

.auDA Member Event

Proposed Strategy 2021-25 Showcase

Conversation tracker | Afternoon session

28th 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 28th July in the evening.

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

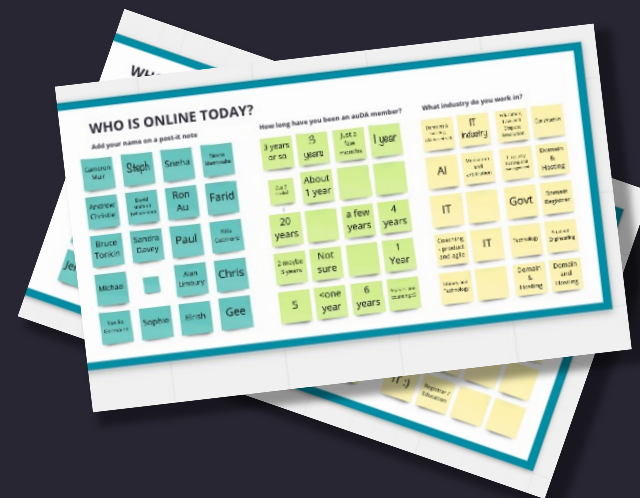


Session participants

Alan Limbury	Jelena Dodic
Andrew Christie	Kris Cutmore
Cameron Muir	Leander Jordan
Chris Erett	Luke Grogan
Chris Strazzari	Jessica Maria
Claudiu Xantapol	Ron Au
Damien Orwin	Sae Ra Germaine
Daniel Gimenez	Stavros Giannopoulos
David Stafford	Steven George
Elrish Dagwayan	
Eeshwar Vasista	
Farid Arrisyad	
Gee D	

auDA Staff

Alan Cameron AO	Michael Lewis
Annaliese Williams	Rosemary Sinclair
Facilitators - ThinkPlace	
Sneha Vaidya	Thomas Grimshaw



Agenda

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

Strategic objectives

Trust

- Drive down DNS Abuse
- Drive up the integrity of the .au domain
- Drive world's best practice security

Innovation

- Improve the utility of .au through launch of .au direct registration
- Produce valuable insights from our data and community research
- Invest to enable innovation and research by others

Multi-stakeholder engagement

- Grow and diversify auDA's membership
- Increase auDA's influence in multi-stakeholder Internet governance

People

- Build an organisation regarded as an Employer of Choice
- Strengthen the trust and confidence our stakeholders have in us

Governance

- Strengthen transparency and accountability
- Adopt international best practice reporting

Terms of Endorsement from the Federal Government

Environment

auDA

- A trusted, secure and reliable .au
- Passionate and knowledgeable 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?

- Considerations of auDA's role in the domestic and international
- COVID:19 being recognised as a major disruptor.
- Acknowledgment of auDA's specific technology and policy function and associated responsibilities.
- Support for increased compliance activity.
- Alignment with recognised best practice principles in the international space and commonalities with other countries like Canada, United Kingdom, etc.

"This strategy does not appear to diverge from generally recognised best principles in Internet Governance. That is a good place to work from."

What is missing?

- A glossary of terms that brings clarity around definitions. (e.g. the word 'free')
- More detail in the strategy on the implementation of the purpose and vision.
- More emphasis on affordability of domain registration so that it is affordable (therefore accessible) for all Australians (*Linked to an open, free secure and global internet*).
- Details on what metrics will be used to measure success.
- Routine review of the strategies progress.

"Security" is a big issue. There are competing requirements and any action taken to address one area may impact another. You need to consider all aspects and make sure "rules" address all possible situations and don't negatively impact innovation, for example."

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.

Some participants sought more detail in terms of how the purpose and vision will be realised for auDA, auDA Members and the overall .au domain space.

"Yes, as much as a strategic statement can. The devil will be in the detail. auDA needs living docs and a living culture, not just periodic spasms of review."

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?

- Accessibility to becoming an auDA member
- .au Dispute Resolution Policy is working effectively.
- The small and narrow corporate structure is helping to keep .auDA a lightweight business.
- Leveraging AI to drive down DNS abuse

"A focus on commissioning research is good - there's lots of data around, so let's start gaining insights from it."

"AI is definitely a good strategy to detect issues, but it needs to be backed by responsive human support when things don't work correctly."

What is missing?

- A need for more clarification regarding domain name registration rules and eligibility criteria, designing them to align with efforts to driving down DNS abuse.
- A focus on upholding protection for domain names connected to businesses, organisations and individuals which will help to drive up the integrity of the product.
- Building a data and research library that is easily accessible (*Linked to improving valuable insights from our data and community research*).
- Forum for auDA Members to communicate and engage.

"Domain name integrity requires auDA to to enforce licensing rules, and monitoring trends to ensure any loopholes are quickly (and retroactively) closed."

Greater clarification of domain registration rules through fictional examples of edge cases of what is and is not a breach of the Domain Name Eligibility and Allocation Policy."

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

Participants believe the proposed strategic focus areas and related projects support auDA's vision and purpose.

Participants highlighted the importance of a consistently growing and engaged Member community as an important factor of success.

Some additional ideas that have been suggested across the focus areas have been captured in the Appendix.

"I believe the proposals are reasonable, however I do think that industry consultation is critical, as well increasing awareness of the work of auDA."

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 the current auDA staff that Members have had interactions with.
- Building an environment that encourages collaboration, trust and productivity.
- Acknowledgment of the proposed framework.

What is missing?

- Greater visibility over the operational logistics of the company (*linked to strengthening transparency and accountability in governance*).
- Efforts towards building auDA's profile in the public space and increasing visibility on what auDA's role is.
- Engagement with broader online issues like production of Australian software and digital development.
- Collaborations across other regulatory organisations.

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

Participants believe that the proposed strategic capabilities and related projects will support auDA to deliver on its vision and purpose.

They believe the delivery will be supported by considering:

- Understanding external benchmarking systems to help drive accountability,
- Possible Certified B Corporation Certification application.
- Complementing auDA's small and agile business model while being an 'employer of choice' that hires with a diversity of backgrounds.

"My interactions with auDA people have been mainly positive, that is, the people seem nice and potentially helpful."

"Some focus on supporting other organisations that can contribute to a healthy domain space."

"To paraphrase, auDA should be part of the international ecosystem, not apart from the international eco system."

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 strategy received positive feedback. Participants voiced the need for more supporting details on projects, evaluation metrics and timelines.

Participants are looking forward to auDA boldly executing their strategy while balancing their global and domestic priorities. By and large, the current strategy was seen to be tailored to the needs of the .au domain space.

"It would be great to see auDA collaborate with Australian Made and other domestic organisations to enhance internal enterprises in the digital domain."

"I would really like to see auDA be more confident in making decisions, especially in relation to problematic domains and practices within the space."

"auDA should be part of the international eco-system; a big opportunity here."

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** 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. We must be careful with our use of the work 'Free' in regards to an 'open, free secure and global internet' has it can be related to varying definitions across governments.
2. Why do we have limited numbers of Members as well as small engagement from rural communities?
3. Within the context of auDA's proposed strategy supporting it to deliver on its unique role in the global domain name and internet ecosystem, is democracy an issue?
4. What are the possibilities of domain availability for tech start-ups in Australia? Currently, many start-up/personal projects are using international .io.
5. Designing a more direct way for the Australian Competition and Consumer Commission to disable domain names that have breached consumer laws, particularly for foreign-based organisations. Improving consumer confidence in the ".com.au" domain name.
6. Building in KPIs for registrars so that their performance does not cause an unnecessary impact on those who wish to register.
7. A need to increase the accessibility of personal domain names, referencing end-user purchasing.
8. The acknowledgment of the importance of clarity in auDA's role in security and stability, making sure an understanding of the benefits and weaknesses are addressed.

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

1. Implementation of a feedback space on the '.au' domain, maybe a way to reach out to people not currently engaged or aware of auDA.
2. Need to have a look at the 'robust complaints handling framework' as it has external challenges.
3. Look to increase the use of '.id.au' domain names by being competitive against common domains. Better connecting Australia made sites in the '.au' domain space, looking to increase international recognition.
4. Build the auDA domain name policy to include the remedy of burial, in addition to the remedies of transfer and cancellation.

THANK YOU.

