

au Domain Administration Limited
ACN 079 009 340

Meeting minutes of the
General Advisory Standing Committee (GASC)

Date/Time:	Monday 24 February 2020 2.00pm AEST
Present:	Peter Tonoli (chair, entered 2.19pm), Steven de Mamiel, Michael Dodge, Ian Halson, P R Khangure (entered 2.23pm), Charles Reis, Paul Marshall, Emma Gerring (Itomic, exited 2.16pm), Bruce Tonkin (auDA), Clayton Ford (auDA), Kat Vrkic (auDA)
Apologies:	Darryl Carlton, Leslie Callaway, John Graham, Sae Ra Germaine, Madeleine Roberts
Absent:	Alison Howe, Jon Lawrence, Trent Wabbis

1. Welcome

In the Chair's absence, Charles Reis agreed to act as Chair and opened the meeting at 2.03pm.

2. Member declarations of interest

No members declared an interest.

3. Minutes for approval

The committee adopted minutes from the meeting of 3 October 2019.

Members discussed action items from the previous meeting as follows:

- auDA staff provided feedback on the sponsorship of the COSBOA summit, benefits gained and lessons learned for future sponsorships.
- Member events with Directors are in planning for Melbourne, Sydney, Hobart and Canberra in 2020, and other cities will be considered depending on resources and availability, noting GASC's suggestion to hold a member event in Perth.
- The need for a GASC Charter has been flagged with the Chair and incoming CEO. A draft will be produced for consideration at the next GASC meeting, depending on the CEO's immediate priorities.

New website update

Clayton Ford gave an update on the ongoing work to rebuild auDA's website. In-depth workshops have been held with auDA teams to provide feedback on how staff/stakeholders

are currently using the website and what they would like to see for the new website. The rebuilt website needs to cater for a range of stakeholders, and a key design focus will be on the customer journey with things like how to make or respond to a domain complaint, apply for membership and information on how to register domains being prominent and simply accessible from the home page.

Emma Gerring from Itomic, the agency appointed for the website project attended the meeting to hear any GASC feedback. Charles recommended enhanced search capability, emit the use of acronyms and consider a glossary of acronyms to make the new website more accessible to the general public. He also mentioned keeping the website updated and not to lose auDA's history with an opportunity to archive its history. Steven de Mamiel suggested the purpose of auDA needs to be more prominent on its homepage with three key stakeholders in mind - members, resellers and government.

Committee members agreed to allow more time for comments and to present their feedback before the next meeting.

4. auDA Membership update

Clayton reported on auDA's Associate Membership growing to over 2,000 members with a significant part of the membership increase being through a digital marketing campaign. The recent LinkedIn Learning intake round attracted 226 members to opt-in to the member benefit.

The program is coming up to its 12-month anniversary which is timely for a review of its current offering. An external consultant that has worked with professional sporting organisations and non-for-profit bodies specialising in membership programs has been appointed to work with auDA. This work will help auDA develop a stronger value proposition, ensure the right benefits package aligned to this proposition, and create a pipeline of potential members. How the membership transition process will look like is yet to be determined.

There was discussion regarding the wording in the data collection section of the online membership form. auDA will add further explanation to the form regarding the use of Mailchimp for email mailing lists, and the use of LinkedIn Learning on an opt-in basis.

auDA is working towards a more regular monthly rhythm of communication, such as the February monthly update. The quarterly stakeholder report also includes details on auDA's industry and international engagement.

5. Other business

Rosemary Sinclair AM has been appointed as CEO and will commence her role in early March. In her transition, Rosemary met all staff, attended the January Board induction and is attending the February Board meeting. auDA Chair Alan Cameron and Rosemary have also had an introductory meeting with the Minister for Communications, Cyber Safety and the Arts, the Hon. Paul Fletcher MP.

There is no update on direct registration at the second level of .au. The new Board is aware of the policy development work on .au as it was covered in the January induction, and will be considering aspects of it along with the new licensing rules in February.

The auDA Board are mindful that only three of the four elected director positions were filled at the AGM and are considering how to address the issue of that vacancy.

The future direction for member applications for funded travel to ICANN conferences will be determined under the membership review.

The committee agreed that a reminder should be sent to Associate Members about the FY19-20 Community Events Grant programme for up to \$10,000 per event that was announced in July 2019, and to send their applications to GASC for consideration. The Chair proposed that the Committee give greater guidance to applicants as to the objectives of the program and what GASC is looking for in applications.

6. Next meeting

The GASC agreed its next meeting will be around 19 May 2020. auDA staff to investigate the potential for the new CEO, and Chair to join.

7. Meeting close

The meeting was closed at 3.38pm.

Action items

	Item	Name
1.	Charter for GASC	BT/CF
2.	Submit feedback on the new website	ALL GASC
3.	Update data collection content in membership form	CF
4.	auDA Chairperson/CEO to meet GASC	CF
5.	Add time/date for future meetings in subject line	CF
6.	Internet Community Events Programme – confirm budget/market to members	CF
7.	Internet Community Events Programme – guidance for applicants	ALL GASC