



InternetNZ

Business Plan Summary 2014-2015

24 July 2014

Our focus in 2014/15: Summary

InternetNZ's vision is of a better world through a better Internet. A better Internet is one that is more open and uncaptureable; more affordable; more available; more useable.

In bringing that vision about, we promote the Internet's benefits and uses, and we protect its potential.

Through our work on Internet issues, our community funding programme, our community engagement work including support of platforms for debate like NetHui and through the operation of the .nz domain¹, we strive to achieve our (charitable) purpose:

[T]o maintain and extend the availability of the Internet and its associated technologies and applications in New Zealand, both as an end in itself and as means of enabling organisations, professionals and individuals to more effectively collaborate, cooperate, communicate and innovate in their respective fields of interest.

Highlights from this year's Business Plan include the following:

- An Internet Issues Work Programme that will see us operating across Internet Governance, Use, Access, Technology and Law and Rights.
- Enhanced Community Funding and Engagement programmes that will increase InternetNZ's contribution to the New Zealand Internet Community and provide InternetNZ with greater exposure and profile in this Community as a platform to deliver our purpose.
- Improved organisational effectiveness and efficiency, through improving the organisational culture and capacity to deliver effectively.
- A new brand framework, utilising this to increase the profile of InternetNZ in the eyes of our key stakeholders, the domestic and international Internet Community, and users of the Internet to enable us to better deliver our purpose.

Jordan Carter
Chief Executive

July 2014

NOTE: The full version of this Business Plan is available on our website:

<https://internetnz.net.nz/content/business-plan>

¹ Through our subsidiaries Domain Name Commission Ltd (<http://dnc.org.nz>) and NZ Registry Services (<http://nzrs.net.nz>).

Our goals and Priorities

1: Internet Issues Programme

Goal	<i>InternetNZ is known by its actions and deliverables, and is looked to as a leader of both considered thought and careful action in furthering a better world through a better Internet.</i>
Measures	<ol style="list-style-type: none">1. InternetNZ is called upon by the media as a trusted authority on Internet Issues2. Success in advancing positions taken on various issues, to the benefit of the open Internet3. Delivery of each of the Issues Portfolios below

2014/15 Top Priorities

1. Develop a statement of important issues for release during the 2014 General Election campaign to provide InternetNZ's perspective on Internet Policy issues.
2. Inform New Zealand voters interested in Internet Issues about our perspective on these, so they have the opportunity to make informed choices in Election 2014.

A: Internet Law & Rights Portfolio

Goal	<i>New Zealand's legal system is tangibly improved in respect of how it promotes and protects people's rights in the online environment.</i>
Measures	<ol style="list-style-type: none">1. Current proposed legislation and debates on "Internet Rights" reflect these as "Human Rights on the Internet", rather than as a separate construct.2. Submission process concluded on Harmful Digital Communications and community of interest on this matter fostered3. InternetNZ takes a leading position on the Net Neutrality debate in New Zealand in accordance with the NZ market structure and legislative landscape4. InternetNZ takes a leading position on State Surveillance on the Internet, advocating for the right for New Zealanders to be able to use the Internet without having their privacy violated.

2014/15 Top Priorities

1. Net neutrality – clarify the NZ-centric viewpoint on net neutrality, and seek to establish a leadership position on how the appropriate protections need to be built into NZ law and regulation and commercial operations
2. State surveillance – articulate, develop and deliver a programme of work that preserves New Zealander's right to privacy over the internet.

B: Internet Use Portfolio

Goal	<i>For InternetNZ to be acknowledged as an authority in understanding how and why New Zealanders use the Internet, and effectively argue for and implements programmes that encourage uptake and usage of the Internet in New Zealand</i>
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Measures	<ol style="list-style-type: none"> 1. New Internet Research commissioned, publicised and recognised as high quality 2. Mechanism for delivery of insights in collaboration with the Internet Community developed and deployed 3. Developing measures for better and more use happening as a result of 1 & 2
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2014/15 Top Priorities

1. Commission new research into uptake and use in New Zealand, preferably in a manner that allows for comparison internationally – likely to be in partnership with the Web Index
2. Process and methodology developed with Community Funding and Engagement Programmes to best target those to common Internet Use goals.

C: Internet Connectivity Portfolio

Goal	<i>A process for the development of a 2020 policy and regulatory landscape is set at both a central and local government level, while the short term interests of consumers in viable copper services are protected to ensure widespread, competitive and affordable Internet access in New Zealand.</i>
Measures	<ol style="list-style-type: none"> 1. Copper FPP process resolves with the consumer interest protected 2. Clarity on the process to be used to develop a 2020 policy and regulatory landscape

2014/15 Top Priority

1. Lead a process of discussion and development within the industry to assist MBIE in developing a coherent and Internet and consumer-friendly regulatory model for New Zealand.

D: Internet Governance Portfolio

Goal	<i>We effectively contribute to Internet Governance processes regionally and globally.</i>
Measures	<ol style="list-style-type: none"> 1. Local multistakeholder model developed by furthering collaboration with the five “key constituencies” and effectively discussing and collaborating with them 2. Reflect New Zealand Internet governance debates in wider forums and reflect those wider debates in New Zealand forums 3. Group International Strategy and Plan are fully developed and signed off by Council in October 2014

2014/15 Top Priorities

1. Support ICANN's evolution in the post-NTIA era, including through a workable structural separation of the IANA functions
2. Implement process changes and relevant tools for better collaboration and information sharing regarding Internet Governance work across the group.

E: Internet Technology Portfolio

Goal	<i>To ensure that we are a leading supporter of the technical development of the Internet in New Zealand by developing and sharing robust analysis of key technical challenges.</i>
Measures	<ol style="list-style-type: none"> 1. Successful InTAC conference held as judged by participant feedback 2. Publication of technical analysis on issues related to transformations in the business year 3. Feedback from the New Zealand technical community is largely supportive of InternetNZ's stances and activities 4. We are represented and engaged at IETF and RIR policy and protocol standards development fora

2014/15 Top Priorities

1. Undertake an evaluation of the RealMe system, including a review of alternatives, and determine whether and how this could be more widely implemented, in collaboration with DIA if appropriate and available.
2. Undertake or commission research into possible CSIRT models for NZ. This should include collaboration with PacCERT where possible.

2: Community Engagement

Goal	<i>Develop and share understanding of, and support, the New Zealand Internet Community.</i>
Measures	<ol style="list-style-type: none"> 1. New Zealand Internet Community "map" (i.e. directory and understanding of interrelationships) developed and published. 2. All InternetNZ work includes a 'community' check, with a focus on supporting and ensuring community engagement, as appropriate. 3. InternetNZ engages with and supports a range of community existing processes and platforms.

2014/15 Top Priorities

1. NetHui14
2. NetHui South

3: Community Funding

Goal	<i>Maximise the impact in New Zealand of the community funding programme, including telling the story better so more people are aware of this work.</i>
Measures	<ol style="list-style-type: none"> 1. Create and implement a process to measure the Community Funding: understand baseline and changes of who, what and how is funded. 2. Process to understand impact of funding, including benefits and results, developed and implemented to demonstrate the public benefit of InternetNZ funding. 3. Perceptions of stakeholders, internal and external, on components of community funding understood. 4. A plan implemented to communicate the beneficial and important role of Community Funding with the wider community and that Community

	Funding applicants and recipient have a clear understanding of process as.
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2014/15 Top Priorities

1. Communications plans developed and implemented for Community Funding, including for each Partnership and Community Grants.
2. Implement funding rounds:
 - a. June/July: Community Projects and Conference Attendance
 - b. Nov/Dec: Special Canterbury Funding Round
 - c. Dec/Jan: Internet Research and Conference Attendance
3. New Partnerships for 2015 onwards identified, negotiated and agreed with Council and in accordance with InternetNZ's charitable obligations to benefit the public.

4: Our New Identity

Goal	<i>To develop and live up to our new identity in all that we do.</i>
Measures	<ol style="list-style-type: none"> 1. Brand refresh adopted and implemented 2. New website rolled out successfully, and other online presences updated accordingly 3. Increased identity recognition measured among stakeholders and the public. 4. Develop and articulate a core story, encompassing our vision, mission and objects that will provide a clear understanding of who we are, and what we do across the InternetNZ Group, with all constituent parts of the organisation understanding how they contribute to this vision.

2014/15 Top Priorities

1. New brand identity developed, signed off and implemented across InternetNZ activities and presences
2. New website developed, signed off and implemented
3. New "core story" for InternetNZ developed, signed off and used whenever appropriate to explain who we are, what we do and why we do it and representing our mission and objects.

5: Improved Organisational Performance

Goal	<i>Our members, the Council and the public at large can clearly see what we do as an organisation so they can hold us to account for measurable performance in all our work;</i>
Measures	<ol style="list-style-type: none"> 1. New processes introduced that allow for clear management of staff and contractor priorities, goals and objective 2. New quarterly activity reporting to members and the community introduced 3. Planning and accountability documents clear about the outcomes sought and the measures of success of these

2014/15 Top Priorities

1. Develop and implement good performance management, measurement and analysis frameworks that over time provide the information to continuously improve performance (both objective and subjective)
2. Identify barriers/incentives to working efficiently and effectively across the InternetNZ group and within the internal InternetNZ operating team and develop strategies to address those barriers/incentives.
3. Develop and implement new reporting framework on progress made on the business plan, with this reporting done on a quarterly basis.

Core Operations

Our staff perform a wide range of core operations that relate to the basic operation of the organisation and are often simply described as “Business As Usual”.

The focus to date on Business Planning has singled out some related areas in Work Area 5 where improvements in performance are sought, but that does not convey the full range of the work done in this area.

To assist with proper execution of this work, and to allow for the team to be held accountable, we will be analysing and preparing plans on the same basis from the 2015/16 year on. If resources allow, we will present a half-year plan from 1 Oct 2014.

Governance and Members

InternetNZ is a membership-based organisation which is governed by a Council of twelve members, elected by and from the Membership and comprising a President, Vice President and ten Councillors.

In 2014/15, governance activities anticipated include the following:

- Consideration of the way financial resources flow across the InternetNZ group.
- Development of a group-wide strategy through the Strategic Planning process.
- Development and implementation of a clear Policy Development Process for the Council.
- Maintenance of InternetNZ's ownership interests in its two subsidiary companies, Domain Name Commission Ltd and New Zealand Domain Name Registry Ltd (trading as NZRS).

These sit alongside the normal workload of six ordinary Council meetings each year, setting strategy for the Chief Executive and the operational team to execute.

Members have a wide array of roles in the organisation, including discussing issues through the Policy Advisory Group, participating in democratic processes to elect Council, and annual rounds of engagement on strategic direction and work planning. This role will be the focus of review and improvement as the year progresses, but specific plans are not in place.

Budget Summary

The Budget that backs this Business Plan up was presented separately to Council at its meeting on 4 June 2014, and can be found on the website². In summary and for quick reference, the allocation of resources is as follows:

Summary Areas of Work	2013/14	2014/15	Change over last year	
	Approved	Proposed	Amount	%
Internet Issues	944	871	-73	-8%
Community Funding	450	621	171	38%
Community Engagement	170	195	25	15%
Our Identity	67	40	-27	-40%
Improved Performance	0	35	35	0%
International Event	200	200	0	0%
Core Operations	1395	1473	78	6%
Members & Council	304	327	23	8%
Total \$000s	3530	3762	232	7%

Note: the numbers in this summary include roll-overs from the 2013/14 Budget as approved by Council, and so are slightly higher than those in the full Budget linked below.

Conclusion

We are excited to present this summary of the 2014/15 Business Plan. It is a high quality plan that will make a marked contribution to advancing InternetNZ's vision and mission during the 2014/15 year, and establish a solid basis for our ongoing development and future success as an organisation.

Jordan Carter
Chief Executive

² See paper at: https://internetnz.net.nz/system/files/meetings/03d_2014-03-24-final-2014-2015-budget_v2_-_jtc.pdf