

AusRegistry

auDA Foundation Review Discussion Paper – January 2012



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Document Purpose

The auDA Foundation is a charitable trust that was established by auDA in 2005. Its general objectives are to promote and encourage education and research activities that will enhance the utility of the Internet for the benefit of the Australian community.

In December 2011 auDA drafted a Discussion Paper to set out the current situation of the auDA Foundation and invite comments and suggestions for change.

This document forms AusRegistry's response.

Intended Audience

- AusRegistry
- .au Domain Administration Ltd. (auDA)
- General Public

Table of Contents

1.	auDA Foundation Review Discussion Paper Responses.....	1
1.1.	Foundation Grants	1
1.2.	Application Process	1
1.3.	Grant Amount and Conditions	2
1.4.	Reporting Requirements	2
2.1	Foundation Operations	2
2.2	Marketing and Promotion.....	2
2.3	Revenue	2

1. auDA Foundation Review Discussion Paper Responses

1.1. Foundation Grants

- a) *Should the Foundation clarify its general objectives? If yes, what needs to be clarified?*
- b) *Should the Foundation simplify/clarify the types of projects it won't fund?*
- c) *Should the Foundation narrow its general objectives to address specific needs? If so, how do you think these areas should be identified?*
- d) *Alternatively, should the Foundation's general objectives be expanded to include a broader range of projects? If so, what areas and needs should it consider?*
- e) *Should the foundation seek to collaborate with other relevant philanthropic organisations to assist funding applicants?*

AusRegistry believes that the auDA Foundation's objectives should be clearly defined to ensure those applying can properly assess whether their project meets the objectives of the Foundation prior to submitting a formal application.

As stated in the discussion paper, 73% of applicants fail in their bid to receive a grant from the auDA Foundation, this figure is relatively high. However, it is also the auDA Foundation's broad objectives, preferences and selection criteria that adds to its appeal and provides an opportunity for those who do not fit the more stringent requirements of other philanthropic organisations.

Therefore, whilst the objectives of the auDA Foundation should be better defined they should not be made overly restrictive or exclusionary.

1.2. Application Process

- a) *Should the Foundation change the application process? If so, what changes should be made?*
- b) *Should the Foundation implement a process for giving unsuccessful applicants feedback?*
- c) *Should the Foundation change the eligibility criteria? If so, what other types of applicant should be eligible for funding?*

AusRegistry does not believe the auDA Foundation's application process, nor the eligibility criteria require changes at this time.

The provision of feedback to unsuccessful applicants would prove beneficial for those wishing to apply for future rounds of funding with the auDA Foundation or for funding with other philanthropic organisations.

1.3. Grant Amount and Conditions

- a) *Should the grant amount be an absolute range (eg. offer grants in the range of \$5,000 - \$20,000, rather than “typically offers grants in the range of \$5,000 to \$20,000”)?*
- b) *Should the Foundation increase the \$ value range of the grants? If so, what amount?*
- c) *Should the Foundation clarify the GST conditions? If so, what needs to be clarified?*

Grant amounts should be clearly stated as an absolute range and a detailed summary outlining what is required to achieve each level within the range provided.

With respect to clarifying the GST conditions, the auDA Foundation should seek independent GST advice to address this matter.

1.4. Reporting Requirements

- a) *Should the Foundation change the reporting requirements? If so, how?*
- b) *How should the Foundation conduct an evaluation of the project outcomes?*
- c) *How should the Foundation facilitate the dissemination of project outcomes to the wider community?*

The auDA Foundation should conduct an annual review of all funding recipients to ascertain whether each grant has been utilised as specified. Dissemination of program outcomes should be website based in the form of a downloadable report.

2.1 Foundation Operations

- a) *Should the Foundation make any changes to the board and staffing arrangements? If so, what changes should be made?*
- b) *Do you think the Foundation would benefit from appointing patrons/ambassadors?*

At this stage the Board and staffing arrangements seem adequate to oversee and administer the auDA Foundation.

The appointment of a patron or ambassador for the auDA Foundation does not seem to be necessary at this time given the auDA Foundation is not seeking charitable donations and therefore not having to compete in a competitive marketplace. Additionally the auDA Foundation has attracted a satisfactory number of applicants for each round of grants which indicates the current marketing and promotion is adequate.

2.2 Marketing and Promotion

- a) *What avenues do you think the Foundation should use to market/promote the grants program?*

AusRegistry believe the auDA Foundation’s current marketing and promotion is adequate.

2.3 Revenue

- a) *Should the Foundation set a limit on annual funding?*

AusRegistry, who currently contributes 25 cents to the auDA Foundation for every registration and renewal of .com.au and .net.au domain names, does not believe a limit is required on annual funding at this stage.

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