auDA Strategic Plan 2012-15

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auDA mission: To continue to administer and develop .au in a stable and secure environment for the benefit of all Australians.

1. Maintaining a robust regulatory environment

1.1 Ensure regulatory and policy framework continues to be relevant and effective
1.2 Strengthen relationships with registrars
1.3 Review and enhance complaints and dispute resolution mechanisms

2. Strengthening the security and stability of the .au space

2.1 Assess and where relevant implement technical developments
2.2 Review and improve contingency plans
2.3 Continue to improve internal security
2.4 Enhance relationships with law enforcement agencies

3. Enhancing our stakeholder relationships and promoting the value of .au to the wider community

3.1 Strengthen relationships with key stakeholders
3.2 Broaden relationships with Government
3.3 Enhance community programs (Foundation, ANZIA, IGF, CGDN)
3.4 Educate the community about the value of .au
3.5 Continue auDA's active participation in international fora

4. Developing our people and improving our processes

4.1 Develop an Accountability and Transparency Framework
4.2 Review Board Governance structures
4.3 Manage key person risk
4.4 Invest in our people and continue succession planning

.au DOMAIN ADMINISTRATION LTD

1. Maintaining a robust regulatory environment

1.1 Ensure regulatory and policy framework continues to be relevant and effective: auDA will continue to conduct regular reviews of its regulatory framework, commencing with the industry competition panel in 2012. Other reviews will be undertaken over the life of the plan to ensure the ongoing effectiveness of auDA policy.

1.2 Strengthen relationships with registrars: The relationship between auDA and Registrars is critical for the effective implementation of auDA policy. auDA will continue to work with Registrars to improve security, delivery of support services and to assist Registrars to understand their regulatory obligations.

1.3 Review and enhance complaints and dispute resolution mechanisms: Following on from the implementation of improved complaints and dispute handling, auDA will continue to monitor the effectiveness of these processes and make improvements where necessary.

2. Strengthening the security and stability of the .au space

2.1 Assess and where relevant implement technical developments: To maintain the security of the .au space, auDA needs to stay up to date with technical developments in the security area. Where careful assessment shows that these technical developments will benefit the .au community they will be implemented in consultation with relevant stakeholders.

2.2 Review and improve contingency plans: As auDA has developed and the environment has become more complex, there is a need to review and strengthen contingency planning for key risks including:

- Internal operations
- Registry
- Registrars
- Attacks on .au

2.3 Continue to improve internal security: An important aspect of the security of the .au space is the internal security of auDA operations. Over the life of this plan, these security processes will be reviewed and strengthened as necessary.

2.4 Enhance relationships with law enforcement agencies: Following the recommendations of the Westlake review, auDA will work with law enforcement agencies to agree and document protocols for escalation in the event of an attack or other serious security issue.

3. Enhancing our stakeholder relationships and promoting the value of .au to the wider community

3.1 Strengthen relationships with key stakeholders: auDA relies on the support of government and community stakeholders to effectively carry out its mission. Over the life of this plan, auDA will continue to strengthen and enhance these relationships, with a particular focus on demand class organisations.

3.2 Broaden relationships with Government: Over the life of this plan auDA will build relationships with Federal and State Government departments who need to be aware of Internet issues and the value of the .au space.

3.3 Enhance community programs: auDA will continue to support awareness of Internet issues in the Australian community through four major programs:

1. The auDA Foundation: Continue to support education and research activities, with improved focus through the implementation of recommendations from the 2011 review
2. Australia and New Zealand Internet Awards: Expand and improve the ANZIA event to recognise and support organisations that have made a significant contribution to the use of the Internet in Australia
3. Internet Governance Forum: Implement an enhanced IGF event with support from key stakeholders to raise awareness of Internet Governance issues with politicians and in the community
4. Community Geographic Domain Names: Continue to support local communities in the implementation of local geographic domains

3.4 Educate the community about the value of .au: As the Domain Name space changes with the introduction of new Top Level Domains and Internationalised Domain Names, auDA will increase its promotion of the .au space as a trusted, well-recognised space run for the benefit of all Australians.

3.5 Continue auDA's active participation in international fora: To ensure that it remains aware of global Internet issues, auDA will continue to participate in international Internet activities. This will also provide the opportunity to promote auDA's views on Internet governance and policy issues with relevant stakeholders and to influence decision-making on global Internet issues.

4. Developing our people and improving our processes

4.1 Develop an Accountability and Transparency Framework: To implement one of the key recommendations of the Westlake review, auDA will develop an Accountability and Transparency Framework that clearly sets out auDA's obligations to the .au community. This Framework will then form the basis for regular audits of auDA's performance against these standards.

4.2 Review Board Governance structures: Over the life of this plan, the auDA Board will undertake a review of its Governance structures through the work of a Board Committee. Where necessary, improvements will be made to ensure that the auDA Board is up to date with best practice in this area.

4.3 Manage key person risk: As auDA is a small organisation, it remains critical to have in place processes for minimising the impact of the unexpected loss of a staff member. The management team and the Board will work together to ensure that robust processes are in place.

4.4 Invest in our people and continue succession planning: The success of auDA relies on the skills and knowledge of its people. auDA will continue to invest in the development of its people to ensure that they have the necessary skills to successfully undertake the work that auDA requires.