
Chief Executive's Report

Author:	Jordan Carter, Chief Executive
Purpose of paper:	To update Council on progress in the two months to 31 January 2016, and to set out goals and priorities for the coming quarter.

Introduction

This report sets out critical risks or other risks Council should be aware of, my priorities in the period since the December Council meeting, longer range priorities for 2016, planned priorities for the three months from now until the end of May 2016, and a brief update on staffing and contractor issues.

The order is changed in this report: longer range priorities are set out before those for the next few months. This report, as ever, should be read in conjunction with the management reports.

1: Critical / Other / Potential Risks

There are no critical risks to advise the Council of at the reporting date.

The discussion around product and service / business development is occasionally tense, and managing the process and any problems it may give rise to is ongoing.

2: Recent Priorities

Chief Executive

Since the December meeting of the Council, I have been focused on the following issues, generally in descending priority order:

- Kicking off 2016 with the team
- Planning for the 2016/17 year, including developing the Focus Areas proposal
- Consultation on proposed changes to strategy for product and service (formerly business) development
- Meetups with members around the country
- APRICOT 2016 project ownership/oversight, with the event concluding the same day as the Council meeting
- Team reporting changes (conceptual so far) as part of team development
- Ongoing ICANN Accountability work, especially intense through January

Of the priorities identified in my December 2015 report, most have been advanced in the past two months.

I have made less progress than hoped on three priorities identified last report:

- Stakeholder management – this continues to lag in terms of implementation of our new stakeholder management system, and this will be a focus post-ICANN as noted below.
- Communications – while we continue to make step by step improvements, we will do a more thorough general look at this next year – now after the Activity Plan and Budget are resolved.
- .nz Stewardship – to avoid overload for members or others, I have not commenced consultation on the new .nz Framework policy.

Operating team

The separate reports on the Internet Issues, Community and International programmes, along with Operations, set out the detail. In this report I no longer summarise those (already summarised) reports, as noted in my December 2015 report.

The team has been productive and happy since returning from the Christmas break.

Huge thanks to Yvonne in particular for the successful management of APRICOT, which at the time of writing was well over 600 registrations, and to Megan for her role in making the sponsorship budget hum.

3: Longer Range Priorities

The big picture issues on my mind are as follows:

- **Team and Group culture and dynamics:** getting the best bang-for-buck across the group is important, now that we are in common premises again.
- **Telling the story:** seeing InternetNZ living up to the new brand identity and “spreading the word” on this, so that our public profile becomes clearer and so that we attract and retain a larger membership.
- **Professionalising, including of the role of and relationship with members:** there is a good deal to do to better understand our members and make us relevant to our existing, and new, constituencies of involvement and support. We need to do this in a way that is professional and accountable.
- **Outreach and Engagement:** across all we do, the Council’s strategic imperative to broaden and deepen our engagement with the Internet community is important. In doing this, we have to make sure not to lose touch with communities where relationships are, or have been, strong – and we need to do this particular part better.
- **Senior Team Development:** in 2016 I will continue to grow the capability and responsibility of the senior team. Andrew will step up with new responsibilities in the operational area, to free some of my time for use on outreach, engagement and more visible InternetNZ presence. Ellen will have her first experience as Acting CE.

I welcome your thoughts and feedback on this longer-run picture.

3: Priorities for the next three months

Chief Executive

Consistent with the longer run priorities identified above, here are my key priorities for my work to the end of May. These are in my intended priority order:

1. **2016 Planning:** Preparing next year's Activity Plan and Budget for Council approval, and then leading the team in turning that into our team and individual work plans for the year, with the Focus Areas a nice centre of attention.
2. **Outreach and Engagement:** the strategic priority
3. **Stakeholder & Member Engagement:** we will continue to make reference to celebrating 20 years through to the middle of the year, and be using the "A Voice for the Open Internet" tagline. Professionalising the membership offering is ongoing work and will receive more of my time in April and May.
4. **Product and Services Strategy:** whatever next steps are agreed at this meeting, I will be ready to implement.
5. **Communications:** our overall approach will be reassessed this year, with the Activity Plan setting out the approach.
6. **International:** ICANN accountability work has finally reached a sign off point at the meeting in March, and from then on my international effort will move to more of a watching brief in ICANN, refreshing our international Strategy, and broadening our engagement.
7. **Subsidiary and .nz stewardship:** public consultation on the ".nz Framework policy" arising from the .nz Framework review will commence in March; and, still hopefully, finalisation for debate and approval of an MOU between MBIE and InternetNZ regarding .nz (there have been discussions since the last meeting with Hon Adams and subsequently with officials).

I particularly welcome Council feedback on this set of priorities.

Operating Team

The following priorities are set out in the separate reports. I will highlight:

- **Team wide:** Finalising 2016 plans and shaping the work we will do, and developing a calendar that assures delivery across the year.
- **Community:** Preparing for 2016 funding rounds and the future of NetHui, and other items as noted in the management report.
- **Internet Issues:** Making the Focus Areas work and integrating business as usual activity with this.
- **International:** Reorienting from the heavy ICANN focus of the past few years into a broader take that supports the other programmes and our broader objectives.
- **Operations:** Continued development of and professionalisation of our operations under the new leadership of Maria and Andrew.

- **Communications and Events:** Fresh takes on the communications function are coming, and the events portfolio will be developed as part of the planning process.

5: Staffing and Contractor matters

Maria is stepping up well into her new role as Administration Coordinator, taking on management of the Meetings Coordinator. Over the next few months, Andrew will continue to develop responsibility for operations as well as issues, as a broadening of his areas of responsibility and development of his role as my deputy.

The team returned from the break bright and happy, and the vibe around the offices in Wellington and Auckland has been positive, productive and happy. We are looking forward to the year!

6: Other matters

- I along with James will attend the Australian Digital Alliance's annual Forum in Canberra in March, keeping up links in the digital rights and copyright area in Australia.
- I will attend the ICANN meeting in Marrakech 4-10 March, along with Debbie, Jay and Dave.

I hope you all have had a grand start to 2016.

Jordan Carter
Chief Executive

18 February 2016