

## InternetNZ | Strategic Priorities and Goals 2023/24

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PURPOSE: To provide the Strategic Priorities and Goals to Council for approval  
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### 1. Purpose of this paper

This paper sets out the strategic priorities as agreed at the meeting of 10 Feb with the addition of the Domain Name Commission(DNCL) goal. The main concerns expressed at Council were, was it an achievable workload, were there too many measures and did we have enough clarity to be able to prioritise workload. The 13 goals have been reworked, grouped and clarified as a result of your feedback with 18 success measures over 2 years. Specifically we have worked through the existing .nz strategy and ensured that these are included in the strategic priorities and goals. For this reason we have also added 'Maintain DNCL' as a goal because the domain name services we are responsible for are carried across Whakawhanake Rawa and DNCL. We are also presenting to you the value of having each goal.

Council requests that we consider the strategic priorities and their goals from a 'must have' , 'could have' 'should have' lens has been achieved through the presentation of the budget in three scenarios. Scenario 1 is 'could have' - the largest deficit with everything we could do especially in relationship to community and funding included. Scenario 2 is 'should have' and is our recommended approach. Scenario 3 is 'must have' and would reduce losses but slow down work programme significantly.

## Strategic Priorities

1. Centering Te Tiriti o Waitangi
2. Engaging the NZ Internet Community
3. Ensuring the Home of .nz
4. Moving towards Constitutional Change
5. Building Mana Mahi Tahī
6. Maintaining Domain Name Commission (DNCL)

Strategic Priorities have been developed into goals, what value the goal offers, and how we will recognise that we have been successful. We are taking an integrated approach so all goals are the responsibility of all Te Kāhui Tumu (TKT) members.

Goals	Goal Value	Council Success Measure
<p><b>Goal 1</b> - A 3-6 year vision is developed for .nz and related registry products, that inform business decisions and future investment</p>	<ul style="list-style-type: none"> <li>• Being up to date and conversant with technology trends and innovations, international internet policy, as well as internet governance are key to InternetNZ credibility and voice</li> </ul>	<ul style="list-style-type: none"> <li>• The vision document for .nz and related registry products, is in place by Dec 2024</li> </ul>
<p><b>Goal 2</b> - Grow volume of registrars in our channel</p> <p>Achieve revenue growth year on year</p>	<ul style="list-style-type: none"> <li>• We grow and support our mandate, influence and relevance.</li> </ul>	<ul style="list-style-type: none"> <li>• 5% growth of registrars during 2023/24.</li> <li>• 2% revenue growth in 2023/24</li> </ul>

<p><b>Goal 3</b> - Engaging in regional ccTLD collaboration and support, including advocating for ccTLD sovereignty for Pacific islands</p>	<ul style="list-style-type: none"> <li>• Supporting an Internet that benefits across the pacific.</li> </ul>	<ul style="list-style-type: none"> <li>• Two Pacific countries are supported towards ccTLD sovereignty and/or independence in registry management.</li> </ul>
<p><b>Goal 4</b> - Make changes within InternetNZ toward ending racism and becoming Te Tiriti o Waitangi centric</p>	<ul style="list-style-type: none"> <li>• Devolving power to Māori Whānau, Hapū, Iwi, and Māori Tech Communities.</li> <li>• Ensure Māori expertise is present in the Constitutional Review process.</li> <li>• Staff and stakeholders observe there is a change in InternetNZ organisational culture</li> </ul>	<ul style="list-style-type: none"> <li>• All work identified in SRR recommendations is complete by March 2025.</li> <li>• Share progress made with the Māori Internet Community, staff and stakeholders on SRR recommendations March 2024.</li> <li>• .nz rules increases Māori authority in relation to .iwi.nz moderation panel decisions and policy.</li> <li>• Increase the percentage of</li> </ul>

		<p>funding given to partners who work within a ‘by Māori, for Māori’ approach by 10% year on year over next 3 years.</p>
<p><b>Goal 5 - Domain Name Commission fulfills objectives of Operating Agreement</b></p>	<ul style="list-style-type: none"> <li>• We add value to domain name users including addressing users concerns about online harm.</li> <li>• InternetNZ online harm programme is informed by concerns and complaints logged at the Domain Name Commission</li> </ul>	<ul style="list-style-type: none"> <li>• Review the Operating Agreement by the end of 2024 ensuring responsiveness to trends and concerns of domain name holders</li> <li>• DNCL provides an annual report on domain name holders issues, concerns and DNCL’s role in addressing these.</li> </ul>

<p><b>Goal 6</b> - Design and implement an approach to collaboration, and partnering toward an internet that benefits everyone</p>	<ul style="list-style-type: none"> <li>• We grow and support our mandate, influence and relevance through relationships and partnerships.</li> <li>• We work with whānau, hapū, and iwi towards an internet that benefits.</li> <li>• Submissions and written input provided into government processes include community perspectives.</li> </ul>	<ul style="list-style-type: none"> <li>• Protocol to guide collaboration and partnering is consulted and published by October 2023.</li> <li>• Membership Plan is consulted and published by 1st April 2024.</li> <li>• .nz rules development has input from members and the wider community.</li> </ul>
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<p><b>Goal 7</b> - Modernise the InternetNZ Constitution to reflect legal requirements and being a Te Tiriti centric organisation</p>	<ul style="list-style-type: none"> <li>· InternetNZ Constitution includes what is needed in 2025 and beyond</li> </ul>	<ul style="list-style-type: none"> <li>• Project Plan is documented, and milestones reported on over the next two years.</li> <li>• Members have multiple opportunities to be involved in the process and development of proposed constitutional changes.</li> <li>• Legal requirements are met.</li> <li>• Membership demographics are reported on.</li> </ul>
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<p><b>Goal 8</b> - Mana Whakahaere processes are developed to achieve codesign with Māori through Te Komiti Whakauru Māori (TKWM) and external parties with a focus on Governance and Membership recommendations 3 and 4</p>	<ul style="list-style-type: none"> <li>• Māori recognise InternetNZ is working in a co-design way with them on matters that matter to Māori</li> <li>• As part of the constitutional review, we will consider membership models, including voting systems, to address issues raised in the Systemic Racism Review report including: transparency of membership, diversity and representation, and current imbalances of power.</li> </ul>	<ul style="list-style-type: none"> <li>• Māori recognise InternetNZ is working in a co-design way with them on matters that matter to Māori and be elected to Council.</li> <li>• A more representative model of governance for InternetNZ is co-designed by Māori, informed by iwi and that gives effect to Te Tiriti.</li> </ul>
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<p><b>Goal 9</b> - To establish the Mana Mahi Tahi approach to InternetNZ work and culture over the next two years. This will entail combining, agile, self-managing and Te Tiriti centric work processes and cultural forms.</p>	<ul style="list-style-type: none"> <li>• High level of staff engagement</li> <li>• Changing behaviour toward team accountability, and transparent work prioritisation</li> <li>• A culture of continuous improvement through staff development and training</li> </ul>	<ul style="list-style-type: none"> <li>• Positive increase in staff engagement levels through internal survey.</li> <li>• Number of work processes improved and rolled out across the organisation.</li> <li>• Accountability processes for work prioritisation and for work completed are integral to all delegated work and Puni work programmes</li> </ul>
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For your information this is the [DNCL Strategy](#) that the DNCL Board is monitoring.