

.au Domain Administration (auDA)

Membership Considerations Workshop

Conversation Tracker

06 August 2018

Purpose of this document

The purpose of this document is to capture a synthesised summary of the conversations and activities that took place during the auDA Membership Options co-design workshop held on 6 August 2018. This workshop was held to collaboratively explore a new membership model for auDA and discuss key considerations including qualification methods, types of membership, membership functions and dues.

Please note that this document does not capture the conversation verbatim, rather it presents a snapshot of key discussion points and activities.

About the project

The federal government, through the Department of the Communication and the Arts, decided in 2017 to review the .au Domain Administration. A key finding from this review was defined as: “the current management framework of auDA is no longer fit-for-purpose. In particular, the current membership model, and its relationship to corporate governance, is impeding auDA’s decision making and is contributing to ongoing organisational instability... The current process where the majority of directors are appointed from the membership does not support effective governance outcomes.”

The Consultation Model Working Group has been assigned the job of defining and overseeing the process of consultation with the auDA membership – and the Australian community – on the reforms required for auDA to meet the Commonwealth Government’s expectations.

Although the CMWG’s mission is broad over the long-term, the group’s immediate intent is to drive advancement of the discussion on how auDA’s membership model can be reformed to satisfy the requirements of the Commonwealth Government.

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Welcome and introductions (15 mins)

Who is here today?

Background (15 mins)

Why are we here?

Q&A session (30mins)

- i. What is the organisational structure of auDA and how does that inform our functions and membership options?
- ii. What is in the auDA constitution and how does that inform our functions and membership options?
- iii. What directions from the government review do we need to consider in our design of the membership model?

Break (15 mins)

Stakeholders and membership (20 mins)

- i. Who are auDA's 'public stakeholders' and how can auDA best engage with them?
- ii. What benefits of engagement with and from auDA should be exclusive to members?

Membership considerations (20 mins)

- i. Poll: Of the models offered by CIRA, InternetNZ and auDA respectively, which is preferred?
- ii. How might membership be offered? What processes and systems might need to exist to enable this to happen? (i.e. how might wholesalers be supported in this?)
- iii. What might the membership fees be? What are the price point considerations?

Membership functions (20 mins)

- i. What committees are required? How might they be structured?
- ii. How will voting rights be assigned for a nominations committee, and for what purposes?

Engaging with multiple stakeholders (5 mins)

- i. Given the breadth of stakeholders identified tonight, how might auDA engage with the various groups to better meet its objectives?

Close



LaTrobe University City Campus

- **Marty Drill**
CMWG
- **Leanne O'Donnell**
auDA individual member
- **Keith Besgrove**
Internet Australia + CMWG
- **James Deck**
auDA Director + Owner of a digital agency
- **Peter Tonoli**
CMWG + Internet Australia + Electronic Frontiers Australia
- **Kylie Lane**
Ashurst
- **Jonathan Bisset**
Ashurst
- **Chris Joseph**
CMWG
- **Peter Berry**
Demand Class Member
- **Tim Hogard**
UMD
- **Holly Raiche**
auDA Director
- **Kris Cutmore**
Education Services Australia
- **John Graham**
Independent



Webinar

- Desiree Lyall
CMWG
- Ed Keay-Smith
Online Impact
- Suze Metherell
Observing for Horton Advisory & auDA
- Debbie Monahan
CMWG
- Cheryl Langdon-Orr
Ex auDA Director & Demand Class Member
- Ian Halson
CMWG
- Narelle Clark
Public Interest Registry
- Robert Kaay
dbr.com.au + domainer.com.au
- Lyndsey Jackson
Chair, Electronic Frontiers Australia
- Kathy Reid
President, Linux Australia
- Sandra Davey
Australian Internet Community Forum
- Kevin Clark
iiNet
- Ben Carroll
CMWG
- Cameron Boardman
auDA Chief Executive Officer
- Steve de Mamiel
- Josh Rowe
- Scott Long
- Teresa Mitchell
- Tom Dale
- Kim Heitman
- Laurie Patton
- Alan Gladman
- Jim Stewart
- Sean Fogarty

zoom

We used Zoom for online participants to hear and see what was happening in the room. A camera was mounted to broadcast presenters and speakers in the room, and presentation slides were shared in real time.

The Zoom's chat function was also used to report and attend to any technical issues.

slido

We used Slido.com for online participants to respond to workshop questions.

Questions and comments posted to Slido were displayed on a projector in the room. Responses were summarised live and shared back at the end of each session, and a full transcript of responses can be found in the appendices of this document.

Keith Besgrove, Vice Chair of Internet Australia and CMWG Member presented an introduction to auDA's Consultation Model Working Group (CMWG) and its terms of reference.

The CMWG comprises 16 auDA members and community stakeholders who are assigned the job of defining and overseeing the process of consultation with auDA members and other stakeholders on the reforms required for auDA to meet the Commonwealth Government's recommendations. The working group has met weekly since May for three-hour in-depth discussions as well as continuing the discussions online.

Keith outlined the terms of reference for the CMWG:

- In six months auDA must demonstrate significant progress in adopting the Department reforms
- Developing an effective consultation model is key to meeting the Government's reform demands
- The CMWG is focusing on the membership model as a time-sensitive example for trialling and evaluating different consultation methods

"We would like to highlight these because a lot of people are trying to get our responses on a range of issues that are outside our terms of reference"

Peter Tonoli, CMWG board member, continued the presentation to report on working group activities conducted in the lead up to this workshop.

- In July the CMWG convened a forum (the previous workshop) to get member's input for the membership model that would satisfy the federal government and 75% of auDA's members
- The CMWG focused on three models, two versions of a Functional Constituency Model, and a Single Member Class model.
- The overall consensus from members was the Single Member class is the preferred option.
- Discussion remains open and the CMWG wants to hear from members and wider stakeholders as there are still several undecided aspects including pricing, opt-in, and how to make membership attractive to all parties.

"What should our membership fees look like? Should they be free, or higher than they currently are? What is our best approach to improve and grow auDA's membership base?"

"We have a very short time frame for completing this work, due to the imminent auDA AGM, at which time this model will be voted on."

"We are working to deliver a report to the board by August 9, with feedback from the board coming after the 20th."

To get in touch, email engagement@auda.org.au, or visit <https://memberportal.auda.org.au>

Why are we here today?



Federal Government Review of the .au Domain Administration

18 April 2018

Many engagements

29 Government Recommendations



auDA Implementation Plan

17 May 2018

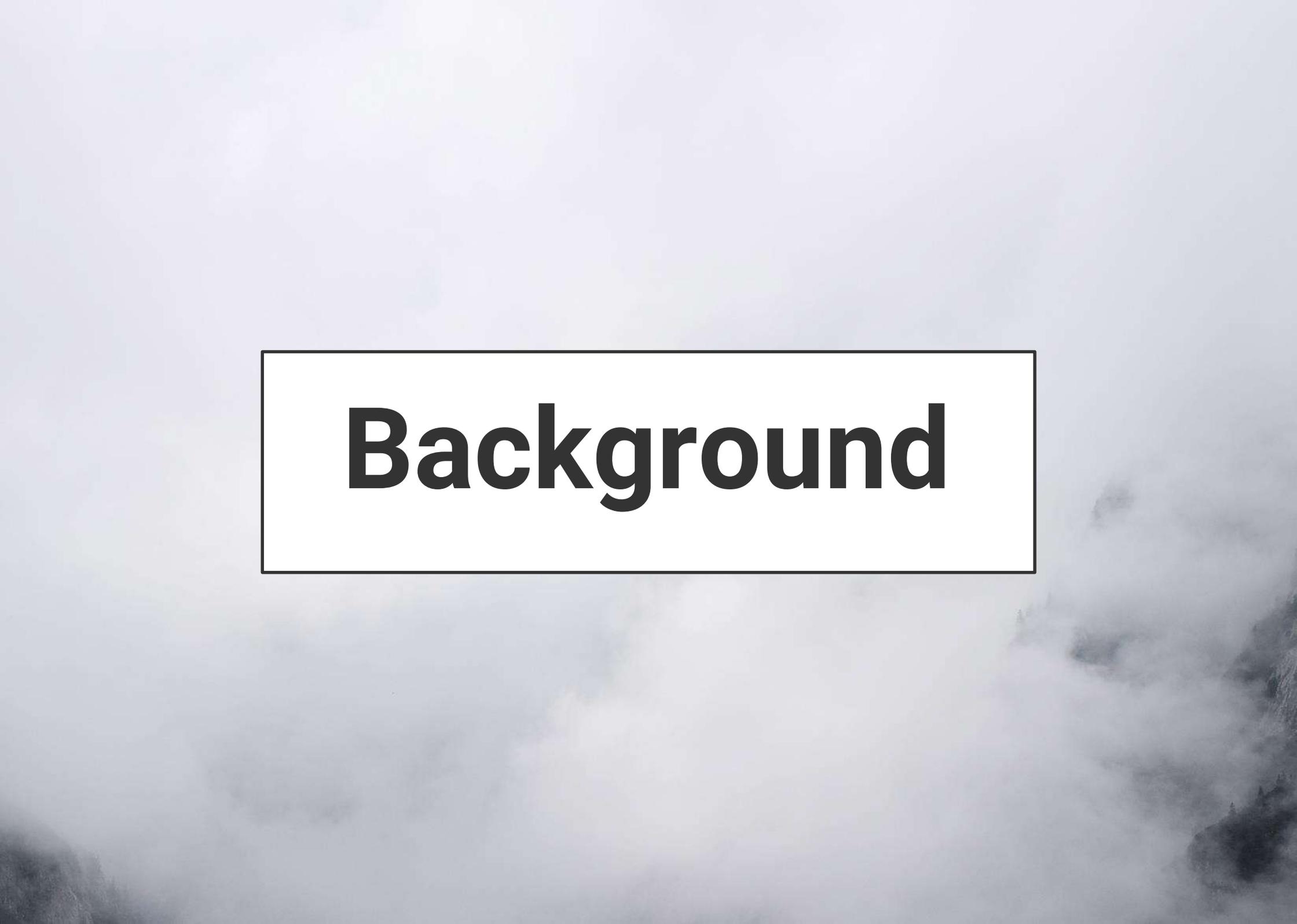
Working group formed

14 May 2018

Focus on membership

Membership redesign

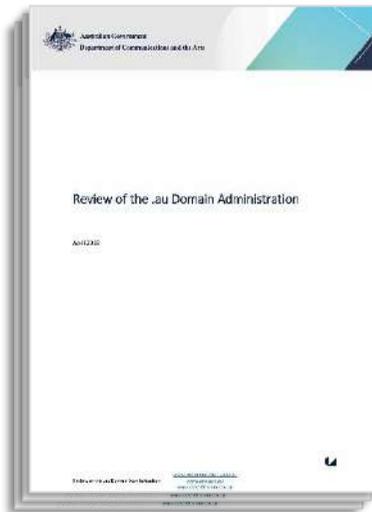
What sort of engagement and membership structures will best serve our members and organisation?

The image features a soft, atmospheric background of a mountain range shrouded in mist or low clouds. The colors are muted, consisting of various shades of grey, white, and light blue. In the center of the image, there is a white rectangular box with a thin black border. Inside this box, the word "Background" is written in a large, bold, black sans-serif font.

Background

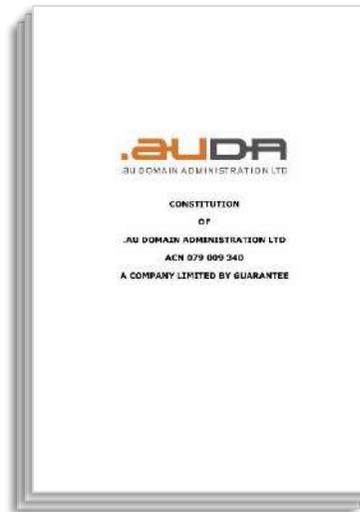
Membership Recommendations

Sandra Hook from auDA spoke to the specific recommendations from the Federal Government Review pertaining to membership, and the corresponding sections and subsections of the auDA constitution that form the basis of today's discussion.



Federal Government Review

18 April 2018



auDA Constitution

Updated 2013

- Sandra explained that the CMWG has reached out to the board to be involved in solving key problems.
- Sandra highlighted that every single Government recommendation in the Department's review has to be addressed in order for auDA to receive renewed endorsement.
- auDA doesn't have the option of being selective in working through these requests as the .au domain is a public asset and must be managed as a public asset.
- The Board is committed to working with all stakeholders to design the best possible model.

Specific to today's workshop are recommendations related to:



**Transparency and
consultation**



Membership



**Stakeholder
engagement**

Q: “Can you solve the problem of wider consultation through a combination of membership and advisory committees, or other consultation mechanisms?”

A: “What we’re doing today is for the wider community – today’s event is not limited to auDA members. One of the things the CMWG struggles with is engaging with the wider community.”

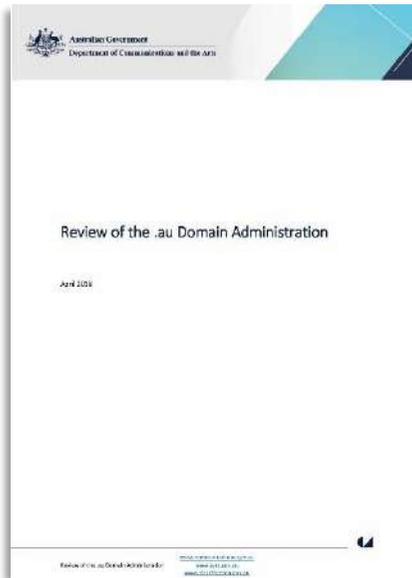
“One thing we’ve found out as a group is that the membership model can’t just be a silo. auDA needs to have these consultations for registrars and others. We can’t have this new model in isolation and have additional committees and groups assisting the board.”

Q: “Will there be a recording available online?”

A: “Although we are recording audio and video this won’t be available online, but we are creating a report that captures the discussion and that will be available within 3 days.”

Q: “Have you consulted the 955 offshore members?”

A: “If they are on the auDA mailing list then they will have received an invitation and had the same opportunity as other auDA members here today have had.”



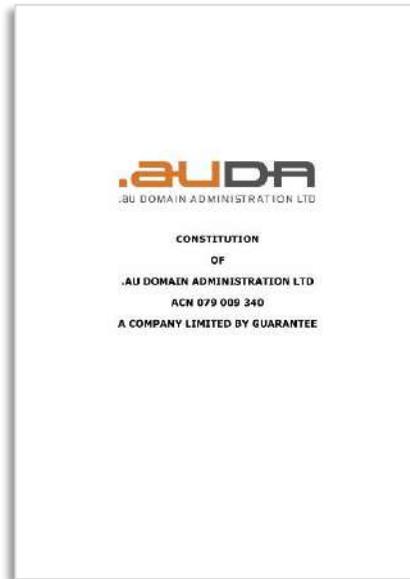
Federal Government Review
18 April 2018

Recommendation 7:

That auDA reform its governance arrangements to ensure:

- a. that the nomination of all Board positions is undertaken by a Nomination Committee comprised of representatives from industry, the business sector, consumers, an auDA member representative, and the Commonwealth, represented by the Department
 - i. in establishing the Nomination Committee, the auDA Board will undertake a consultative merit-based process to identify members, with a Department representative as a panellist, and the Department to select the committee members from this process

“Currently our constitution is not aligned to the Government’s recommendations. What the Government has asked and what we currently have in the constitution are significantly different enough that we need to address it in the new model.”



**auDA Constitution
2013**

Constitution Section 18 (Directors):

18.1 Minimum Number

If the number of Directors in office at any time (other than the term of the Initial Board) falls below seven (7), the Directors shall not act in the affairs of auDA (other than to appoint additional Directors) until the number of Directors is made up to at least seven (7). (Amended by Special Resolution, 23 September 2002.)

18.2 Constitution of the Board

The Board shall comprise:

- a. four (4) persons elected by the Supply Class Members;
- b. four (4) persons elected by the Demand Class Members;
- c. the CEO of auDA as a non-voting member of the board; and
- d. not more than three (3) Independent Directors appointed by the elected Directors, for terms not exceeding two (2) years each.

(Amended by Special Resolutions, 14 August 2006 and 17 October 2011.)

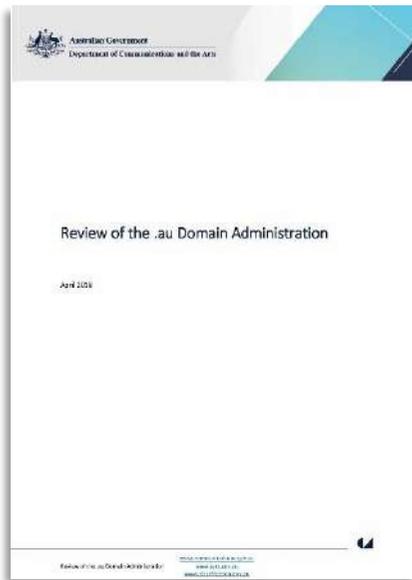
18.3 Director's Membership Requirements

Directors need not be Members.

Directors are elected as individuals. They are not elected as representatives of an Organisation. Accordingly, a Director shall not be disqualified from office should the Director cease to be employed by the Organisation that employed the Director at the time of election. The Director elected by the Demand Class Members must not, at all relevant times, be a Supply Related Person. (Amended by Special Resolution, 13 August 2007.)

18.4 No Remuneration

Except as provided for in clause 5, no Director may receive any remuneration for services as a Director or as a Member.



Federal Government Review
18 April 2018

Recommendation 10:

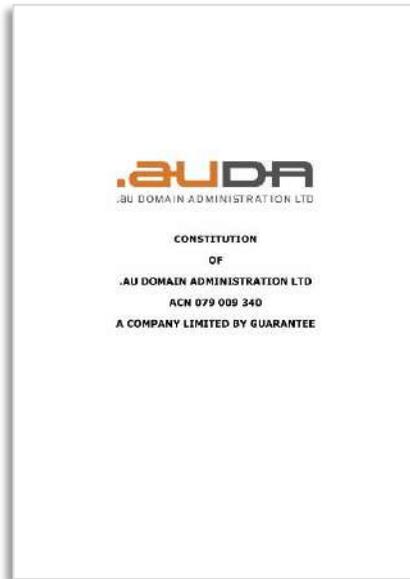
That auDA reforms its existing membership model by creating a single member class or a functional constituency model and that membership reform is non-discriminatory and supported with transparent membership guidelines.

Recommendation 11:

That auDA diversify its member base in the short-term with a focus on extending membership to stakeholders that are underrepresented.

Recommendation 13:

That auDA review its assessment process for new members, in conjunction with the implementation of Recommendations 10, 11 and 12.



**auDA Constitution
2013**

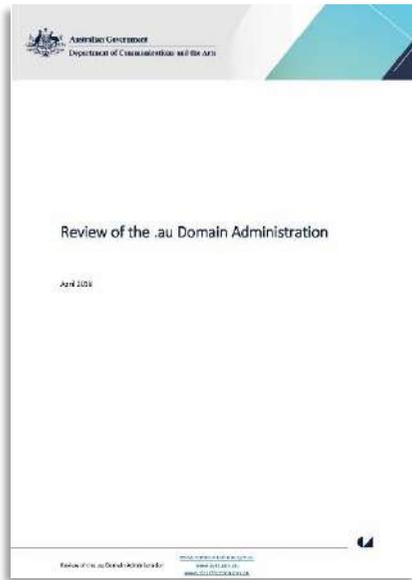
Constitution Sections 9 (Members), 10 (Register of Members), 11 (Rights and Duties of Members), 12 (Membership Fees), 13 (Cessation of Membership):

- 9.1 Members
- 9.2 Initial Members
- 9.3 Classes of Members
- 9.4 Qualification for Supply Class Membership
- 9.5 Qualification for Demand Class Membership
- 9.6 (Not used)
- 9.7 Application for Membership
- 9.8 Lodging of Applications
- 9.9 Determination of Application by the Board
- 9.10 Notification of Change in Qualifications
- 9.11 Change in Class of Membership
- 10 Register of Members
 - 11.1 Membership not Transferable
 - 11.2 Prohibition on Voting Agreements
- 12.1 Annual Membership Fees
- 12.2 Membership Fees payable on Application for Membership
- 12.3 Unpaid Membership Fees

- 13.1 Cessation of Membership
- 13.2 Termination of Membership for Non-Payment of Membership Fees
- 13.3 Expulsion of Members for Conduct Detrimental to Objects
- 13.4 Removal from the Register
- 13.5 Continuing Obligations

“These are the sections of the constitution that are currently relevant to those three recommendations. This refers to the sections around registrars, rights and duties, and fees around membership.”

Stakeholder engagement

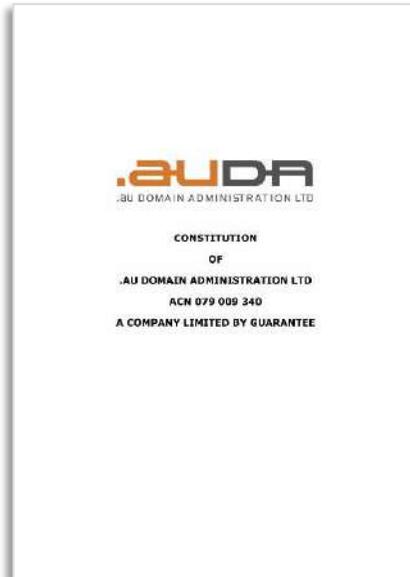


Recommendation 18:

That auDA develops a public stakeholder engagement strategy and implementation plan to articulate how it will engage with stakeholders in all levels of operations and decision making.

Federal Government Review
18 April 2018

“This recommendation is particularly relevant to the group here today and online as it deals with how we can better serve our broader stakeholders and better communicate with our stakeholders.”



**auDA Constitution
2013**

Constitution Section 3:

3.1 Principal Purposes

f. to liaise with national and international bodies on issues relating to the development and administration of domain name systems.

3.2 Activities

b. establishing mechanisms to ensure it is responsive and accountable to the supply and demand sides of the Australian Internet Community;

f. adopting open and transparent procedures which are inclusive of all parties having an interest in use of the domain name system in Australia;

g. ensuring its operations produce timely outputs which are relevant to the needs of the Australian Internet Community.

Membership Recommendations Q&A

Q: “Who exactly are ‘consumers’?”

A: *“It’s a very good question and has been occupying the minds of those here in the room and at home. It’s one of the terms we need to define more clearly.”*

Q: “How many of the government recommendations will have multi-stakeholder input?”

A: *“The aim here is for the whole Government review to have stakeholder input – I can’t see pulling out single recommendations and not applying a multi-stakeholder approach to it. Today is your opportunity to apply your thinking to those recommendations.”*

Q: “With 950 members, people are interested in how they were contacted – particularly if they only have one listed email address, particularly foreign employers?”

A: *“Members have been contacted through the main communication address they’ve provided to the organisation, the same as everyone in this room.”*

“In engaging a broader membership base the working group has come back to this issue on a dozen occasions and we’re looking at additional mechanisms. We do not feel we have all the answers yet. We are reaching out to all members, and are happy to receive ideas and suggestions for alternative mechanisms.”

“I also believe the auDA members should be telling fellow members about these forums and encouraging them to come to and participate.”

Q: “My concern is that we continually use the term ‘stakeholder’ but what is a ‘stakeholder’? Are we talking about the Australian internet community? These terms need to be teased out carefully and have definitions.”

A: *“The Government didn’t define ‘stakeholder’ and it falls to us to apply our minds to who the appropriate stakeholders are and what we are talking about when we refer to stakeholders.”*

“That is one of the things we need to look at today; whether we want to purely involve members as stakeholders, or the greater Australian community as stakeholders. How much input do they have in auDA’s future direction?”

Stakeholders and membership

Stakeholders and membership



Participants online and in the room were asked:

Who are auDA's **'public stakeholders'** and how can auDA best engage with them?

Telco / ICT Companies

Domain traders/resellers and sellers

Education

All of the Australian Public and business community

Local State and Federal Governments

Australian business who rely on website to conduct business

.au registrants for small, medium and big business

Civil society organisations
"various civil orgs that have people that speak on behalf of public cohorts."

Internet user/publishers are a consumer – anyone visiting a .au domain "there are billions of them and we don't know how to engage with them."

Academia

Internet business like Google and Facebook.
"The best way to engage with them is to be transparent with them."

Australian internet policy community and tech community

Critical resilience industry groups eg: CSG / TISN / CIC

Domain owners

Security admin

Anyone involved in the management of a .au space

Anyone interested in name space or who uses the internet

Not: Legal firms who specialise in domain legal actions.

Not: Domain name investors
(This suggestion was contentious and there is a need for further conversation to reach an agreement)

Membership considerations



Who are auDA's **'public stakeholders'** and how can auDA best engage with them? (continued)

Business owners (non IT based) - use the registry companies to pass on surveys etc say every 6 months.

Successful engagement will be determined by auDA's ability to: Informing stakeholders about auDA's decision making by those who will be impacted, Encouraging a wider circle of collaboration and partnership, Increasing networking and sharing of strategies, best practices, etc.

The public. Australian businesses who have websites to conduct business. Not foreigners who work for supply side entities.

Public stakeholders: End users, registrants, service providers (e.g. lawyers, web hosting providers, software developers, etc), resellers, registrars, registries, regulators.

There are a range of 'publics' for the range of engagement needs. Governance is different to policy, is different to registry operations etc. There is no one size fits all, other than the need for transparency.

.au Registrants (like me). But also anyone to whom .au has been marketed (by auDA) as a safer/better space than others.

SEs & LEs, individuals, the General Public & Anyone interested in the .au space as a public asset & the digital Economy, Govn Agencies & NFPs, also of course what are currently know as Supply & Demand Class

At this stage auDA's public stakeholders are probably little more than the identified ones, DN industry interests (supply) and Registrants of .au Domain Names... However we should expand that to be the broader definition of Significantly Interested Parties as per recent Framework of Interpretation relating to ccTLD Delegation and RFC1591

The public. Australian businesses who have websites to conduct business. Not foreigners who work for supply side entities. Not legal firms who specialise in domain legal actions.

Domain name Registrants, Registrars and Resellers. Regular email newsletters and industry blog site engagement such as Domain.com.au and ITWire.com

Internet governance and information technology interest groups. Peak bodies for each relevant 2LD - ie .edu, .com, .net, .gov and so on

Ordinary users are best represented by civil society groups dedicated to a particular public interest.

Business, sole traders, not for profit organisations. Availability of domains is a key business asset, and often a key decider of org or campaign names.

Stakeholders and membership



Participants online and in the room were asked:

What benefits of engagement with, and from, auDA should be **exclusive to members?**

Members should be able to collaborate and input into strategy and policy issues

Discounts and promotions to auDA and industry events.

Updates and communication on auDA topics

Access to community networks

Being a board member

Voting on board membership

A sense of engagement in decisions

Holding board accountable

A demonstration of commitment to leadership

Assist members in the promotion of the namespace locally for investors

Provide education and demonstrate value in the supply chain

Drive awareness and education about the namespace

The future membership model must be controlled by Australian domain name holders and residents

Demonstrate value in the supply chain

Provide greater policy involvement via email outreach

Encouraging buy-in and shared ownership of policies/ projects

Strictly limited to electing the board

None. "It comes down to anytime you start knocking groups out of the engagement you start losing touch with them. If we have billions of people we can't engage with all of them and if you have exclusive groups to engage with then that means nothing."

Being members of advisory panels, committees so they are not exclusive (though not exclusive to members either)

Membership considerations



What benefits of engagement with, and from, auDA should be **exclusive to members**? (continued)

Affirming that relevant issues are being addressed

Provide members with a central point of presence for membership issues, complaint, redress – a formalised process for handling disputes, resolving disputes before public intervention by the party is obtained

Input into the distribution of the \$12 million marketing initiative.

auDA should be effectively engaged with (to and from) the wider Australian Internet Community and .au Domain Name Registrants, as well as Significantly Interested Parties as I mentioned before. Benefits beyond voting (and I am still unconvinced Member model of any sort is best for Governance) is limited if better or effective community engagement.

Members can be encouraged to collaborate and provide input issues of strategic input for auda eg: names policy, commercial policy, etc. I imagine policy issues should be kept within the Membership. Voting for Directors kept within the Membership.

Focus on events which encourage industry knowledge sharing locally & globally.

invitations to special auDA networking events, conferences and meetings

a monthly members' newsletter, which members may advertise their internet or domain name related event to the auDA membership

As is currently available to members, with further voices on policy input & perhaps member benefit programs & social engagement calendar events.

It is arguable that membership should strictly be limited to electing the board and that is all. This isn't a social club. Internet names policy and registry operation and other internet names governance issues are very different things.

Full transparency should be available to the whole world. Voting is a matter for members.

The ability to vote for the (minority) elected directors.

The future membership model must be controlled by Australian domain name holders and residents

auDA should be open to anyone that wants to engage

Voting on board Membership of committees that report to the board Preference for domain name ownership - ie direct registration in .au



Membership considerations

Membership considerations



**Participants
online and in
the room
were
introduced to
CIRA and
InternetNZ
models of
membership**

Current membership size	14,895	350	13,00
Membership			
Membership class	Single	Single	Dual
Membership types	1	4	2
Cost of membership	Included in domain	Individual – \$21 Individual plus – \$57 SMB – \$115 Enterprise – \$575	Supply – \$110 Demand class – \$22
Member rights	Elect board members	Elect governing council	Elect boards within class
Nomination committee rights	Submits candidates for nomination committee slate	n/a	n/a
Boards			
Board/council members (voting)	12 Nomination committee slate – 10 Member slate – 2	12	11 Supply class – 4 Demand class – 4 Independent – 3
Non-voting members	Board advisors – 3	n/a	CEO – 1
Total board/council members	15	12	12
Term	3 years	3 years	2 years
Nomination cycles	2018 Nomination committee slate – 3 2018 Member slate – 1	2018 – 1 2017 – 4	Every AGM supply class – 2 Every AGM demand class – 2
Financials and stats			
2017/2018 income	\$21.6m	10.5m	7.7m
Cost of domain	\$9.50p.a.	\$15p.a.	\$8.67p.a.
Number of domains	2.6m	715k	2.7m

Membership considerations

Participants online and in the room were asked:

Which model do you **prefer**?

CIRA model, though with a membership fee and member application.

“Not any of the overseas models fully satisfied what we were looking for.”

In-room results.

Survey (1/3)

0 2 3

4.1 Which of the membership models appeals the most to you?

CIRA



InternetNZ



auDA (existing)



none of the above



Slido poll results.

The general consensus was that CIRA is the most appealing of the three models across the room and online.

Membership considerations



Participants online and in the room were asked:

How can membership be offered?

**What processes and systems might need to exist to enable this to happen?
(ie how might wholesalers be supported in this?)**

Open to anyone

Single member per legal person /
entity “even if you have 100
domain names you get one vote.”

Open to anyone eligible for a .au
domain

Wholesalers rebate for bringing in
new members

Resellers

“They’re the only way to do it.
Short of an open web form no one
is going to know about it but the
resellers, otherwise it will cost a lot
of money.”

Accessible forms

Prompt consideration of
applications

Open to public, individual and
corporate

Domain owners

Should be included in registration
with an opt out function

More automated functions for
signup like phone systems

Packages based on services offered – networking package for people who want
value meetups – basic for people who want to vote on .au a full package of
networking, newsletter and discounts

Better marketing campaigns to
present to industry and
professional organisations etc.

Self-assessing vetting system
(followed up via a membership
committee performing validation)

Membership considerations



How can membership be offered?

What processes and systems might need to exist to enable this to happen? (continued)

Membership eligibility should be based around .au name eligibility criteria (ability to own a name not IF you own a name) For those not eligible a Associate (non-voting) membership should be offered.

The real question (you'll ignore) is this; How can you prohibit against Network building within a single membership?

For some a domain name is simply a product that they value. Some haven't considered the value of the .au at all (marketing to date has only targeted those within the industry).

Should offer membership packages based on services offered: 1. Networking packages - for those that value meet ups etc; 2. Basic packages - for those that just want to vote on the future of .au; 3. Full packages - they get networking plus "other benefits" (newsletters, journals, affiliate discounts, etc)

Make it as easy as possible by thinking about the 'friction' points.

One membership per domain name holder (per person, not per domain)

There needs to be distinctions between membership for governance of the org and membership for policy issues. These are very different operational requirements and are being confused here. The processes need to be different for the different purposes.

if I own 100 domains, do I effectively have 100 memberships? How is a registration resolved to an entity or a natural person? Shouldn't Afilias as the new registry operator be consulted / advise on best practice processes and systems in this regard?

Larger numbers and costs should not be considered a barrier.

Membership should be offered to any person who owns an Australian domain name and has an Australian Connection that can be proven.

Free with to Australians, domain owners. We would need good governance to ensure foreigners and large non realistic stake holder groups don't stack membership like has just been done.

Free Opt in CIRA model duplicate.

Simple online registration portal is all that's needed

Membership considerations



Participants online and in the room were asked:

What might the membership **fees** be? What are the **price point** considerations?

Fee for membership \$22

Low cost and accessible

In domain trial or current

Diversity of membership base

\$25 annual fee

Option for concession if there are fees

Zero & opt-in (included in the price of the domain name fee)

Free for not for profits

Setting price might encourage more engaged membership

If you have a domain name membership should just be free

If you don't have a domain name you should pay

No real problem with the current fees

Not disqualify any individual that is vital – it has to be equitable

Membership cost should reflect cost of providing services to members (eg AGM, comms, etc.)

We CANNOT price .au too highly, otherwise competing TLDs will dominate - particularly TLDs that allow direct registration such as *.whatever.

Included in registration fee

Zero & opt-in (included in the price of the domain name fee) Domain sellers will want (rightfully) to control the marketing to the registrant though. Must be conscious of that.

Not all those that join auDA have an interest in voting. This is proven by the past voting habits at previous AGMs – possibly only 50%.

If you own a domain name you have membership; you do not own a domain name then it's \$10 yearly in-line with a registration of domain fee (wholesale)

Membership considerations



What might the membership **fees** be?

What are the **price point** considerations? (continued)

This must be relative to what is offered for membership, and justly provide sufficient revenue for auDA to manage its policy & corporate responsibilities, mission, as is reasonable. There must be value for money for membership so it should not be excessive or such that it is seen as exploitative, as the digital economy grows or it will hamper member numbers and hence voices. Financial membership should not be the reason a SE or individual decides not to join auDA.

The \$AUD 22 per annum is very affordable now; most individuals would find this accessible.

I'm an advocate of accessible price points so would think with a high volume of domain names, the Membership fee structure could be minimal enough to not exclude but high enough to get people to think about why they're joining.

Setting a price will encourage more relevant membership participation. ie Those that are willing to pay care. \$100. Those who wish to be involved in auDA could still be non-voting members which could be free.

Minimal, or it is a barrier to participation.

Community, not for profit groups, socially disadvantaged could benefit from reduced or no fees.

Free for registrants, nominal otherwise. Very low cost of membership is appropriate given low cost of servicing members.

Include with domain names.

Free, auDA has millions in the bank.

Q: “What is meant by wholesalers?”

A: “Resellers and wholesalers – that’s a common term for resellers on domain groups, major companies that work internationally. A group in NZ will sell you a .com.au and .co.nz.”

Q: “How do you prevent big networks from stacking if there is a single membership option?”

A: “Taking a stab at it – one way is having a large membership base, in regards to the CIRA base what they do is identify all of their members through government issued photo ID.”

Q: “A question for the legal team around issues with the corps act if membership is free?”

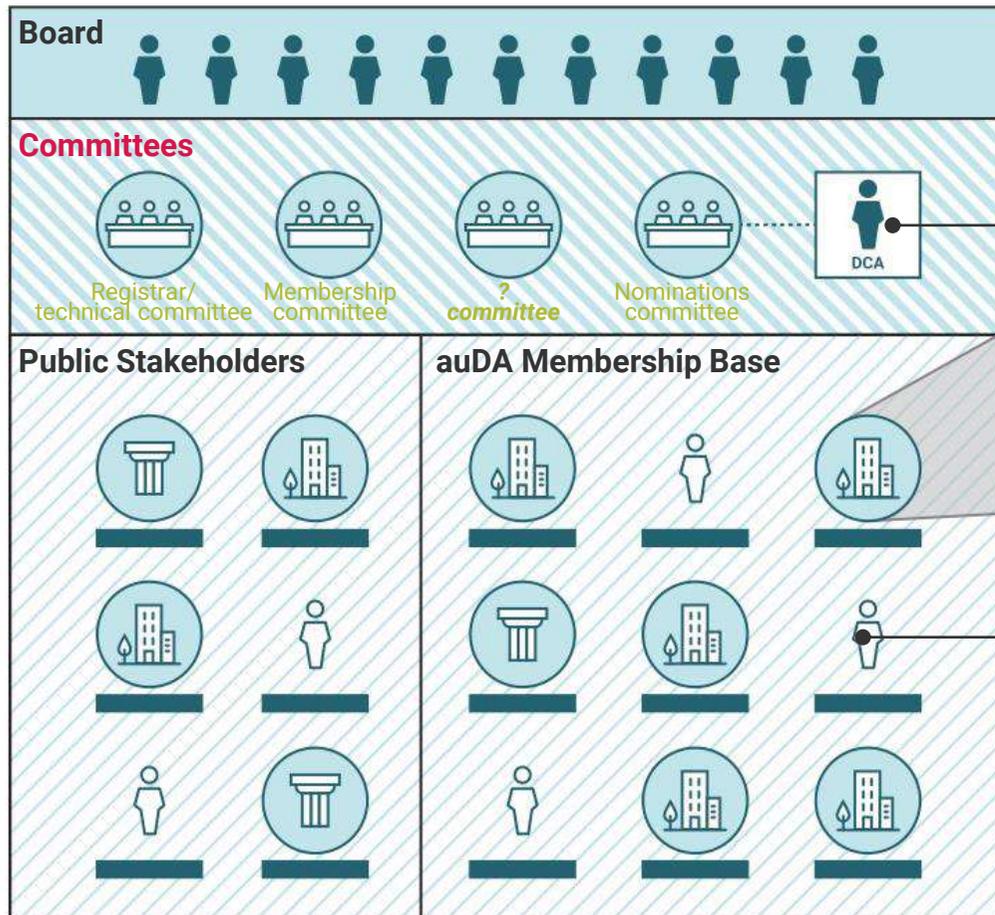
A: “As the free membership increases there are certain thresholds in the act that are triggered. Practical issues in managing very large memberships are often highly administrative, in the not for profit sector there is often stakeholder input, in some of those membership models there are a range of stakeholders with membership being free.”

Q: “Does that mean opt out is a practical option under corps law?”

A: “We would have to look at legislation that would be required. The only base is a registered domain and if you also join a company limited by guarantee that would require them to pay a guarantee amount. There are specifics about forcing someone to pay an amount of money, you are creating liability.”

Membership functions

Membership functions



Nominations Committee must include a Department of Communications and the Arts representative. The Department also makes the selection of members from auDA processes.

Equal weighting is given to all members, whether they be an individual, corporate, or institution (legal person)

Membership is open to:

-  Institutions
-  Corporates
-  Individuals

What committees are **required**?

How might committees be **structured**?

Membership functions



Participants online and in the room were asked:

What committees are required?

How might committees be structured?

Nomination committee with 5-6 people
“Nomination committees should not have voting rights but to help reach a consensus.”

Membership committee
with a code of conduct

Tech committee with 4-5 switched-
on people

Referral or complaints committee
with 4-5 independent people

Technical committee

Registrar committee

auDA Foundation Committee

Membership engagement

Security

Advisory: membership engagement issues
based under a policy committee

Board committee

Finance/governance membership
and audit

Standard board sub-committees

Members Committee: Any member can apply to be on the Committee. Ideally a Members Committee would have representatives from various stakeholder groups. Stakeholder groups could nominate candidates or candidates could be selected internally by existing committee members or the NomCom could also be involved in Members Committee selection. There should be 1 Board representative on the Members Committee or 1 auDA management team member.

Membership considerations



What committees are **required**?
How might committees **be structured**? (continued)

Adhoc as
required/requested

Domain name
policy

Industry competition
structure

Membership Committee - responsible for the integrity of the membership through criteria such as Australian Resident, Australia Citizen ... Members must be subject to eligibility.

Outside board committees: Policy and Probity. External experts. Monitors policy development and board compliance. Established in the same way as current Policy Review committees with periodic review and ongoing compliance functions.

Minority Groups
committee. Youth
committee.

Policy, nominations, membership, disputes, technical, audit/risk, security...

A Domain Investor Working Group is required to represent domain name investors who collectively invest over \$5 million into the Australian domain name industry every year.

Community - so urban & rural individuals have a voice Industry - Professional up to date Business LE - for large business who employ and invest significantly Business SE - for small business people who sometimes invest lifetime/style and life savings Cyber Security - to keep .au safe Gov - for overseeing NFP - for all non profit groups to have a voice Education - for the future minds are some ideas.

A lot of the discussion and current conversations appear to be driven by those currently directly affected either financially or through their business. To be representative of Australia, I believe it must address aspects of living and working in Australia. Eg. Digital Inclusion, Geographic Domain Names

Committees should be independently chosen by members and remain free of influence from the board and auDA staff. This would prevent the subtle influencing we have had with this group

Policy should still be developed at arm's length/ independently, Board Committees should be up to a Governance *not* Operational Board.

Refer to best-practice for NFP boards relevant to auDA's mission. At minimum, Governance, Noms, and any key Cmte's that arise due to strategic policy requirements.

Membership functions



Participants online and in the room were asked:

How will voting rights be assigned for a **Nominations Committee**, and for **what purposes**?

Who appoints and is it transparent?

Measure from each committee to ensure diversity

Succession planning

Board shadowing and mentoring

Consensus voting

Nominations committee tenure should be a max of 2 years

1 Government representative should be a member

One vote each, no vetoes. Allows for diversity of views and protects against sinecure candidates.

Equitably! And separation from existing auDA directors/executive is important to allow an independent filter/view.

Nominations committee should be based on their experience. The member representative would need to abide by a skills matrix and be elected by members.

If the board is made up of directors of different categories, independents can be recommended by the nomination committee. Elected directors can be vetted by the nominations committee against criteria.

Nominations committee - composed of 3 industry related persons + 2 non-industry persons purpose; distribute an equality of vote to the nominees.

From as broader representation as possible as per the above examples. To keep the voting ethical and transparent, and keep all input heard and relevant.

There should be 1 Board representative on the Members Committee or 1 auDA management team member. Registrars/Tech Committee is probably easier to deal with.

I'd caution a Nominations Committee made up of just the Membership.

Use the ICANN Nominating Committee (NomCom) as a starting point - different supporting structure, but some useful governance principles.

% basis of portfolios, not # of members

The balance of a NC should be designed for balance, so no weighted votes should be required.

Engaging multiple stakeholders

Managing multiple stakeholders

As participants were leaving they were invited to respond to one final question:

Given the breadth of stakeholders identified tonight, how might auDA engage with the various groups to better meet its objectives?

UNTrade.com.au

Online advertising

Market research
companies

ITNews.com.au

Engage:
- Understand the complaints
- Why are there complaints?
- Is there truth in it?

auDA should piggyback on other forums including conference blogs etc.

Engage / attend existing forums eg: comms alliance and civil society etc.

Communicate objectives loudly and in detail

The long policy writing process is prohibitive for many so find ways to encourage short interactive participation as well

Engage: - Transparency - Listen to all - Respect and find common ground

auDA's communication strategy and Strategic Plan should involve stakeholder input. auDA's objectives should broaden

Actively contribute to the civil society groups working hard in the digital space. auDA has capacity and resources to be a connector and to provide a backbone organisation or key support service to collaborative impact - thus strengthening many groups and it's own importance

auDA should be actively supporting other initiatives that are focused on community engagement in this area.

Members Committee should be given a decent budget to engage with stakeholders

It's still a limited group of people from within the industry. I fear that unless the broader community are educated on the benefits/loss of domain names, they will not be engaged in this process.

Engage more in seminars, forums.

Digital inclusion, national pride, education etc. To effectively communicate, the target markets must be defined before the appropriate communications can be determined. The existing auDA communication strategy would be helpful to understand what has been tried successfully or unsuccessfully in the past.

Attending conferences where other agencies engage with stakeholders. Online and through social media.

auDA needs to become active participants in other groups and associations. Possibly sponsors.

Membership considerations



Given the breadth of stakeholders identified tonight, how might **auDA engage with the various groups** to better meet its objectives?
(continued)

Wide advertisement, outreach and engagement utilising trusted advisor networks as well as traditional and online methods.

Committed \$ and people resourced to do multi-stakeholder engagement properly. Much of this can be digital but some physical outreach will be necessary. Be conscious that many civil society groups will have enormous contributions to make but may be limited in their funds so finding ways to encourage / solicit engagement that is not prohibitive.

Focus on industry and civil society groups and ask specific questions in their field of expertise.

Create mailing lists around topic areas - e.g see how IETF manages this at:
<https://www.ietf.org/how/lists/>
Interested people self-select the topics that most interest them, and can unsubscribe when interest drops off. Mailing lists could include - policy, technical, DNS, secondary market etc.

Go to where these target stakeholders (potential members) are.

A more open, interactive website. A better mailing list.

Simpler, more user-friendly webinars.

Regular Member meet ups/forums. Bi-Annually?

contact all 3 million existing registrants via email so they 1. Know who auDA is 2. Know how much they are paying auDA now \$6 per year for every .au registered 3. May engage and be informed

auDA Foundation is an important part of the Australian Digital Landscape

Phone polling of members with the outcomes of the forum asking people to choose between 2 options for each topic

The vast majority of domain owners do not know about this issue. Tell them auDA? You have their email address!

Send a survey to all domain owners?



Next steps

Next steps

1

CMWG meets again **on Wednesday 8 August to discuss the outcomes of this forum** and prepare the report going to the **board on the 20th.**

2

Any further suggestions or comments can be lodged at <https://memberportal.auda.org>, or engagement@auda.org.au.

3

A new forum will be launched to promote CMWG work and boost engagement at **CMWG.com.au** – **watch this space.**







auDA CMWG Workshop

06 - 06 Aug 2018

Poll results



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- 1.1 Who is with us today? (Organisation/company)
- Survey
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- Given breadth of stakeholders identified tonight, how might auDA engage with the various groups to better meet its objectives?



1.1 Who is with us today? (Organisation/company) (1/2)

0 2 4

- Steve de Mamiel
- Peter Berry-Demand Class Member
- Desiree Lyall CMWG
- Ed Keay-Smith - Online Impact
- Suze - Observing for Horton Advisory/auDA
- Cameron Boardman
- Debbie Monahan CMWG
- Josh Rowe
- Scott Long
- Cheryl Langdon-Orr ex auDA Director, and Demand Class Member
- Teresa Mitchell
- Tom Dale
- Ian Halson. CMWG.
- Narelle Clark
- CMWG
- Kim Heitman
- Laurie Patton
- Alan Gladman
- Robert Kaay / DBR.com.au / Domainer.com.au
- Lyndsey Jackson, Chair Electronic Frontiers Australia
- Kathy Reid, President, Linux Australia



1.1 Who is with us today? (Organisation/company) (2/2)

0 2 4

- Jim Stewart
- Sandra Davey, Australian
Internet Community Forum
- Kevin (iiNet)
- Ben Carroll / CMWG



Survey (1/2)

0 1 9

3.1 Who are auDA's 'public stakeholders' and how can auDA best engage with them? (1/6)

- business owners (non IT based)
 - use the registry companies to pass on surveys etc say every 6 months
- Successful engagement will be determined by auDA's ability to: Informing stakeholders about auDA's decision making by those who will be impacted, Encouraging a wider circle of collaboration and partnership, Increasing networking and sharing of strategies, best practices, etc.
- At this stage auDA's public stakeholders are probably little more than the identified ones, DN industry interests (supply) and Registrants of .au Domain Names... However we should expand that (at the very least) to be the broader definition of Significantly Interested Parties as per recent



Survey (1/2)

0 1 9

3.1 Who are auDA's 'public stakeholders' and how can auDA best engage with them? (2/6)

Framework of Interpretation relating to ccTLD Delegation and RFC1591

- Anyone who uses the .au namespace
- Public stakeholders: End users, registrants, service providers (e.g. lawyers, web hosting providers, software developers, etc), resellers, registrars, registries, regulators.
- This question confuses important issues.

There are a range of 'publics' for the range of engagement needs. Governance is different to policy, is different to registry operations etc. There is no one size fits all, other than the need for transparency.

- The public. Australian businesses who have websites to conduct business. Not foreigners who work for supply side entities.



Survey (1/2)

0 1 9

3.1 Who are auDA's 'public stakeholders' and how can auDA best engage with them? (3/6)

- Not legal firms who specialise in domain legal actions.
- SEs & LEs, individuals, the General Public & Anyone interested in the .au space as a public asset & the digital Economy, Govn Agencies & NFPs, also of course what are currently know as Supply & Demand Class
- .au Registrants (like me). But also anyone to whom .au has been marketed (by auDA) as a safer/better space than others.
- The public. Australian businesses who have websites to conduct business. Not foreigners who work for supply side entities. Not legal firms who specialise in domain legal actions.
- business owners (non IT based) - use the registry companies to pass on surveys etc say every 6 months
- Anyone who uses the Internet.



Survey (1/2)

0 1 9

3.1 Who are auDA's 'public stakeholders' and how can auDA best engage with them? (4/6)

By havng a board that has not been captured by any single interest group.

- Anyone who is engaged in the .au space.
- Domain name Registrants, Registrars and Resellers.
Regular email newsletters and industry blog site engagement such as Domainer.com.au and ITWire.com
- Internet users who expect AUDA

will not compromise their use or ownership of .au names due to commercial or government pressure. These ordinary users are best represented by civil society groups dedicated to a particular public interest.

- Anyone with a domain, or who will potentially have a domain. Business, sole traders, not for profit organisations. Availability of domains is a



Survey (1/2)

0 1 9

3.1 Who are auDA's 'public stakeholders' and how can auDA best engage with them? (5/6)

key business asset. It's often a key decider of business decisions such as org or campaign names.

- Anyone who uses the .au namespace
- They must be domain name owners
- auDA is a public asset for all Australians. There will be myriad organisations that could be tapped for engagement.

- domain owners and sellers
- .au Registrants (like me). But also anyone to whom .au has been marketed (by auDA) as a safer/better space than others.
- The public. Australian businesses who have websites to conduct business.
- Anyone interested in the .au namespace
- Users of the .au DNS
- Domain owners Domain resellers



Survey (1/2)

0 1 9

3.1 Who are auDA's 'public stakeholders' and how can auDA best engage with them? (6/6)

and hosting providers Internet
governance and information
technology interest groups
Peak bodies for each relevant
2LD - ie .edu, .com, .net, .gov
and so on

- They must be domain name owners



Survey (2/2)

0 1 6

3.2 What benefits of engagement with, and from, auDA should be exclusive to members?

(1/5)

- voting on a couple of director to the board
 - Assist members in the promotion of the namespace locally for investors, Drive awareness and education about the namespace, Demonstrate value in the supply chain, Provide greater policy involvement via email outreach, Encouraging buy-in and shared ownership of policies/ projects,
- Affirming that relevant issues are being addressed, Provide members with a central point of presence for membership issues, complaint, redress – a formalised process for handling disputes, resolving disputes before public intervention by the party is obtained.
- auDA should be effectively engaged with (to and from) the wider Australian Internet Community



Survey (2/2)

016

3.2 What benefits of engagement with, and from, auDA should be exclusive to members?

(2/5)

- and .au Domain Name Registrants, as well as Significantly Interested Parties as I mentioned before. Benefits beyond voting (and I am still unconvinced Member model of any sort is best for Governance) is limited if better or effective community engagement
- Input into the distribution of the \$12 million marketing initiative.
 - Members can be encouraged to collaborate and provide input issues of strategic input for auda eg: names policy, commercial policy, etc. I imagine policy issues should be kept within the Membership. Voting for Directors kept within the Membership.
 - Ability to vote and hold the Board accountable for decisions they make.
 - The current benefits



Survey (2/2)

0 1 6

3.2 What benefits of engagement with, and from, auDA should be exclusive to members?

(3/5)

are pretty good, focus on events which encourage industry knowledge sharing locally & globally. auDA members are entitled to a number of benefits, which include: - a voice in the future of .au - invitations to special auDA networking events, conferences and meetings - a monthly members' newsletter, which members may advertise their

internet or domain name related event to the auDA membership - vote for board members at the AGM - subscription to the members' mailing list, keeping you updated with auDA and related stakeholder activities.

- It is arguable that membership should strictly be limited to electing the board and that is all. This isn't a social club, or a



Survey (2/2)

0 1 6

3.2 What benefits of engagement with, and from, auDA should be exclusive to members?

(4/5)

- sporting team. Internet names policy and registry operation and other internet names governance issues are very different things.
- auDA could actually find out what stakeholders want as opposed to doing what a small group of directors think is best.
 - As is currently available to members, with further voices on policy input & perhaps member benefit programs & social engagement calendar events.
 - Full transparency should be available to the whole world. Voting is a matter for members.
 - auDA could actually find out what stakeholders want as opposed to doing what a small group of directors think is best.
 - The ability to vote for the (minority) elected directors.



Survey (2/2)

0 1 6

3.2 What benefits of engagement with, and from, auDA should be exclusive to members?

(5/5)

- Up dates to the .au space and regulatory requirements.
- Voting.
- The future membership model must be controlled by Australian domain name holders and residents
- auDA could actually find out what stakeholders want as opposed to doing what a small group of directors think is best.
- auDA should be open to anyone that wants to engage,
- Voting on board Membership of committees that report to the board Preference for domain name ownership - ie direct registration in .au



Survey (1/3)

0 2 3

4.1 Which of the membership models appeals the most to you?

CIRA



InternetNZ



auDA (existing)



none of the above





Survey (2/3)

019

4.2 How can membership be offered? What processes and systems might need to exist to enable this to happen?(ie how might wholesalers be supported in this?) (1/10)

- domain owners
- What is meant by a wholesaler?
- Membership eligibility should be based around .au name eligibility criteria (ability to own a name not IF you own a name) For those not eligible a Associate (non-voting) membership should be offered. One member one vote.
- Use more automated methods of membership sign-up . e.g with email and mobile phone number validation.
- offered via Opt-in / Opt-Out (registration) Online questionnaire - self assessing vetting system (followed up via a membership committee performing validation of applicant to prohibit network



Survey (2/3)

0 1 9

4.2 How can membership be offered? What processes and systems might need to exist to enable this to happen?(ie how might wholesalers be supported in this?) (2/10)

stacking). Strengthening its integrity - the Real question you'll ignore is this; How can you prohibit against Network building within a single membership?

- What is meant by a wholesaler?
- Yes with registration, also better marketing campaigns to present to industry &

professional organisations etc.

- not Sure what this question means. But we should offer membership packages based on services offered: 1. Networking packages - for those that value meet ups etc 2. Basic packages - for those that just want to vote on the future of .au 3.



Survey (2/3)

0 1 9

4.2 How can membership be offered? What processes and systems might need to exist to enable this to happen?(ie how might wholesalers be supported in this?)

(3/10)

- Full packages - they get networking plus “other benefits” (newsletters, journals, affiliate discounts, etc)
- Make it as easy as possible by thinking about the 'friction' points. I don't know what they are but any good user journey map will uncover the friction points.
 - Membership eligibility should be based around .au name eligibility criteria (ability to own a name not IF you own a name) For those not eligible a Associate (non-voting) membership should be offered. One member one vote.
 - * should be included in domain registration with opt-out * the problem though is how is



Survey (2/3)

0 1 9

4.2 How can membership be offered? What processes and systems might need to exist to enable this to happen?(ie how might wholesalers be supported in this?) (4/10)

membership measured - if I own 100 domains, do I effectively have 100 memberships? How is a registration resolved to an entity or a natural person? * Shouldn't Afiliias as the new registry operator be consulted / advise on best practice processes and systems in this regard?

- one membership per domain name holder (per person, not per domain)
- one membership per domain name holder (per person, not per domain)
- Make it as easy as possible by thinking about the 'friction' points. I don't know what they are but any good user journey



Survey (2/3)

0 1 9

4.2 How can membership be offered? What processes and systems might need to exist to enable this to happen?(ie how might wholesalers be supported in this?) (5/10)

map will uncover the friction points.

- * should be included in domain registration with opt-out * the problem though is how is membership measured - if I own 100 domains, do I effectively have 100 memberships? How is a registration resolved to an entity or a natural

person? * Shouldn't Afiliias as the new registry operator be consulted / advise on best practice processes and systems in this regard?

- For some a domain name is simply a product that they value. Some haven't considered the value of the .au at all as the marketing to date has been



Survey (2/3)

0 1 9

4.2 How can membership be offered? What processes and systems might need to exist to enable this to happen?(ie how might wholesalers be supported in this?)

(6/10)

quite limited in attracting only those within the industry.

Larger numbers and costs should not be considered a barrier.

- open to all
- If a CIRA style prevails then it is automatically associated with Domain Name Registration, but that could be expanded

to add others who apply

- * should be included in domain registration with opt-out * the problem though is how is membership measured - if I own 100 domains, do I effectively have 100 memberships? How is a registration resolved to an entity or a natural person? * Shouldn't Afilias as the new



Survey (2/3)

0 1 9

4.2 How can membership be offered? What processes and systems might need to exist to enable this to happen?(ie how might wholesalers be supported in this?) (7/10)

- registry operator be consulted / advise on best practice processes and systems in this regard?
- Automatic for .au registrants. One per person. Open to any other self-funded natural person interested in the .au space or any legal entity acting within its objects by joining AUDA.
 - not Sure what this question means. But we should offer membership packages based on services offered: 1. Networking packages - for those that value meet ups etc 2. Basic packages - for those that just want to vote on the future of .au 3. Full packages - they



Survey (2/3)

0 1 9

4.2 How can membership be offered? What processes and systems might need to exist to enable this to happen?(ie how might wholesalers be supported in this?)

(8/10)

- get networking plus “other benefits” (newsletters, journals, affiliate discounts, etc)
- There needs to be distinctions between membership for governance of the org and membership for policy issues. These are very different operational requirements and are being confused here. The processes need to be different for the different purposes.
 - Membership should be offered to any person who owns an Australian domain name and has an Australian Connection that can be proven.
 - Membership eligibility should be based around .au name eligibility



Survey (2/3)

0 1 9

4.2 How can membership be offered? What processes and systems might need to exist to enable this to happen?(ie how might wholesalers be supported in this?)

(9/10)

- criteria (ability to own a name not IF you own a name) For those not eligible a Associate (non-voting) membership should be offered. One member one vote.
- Free with to Australians, domain owners. We would need good governance to ensure foreigners and large non realistic stake holder groups don't stack membership like has just been done.
- Simple online registration portal is all that's needed
- If a CIRA style prevails then it is automatically associated with Domain Name Registration, but that could be expanded to add others who apply



Survey (2/3)

0 1 9

4.2 How can membership be offered? What processes and systems might need to exist to enable this to happen?(ie how might wholesalers be supported in this?)
(10/10)

- Free Opt in CIRA model
duplicate



Survey (3/3)

0 2 0

4.3 What might the membership fees be? What are the price point considerations? (1/6)

- included in reg fee.
- Zero & opt-in (included in the price of the domain name fee)
Domain sellers will want (rightfully) to control the marketing to the registrant though. Must be conscious of that.
- Not all those that join auDA have an interest in voting. This is proven by the past voting habits at previous AGMs. Possibly only 50% of members currently can be bothered voting.
- Depends on what services are provided in return for membership.
- you own a domain name you have membership; you do not own a domain name then its \$10 yearly in-line with a registration of domain fee (wholesale)
- Zero & opt-in (included in the price of the domain name fee)



Survey (3/3)

020

4.3 What might the membership fees be? What are the price point considerations? (2/6)

- This must be relative to what is offered for membership, and justly provide sufficient revenue for auDA to manage its policy & corporate responsibilities, mission, as is reasonable. There must be value for money for membership so it should not be excessive or such that it is seen as exploitative, as the digital economy grows or it will hamper member numbers and hence voices. Financial membership should not be the reason a SE or individual decides not to join auDA.
- Prices should reflect cost of membership type and the services included. Membership cost should reflect cost of providing services to members (eg AGM, comms, etc.)
- Paying for Membership makes people really think about being a



Survey (3/3)

020

4.3 What might the membership fees be? What are the price point considerations? (3/6)

member. I'm often a critic of free because of the potential for large quantities of disinterested and disengaged members to arise. But I'm an advocate of accessible price points so would think with a high volume of domain names, the Membership fee structure could be minimal enough to not exclude but high enough to get people to think about why

they're joining and want to join.

- Setting a price will encourage more relevant membership participation. ie Those that are willing to pay care. \$100. Those who wish to be involved in auDA could still be non-voting members which could be free.
- The \$AUD 22 per annum is very affordable now; most individuals would find this



Survey (3/3)

020

4.3 What might the membership fees be? What are the price point considerations? (4/6)

accessible. Supportive of higher costs for businesses / enterprises _provided_ that this does not give them a higher level of influence. We CANNOT price .au too highly, otherwise competing TLDs will dominate - particularly TLDs that allow direct registration such as *.whatever.

- Low
- Paying for Membership makes people really think about

being a member. I'm often a critic of free because of the potential for large quantities of disinterested and disengaged members.

- The \$AUD 22 per annum is very affordable now; most individuals would find this accessible. Supportive of higher costs for businesses / enterprises _provided_ that this does not give them a higher level of influence.



Survey (3/3)

020

4.3 What might the membership fees be? What are the price point considerations? (5/6)

- Community, not for profit groups, socially disadvantaged could benefit from reduced or no fees.
- \$22
- Minimal or it is a barrier to participate
- Free for registrants, nominal otherwise. Very low cost of membership is appropriate given low cost of servicing members.
- Prices should reflect cost of membership type.
- Include with domain names
- \$22 - annual fee - a nominal fee - to ensure everyone who is a member wants to be one.
- I think it needs to be an amount that shows commitment not just a token.
- Free, auDA has millions in the bank.
- Current fees are fine
- Minimal or it is a barrier to participate



Survey (3/3)

020

**4.3 What might the membership fees be?
What are the price point considerations?**
(6/6)

- No fee. CIRA model



Survey (1/2)

0 1 6

5.1 What committees are required? How might committees be structured? (1/11)

- Members Committee: Any member can apply to be on the Committee. Ideally a Members Committee would have representatives from various stakeholder groups. Stakeholder groups could nominate candidates or candidates could be selected internally by existing committee members or the NomCom could also be involved in Members Committee selection. There should be 1 Board representative on the Members Committee or 1 auDA management team member
- Members Committee: Any member can apply to be on the Committee. Ideally a Members Committee would have representatives from various stakeholder groups. Stakeholder groups could nominate



Survey (1/2)

0 1 6

5.1 What committees are required? How might committees be structured? (2/11)

- candidates or candidates could be selected internally by existing committee members or the NomCom could also be involved in Members Committee selection. There should be 1 Board representative on the Members Committee or 1 auDA management team member
- Pursuant to auDA's mission statement and core organisational objectives, cmte's
 - Pursuant to auDA's mission statement and core organisational objectives, cmte's
 - Members Committee: Any member can apply to be on the Committee. Ideally a Members Committee would have representatives from various stakeholder groups. Stakeholder groups could nominate



Survey (1/2)

0 1 6

5.1 What committees are required? How might committees be structured? (3/11)

- candidates or candidates could be selected internally by existing committee members or the NomCom could also be involved in Members Committee selection. There should be 1 Board representative on the Members Committee or 1 auDA management team member
- Advisory committees/panels: - domain name policy - industry competition
 - structure - adhoc as required/requested
 - Membership Committee - responsible for the integrity of the membership through criteria such as Australian Resident, Australia Citizen ... Members must be subject to eligibility.
 - Outside board committees: Policy and Probity. External experts. Monitors policy development



Survey (1/2)

0 1 6

5.1 What committees are required? How might committees be structured?

(4/11)

and board compliance.

Established in the same way as current Policy Review committees with periodic review and ongoing compliance functions.

- Community - so urban & rural individuals have a voice Industry
 - Professional up to date Business LE
 - for large business who employe and invest significantly Business SE

- for small business prople who sometimes invest lifetime/style and life savings Cyber Security

- to keep .au safe Gov - for overseeing NFP - for all non profit groups to have a voice Education - for the future minds are some ideas.

- Minority Groups committee.
- Youth committee
- policy, nomination, memebership, dispute, technical, audit/risk, security



Survey (1/2)

0 1 6

5.1 What committees are required? How might committees be structured? (5/11)

- Domain integrity committee to weed out hoarders
- Members Committee: Any member can apply to be on the Committee. Ideally a Members Committee would have representatives from various stakeholder groups. Stakeholder groups could nominate candidates or candidates could be selected internally by existing committee members
- or the NomCom could also be involved in Members Committee selection. There should be 1 Board representative on the Members Committee or 1 auDA management team member
- Pursuant to auDA's mission statement and core organisational objectives, cmte's
- Advisory committees/panels: - domain name policy -



Survey (1/2)

0 1 6

5.1 What committees are required? How might committees be structured? (6/11)

- industry competition structure
 - adhoc as required/requested
 - Unsure.
 - A Domain Investor Working Group is required to represent domain name investors who collectively invest over \$5 million into the Australian domain name industry every year.
 - Minority Groups committee.
 - Youth committee
 - Community A lot
- of the discussion and current conversations appear to be driven by those currently directly affected either financially or through their business. To be representative of Australia, I believe it must address of aspects of living and working in Australia. Eg. Digital Inclusion, Geographic Domain Names
- Members Committee: Any member can apply to be



Survey (1/2)

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5.1 What committees are required? How might committees be structured?

(7/11)

on the Committee. Ideally a Members Committee would have representatives from various stakeholder groups. Stakeholder groups could nominate candidates or candidates could be selected internally by existing committee members or the NomCom could also be involved in Members Committee selection. There should be 1

- Board representative on the Members Committee or 1 auDA management team member
- Advisory committees/panels: - domain name policy - industry competition structure - adhoc as required/requested
- A Domain Investor Working Group is required to represent domain name investors who collectively invest over \$5 million into the Australian domain



Survey (1/2)

0 1 6

5.1 What committees are required? How might committees be structured? (8/11)

- name industry every year.
 - auDA should have a nomination committee to review candidates for the Board.
 - policy, nomination, membership, dispute, technical, audit/risk, security
 - Committees should be independently chosen by members and remain free of influence from the board and auDA staff. This would prevent the subtle influencing we have had with this group.
 - Board/Governance Committees or Member empowered ones???
- Recent Gov Review proposed A NomCom so that is I trust a given... Policy should still be developed at arm's length/ independently, Board Committees should be up to a Governance *not* Operational Board.



Survey (1/2)

0 1 6

5.1 What committees are required? How might committees be structured? (9/11)

- auDA should have the standard Board committees required for good governance - e.g risk & audit, budget etc.
- This will change over time and should be determined by the board (following whatever consultation process they think appropriate)
- Many committees. But one could educate some people who still don't yet understand that domain names are seen as DIGITAL ASSETS around the world, and people who invest in them are called DOMAIN INVESTORS, not other derogatory names.
- policy, nomination, membership, dispute, technical, audit/risk, security
- Refer to best-practice for NFP boards relevant to auDA's mission. At minimum, Governance,



Survey (1/2)

0 1 6

5.1 What committees are required? How might committees be structured? (10/11)

Noms, and any key Cmte's that arise due to strategic policy requirements.

- Members Committee
- <https://cira.ca/membership>
<https://cira.ca/membership/benefits>
<https://cira.ca/about-cira/board-and-governance> Board and Governance The board of directors, comprised of fifteen members, manages the business and affairs of the .CA domain. Twelve of these

directors are nominated and elected annually by CIRA members. The board considers pan-Canadian perspectives when managing .CA, and when representing Canada and the .CA registry internationally. Meet the board The CIRA board is made up of 12 elected directors and three non-voting board advisors. Find out more about the diversity of expertise



Survey (1/2)

0 1 6

5.1 What committees are required? How might committees be structured? (11/11)

on the CIRA board. Join the board The Internet belongs to all of us, and impacts every aspect of our lives. Find out how you can get involved. Become a board member, or participate in nominations and elections. Compensation As a member of the CIRA board of directors, you can influence the future of Internet in Canada. Elected CIRA board members

are offered an annual retainer and a per-meeting fee. Minutes and agendas Read meeting agendas and minutes to find out how the board is working to shape the future of Canada's Internet.



Survey (2/2)

0 1 5

5.2 How will voting rights be assigned for a Nominations Committee, and for what purposes?

(1/5)

- NomCom tenure should be a max of 2 years
- 1 Gov representative should be a member
- Further to my previous comment, if the Board has a Noms Cmte, what is the purpose of this one we're discussing now? What would help me propose suggestions.
- What is the actual purpose of this Committee? I'm struggling to propose a suggestion because I don't understand the reason for this Committee.
- Nominations committee should be based on their experience. The member representative would need to abide by a skills matrix and elected by members. All potential NomCom candidates would be



Survey (2/2)

0 1 5

5.2 How will voting rights be assigned for a Nominations Committee, and for what purposes?

(2/5)

- selected by their NomCom peers.
- Equitably! & separation from existing auDA directors/executive is important to allow an independent filter/view.
- nominations committee - composed of 3 industry related persons + 2 non-industry persons purpose; distribute an equality of vote to the nominees.
- One vote each, no vetoes. Allows for diversity of views and protects against sinecure candidates.
- From as broader representation as possible as per the above examples. To keep the voting ethical and transparent, and keep all input heard and relevant.
- Nominations are selected



Survey (2/2)

0 1 5

5.2 How will voting rights be assigned for a Nominations Committee, and for what purposes?

(3/5)

- based on skills. Existing nom-com votes their own in
- if the board is made up of directors of different categories. independents can be recommended by the nomination committee. elected directors can be vetted by the nominations committee against criteria
 - Stakeholder groups could nominate

candidates or candidates could be selected internally by existing committee members or the NomCom could also be involved in Members Committee selection. There should be 1 Board representative on the Members Committee or 1 auDA management team member. Registrars/Tech Committee is probably



Survey (2/2)

0 1 5

5.2 How will voting rights be assigned for a Nominations Committee, and for what purposes?

(4/5)

- easier to deal with as they are their own stakeholder group themselves.
- I'd caution a Noms Cmte made up of just the Membership. Again I don't understand the context of this Cmte.
- Use the ICANN Nominating Committee (NomCom) as a starting point - different supporting structure, but some useful governance principles.
- Equitably!
- Unsure.
- A Domain Investor Working Group is required to represent domain name investors who collectively invest over \$5 million into the Australian domain name industry every year.
- % basis of portfolios, not # of members
- if the board is



Survey (2/2)

0 1 5

5.2 How will voting rights be assigned for a Nominations Committee, and for what purposes?

(5/5)

- made up of directors of different categories.
- independents can be recommended by the nomination committee. elected directors can be vetted by the nominations committee against criteria
- In a way that can't be stacked as is the case now.
- Noms Cmte's I've seen are generally made up of a couple of Board members, perhaps 1 external independent and 1 voting member.
- The balance of a NC should be designed for balance, so no weighted votes should be required.
- The board should determine the membership of the nominations committee
- I'm not really clear on this context of this question



Given breadth of stakeholders identified tonight, how might auDA engage with the various groups to better meet its objectives?

0 1 5

(1/5)

- auDA's communication strategy and Strategic Plan should involve stakeholder input. auDA's objectives should broaden
- It's still a limited group of people from within the industry. I fear that unless the broader community are educated on the benefits/loss of domain names, they will not be engaged in this process. It is dependent on auDA's future commitment to community driven activities and marketing. Eg digital inclusion, national pride, education etc. To effectively communicate, the target markets must be defined before the appropriate communications can be determined. The existing auDA communication strategy would be helpful to understand what has been tried successfully or unsuccessfully in the past.



0 1 5

Given breadth of stakeholders identified tonight, how might auDA engage with the various groups to better meet its objectives?

(2/5)

- Actively contribute to the civil society groups working hard in the digital space. AuDA has capacity and resources to be a connector and to provide a backbone organisation or key support service to collaborative impact - thus strengthening many groups and it's own importance
- Attending conferences where other agencies attend to engage with stakeholders. Online and through social media.
- auDA should be actively supporting other initiatives that are focused on community engagement in this area.
- auDA needs to become active participants in other groups and associations. Possibly sponsors.
- the long policy writing process is prohibitive for many so find ways to encourage short



0 1 5

Given breadth of stakeholders identified tonight, how might auDA engage with the various groups to better meet its objectives?

(3/5)

- interactive participation as well
- Wide advertisement, outreach and engagement utilising trusted advisor networks as well as traditional and online methodology
- auDA needs to engage more in seminars/forums
- Committed \$ and people resource to do multi-stakeholder engagement properly. Much of this can be digital but
- some physical outreach will be necessary. Be conscious that many civil society groups will have enormous contributions to make but may be limited in their funds so finding ways to encourage / solicit engagement that is not prohibitive.
- Focus on industry and civil society groups and ask specific questions in their field of expertise



0 1 5

Given breadth of stakeholders identified tonight, how might auDA engage with the various groups to better meet its objectives?

(4/5)

- Members Committee should be given a decent budget to engage with stakeholders
- Create mailing lists around topic areas - e.g see how IETF manages this at: <https://www.ietf.org/how/lists/> Interested people self-select the topics that most interest them, and can unsubscribe when interest drops off. Mailing lists could include -
 - policy , technical, DNS, secondary market etc.
- Learn how to speak Ukrainian
- Go to where these target stakeholders (potential members) are.
- Take out ads in Philipino and Ukranian so that the new members can understand what is going on.
- A more open, interactive website. A better mailing list. Simpler, more



0 1 5

Given breadth of stakeholders identified tonight, how might auDA engage with the various groups to better meet its objectives?

(5/5)

- user-friendly webinars.
- Regular Member meet ups/forums. Bi-Annually?
- contact all 3 million existing registrants via email so they 1. Know who auDA is 2. Know how much they are paying auDA now \$6 per year for every .au registered 3. May engage and be informed
- Online!
- auDA Foundation is an important part of the Australian Digital Landscape
- Phone polling of members with the outcomes of the forum asking people to choose between 2 options for each topic
- The vast majority of domain owners do not know about this issue. Tell them auDA? You have their email address!
- Send a survey to all domain owners?