practice reporting</li> </ul>

### Terms of Endorsement from the Federal Government

### Environment

#### auDA

- A trusted, secure and reliable .au
- Passionate and knowledge team and constructive working relationships with industry
- Well positioned to invest in innovation

#### External environment

- Increased innovation and digital transformation
- Changing needs of Australian businesses and individuals
- Contributing to increased cyber security and combatting cyberthreats

## Purpose and Vision

Each section of the strategy was explored in detail. Participants had the opportunity to ask clarifying questions and provide feedback by responding to the following questions. This a synthesised summary of their responses with verbatim quotes

### What works well?

- Strong focus on cybersecurity and consumer protection.
- Overall vision puts emphasis on transparency, trustworthiness and ethical practices.
- Clarity on purpose and mission.
- Meaningful engagement with multi-stakeholder model (MSM) processes globally.

### What is missing?

- A glossary of terms used to ensure further clarity.
- More emphasis on protection that includes consideration of security and law enforcement in this context.
- A timeline that clarifies the rollout of the strategy.

### Does auDA's proposed Strategy establish a clear strategic direction for the organisation?

Overall participants thought that the proposed strategy established a strong strategic direction for the organisation because of the clear vision and purpose that ensures focus and direction.

They saw opportunity to distribute widely with a larger public audience to create more awareness about what auDA does.

*"Focus on CyberSec with auDA as part of global efforts."*

*"The overall vision and ethic to keep .au credible & trustworthy - the idea of an ethical 'best practice.'"*

*"Define all terms used. There is no glossary of terms used in auDA."*

*"A definitive timeline for the .au rollout - when can we get one?"*

*"It would be good to have this in small bite sized or jargon free statements. Something to say to clients."*

*"These should go out to the public to create more awareness."*



## Strategic Focus Areas and related projects

Each section of the strategy was explored in detail. Participants had the opportunity to ask clarifying questions and provide feedback by responding to the following questions. This a synthesised summary of their responses with verbatim quotes

### What works well?

- Focus on cybersecurity and raising the standards for security awareness and practice in .au ecosystem (*linked to driving world's best practice security*).
- Participation in national and international policy discussions (*linked to increasing auDA's influence in multi-stakeholder Internet governance*)

*"Ability to lookup owners of domains and easy transfers within a fair framework."*

*"Noting that participation and influence comes from intersessional engagement in processes of MSM's as well as major events."*

### What is missing?

- Embedding auDA principles into legislation.
- Clear specifications and process for ownership for an .au domain. (*linked to improving the utility of .au through launch of .au direct registration*)
- Creation of easily accessible protection/security videos and how-to guides targeted at small-medium businesses. (*linked to driving the world's best practice security*)
- Direct statement of independence and consistent application of auDA guidelines by Registrars. (*linked to driving up the integrity of the .au domain*)
- Consistent communication of auDA initiatives to interested parties regarding data and research.

*"We need a clear template for process and purpose for .au users and requirements to own a .au domain."*

### Will auDA's proposed strategic projects adequately ensure it delivers on its proposed strategic vision by 2025?

Most participants communicated that the projects addressed relevant issues and look forward to effective implementation.

Some suggested possible issues for inclusion in the Strategy were made by some Members for auDA's consideration. These have been captured in the Appendix at page 13.

*"It looks like the projects are timely and on topic."*

*"Looks like a good start. Interested to see what the review, update and revision plan is."*

## Strategic capabilities and related projects

Each section of the strategy was explored in detail. Participants had the opportunity to ask clarifying questions and provide feedback by responding to the following questions. This a synthesised summary of their responses with verbatim quotes

### What works well?

- Positive feedback on current auDA staff that Members have had interactions with.
- Building an environment that encourages collaboration, trust and productivity.

### What is missing?

- Clear feedback mechanisms at all levels.
- Clear indicators of measurement for transparency and accountability.
- Providing an opportunity for certification for ICT professionals to communicate their adherence to auDA principles and want to have their skills recognised by the industry.
- Opportunity to increase credibility linked to the auDA Associate Membership.

### Will auDA's proposed strategic capabilities adequately ensure it delivers on its proposed strategic vision by 2025?

Participants believe that the strategic capabilities and related projects will support the organisation to deliver on its Strategy by 2025. Participants had positive feedback on auDA staff and their interactions with them.

They believe the delivery will be supported by considering:

- Measurement indicators to track progress.
- Feedback mechanisms
- Accreditation opportunities for Members, to demonstrate they are a recognised/ accredited auDA Member.

*"The goals appear to be sound."*

*"Certification would be for users/IT providers who wish to display that their domains are managed from a legitimate source and that they adhere to auDA principles."*

*"You're all passionate and committed and friendly. Pat on the back!"*

*"Clear measures: Strengthen trust through transparency and authenticity. Not just measure and report?"*

*"If implementation is timely."*

## Strategic outcomes

The final session gave participants the chance to reflect on the entire Strategy and consider the strategic impact this document could realise for auDA.

### Will auDA's proposed Strategy support it to deliver on its unique role in the global domain name and Internet ecosystem?

Overall, the participants felt like the proposed Strategy supported auDA's vision and purpose to deliver on its unique role in the global domain name and Internet ecosystem. The feedback we received was very positive and was evidence of auDA Members feeling confident with the direction of the Strategy.

*"Yes I believe so, auDA is very open and engaging. Having some case studies and more Federal, Law enforcement, international DNS providers engagement will be very beneficial. E.g. having a case study to strategies to mitigate DNS related cyber security incidents."*

*"Looks like a comprehensive approach- hard to tell if there is anything missing."*

*"auDA needs to participate in global development of the internet and domain control but doesn't necessarily have to lead it. I think that we are more advanced than a lot of countries already.."*

*"I only wish other TLDs and ccTLDs had the same processes and credibility of auDA. (it is sometimes SO difficult to help clients get back their domains if they aren't .au.)"*

## Next steps...

### Once all feedback is received from public consultation and today's engagement, auDA will:

- Receive and consider all feedback to inform our final strategy.
- Consider any input from government on our Terms of Endorsement when finalising and implementing our strategy.
- Finalise the strategy in consultation with the auDA board before releasing publicly later in the year.

### If you'd like to provide further feedback you can:

Email **[consultation@auda.org.au](mailto:consultation@auda.org.au)** on or before the 19th August

Visit the auDA Have Your Say Survey at <https://www.auda.org.au/consultation/have-your-say-auda-2021-25-proposed-strategy>

## Appendix

### **Issues raised by Members related to the proposed strategy during the session:**

1. How best to measure success against strategic goals
2. How to enhance reseller support
3. auDA's review process of strategy
4. Qualification accreditations for registrars
5. Consideration of benchmarking against international peers
6. Application of ASX reporting guidelines to NFPs and the ACNC Guide

### **Ideas contributed by Members during the session, related to auDA's operations but not specifically related to the proposed strategy:**

1. Development a "partner" network that allows businesses to actively promote auDA and display their involvement and participation in controlling and defining the .AU domain
2. Specific development of value propositions for AU Registrants to be auDA Members
3. Reoccurring certification of auDA Registrars to help ensure .au integrity

**THANK YOU.**

