

Strategic goals 2020-2022

This document outlines InternetNZ’s strategic goals and measures arising from Council discussion in February 2020. The work plan associated with these goals can be found on the InternetNZ website: <https://internetnz.nz/strategic-and-business-plans>

Goal 1: Develop the Internet for good Work in Aotearoa and globally to help develop an Internet for good.	
<p>The Christchurch attacks in March 2019 opened up a debate about the gap between the Internet we have today and the Internet we need. This debate was happening before the attacks but the effect of Christchurch has raised the stakes in Aotearoa.</p> <p>The country needs to make a contribution to shaping the Internet the world needs for the 2020s and beyond. The world needs an Internet for Good, built with the public interest at its core.</p> <p>This goal is about the tangible impact we can make by helping to define what the Internet for Good looks like, and then in rallying NZ’s Internet and policy community to act here and overseas to change and improve the Internet in line with that shared vision.</p>	<p>Measures</p> <ul style="list-style-type: none"> • Engagement with relevant national and international stakeholders to develop a shared vision of what an Internet for Good is. • Stakeholder awareness and engagement with the vision for an Internet for Good increases over time. • Action taken by us and by other stakeholders, nationally and internationally, changes and improves the Internet in line with our shared vision.

Goal 2: Improved digital inclusion New investment and community-driven action drives significant improvements to digital inclusion across Aotearoa.	
<p>Digital inclusion is essential if the Internet is going to be for everyone. To assure the wellbeing of individuals, families and communities in the 2020s, digital inclusion needs to be universal - everyone needs the chance to participate in the online world.</p> <p>The challenge with digital inclusion is that no one actor, sector or community can achieve it on their own. Action is needed by a broad coalition of actors, and investment is needed by government and the private sector. So are changes in how we do things, so that digital inclusion is built in from the ground up.</p> <p>Building on the foundations and understanding developed in 2019/20, we will continue to work on digital inclusion in collaboration with the broad community of actors interested in or influential about it.</p>	<p>Measures</p> <ul style="list-style-type: none"> • Digital inclusion investment by government and others reaches \$20m/year, and directly affects 50,000+ people. <ul style="list-style-type: none"> ◦ Measure at 30/9/20 from previous goals. <p>Note - may not be able to measure impact on # of people at that time.</p> • The Online Home for Digital Inclusion is attracting use and positive stakeholder feedback.

Goal 3: Grow .nz**To fund increased public good investment, grow the use, value and revenue from .nz domain names.**

The .nz domain name space is our premier product. It offers huge value to New Zealand. This goal is about increasing the value it provides to the country through greater use and new features. We will reinforce its reliability and security through new systems and an up to date policy framework.

We will capture some of that value through flexible pricing approaches that recognise the market stage .nz is in - a mature product in a low- to no-growth situation.

Measures

- increased revenue from domain name registrations.
 - More than 15% in the two year period to 31/3/22.
 - Flexible between registration numbers and price.
- active use of domain names is increased, improving retention and registration term.
- share of revenue devoted to public good investment.

Goal 4: Sell new products**Develop new sources of revenue through ongoing investment in and sales of new products.****Rationale**

InternetNZ's vision is broader than the domain name system. By developing new products and services we can reduce our financial dependence on .nz, introduce products that help achieve our vision, and raise more funds to invest in public good work.

In the current year we have begun to prove that new products can be done in a commercially successful way. By the time these goals are agreed, we'll have solid evidence in the form of a new product and a developing sales pipeline of potential customers. .

This is about growing the portfolio and ensuring that the products we offer are making a business return, to help fund our public good investment.

Measures

- Registry Lock is for sale in the 2020-21 financial year.
- The Broadband Map is covering its costs by 31 March 2021.
- Defenz reaches net profit in the 2021-22 financial year.
- New products reach net profit within 24 months of first sale.

Goal 5: Improving InternetNZ's performance**Develop InternetNZ as a high performing organisation and an excellent place to work.**

We can make the biggest contribution to our vision and mission by being a high performance organisation - individually, as teams and together across the group. And we can attract and retain staff by being a great place to work.

We will build on the work done so far in founding the organisation following the 2018 structural changes to understand drivers of performance and promote pride in our work and its impacts. We will do this by developing a high level of trust and innovation within the organisation and embracing diversity to grow

Measures

- Staff baseline feedback from March 2020 is improved by March 2022
 - Perceptions on high performance and great place to work
 - Improvements in areas such as
 - Internal Communications
 - Staff development
 - Organisational Learning
- Resource planning and BAU/Project Management tools established and drives demonstrable changes.
- Staff churn / turnover measures.