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Identity Review Outcomes

InternetNZ

Paper for 6 December 2013 Council

FOR DECISION

Identity Review: Identity Strategy presentation + next steps

Author: Jordan Carter, Chief Executive

Purpose of Paper: To present the proposed Identity Strategy for InternetNZ, and to seek approval for new resources to complete identity development and website refresh.

Introduction

We are in the middle of the project to clarify InternetNZ's identity. The stages are:

• Vision & Mission:	In draft
• Objects:	In draft
• Identity strategy:	In draft – **workshop / item focus**
• Identity & logo design:	scoped and requiring budget approval
• Website:	scoped and requiring budget approval

This paper and the discussion around it at this December Council meeting is to agree the brand identity strategy and to approve budget for a visual identity and website design based on this identity.

Background – the identity project

Deciding our identity is deciding how we want others want to perceive us. We know that people will think a particular way about us depending on how we appear and speak, and what we work on and are interested in. Our identity is part of the art and science of achieving our objectives. The way we look and act is every bit as important in succeeding as what we say.

We need to be clear about who we are, and the way we operate, so;

- What we do and say in public helps reach our objectives
- The way we look and act communicates our positive view of the Internet
- Staff have a clear sense of core purpose, and embody this in their work and
- Workstreams better match the organisation's purpose
- The audience perception of us is the thing we desire

The project is made up of these components

1. What others think of us (stakeholder / public research)
2. What we think we are (our draft vision / mission)
3. A draft identity statement that describes the style of organisation that will best fulfil that vision and mission
4. A visual identity and logo – how we look
5. A website – the embodiment of our identity

Identity strategy

The identity strategy is based on previous Council discussions, and the research into opinions of stakeholders and the public.

It draws from the territory taken by the draft vision, mission and objects, but these don't need to be finalised before the strategy can be signed off. Discussion on the identity may help inform the ambition and precision of the vision and mission.

At this meeting

I will present the thinking so far about the identity; covering the strategic response to the values, mission and objects and the stakeholder research before covering a suggested set of factors that will comprise our identity.

This identity, based on the attached document, will direct the creation of a new visual look for the organisation, including a logo, and a website.

It will also form the basis for how we communicate with staff and others.

Identity in summary

In short, the identity document suggests:

1. There's a gap between what we want, and what our audiences think we should or can do.
2. To bridge this gap we need to strengthen our technical and industry mandate, and extend our public mandate.
3. We bridge the gap and achieve our objectives by embodying the spirit of, and the best of, the Internet in our appearance, style and actions.
4. This is: Energetic, Novel, Intelligent, Savvy, Connected, Consistent, Out-spoken.
5. We concentrate our public activity on projects that champion the inspiring, stimulating spirit of the internet.

Budget for next steps on visual identity, and website

Once a new identity framework is agreed, we need to develop the visual look and feel for it. We also need, urgently, to reflect this identity in our website – for which we have already developed a new Information Architecture.

The estimated operating expense implications are as follows:

Item	**Cost**
Design work for brand & visual identity	$37,000
Consultancy	$10,000
Contingency	$5,000
Total operational cost	*$52,000*

In addition, there are capital budget expenses that were not anticipated for work required on the website to a) bring the new brand identity to the wireframes already developed as part of the new IA, and b) rebuild the website along these lines.

In 2014/15 the Budget provides for $75,000 for this purpose. To commence the work as soon as possible, I seek approval for $35,000 unbudgeted capex in this financial year.

I would prefer to fund this out of existing operating and capital budgets, but they were not designed with provision for this level of investment in this area. As with this review in total, new resources are required to progress these matters in the current financial year.

Recommendations

That Council **approve** the brand identity strategy for InternetNZ.

That Council **approve** up to $52,000 in operating funding beyond current budget for the completion of the design work on brand and visual identity, funded from retained earnings.

That Council **approve** unbudgeted capital expenditure on website development of $35,000, funded from retained earnings.

Jordan Carter
Chief Executive

3 December 2013

Attach: InternetNZ Identity Strategy

InternetNZ Identity Strategy

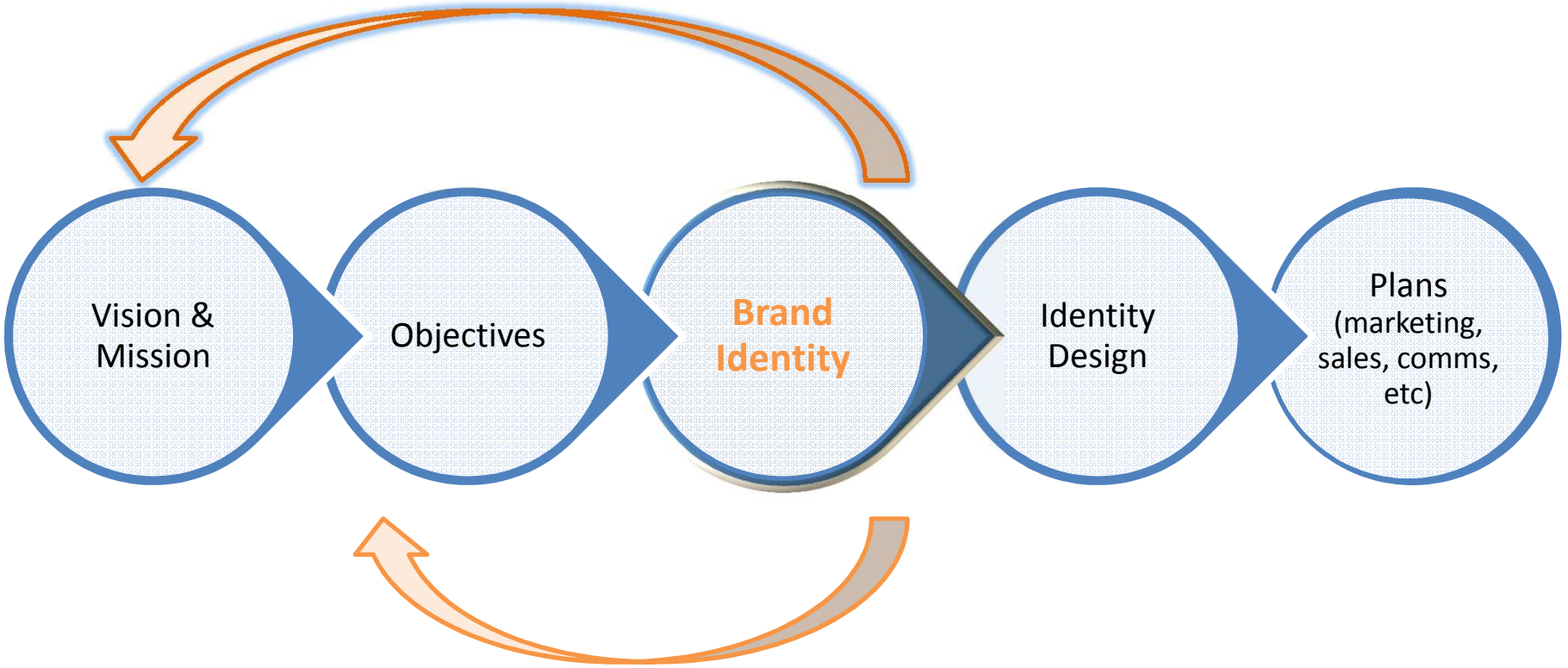
Components for a design brief

A Brand identity

This project defines Internet NZ's 'identity'

- So the work that is most in the public eye reinforces its key messages
- So the things that InternetNZ does and says reinforces its key message
- So the way InternetNZ looks and acts communicates to others its view of the best form of the Internet
- So staff have a clear sense of core purpose
- So workstreams better match the organisation's purpose
- To direct audience perception of the brand

Where this fits



InternetNZ's Purpose

Research to understand the internet and its use

Connect and engage people and organisations working on the internet

Educate the public and policymakers about how the internet works, its history, its core cultural drivers, and its issues.

Advocate for those who use or could benefit from the Internet

Act to generate new uses of the Internet

Protect InternetNZ's vision of the integrity of the Internet

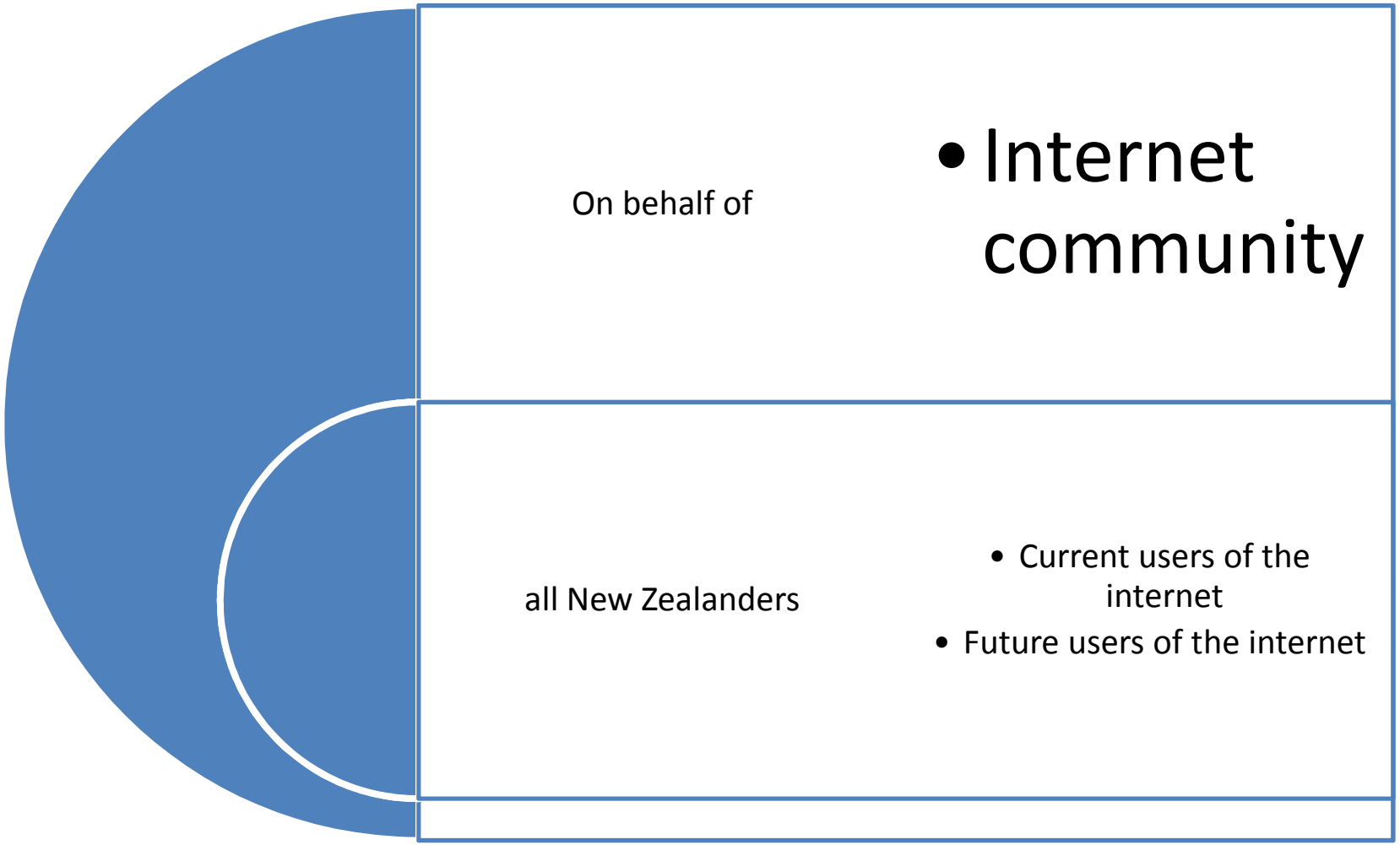
Manage .nz domain

Vision / Mission

Vision:

Mission:

We are representing...



Identity objective

Be thought of as:

- *The* organisation representing *New Zealand's best* interest in the Internet
- Supported by important people, an active network, and the general public
- Working to a core principle; [vision / mission].
- An organisation which embodies the productive, positive and cool things about the internet.

We are talking to...

Primary audience:

all New Zealanders

(to promote our view of the Internet, and to gain legitimacy and power from public alignment)

Everyday audience:

Internet professionals

Bureaucrats

Politicians

Media

What they think of us

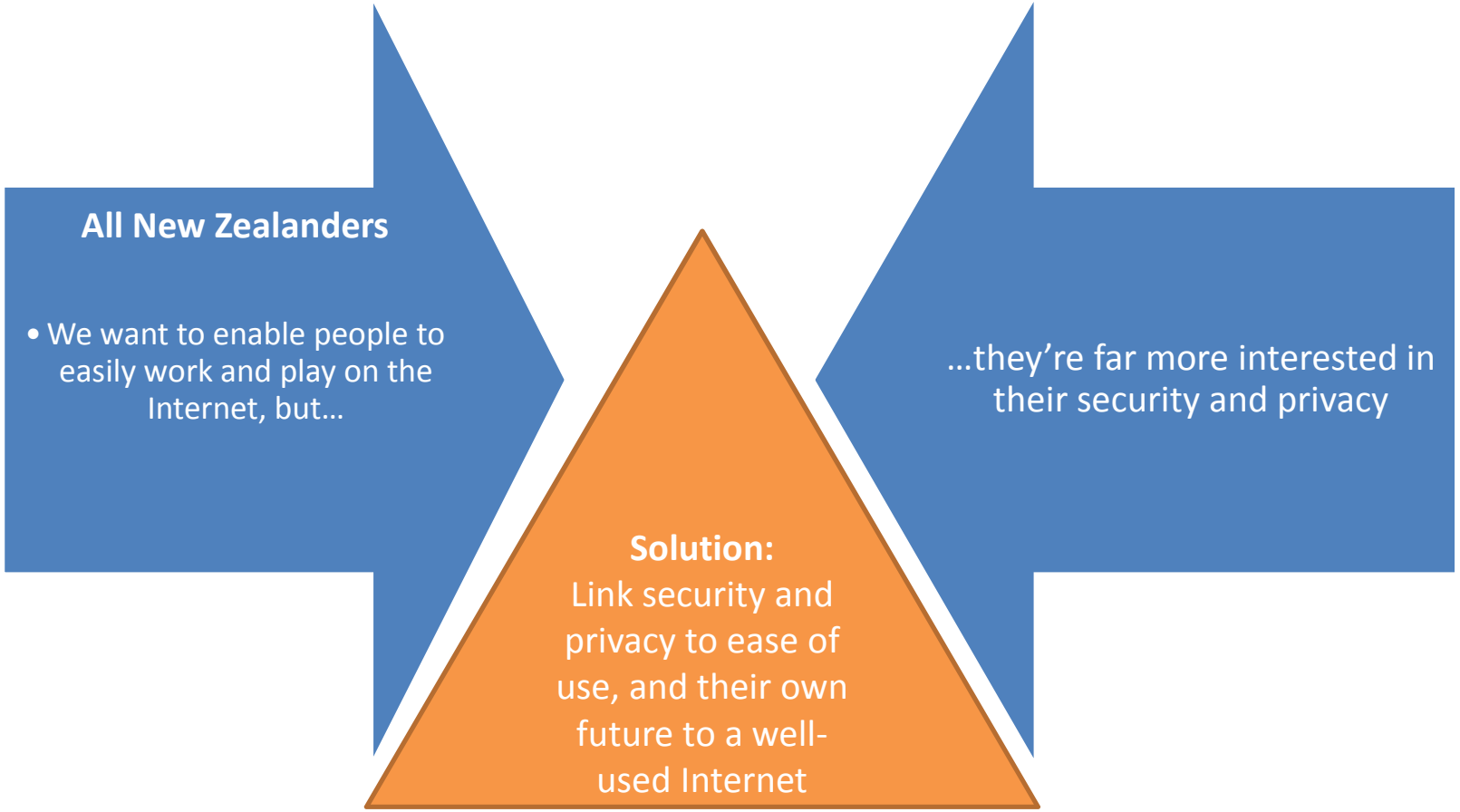
All New Zealanders

- Only a quarter have heard of InternetNZ, but aren't surprised there is such an organisation
- They think safety and security of the Internet is important
- 90% say "privacy" is the most important issue InternetNZ should address

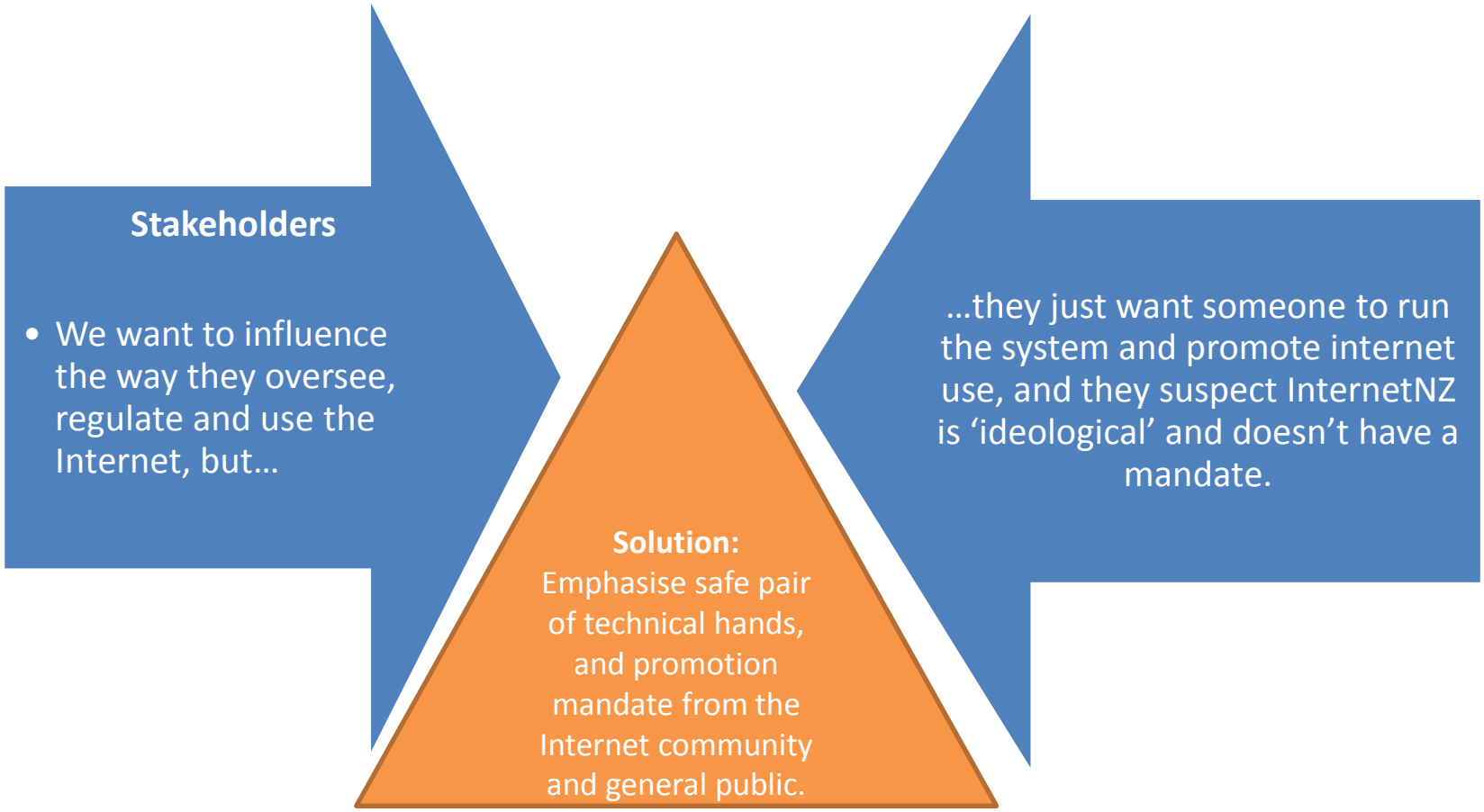
Stakeholders

- Think it stands for an open and accessible internet
- Question its mandate
- Some think it should focus on technical and regulatory aspects
- Some think it should also focus on best use of the internet for entrepreneurship, skills etc

There's a gap...


All New Zealanders
• We want to enable people to easily work and play on the Internet, but…
…they're far more interested in their security and privacy
Solution:
Link security and privacy to ease of use, and their own future to a well-used Internet

There's a gap...


Stakeholders
• We want to influence the way they oversee, regulate and use the Internet, but…
Solution:
Emphasise safe pair of technical hands, and promotion mandate from the Internet community and general public.
…they just want someone to run the system and promote internet use, and they suspect InternetNZ is 'ideological' and doesn't have a mandate.

Where's the mandate?

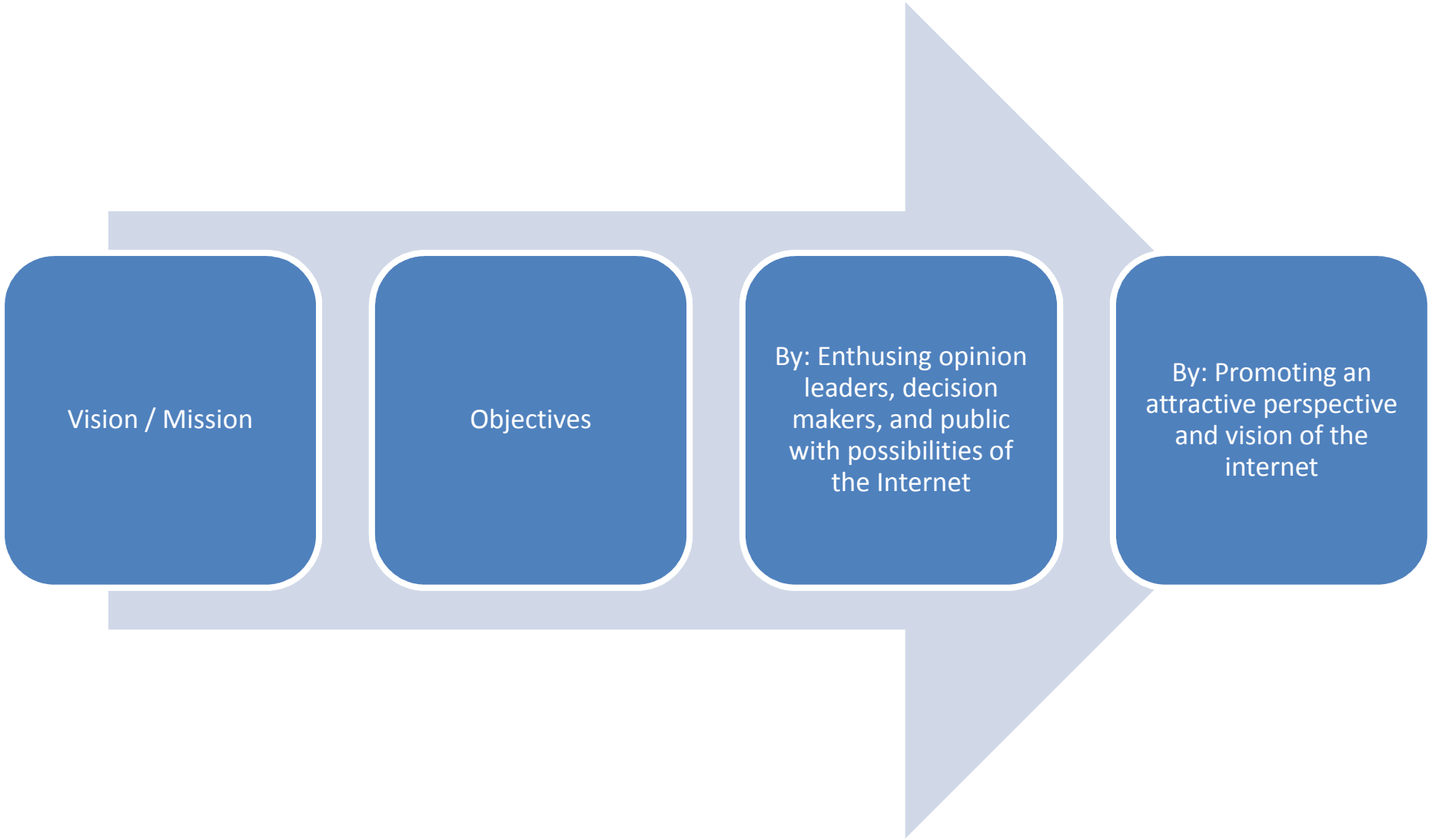
Q. Who does Internet NZ speak for?

- What gives it the right to be involved in resolving Internet issues?
- How does it know what people want?

A. **Internet users**

- **Existing Members**
  - We arose from the Internet community to organise domain allocation
  - We represent the interests of the community who originally, and still, collaborate to organise and promote the Internet in NZ
  - As domain manager, we speak on internet assignment matters
- **Domain owners**
  - Everyone who owns a piece of the Internet is informed and consulted [TBC]
- **General Public**
  - Membership is open to all NZers
  - We speak for all internet users, who we connect with via consultation and promotion

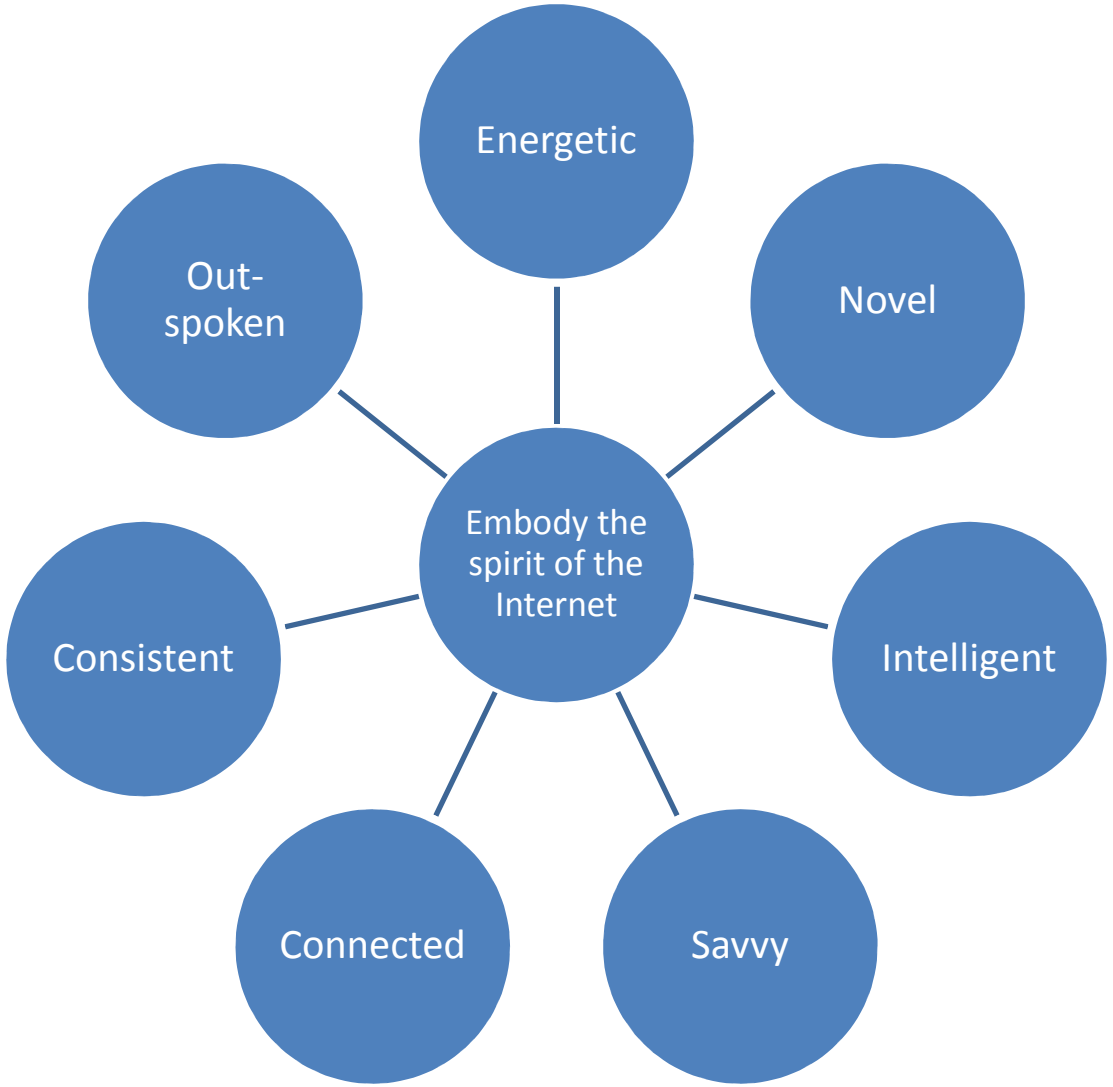
The Communication task



Solution

Embody the spirit of the Internet

The spirit is:



Identity components

Logo / graphic elements

- Sharp-edged (out-spoken and principled)
- Dynamic (energetic)
- Unusual (novel)
- Minimal colour palette (authoritative)

Imagery

- Internet in practical everyday use
- InternetNZ in the ‘real world’
- Initiator and attender at large gatherings
- Active Role in public affairs

Identity context

- Website
- Twitter
- Print
- Branding
- Advertising
- Campaign material
- Formal material such as political submissions

Conduct components

What's Hot system

- A 'living' short list of activities which matter most to InternetNZ at any one time
- Activities must;
  - Meet the core principles of the organisation
  - Be very likely to be seen by many of either the public or stakeholders
  - Embody key features of the spirit of the Internet

Identifiable CEO

- Represents principled, intelligent, connected
  - Active media profile, commenting on topical issues
  - White papers, select committees, think tanks, newspaper features, tv appearances
  - Member of many Wgtn and Akld organisations and groups

Identifiable in-house 'experts'

- SME Business – promoting the use and value of Kiwi businesses on the internet, and educating
- Youth – promoting the skills and expression of Kiwi youth over the Internet
- Internet Systems – knowledge of how the Internet works at the level of its "pipes"

Ubiquitous marketing (appearance of network)

- Place new branding across organisation and partners
- Publicity and direct-targetted communication about funded work

Conduct components (cont.)

Language

- **Style**
  - Bold, strident and confident
  - Short sentences
  - Every fact or claim logically articulated and substantiated
  - Excited / fun
  - Use language that is in common-use
  - Use Net or urban buzz-phrases
- **Words**
  - *We*
  - *The public*
  - *The internet community*
  - *Open*
  - *Easy*
  - *Work and play*
  - *Create*
  - *Endeavour*
  - *Business*

Single-minded Campaigns

At any one time, InternetNZ should have (no more than) two ‘campaigns’ running

- Protecting the internet
  - Campaigns aimed at defending people’s rights and activity online. The mission is to convince the public (and thus the stakeholders) of the advantage to them of online freedoms.
- Promoting the internet
  - Campaigns aimed at promoting using and creating on the internet. The mission is to convince the public and stakeholders of how the unrestricted spirit of the internet advances society and economy.

The mantra

We are the New Zealanders who set up the Internet here
Our mandate is to [vision].
So we research, connect those working on the internet, educated people about the Internet, advocate for and stimulate its use, protect the culture that drives the internet, and manage .nz

Vision, Mission and Goals

InternetNZ

Paper for 6 December 2013 Council

FOR DECISION

Vision and Mission

Author: Jordan Carter, Chief Executive

Purpose of Paper: Seek decision on proposed Mission and Vision – either adoption, or rejection (which would lead to further work).

In February, the Council adopted Vision and Mission statements for InternetNZ for the current year. These were slight adjustments to the previous versions, as follows:

Vision: The Internet is open and uncapturable.

Mission: As kaitiaki, to protect and promote the Internet for New Zealand.

In discussions this year on strategy, the Council has expressed a consensus view that the vision and mission need to be broader, to encompass people as well as the Internet itself. After the Strategic Planning retreat, the Council established as draft working versions the following:

Vision: The Internet is there for all / Everyone understands, trusts and benefits from the Internet / Everyone gets the Internet.

Mission: To advance and protect the use and benefits of the Internet for all New Zealanders by informing, connecting, and collaborating with people and organisations.

At the retreat, I was given direction to do further work on these proposed statements. As well, Council discussed options for revising the Objects to discuss with members later in the year.

I have reviewed the above, engaged external advice on the Vision and Mission, taken careful note of the Council's discussion on a revised option, and reflected further.

The essentials that our Vision and Mission need to capture are these:

- It's about the Internet as a force for good
- People count, not just technology
- We want to summon up a big positive picture, and say how we will act
- We are New Zealand based but our interest is in the global Internet

Based on this, I propose the following:

Vision:	A better world through a better Internet.
Mission:	To promote the Internet's benefits and uses, and protect its potential.

Some points to note about these:

- The vision is ambitious, positive and global.
- The vision opens up conversations and useful questions – what is a better Internet, anyway?
- The vision points the causation in a direction consistent with our big picture – that the Internet contributes to a better life.
- The mission retains the (in the end, rather useful) protect and promote – but reverses them in a more positive direction.
- Benefits and uses in the mission are code for people and gains – because it is people who benefit from, and mostly use, the Internet.
- I propose "potential" as what we believe to be arising from the open and uncapturable Internet, terms that mean something to us but which we have agreed are inaccessible to the public.
- Both vision and mission would generally be presented with our name, which "New Zealand"-ises them.
- We will never get to a situation where everyone is perfectly happy with these.

The decision I seek from Council is:

- Adoption of the Vision and Mission; or
- Rejection of the Vision and Mission

Further work will arise if the decision is for rejection. We should not spend Council time on any attempt to word-smith.

Jordan Carter
Chief Executive

3 December 2013

Review of the Objects

InternetNZ

Paper for 6 December 2013 Council

FOR DECISION

Objects Review: proposed draft Objects

Author: Jordan Carter, Chief Executive

Purpose of Paper: Seek feedback on a strawman presentation of revised Objects, with feedback leading to further development and eventually to discussion with Members.

At the Strategic Planning retreat in September, we analysed InternetNZ's Objects, and did some background work on formulating a possible alternative set of Objects for the membership to consider.

At the October meeting I was instructed to take the material from the Retreat and to proposed strawman wording for revised Objects.

My proposed text follows. It is based on the work that has been done by Council already, and tries to present Objects that summon up the spirit of the organisation consistent with the expanded focus (recognising people as well as technology).

Councillor feedback is most helpful on whether this is appropriate for consultation with members (either as is, or with minor tweaks), or whether further substantial work is required.

The workings of the Retreat are attached for reference (Appendix 1), and the current Objects are also attached for reference (Appendix 2).

Proposed draft Objects

Internet New Zealand Inc is a non-profit, incorporated society established to maintain and extend the availability of the Internet and its associated technologies and applications in and for New Zealand, both as an end in itself and as a means of promoting more effective collaboration, cooperation, communication and innovation for all. In promoting these things and by protecting the common platform the Internet represents, the society pursues the following objects:

a) *To more fully understand the nature of the Internet through research and analysis.*

b) *To involve and engage members and others, and to build connections among them and with the local and global Internet community, thereby sustaining an ecology of stakeholders and interests that work together in open and inclusive ways to shape the Internet's ongoing development.*

c) *To bring New Zealand interests and perspectives to bear in shaping the Internet's development at a regional and global level, and to share information and understanding gained at those levels with the local Internet community.*

d) *To educate the public and all who have an interest in, or make decisions regarding, the Internet's development by sharing information and analysis regarding the Internet's nature, the benefits it can offer, and the impact it has on society.*

e) *To act on behalf of the Internet community and users, bringing their ideas forward in debates on the Internet's development, and in so doing to promote the maximum possible availability and accessibility of the Internet to all.*

f) *To defend against any threats which emerge to the Internet as an open and uncapturable platform for innovation and change which is coordinated through multi-stakeholder institutions.*

g) *To manage the .nz country code Top Level Domain in the spirit of public good.*

Recommendation

That Council **approve** the proposed draft Objects as a first draft, deeming them in principle appropriate for consultation with members [as amended].

That the Chief Executive **be asked to** consult the subsidiaries on the proposed draft Objects, and outline to the Council any feedback suggesting necessary changes along with how to incorporate this.

That the Chief Executive **be asked to** seek legal advice on the proposed draft Objects, in particular to understand any impact their adoption might have on charitable status.

Jordan Carter
Chief Executive

3 December 2013

Appendix 1: Retreat Objects working: extract from Retreat report.

The councillors identified the following list of verbs under which to group the following areas of interest:

- *Research/learn/understand*
  - *to support wider understanding of the Internet*
  - *support and/or undertake research in the public interest*
  - *history and archives*

- *Connect/engage/link*
  - *members*
  - *local Internet community*
  - *multi-stakeholder discussion*
  - *international Internet community*
  - *be the 'glue' between players*
  - *coalitions on matters of concern*

- *Educate*
  - *dissemination of information, advice and best practice*
  - *be the "go to" people for Internet information*
  - *members, the public, government and business*

- *Advocate for/represent/promote/act*
  - *the interests of the wider Internet community in NZ*
  - *fairness and competition in the supply of services*
  - *initiatives that promote greater access and participation across communities*
  - *local innovation around Internet technologies*
  - *policy advice to government and other organisations (including standards)*

- *Defend*
  - *against threats to the open and uncapturable Internet*
  - *'route around' threats or obstacles*
  - *maintain technical openness*

- *Manage*
  - *to manage '.nz' in the spirit of the public good.*

Appendix 2: Current Objects (clause 2 of the Constitution)

2. Objects

Internet New Zealand Incorporated trading as InternetNZ ("the Society") is a non-profit common interest society to 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. It is intended that the Society be the principal organisation representing the interests of Internet users and Internet Service Providers in New Zealand. The Society's objects are:

2.1 To promote the competitive provision of Internet access, services and facilities in an open and uncaptureable environment.

2.2 To develop, maintain, evolve, and disseminate standards for the Internet and its inter-networking technologies and applications.

2.3 To develop, maintain, evolve and disseminate effective administrative processes for the operation of the Internet in New Zealand.

2.4 To promote and conduct education and research related to the Internet and inter-networking.

2.5 To coordinate activities at a national level pertaining to good management of centralised systems and resources which facilitate the development of the Internet, including but not limited to the Domain Name System.

2.6 To collect and disseminate information related to the Internet and inter-networking, including histories and archives.

2.7 To develop and maintain formal and informal relationships with the international Internet community, including the Internet Society.

2.8 To represent the common interests of the wider New Zealand Internet community both nationally and internationally.

2.9 To promote widely and generally available access to the Internet.

2.10 To liaise with other organisations, New Zealand Government authorities, and the general public for coordination, collaboration, and education in effecting the above objects.

NZRS dividend letter

29 November 2013

Frank March
President
InternetNZ
PO Box 11-881
Wellington

re: Dividend payment and revised budget

Dear Frank

This is to advise you on behalf of the Directors of NZDNRL that a dividend payment of $800,000 for the year ending 31 March 2014 was declared by the Board on 29 November 2013. The dividend amount will be paid to InternetNZ's bank account on Friday 29 November 2013.

This dividend payment at $800,000 is less than the $850,000 we had previously budgeted for and advised you of in our Statement of Direction and Goals as the NZRS Board has now approved a revised 3 year budget in response to a number of key factors:

1. Growth in .nz registrations has slowed dramatically. We have reduced our budget for the latter half of the year from growth of 3,575 per month to 2,000 and even this may need further downward revision. The impact of reduced growth is minor initially but accumulates over time. The reduction in budgeted income from this change is $44k (2013-14), $252k (2014-15), $831k (2015-16).

2. Insourcing of our outsourced IT provision brings additional short term costs for recruitment; simultaneous expenditure on staff and the outsourcing contracts for a period while the service transfers; and new equipment for new staff. In the medium term we expect this change to be cost neutral or deliver a modest saving but as previously noted the key driver for this change is to strengthen our ability to execute and not to save costs

3. We are now budgeting to spend our $400k business development fund on a new business development project in the final quarter of this year and the first quarter of 2014-15. While there is a still a process of engagement and approval to be followed we felt it prudent to budget for this expenditure now.

It is important to note that the effect of these factors also changes our budgeted dividend payment of February 2014, which drops from a budgeted $850k to $450k taking the total budgeted dividend payment for this year to $2,559,637, down from $3,009,637.

I attached a copy of this revised budget for your information.

This budget follows our standard practice of forecasting for three years but in this

instance the forecasts for the coming year (2014-15) and next (2015-16) are soon to change as we begin our annual forecasting and budgeting cycle and so any decisions that rely on forecasts for these years should wait for that process to complete. The initial key factors that will be considered are:

1. Opening the second level, which will have an impact on both costs and income. We have recently provided advice to DNCL on the details of the policy and the emerging implementation plans with the aim of reducing implementation costs and giving registrants earlier opportunities to register second level names.

   The request from Council to advise you if we believe there are any significant cost implications of opening the second level is still being looked at. As soon as we know the full details of the final policy and the details of the implementation plan, we will begin work on estimating the full costs.

2. Business development income. Our budgeting has so far been conservative and only incorporated the costs and for the annual budgeting cycle this will be extended to look at anticipated income.

If you have any questions then please do not hesitate to ask. Both our CE and myself will be available to answer any questions at the December Council meeting.

Yours sincerely

Richard Currey
Chair

Appendix 1 - Budgets for the 3 Years to 31st March 2016

BUDGETED STATEMENT OF FINANCIAL PERFORMANCE

	13 - 14 $	14 - 15 $	15 - 16 $	Total $
INCOME	8,521,237	8,950,709	9,425,911	26,897,857
DIRECT COSTS	2,887,221	2,390,208	2,404,592	7,682,021
GROSS PROFIT	5,634,016	6,560,501	7,021,319	19,215,836
OVERHEADS	2,228,455	2,987,294	3,075,557	8,291,306
OTHER COSTS	807,464	940,266	888,580	2,636,310
OPERATING PROFIT	2,598,097	2,632,941	3,057,182	8,288,220
NET PROFIT	2,598,097	2,632,941	3,057,182	8,288,220
INCOME TAX	0	0	0	0
PROFIT AFTER TAX	2,598,097	2,632,941	3,057,182	8,288,220
DIVIDEND ACCRUAL	-2,559,637	-2,638,775	-3,280,403	-8,478,815
RETAINED EARNINGS	38,460	-5,834	-223,221	-190,595
CUMULATIVE	38,460	32,626	-190,595	-190,595

BUDGETED STATEMENT OF FINANCIAL POSITION

	Opening $	13 - 14 $	14 - 15 $	15 - 16 $
FIXED ASSETS				
Software	2,699,580	3,509,580	3,655,780	3,718,666
Office Equipment	183,146	321,146	371,146	421,146
Computer Hardware	900,837	1,240,837	1,591,637	1,953,561
Accumulated Depreciation	0	75,000	95,000	115,000
	-	-	-	-
	2,824,560	3,632,024	4,572,290	5,460,870
INTANGIBLE ASSETS				
TradeMarks and Brand	10,698	10,698	10,698	10,698
Accumulated Depreciation	-10,698	-10,698	-10,698	-10,698
	0	0	0	0
CURRENT ASSETS				
Bank	7,423,866	7,807,502	8,773,684	9,769,788
Trade Debtors	812,593	877,519	924,537	971,556
Prepayments	87,106	87,106	87,106	87,106
Interest Receivable	81,410	81,410	81,410	81,410
	8,404,975	8,853,537	9,866,737	10,909,860
CREDITORS DUE WITHIN ONE YEAR				
Trade Creditors	263,994	477,669	250,989	250,024
Other Creditors	55,273	73,318	143,569	155,164
Deferred Income	6,010,017	6,743,935	7,546,132	8,408,076
Holiday and Sick Leave Accrued	50,208	50,208	50,208	50,208
	6,379,492	7,345,130	7,990,898	8,863,472
NET CURRENT ASSETS	2,025,483	1,508,407	1,875,839	2,046,388
CREDITORS DUE AFTER ONE YEAR	0	0	0	0
TOTAL NET ASSETS	2,984,486	3,022,946	3,017,112	2,793,891
CAPITAL & RESERVES				
Share Capital	30,000	30,000	30,000	30,000
Reserves	2,954,486	2,992,946	2,987,112	2,763,891
	2,984,486	3,022,946	3,017,112	2,793,891
Liquidity (incl bus dev $400k)	107%	102%	102%	103%
Surplus Cash over Required Liquidity	459,637	161,775	160,403	278,618

BUDGETED CASHFLOW

	13 - 14	14 - 15	15 - 16	Total
	$	$	$	$
RECEIPTS				
Income	10,218,287	10,785,534	11,349,753	32,353,574
Other Income	313,231	333,296	377,619	1,024,146
	10,531,518	11,118,830	11,727,372	33,377,720
PAYMENTS				
Invoiced Costs	263,994	0	0	263,994
Direct Costs	3,174,765	2,798,486	2,754,842	8,728,093
Overheads	2,215,136	3,189,113	3,234,723	8,638,972
Fixed Asset Purchases	1,389,967	777,118	575,948	2,743,033
Other Assets/Liab's Out	3,104,020	3,387,931	4,165,755	10,657,706
	10,147,882	10,152,648	10,731,268	31,031,798
NET CASH FLOW	383,636	966,182	996,104	2,345,922
OPENING BANK	7,423,866	7,807,502	8,773,684	7,423,866
CLOSING BANK	7,807,502	8,773,684	9,769,788	9,769,788

AuIGF Report

REPORT BY DAVID FARRAR ON NETHUI WEST, MELBOURNE

I attended NetHui West in behalf of DNCL. There were also five InternetNZ staff in attendance. They have done a report on the wider Internet governance issues, so I have confined this report to the two sessions of most direct relevance to DNCL and .nz.

NEW gTLDs

This session was moderated by auDA CEO Chris Disspain. Chris is also on the ICANN Board. The panellists were:

• Adrian Kinderis – CEO and co-founder of AusRegistry.

• Bob Turner – Australian Cancer Research Foundation (.cancerresearch)

• Steven Roddis – Former Board Member, Electronic Frontiers Australia

• Teresa Corbin – CEO, Australian Communications Consumers Action Network (ACCAN)

Adrian talked on how there will be holes in the process that will only become known when implemented – that gTLD expansion is a work in process. He said that there have been some transparency and process issues that need resolving going forward (mainly on role of staff).

He made the point that the gTLD programme has forced us to think practically of Internet Governance and the roles different people play.

Bob talked on why they had applied for .cancerresearch. They believe it has potential to be a centralised info hub for global research. They plan subdomains for countries and organisations. Some suggested that this could be done under a domain such as cancer.com. The response was that they believed there was enough value in a TLD, that it was worth the cost. They do not seek a financial return, but a return in terms of influence and ability to do good. They decided not to go for .cancer as they didn't want to have a bidding war for a contested domain.

Steven and Teresa spoke mainly about the challenges for consumers with new gTLDs and the need to protect them.

Adrian said some TLDs will fail, and/or will be used for bad. He advocates letting the market decide. Said there was some danger for consumers who invest in just one TLD, if it is a new one. Coping with a registry failure will be a big policy issue.

Someone said it is unfair to allow big business to buy their own TLDs. The response was that Google could buy every billboard in Australia, so how is that any less fair?

Some talk of how youth just google, don't use domain names much. Most browsers now have a combined window for URLs and search.

Adrian said if domain names do not innovate they die. They could be replaced by apps, QR codes, walled gardens, Facebook etc. Said new gTLDS provide an opportunity for innovation.

A discussion oh open TLDs that attract registrations incongruous with their name. Example given of say BHP.green is registered and BHP dump waste in the sea. Said this will lead to public backlash against TLD so they will face incentive to possibly police. If a TLD is for a niche, it should be policed. If you do not set rules, the market will.

Another argument in favour was that new TLD can give clarity - .NAB means it is always a National Australia Bank website.

The issue of relevance of requiring registrations at the third level came up for .au and one registrar advocated that .au should follow what .nz has done. Chris Disspain responded that they have reviewed this regularly in the past and always found strong opposition to such a change. He did say they will review it again in the future, but I didn't detect any enthusiasm from him for a change. As their com.au is moderated and restricted to Australian businesses, they don't have the same challenge as we have had with co.nz which became a de facto .nz.

A discussion on whether ICANN should allow closed applications for generic strings such as .insurance going to one insurance company or .book to Amazon.

Adrian argued that if Amazon makes .book successful then someone else may apply for .story or .novel. You can get competition with even generic words.

A discussion was held on helping ensure registrants get good unbiased information on new gTLDs and are made less susceptible to pro forma invoicing scams and the like. Adrian said that he thinks AUDA does have a role with consumer protection in new gTLDS. Chris Disspain responded that he looked forwarding to discussing how with Adrian how he will fund auDA to do that.

I think it would be timely for the InternetNZ Group to discuss what role, if any, it should play in education for registrants over new gTLDs.

WHOIS POLICY

A panel of four, again moderated by Chris Disspain. Some of the points made included:

- If more data is put into the whois, it may incentivise more false data.
- Port 43 whois does not include e-mail addresses but web whois does as it has measures to prevent bulk harvesting. Should port 43 whois be identical to web whois?
- Debate on whether .au should allow a proxy service (where name and contact details are not published, only the details of a proxy) as ICANN allows for gTLDS. Little support for this.
- Was mentioned that Australian company directors do not have to list their home addresses on their companies registrar – unlike in NZ.
- Discussion of law enforcement concerns over proxy services. They say many (not most) who use them are involved in illegal activities
- ICANN has agreed to do a study of who uses proxy services for WHOIS.
- Mention was made that the accuracy rate of WHOIS details in gTLDs is quite low. No real enforcement of any requirement to be complete and accurate – unlike in .nz
- Discussion of whether people should be able to do a reverse search on any WHOIS field – ie find all domains registered to a name, address, e-mail address, phone number etc. Pointed out Companies Office allows searches by director and shareholder names.
- Some advocated a fee for whois data access as a good gateway for minimising use of it

There were no conclusions, but a worthwhile discussion.

I think it would be worthwhile for DNCL to consider a forum on WHOIS, data and privacy issues at an appropriate stage (maybe when policy next up for review). Could include Privacy Commissioner, Police, technical community and others. A first principles discussion could attract considerable interest.