

# auDA Strategic Plan 2015-18



.au DOMAIN ADMINISTRATION LTD



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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 Continue to enhance complaints and dispute resolution mechanisms
- 1.4 Build relationships with resellers
- 1.5 Strengthen relationships with closed 2LDs

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

- 2.1 Assess and where relevant implement technical developments
- 2.2 Continue to test and improve contingency plans
- 2.3 Continue to improve operational security
- 2.4 Monitor changes in the DNS environment
- 2.5 Support cybersecurity activities

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

- 3.1 Continue to strengthen relationships with members and key stakeholders
- 3.2 Broaden relationships with Government
- 3.3 Enhance community programs (auDA Foundation, ANZIAs, auIGF, CGDNs)
- 3.4 Educate the community about the value of .au
- 3.5 Continue auDA's active participation in relevant fora

## 4. Developing our people and improving our processes

- 4.1 Review auDA's performance against its Accountability and Transparency Framework
- 4.2 Continue to review Board Governance structures
- 4.3 Manage key person risk
- 4.4 Invest in our people and continue succession planning

# 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 names panel in 2015. 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, including compliance with the Information Security Standard (ISS).
- 1.3 Continue to 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 implement pro-active audits based on analysis of complaints data.
- 1.4 Build relationships with resellers:** Given their significant presence in the .au market, auDA will promote the Reseller ID system as a way of developing closer relationships with resellers and educating them about their responsibilities.
- 1.5 Strengthen relationships with closed 2LDs:** Building on existing governance arrangements, auDA will work to support effective administration and policy development within the closed 2LDs.

## 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. Relevant technical developments will be implemented as required.

**2.2 Continue to test and improve contingency plans:** Although robust contingency plans are already in place, there is a need to test and strengthen these for key risks including:

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

**2.3 Continue to improve operational security:** An important aspect of the security of the .au space is the security of auDA operations. These security processes will be reviewed and strengthened as necessary.

**2.4 Monitor changes in the DNS environment:** Given the dynamic nature of technical and policy developments in the global DNS, auDA will monitor these developments and act to maintain the security and stability of the .au space.

**2.5 Support cybersecurity activities:** auDA will make itself available to respond and participate as required to help maintain the integrity of the Australian and global Internet infrastructure.

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

- 3.1 Continue to strengthen relationships with members and key stakeholders:** auDA relies on the support of its members, government and community stakeholders to effectively carry out its mission. auDA will continue to strengthen and enhance these relationships, with a particular focus on growing its demand and supply class membership.
- 3.2 Broaden relationships with Government:** auDA will build relationships with Federal and State Government, including law enforcement agencies, to promote awareness 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. Australian Internet Governance Forum: Implement an enhanced auIGF 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:** auDA will continue to promote the .au space as a trusted, well-recognised space run for the benefit of all Australians.
- 3.5 Continue auDA's active participation in relevant fora:** To ensure that it remains aware of local and global Internet issues, auDA will continue to participate in national and 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 local and global Internet issues.

# 4. Developing our people and improving our processes

- 4.1 Review auDA's performance against its Accountability and Transparency Framework:** auDA's Accountability and Transparency Framework clearly sets out auDA's obligations to the .au community. auDA will review its performance against these standards.
- 4.2 Continue to review Board Governance structures:** Building on previous enhancements to auDA's governance structures, the Board will continue to review its performance and make improvements to ensure that it 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.