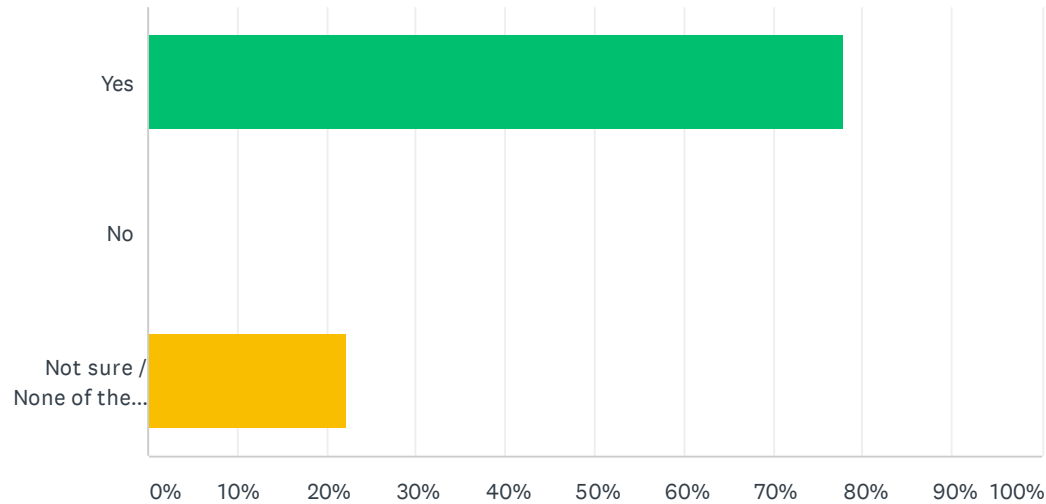


## Q1 Does auDA's proposed 2021-25 Strategy establish a clear strategic direction for the organisation? (Max. 500 words)

Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	77.78%	7
No	0.00%	0
Not sure / None of the above	22.22%	2
<b>TOTAL</b>		<b>9</b>

#	WHY IS THAT? (MAX 500 WORDS)	DATE
1	Some strategic directions are lacking. For example, there is no reference to auDA's role in creating and determining policy, only its role in administering its existing processes. The strategic directions are often discussed in terms of possible technological solutions or governance goals, but without considering the rapidly evolving nature of the domain name industry and the role of registries, bringing that must be met by policy and regulatory responses. For example rapidly evolving norms around privacy law, or the many policy challenges that will arise from second level domains, or the increased demand for remote meeting capacity of all kinds. DNS Abuse is correctly identified as an important goal, but it is a poorly defined term, and an example where further clarification to	8/20/2021 2:47 AM

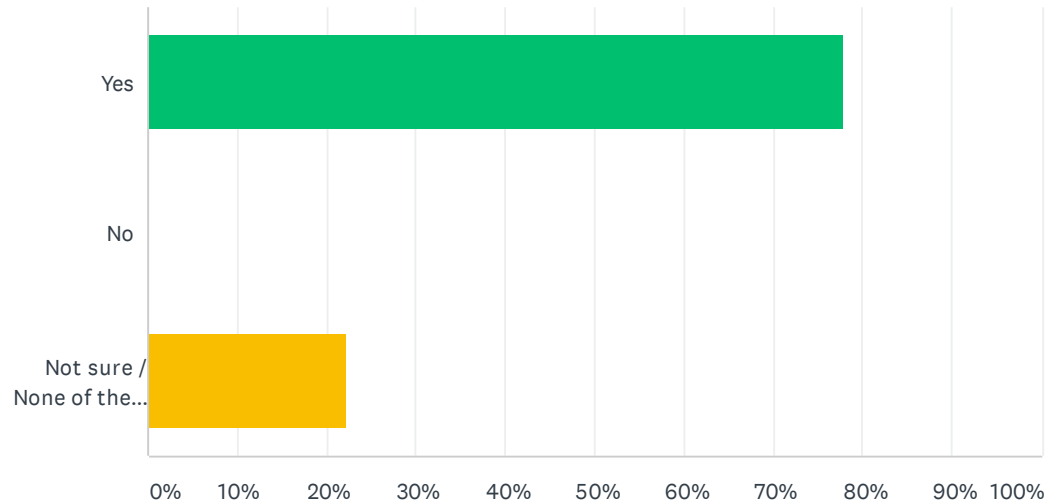
## Proposed auDA 2021-2025 Strategy: Have Your Say

auDAs intended role would be welcome. An overly broad definition can encourage scope creep of auDAs mission, such as inappropriately assuming responsibility for a large number of issues about web site content that are best resolved at the hosting rather than domain name level, but an overly narrow definition can leave security issues unaddressed. Finding the appropriate balance is as important as execution. I would discourage over reliance on Artificial Intelligence techniques. This is another area where AuDA seeing itself as a body that considers itself as having a key role in policy creation and review as a core activity would strengthen its strategic role. The current plan appears to give much more strategic consideration to administering policy, and technological improvements, than to consideration of changing policy needs.

2	The strategic direction clearly states high-level objectives and items of focus. The strategy could be further enhanced by including greater details and specifics on the desired outcomes.	8/19/2021 5:59 PM
3	Yes. auDA provides domain names to organisations of all sizes. We have looked at the strategy from the perspective of CREST ( <a href="http://www.crest-approved.org">www.crest-approved.org</a> ), an international not-for-profit accreditation and certification body that represents and supports the technical information security market. As auDA points out itself in its strategy, the Internet has become more essential to businesses and individuals in Australia than ever before and because of this it is also more important than ever that auDA is looking at how it can help secure those organisations with appropriate cyber security functions. Therefore, is good to see trust and security featuring first in the strategy with driving down DNS abuse a clear priority. There is mention of strategic technology partnerships and engagement with industry to help and this is where professional bodies like CREST can be invaluable. For example, CREST has an active set of focus groups in the areas of Cyber Threat Intelligence, Penetration Testing, Incident Response and SOC (Security Operation Centre). These are run by CREST member companies with the aim of feeding back to CREST on important industry issues and ensuring CREST certifications and accreditations are up to date and always moving forward at pace. They also carry out research on CREST's behalf and for members and the cyber industry. For example, the penetration focus group is currently looking at some cloud security research and also research into 'Booter' sites for the UK's National Crime Agency among other things. The Incident Response group is working with the UK Government (NCSC) on a project looking at Tier 2 level IR certifications. Along with AI, Threat Intelligence is an extremely important service for auDA – For example domain and DNS data can be used predictively—before any malware has caused damage—to identify and block IPs and domains held by threat actors. CREST's company accreditation and certifications for individuals are helping to professionalise the CTI industry and ensure the quality of the intelligence being shared.	8/19/2021 4:54 PM
4	The vision statement provides a clear and succinct synopsis of auDA's objectives. ACCAN strongly supports the focus on ensuring open and free Internet access to all consumers. This is particularly important for the Small and Micro Business community.	8/12/2021 9:21 AM
5	I think auDA needs to be more ambitious. It plays a pivotal role in the information economy and should be more of a leader in whole of nation discussion. For example, the Commonwealth government, through the ACSC, picks winners at the top end of town with regard to cyber security. Since they show zero interest in supporting online trust & safety for small/medium businesses (which are the vast number of domain names), there is a big piece of work to provide them with the tools and techniques to protect their online presence (and subsequent business operations).	8/11/2021 9:51 AM
6	Direct Registration, just do it!! Ignore all the domain name bankers who carry on like luddites and focus on the rest of the internet community who will benefit from it	7/20/2021 8:08 PM
7	it seems to cover a broad range of the most important factors for a ccTLD operator in the current environment/market.	7/20/2021 6:41 PM

## Q2 Will auDA's proposed 2021-25 Strategy support it to deliver on its unique role in the global domain name and Internet ecosystem?

Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	77.78% 7
No	0.00% 0
Not sure / None of the above	22.22% 2
<b>TOTAL</b>	<b>9</b>

#	WHY IS THAT? (MAX. 500 WORDS)	DATE
1	The question is difficult to answer, as the Consultation paper does not provide detail on what AuDAs 'unique role in the global domain name and Internet ecosystem' is, or is understood to be by AuDA. In what ways does AuDA see it's global role as being different to other ccTLD operators? Without a clear understanding of what that role is, it is difficult to answer the question of whether the strategy supports it. A focus on multi-stakeholder governance is welcome. AuDA pursuing a policy of strong engagement both at the national level and the international is welcome. In particular active engagement with ICANN in general, and its peers in the ccNSO in particular, is very welcome. AuDA should also continue to pursue engagement with its regional peers individually and	8/20/2021 2:47 AM

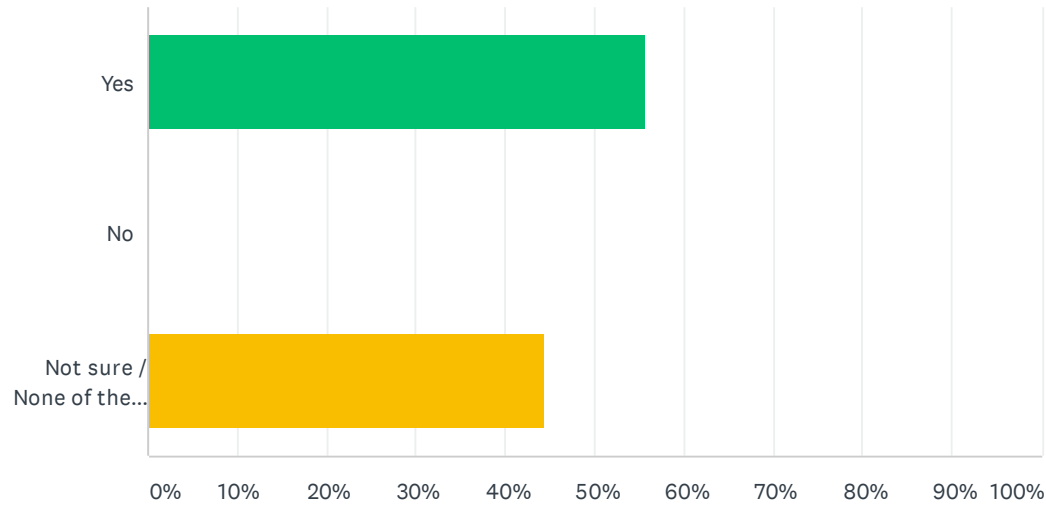
## Proposed auDA 2021-2025 Strategy: Have Your Say

collectively, and maintain a strong relationship with APNIC in particular. Active engagement with bodies such as IETF, DNS-OARC etc is extremely valuable for technology and security goals. Engagement through membership will always be only one strategy - and engagement through other groups must be proactive and regular, not limited to a few events such as NetThing (though that is to be commended). Many stakeholders that have strong ongoing engagement with the Internet ecosystem in general may not understand the role of domain name systems and AuDA, and the productivity of their engagement. A member engagement strategy is a valuable goal, but it will only even be a part of a multi-stakeholder engagement strategy. It would also be useful to address the roles played by the General Advisory Standing Committee and the Technical Advisory Standing Committee, and their possible future or future equivalents. I would also encourage AuDA to strive also to see its governance goals beyond those of corporate governance. AuDA is not simply an industry body, or a body implementing government policy - AuDA is a body with its own policy development processes and policy goals, including its own dispute resolution procedures, complaint resolution, and so on. The transparency and appropriate governance of these processes is as important to AuDA's long term trust and stewardship as corporate governance.

2	<ul style="list-style-type: none"> <li>• The proposed strategy appears to be consistent with and outlines the means by which auDA can achieve its established core functions, i.e.:               <ul style="list-style-type: none"> <li>o In some instances, there is a logical extension of those core functions, for which auDA is uniquely placed to be able to action given the data and levers available to it.</li> <li>o Issues regarding DNS abuse and the ability to conduct or facilitate research given the data only available to auDA (and its registry operator).</li> </ul> </li> <li>• While the document often refers to stakeholders, it is noticeable that “registrants” are only directly referenced in the introduction, and not in the planning or proposals themselves.</li> </ul>	8/19/2021 5:59 PM
3	<p>auDA needs to invest in creating projects with a security philosophy. That is provide tools and techniques for organisations to better protect themselves and their clients online. This could mean working with industry via a professional body like CREST that will give auDA access to its members who are accredited to provide technical cyber security services to the highest standards One of auDA's core functions is to respond quickly to matters that compromise DNS security. Intelligence sharing, in particular timely information from similar organisations, is critical for an organisation to stay ahead of today's constantly evolving threat. There is potential for working with CREST's CTI focus group – CTIPs (CREST Threat Intelligence Professionals), to research into how to better understand and share information on threats. We would welcome the opportunity to introduce you to the group or indeed any of the focus groups in any of the technology areas. Or CREST's advisory board in Australia.</p>	8/19/2021 4:54 PM
4	<p>The strategic projects outlined in the strategy provide a good overview of the relevant issues that need to be addressed during this time. Increased choice and ease of registration are particularly important for consumers. ACCAN also strongly endorses the Community Grants Program initiative.</p>	8/12/2021 9:21 AM
5	<p>Not only should auDA lead in Australia, it should be driving policy and technical issues in normal fora, eg ICANN, but also not traditional fora, such as FIRST, etc.</p>	8/11/2021 9:51 AM
6	<p>I don't see anything under innovation or stakeholder engagement that will identify emerging strategic opportunities, demand or risks. Funding grants and research by others might be how this is intended to be done, but I think the objective should be explicit otherwise auDA will be seen as a reactive service provider more than a proactive leader</p>	7/21/2021 4:05 PM

### Q3 Will auDA’s proposed strategic projects adequately ensure it delivers on its proposed strategic vision by 2025?(Max. 500 words)

Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	55.56%	5
No	0.00%	0
Not sure / None of the above	44.44%	4
<b>TOTAL</b>		<b>9</b>

#	WHY IS THAT? (MAX. 500 WORDS)	DATE
1	I believe that AuDA has the capacity to deliver on those strategic directions it has identified, but needs to further address its role in navigating the evolving policy landscape. I believe that AuDA has the capacity to deliver on its strategic plan.	8/20/2021 2:47 AM
2	<ul style="list-style-type: none"> <li>It is difficult to gauge the likely success, given some items suggest a specific means while others are higher level goals or principles, i.e.: o specifically, the use of Artificial Intelligence to address DNS abuse and enabling innovation and research via the auDA Foundation Community Grants Program; versus o what is considered or makes for a "leading" member program, what value or</li> </ul>	8/19/2021 5:59 PM

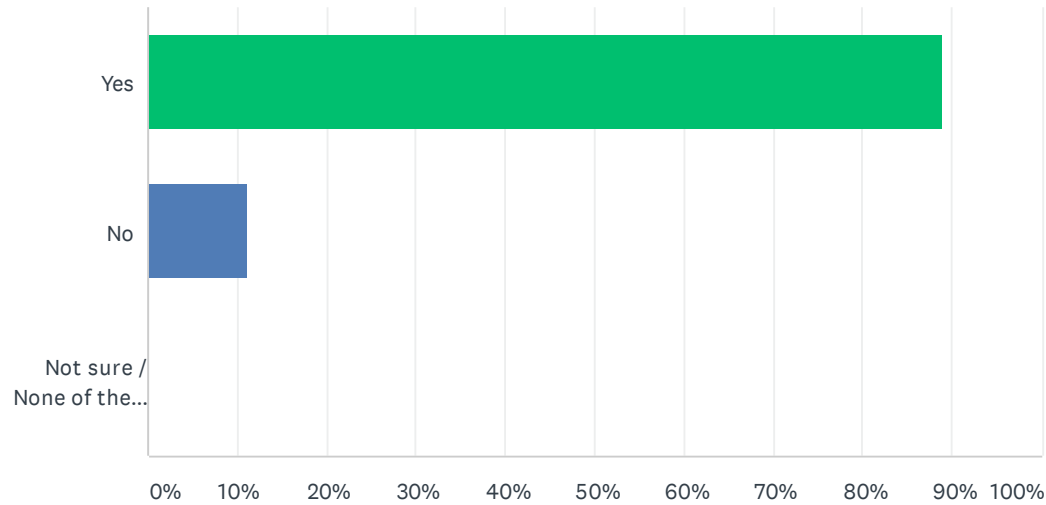
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values is auDA seeking to deliver to members. • Developing metrics/key performance indicators for some of these projects to better track and define the desired outcome(s) would help drive delivery. • Supportive of development of website security and other tools and solutions, particularly where most existing public or third-party solutions fail to understand the hierarchy of .au and its child zones. o Noting for edu.au further compounded by domains being also registered at the fourth and fifth level, and some jurisdictions opting out of the public suffix list.

3	auDA needs to be more ambitious to support the security of the internet and the key stakeholders who use it. auDA looks in a good position to deliver on its strategic purpose and vision and CREST welcomes the focus on security and the value auDA places on understanding new technologies through and partnership with industry. CREST has a strong history of working with regulators to provide a community of trusted and recognised organisations and individuals to help deliver consistently focused cyber assurance services, carefully tailored to the specific challenges faced by the specific sector.	8/19/2021 4:54 PM
4	See previous comment.	8/12/2021 9:21 AM
5	This will depend on the resourcing provided. The suggested projects make sense, though the adjectives describing the projects needs to be stronger.	8/11/2021 9:51 AM
6	As above, would like to see something specific about environment scanning	7/21/2021 4:05 PM
7	In general yes, however i would also emphasis the need to specifically analysis the way in which .au domains are being used in a technical sense. domains which are under utilised may present a business risk to auDA given their reduced likelihood of renewal. Identification of these domains may even help in conjunction with the priorities of abuse reduction. Tracking domain usage over time will help auDA assess it's priorities	7/20/2021 6:41 PM

## Q4 Will auDA's proposed strategic capabilities adequately support the organisation to deliver on its proposed strategic purpose and vision by 2025?

Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	88.89%	8
No	11.11%	1
Not sure / None of the above	0.00%	0
<b>TOTAL</b>		<b>9</b>

#	WHY IS THAT? (MAX. 500 WORDS)	DATE
1	I believe that AuDA has the capacity to deliver on its strategic plan.	8/20/2021 2:47 AM
2	The objectives outlined along with the direction of the revised constitution, board and advisory committee structure facilitates and supports the capabilities cited, and builds on those already in place.	8/19/2021 5:59 PM
3	auDA needs to be more ambitious to support the security of the internet and the key stakeholders who use it. auDA looks in a good position to deliver on its strategic purpose and vision and CREST welcomes the focus on security and the value auDA places on	8/19/2021 4:54 PM

## Proposed auDA 2021-2025 Strategy: Have Your Say

understanding new technologies through and partnership with industry. CREST has a strong history of working with regulators to provide a community of trusted and recognised organisations and individuals to help deliver consistently focused cyber assurance services, carefully tailored to the specific challenges faced by the specific sector.

4	People and good governance are essential foundations upon which to build the strategic plan and are the key capabilities required. We caution that focus on governance doesn't result in an undue administrative burden being imposed on users, especially in the Small and Micro Business community. In particular, ensuring there is an appropriate process for determining a legitimate entitlement to a domain name is important to protect these consumers.	8/12/2021 9:21 AM
5	Actions against transparency and accountability read as minimalist rather than values driven. As well as supporting people in their ambition, set clear targets for performance and development that encourage them to strive for excellence	7/21/2021 4:05 PM
6	Please ensure benchmarking with industry (particularly with other ccTLDs) is maintained to ensure .au is able to be monitored. particularly in relation to registration trends as well as domain usage (as mentioned above).	7/20/2021 6:41 PM