

Operating Plan

1 July 2019 to 30 June 2020

June 2019



Strategic Framework

Mission

auDA's core mission is to administer the **.au** country code top level domain (ccTLD) name space for the benefit of the more than 20 million Australian Internet users



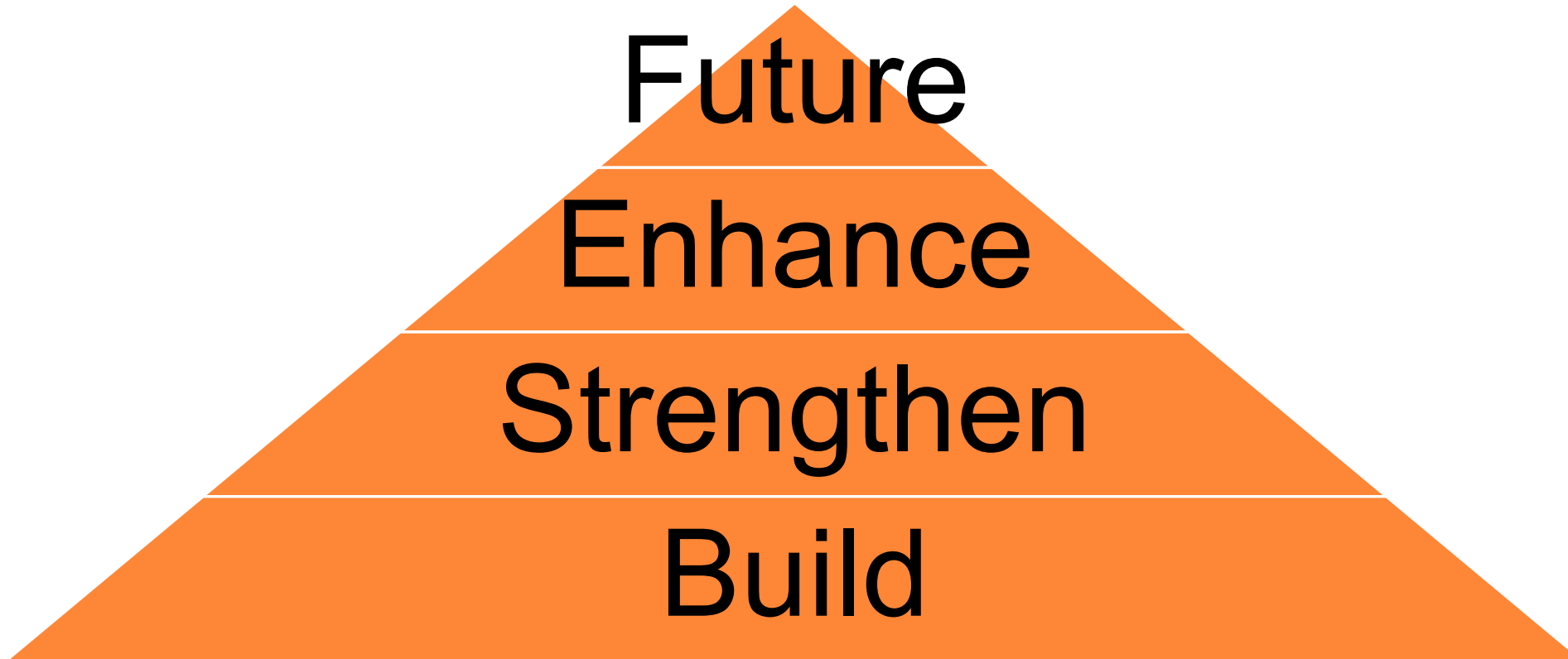
Vision

Become the best ccTLD globally through:

- Improving the utility of .au to better support micro-businesses (1 to 4 people) and individuals and support new Internet applications such as Internet of Things (IoT)
- Minimising domain name abuse through eligibility checking and pro-active compliance
- Implementing international standards to improve the security and stability of .au
- Support Asia-Pacific TLDs to raise their security and compliance to protect Australian users of those ccTLDs.
- Promote the benefits of .au domains over other forms of Internet presence on social media, mobile apps, and proprietary platforms



Strategic Framework



Strategic Framework

- Build – build the capabilities of the organisation to deliver
- Strengthen – strengthen the stability and security of .au
- Enhance – enhance future value of the .au ccTLD
- Future – next generation of users and value for the .au ccTLD



Australian Government Terms of Endorsement

Core Functions

- Ensure stable, secure and reliable operation of the .au domain space
- Respond quickly to matters that compromise DNS security
- Promote principles of competition, fair trading, and consumer protection
- Operate as a fully self-funding and not-for-profit organisation
- Actively participate in national and international technical and policy namespace fora
 - to ensure that Australia's interests are represented, and
 - to identify trends and developments relevant to the administration of the .au namespace
- Establish appropriate dispute resolution mechanisms



Requirements

- Effective Governance arrangements for the .au namespace
- Facilitate effective stakeholder engagement
- Support accountability and transparency
- Engagement with the Australian Government
- Support trust and confidence in .au



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Major Projects – 2019- 2020

- Grow Associate Membership
- Develop new .au brand and associated marketing/public awareness program
- Implement new .au policies
- Implement stakeholder engagement strategy
- New auDA website
- New business analytics capability
- Implement new registrar security requirements
- Implement new business continuity management system
- Cybersecurity industry engagement
- Enhanced services and identify diversified revenue opportunities
- auDA foundation review



Build

Implement Stakeholder Engagement Strategy

- Implement stakeholder engagement as per stakeholder engagement strategy
 - Engage and communicate with security professionals, web developers, DNS operators, Government departments, law enforcement agencies, consumer affairs agencies, web hosting companies, students, professional associations, industry representatives, and web users
- Support General and Technical Standing Advisory Committees
- Develop an outreach program in conjunction with auDA's brand awareness campaign
- Enhance auDA's general enquiry service



Grow membership

- Grow associate membership in both numbers and diversity
- Target registrants, complainants and parties making enquiries
- Visible presence at IT industry conferences, events and award nights
- Online advertising for new associate members
 - Facebook, Twitter, Instagram, IT news sites
- Run auDA events for Associate Members and provide opportunities for Associate Members to attend conferences (e.g. ICANN, APTLD) and events (e.g. Pivot Summit, AIIA iAwards, Australian Cyber Security Conference)
- Target is 12,500 members by December 2020



New Website

- Re-build the auDA website to make it easier for stakeholders to find the information they need
- User Types include:
 - Associate Members and potential Associate Members
 - Registrars and potential registrars
 - IT service providers (resellers)
 - Intellectual Property lawyers
 - Domain name investors
 - Law Enforcement
 - Complainants



New Business Analytics information

- Business analytics for registrars, the IT industry and to inform policy development
 - Identify trends in domain name registration
 - Identify under-served parts of the Australian market
 - Identify how domain names are used / compare with social platforms
 - Domain name monetisation statistics
 - Usage statistics – web and email services, parked pages, in-active, referrals
- Business analytics for the compliance function
 - Identify lapsed trademark applications, and de-registered trademarks
 - Cancelled ABNs
 - De-registered companies
 - Suspected identify theft for unauthorized registrations
 - Domain name abuse that threatens the public interest
 - Improve registration data accuracy



Strengthen

Implement new registrar security requirements

- Establish minimum security controls:
 - Taking a supply chain risk assessment approach
 - Leveraging ASD Essential Eight
- Provide alternative approaches for information security management systems
 - ISO 270001 – International standard for information security management systems
 - USA NIST Cybersecurity Framework
- Require annual basic and 3 year comprehensive audits against chosen system
- Roll-out new registrar agreement



Business continuity management system

Document and test business continuity management system

- Apply ISO 22301 international standard
- Establish capability to operate the registry in the event of an emergency using registry data and registry software made available by the registry operator
- Run business continuity exercises including:
 - Loss of auDA head office – e.g. due to a building fire
 - Loss of auDA Melbourne data centre – e.g. due to data centre fire
 - Loss of Afilias Australia primary and secondary sites – e.g. targeted terrorist attack
- Audit compliance against ISO 22301 standard



Enhance

Implement new .au policies

- Direct registration in .au:
 - Grow registrations from micro-businesses and individuals that don't have a domain name yet
 - Implement priority registration process for existing registrants
 - Develop information tools for participants in the prioritisation process
 - Manage complaints about domain name eligibility of priority applicants
 - Respond to enquiries about the new rules and prioritisation process
- Implement new complaint processes aligned to the new .au licence rules
- Roll-out new registrar agreement



New .au brand

Establish a new .au brand and associated consumer education campaigns

- Distinguish .au and its subdomains (predominantly .com.au and org.au) from .com and .co
- Educate users of the brand attributes of all names within .au
 - Australian presence requirement
 - Eligibility checking at time of registration
 - Ongoing eligibility compliance
 - Subject to Australian privacy and consumer protection law
 - Secure and stable
 - Endorsed by the Australian Government



Communication messages

- Three core products for registrar channel
- .com.au
 - continues to be the premium name space for commercial purposes
 - holders of a .com.au can be held accountable under Australian law – including consumer protection and privacy
- .org.au
 - renewed focus on consumer education around benefits of .org.au versus .org
 - Australian presence, donations to charities protected under Charities Act
- .au
 - new name space – competes with .com
 - available to all business, individuals and organisations with an Australian presence
 - Ideal for sole traders and start-ups that don't yet qualify for a com.au
 - Ideal for corporate marketing campaigns – shorter names – easier to use on mobiles and voice recognition devices – suits billboards and marketing on the side of motor vehicles



Cybersecurity industry engagement

- Encourage broader adoption of modern IT security standards across the IT industry
- Support the development of tools for business owners to check the level of security provided in their web and email services
- Participate in education initiatives for IT service providers
- Participate in the Australian Government's Joint Cyber Security Centres



Future

auDA foundation

- Complete governance reform process
- Develop and introduce a new grant program
- Identify strategic partnerships with similar foundations

