

auDA – ANNUAL GENERAL MEETING

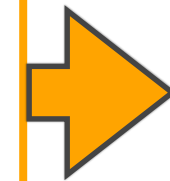
SYDNEY 28 NOVEMBER

auDA: CURRENT ORGANISATIONAL REFORM

REVIEW OF CURRENT
OPERATIONS –
ADMINISTRATION AND
PROCESSES

ENGAGE MORE EFFECTIVELY
WITH STAKEHOLDERS, WHICH
INCLUDES MEMBERS

FOCUS ON SERVICE DELIVERY
- SECURE AND PROACTIVE
FUTURE



BETTER AND MORE TRANSPARENT ORGANISATION

GREATER BENEFIT OF WHAT AUDA DOES TO MEMBERS
AND STAKEHOLDERS

LEADERS IN SECURITY

POSITION OURSELVES TO THE DIGITAL COMMUNITY:
AS THOUGHT LEADERS

A CATEGORY DEFINED BY KEY CONVENTIONS:

NATIONAL PRIDE:

THE NATIONAL FLAG ON YOUR DIGITAL PATCH OF LAND... FROM SIMPLE NATIONAL RECOGNITION THROUGH TO STRONG NATIONAL PRIDE

TRUST:

A NATIONAL DOMAIN HAS TO BE EARNED, NOT GIVEN... GUARANTEES LEGITIMACY SO YOU KNOW YOU CAN TRUST IT

SECURITY AND STABILITY:

IS ONE OF THE REASONS WHY WE REGULATE

GIVE BACK:

DOMAIN ADMINISTRATION AIMS TO GIVE BACK TO THE INTERNET COMMUNITY IN A MULTITUDE OF WAYS

REGULATORY:

A TRUE MULTI-STAKEHOLDER MODEL HAS PERFORMANCE OBLIGATIONS RESPONSIVE TO EACH STAKEHOLDER

BUT

MOST ARE SEARCHING FOR AN EDGE THAT GIVES PURPOSE:

MOST - EVEN SUPERFICIALLY - ARE PUSHING ADDITIONAL 'PURPOSES' AS PART OF THEIR ROLE: EMERGING TECH, SMART CITY PARTNERSHIPS, EDUCATIONAL PROGRAMS
-.AU NEEDS TO BE THE IDEAL DELIVERY PLATFORM.

INDUSTRY REFERENCE: NOMINET

Tackling online criminal activity

1 November 2015 – 31 October 2016

Nominet is a technology company noted for running a key part of the UK internet infrastructure – the naming and addressing system for .UK domain names. We work with law enforcement agencies to help protect internet users from criminality online.

NOMINET



“As guardian of the UK namespace for 20 years, we invest significantly to help all .UK owners protect their domains and take seriously our role in helping to protect internet users from criminality online. Collaborating with law enforcement agencies we are helping more people be safe and networks stay secure.”

Russell Haworth, Nominet CEO

INDUSTRY REFERENCE: NOMINET

CRIMINAL ACTIVITY

Nominet expressly prohibits .UK domains from being used for any unlawful purpose. When alerted by law enforcement agencies, we work quickly with our registrars to suspend domains. Suspended domains cannot be used as part of website or email addresses.



8049

domains suspended
for criminal activity
(compared to 3889 in
the previous year)



Range of legislation cited for suspension requests included:

The Fraud Act 2006; Trade Marks Act 1994; Copyright, Designs and Patents Act 1988; Cancer Act 1939; Proceeds of Crime Act 2002; Human Medicines Regulations 2012; Medical Device Regulations 2002; Consumer Protection from Unfair Trading Regulations 2008; Computer Misuse Act (1990); Education Reform Act (ERA) 1998; Companies Act 2006; Solicitors Act 1974; Toy Safety Regulations 2011; Identity Documents Act 2010; Financial Services and Markets Act 2000; Psychoactive Substances Act 2016; and Sections 1 & 2 Terrorism Act 2006.



MEMBERSHIP SURVEY

WE STARTED BY ASKING YOU, THE
MEMBERS WHAT **YOU** THOUGHT OF US

MEMBERSHIP BREAKDOWN:

OUR CURRENT MEMBERSHIP IS MADE UP OF:

SUPPLY CLASS MEMBERS -	48
DEMAND CLASS MEMBERS -	<u>223</u>

MEMBERS BY REGION*:

- VICTORIA - 154
- SA - 5
- WA - 14
- NSW - 59
- QLD - 29
- ACT - 5
- TAS/OTHER - 5

MEMBERSHIP SURVEY - WE ASKED:

HOW LONG HAVE YOU BEEN A MEMBER AND WHAT MOTIVATED YOU TO JOIN?

HOW WOULD YOU DESCRIBE THE LEVEL OF SATISFACTION WITH THE OPERATIONS AND SERVICES TO MEMBERS PROVIDED BY US?

ARE THERE AREAS WHERE YOU THINK WE NEED TO IMPROVE UPON REGARDING MEMBER SERVICES?

DO YOU HAVE ANY COMMENTS REGARDING OUR CURRENT POLICY SETTINGS?

THE BOARD HAS RESOLVED TO EXAMINE A PROCESS TO IMPLEMENT DIRECT REGISTRATIONS FOR .AU DO YOU HAVE ANY COMMENTS IN THIS REGARD – ARE YOU SUPPORTIVE/AGAINST? ARE THERE ANY SPECIFIC POLICY OR OPERATIONAL REFORMS YOU WOULD LIKE TO SEE?

ARE THERE ANY OTHER COMMENTS YOU WOULD LIKE TO MAKE?

MEMBERSHIP SURVEY - THE STATS:

WE CONTACTED ALL MEMBERS INITIALLY BY PHONE, THEN EMAIL

- DIRECT CONVERSATION/EMAILS 118
- EMAILS PENDING 149
- PHONE MESSAGES PENDING 4

MEMBERSHIP SURVEY – DIRECT REGISTRATION, RESPONSE:

SPECIFICALLY, WHAT DID YOU SAY ABOUT DIRECT REGISTRATION?

- THOSE **FOR** DIRECT REGISTRATION 64*
- THOSE **AGAINST** DIRECT REGISTRATION 35
- NO VIEW/**UNSURE**/STILL CONSIDERING/CAUTIOUS/CONCERNED 16
- NO COMMENT 3

* MAJORITY OF FOR RESPONSES WERE QUALIFIED – SUBJECT TO FAIRNESS, EQUITY, MEMBER CONSULTATION

MEMBERSHIP SURVEY – GENERAL QUOTES:

“ICANN HAS GONE WAY BEYOND ITS REMIT OF INTERNET GOVERNANCE. IT IS A GRAVY TRAIN – ENDLESS PARTIES AROUND THE WORLD TALKING ABOUT NOTHING. AUDA SHOULD NOT GO DOWN THE SAME PATH. IT SHOULD CONCENTRATE ON DOMAIN NAME REGULATION AND ADMINISTRATION ONLY.”

“I WOULD SAY THAT OVERALL AUDA MAINTAINS A VERY MUCH INWARD LOOKING FOCUS AND PERHAPS EXPOSURE AND COMMENT ON GREATER INDUSTRY TRENDS, BE IT GLOBALLY OR REGIONALLY, WOULD ASSIST MEMBERS IN GIVING PERSPECTIVE ON THE STATUS OF THE .AU INDUSTRY VERSUS OTHER AREAS/MARKETS.”

“Having also had exposure at supply level I can say that I feel auDA doesn’t promote a feeling of unified ambition for growth and exposure of the .AU domain space and in particular the need and benefit for having a web presence. With 63% of SMBs in Australia not having a web presence this is a sizeable area for future growth and with a collective drive from the industry I feel that this can be addressed with .AU being the calling card. The alternative is that nothing is done and these businesses revert to social media, making the .AU space irrelevant. We as a business will continue to focus on this space but in putting on my auDA hat I struggle with the idea that areas like this are largely ignored.”

MEMBERSHIP SURVEY – GENERAL QUOTES:

“THE PROCESS WHERE PEOPLE ARE ACCEPTED OR REJECTED FOR POLICY PANELS IS NOT TRANSPARENT. NO REASONS ARE GIVEN. RESULTS CAN BE SKEWED. THE COMPOSITION OF THE PANEL NEEDS TO JUSTIFIED

“COMPLAINTS POLICY – NO ACCOUNTABILITY AND SYSTEM CAN BE ABUSED BY THOSE WHO COMPLAIN – SERIAL OFFENDERS!”

“NOT SURE WHAT SERVICE AUDA OFFERS APART FROM AUIGF. AUDA HAS BEEN CAPTURED BY THE INDUSTRY – LOST THE PLOT REGARDING MONETISATION.”

MEMBERSHIP SURVEY – GENERAL QUOTES:

“UNDERWHELMED – AUDA DOESN'T DO A LOT TO ENGAGE ITS MEMBERS APART FROM AUIGF.”

“TOO MELBOURNE BASED. A LOT OF REGISTRARS – NOT MANY WEB BASED MEMBERS.”

“I APPRECIATE THE INFORMATION SENT BY AUDA. PERHAPS YOU COULD ADD A “WHAT HAPPENED RECENTLY” UPDATE TO HELP MEMBERS STAY IN TOUCH WITH DEVELOPMENTS.”

OUR STRATEGY TO REPOSITION auDA:

**NURTURE, GALVANISE &
ORCHESTRATE
AUSTRALIA'S
DIGITAL COMMUNITY,**

FUTURE PLANS: STRATEGY REVIEW JAN/FEB 2017

GENERAL PLANS TO DEVELOP: KEY STRATEGIC DRIVERS

CYBER SECURITY

DATA SCIENCE/ANALYTICS
CLEANING UP 2LD
EDUCATION AND AWARENESS
UTILISATION OF LEADING EDGE
TECH TO ENHANCE DNS

SERVICE DELIVERY – CORE FUNCTION

PROACTIVE AND PREDICTIVE
REVIEW POLICY AND SERVICE
DELIVERY
IMPROVING MEMBER
EXPERIENCE
RELATIONSHIP DRIVEN
COMPLIANCE MANAGEMENT

DIGITAL COMMUNITY ENGAGEMENT

NATIONAL INTEREST AS
PRIMARY MOTIVATOR
INTERNATIONAL STRATEGY –
CAPACITY BUILDING APAC AND
AT ICANN
DOMESTIC STRATEGY – WIDER
INDUSTRY STAKEHOLDER BASE
& RAISING AWARENESS OF .AU

NOKIA CEO:

**“WE DIDN’T DO
ANYTHING
WRONG, BUT
SOMEHOW, WE
LOST”**

