

2017/18 Activity Plan: Focus Areas Detail

This paper is a background paper to the 2017/18 Activity Plan. The first section sets out the strategy guiding each Focus Area and the three-year rolling plan for each Focus Area project. The second section explains in more detail the methodology for the planning approach.

By publishing this material separately, we are aiming to keep the Activity Plan itself as readable and brief as is reasonable.

A: Focus Areas Strategy and 2017/18 Contributions

The 2017/18 Activity Plan further develops and refines the three Focus Areas we identified last year:

1. **Access** to the Internet
2. **Trust** on the Internet
3. **Creative use** of the Internet (was formerly “Use of the Internet”)

The following subsections:

- Define the current state and a desired 2020 state with respect to a better Internet and to a better World. They use a similar format to those already in our Strategic Plan.
- Show the rolling three-year approach to the specific Contributions agreed in the 2017/18 Activity Plan.

a) Access to the Internet

Strategic transformations:

Area	2017 (current state)	2020 (goal state)
A better World (or a better NZ)	Access is about 90%. Around 10% can't afford or use (or both) the Internet. Rural and urban users are not choosing, or do not have available, the best connections.	96% of NZers are using the Internet competently. In urban areas most users take advantage of 1GB Internet. Rural users have a wider range of choices >50mbps.
A better Internet	The Telco Act is keeping NZ's infrastructure throttled. Connection is still too expensive through diminished competition. Capability support is insufficient.	1gbps Internet is standard. ISPs are competing and prices are low. Training is widely available in communities with low capability.

2017/18 Contributions (incl 3yr tables)

Access to the Internet - Internet infrastructure

The networks that New Zealanders use to access the Internet are critical to modern life and business. We continue to focus on the markets and the relevant regulations that shape how people access the Internet - whether it is mobile or fixed line Internet markets, competition law, network neutrality issues or industry agreements - we will be there as a voice for New Zealand's Internet community, ensuring that the potential of the open Internet is heard, seen and protected.

This year, we will be continuing to work with the Government on its 2020 Telecommunications Act review and seeking changes that operate in everyone's best interests

Success in 2017-18: Parliament passes a Telco Act that supports competition and effectively controls monopoly behaviour.

Date - year ending	A better world (uses and benefits)	A better Internet (stakeholder projects and results)	InternetNZ projects and results
31 Mar 2017	Internet is available to nearly everyone. Low quality plans are unaffordable to some, exacerbating access issues. Many New Zealanders aren't choosing the best available connectivity, hampering innovation.	The current Telco Act fails to provide a suitable framework for the fibre broadband era. As result, competition could be harmed. Government stakeholders endorse many of InternetNZ's ideas for change.	InternetNZ continues to participate in the Telecommunications Act review to encourage a framework that supports competition and controls monopoly behaviour.
31 Mar 2018	No changes yet - prices are stable and quality continues to improve.	Parliament passes a Telco Act that supports competition and effectively controls monopoly behaviour.	InternetNZ participates in completing the legislative process by providing arguments and evidence that support a consensus for an improved Telco Act that supports competition and controls monopoly behaviour.
31 Mar 2019	No changes yet - prices are stable and quality continues to improve. Users continue to move from copper to more attractive options.	Commerce Commission makes decisions in developing input methodologies that support competition and control monopoly behaviour with user interests and fair prices prioritised.	InternetNZ works with the Commerce Commission as it works through the input methodologies process of the new Telco Act so that decisions support competition and effectively controls monopoly behaviour.

Date - year ending	A better world (uses and benefits)	A better Internet (stakeholder projects and results)	InternetNZ projects and results
31 Mar 2020	<p>There is no price shock for users when the new regulated fibre broadband prices take effect. The digital divide won't be widened and innovation can keep flowing.</p> <p>Users continue to move from copper to more attractive options. Users limited to copper are protected against price increases and quality decreases.</p>	Regulated prices for fibre broadband under the new Telco Act are in place, serving user interests.	InternetNZ scrutinises and advises the Commerce Commission as they finalise regulated prices for fibre broadband.

Access to the Internet - digital divide

Last year we worked with 20/20 Trust to build a Digital Inclusion Map, showing the divides across New Zealand for Internet access, use, skill and social deprivation. There are digital divides in New Zealand in the types of Internet access that are available, the gap between those skilled enough to use the Internet, and those who don't know how, those who could get it, if only they could afford an Internet connection. We want to identify these divides, understand them, and help local, regional and national decision makers address the divides, and the unmet needs that stop some New Zealanders using the Internet to help them realise their full potential.

Success in 2017/18: the Digital Inclusion Map is being used, insights derived from it shared and at least two communities have used the map to address a digital divide they face.

Date - year ending	A better world (uses and benefits)	A better Internet (stakeholder projects and results)	InternetNZ projects and results
31 Mar 2017	Certain groups of New Zealanders make less use of the Internet due to usability and accessibility issues.	The digital divide is not understood in detail by stakeholders, making interventions difficult to plan and target.	InternetNZ made the revised and expanded Digital Inclusion Map focusing on illustrating the digital divide.
31 Mar 2018	More people, that were previously digitally excluded, are active online.	Stakeholders use this insight to design more targeted digital inclusion initiatives.	InternetNZ uses the new Digital Inclusion Map to highlight divides and the associated economic and social indicators that those divides are correlated with.

Date - year ending	A better world (uses and benefits)	A better Internet (stakeholder projects and results)	InternetNZ projects and results
31 Mar 2019	More people that were previously digitally excluded are active online - the situation continues to improve.	Stakeholders use this insight to design new tools, and implement more targeted digital inclusion initiatives.	InternetNZ continues to use the new Digital Inclusion Map as outlined above.
31 Mar 2020	Everyone that wishes to be online is online, or the solutions for getting them online are known and in train.	Stakeholders use this insight and the new tools to implement more targeted digital inclusion initiatives.	InternetNZ continues to use the new Digital Inclusion Map as outlined above.

b) Trust on the Internet

Strategic Transformations:

Area	2017 (current state)	2020 (goal state)
A better World (or a better NZ)	There are a lot of risks that most Internet users aren't aware of. Even if they are aware, they don't know how to manage these risks. Meanwhile, the number of risks is increasing. The fear and other impacts of these risks chill people's participation online.	People are commonly aware of the risks of being online and confident in managing them. Because it is common practice to manage security online, people typically use the Internet without fear or harmful impacts.
A better Internet	NZ has good cyber-security institutions but they lack reach and relevance to typical Internet users.	Cyber-security institutions and resources are widely known about and most Internet users regularly use them to update their security measures.

2017/18 Contributions (incl 3yr tables)

Trust on the Internet - multi-factor authentication (MFA)

Our background work last year showed us that authentication and access control is hard. Getting people to use, and remember, strong, unique passwords is a challenge, and relying on username and passwords alone is not good enough anymore. We will be promoting MFA both directly to New Zealanders (encouraging them to take it up) and by engaging with New Zealand's developer community to encourage them to implement MFA for their systems, helping New Zealanders be more secure.

Success in 2017/18: InternetNZ and stakeholders have promoted MFA resources to New Zealanders, and more New Zealanders tell us they use MFA to secure their accounts. We will measure the second part through public opinion polling.

Date - year ending	A better world (uses and benefits)	A better Internet (stakeholder projects and results)	InternetNZ projects and results
31 Mar 2017	New Zealanders do not make much use of MFA, leaving vulnerabilities in password use and increasing risk online.	MFA is increasingly available and used by a growing number of predominantly-global online service providers as a method for greater security.	InternetNZ has not focused on MFA.
31 Mar 2018	New Zealanders begin to use MFA more often.	InternetNZ and stakeholders promote MFA resources to New Zealanders.	InternetNZ develops/promotes resources about MFA and partners to increase the visibility of these solutions to the NZ public.
31 Mar 2019	New Zealand public is more aware of MFA and its relevance to them and has more choices to deploy it.	Resources and documentation increase the number of MFA solutions available, including some developed in New Zealand.	InternetNZ continues and refines the public awareness work and introduces resources and documentation for MFA developers.
31 Mar 2020	New Zealand public has greater confidence in passwords and corresponding use of the Internet because utilisation of MFA is high.	Local MFA developer ecosystem is mature. MFA is becoming standard on New Zealand websites.	InternetNZ promotes MFA to New Zealand website owners.

Trust on the Internet - trust framework

Trust is not an easy concept to understand or measure. Our starting point is Schneider's 1999 Trust in Networked Systems model, which breaks trust down into Correctness, Reliability, Security, Privacy, Safety and Survivability. We will work with others to develop (or adopt) a common understanding of what online trust means, and find some agreed metrics we can all use to measure and track trust online. This is a significantly difficult goal - something no-one else in New Zealand has managed to successfully do. We think that with the right partners and focus we can build a common, measured, understanding of trust online in New Zealand.

Success in 2017/18: we have developed a framework with partners, and there is broad agreement among security/trust stakeholders that the framework provides new and valuable insight about what can be done to improve trust online.

Date - year ending	A better world (uses and benefits)	A better Internet (stakeholder projects and results)	InternetNZ projects and results
31 Mar 2017	We think New Zealanders are losing trust online but we don't know - and we don't know how to change it.	Web service providers are not involved in a coherent conversation about trust online because the intervention model is unclear.	InternetNZ has no framework for measuring or developing trust on the Internet.
31 Mar 2018	No change.	Framework developed. Stakeholders find value in the framework and start applying insights from it.	In collaboration with domestic and/or international partners, InternetNZ develops a definition and intervention model for trust on the Internet.
31 Mar 2019	New Zealand public starts to see improved trust in the Internet because of better targeted projects.	The New Zealand Internet industry begins to use the new model and metrics to develop trust on the Internet.	InternetNZ promotes the new model and metrics to Internet industry players.
31 Mar 2020	Framework for intervention is leading to improved climate of trust both in New Zealand and in other participating jurisdictions.	Interventions using the model are refined and expanded.	InternetNZ refines the model and reports on its effectiveness to stakeholders.

c) Creative use of the Internet

Strategic Transformations:

Area	2017 (current state)	2020 (goal state)
A better World (or a better NZ)	NZers are gaining significantly less from Internet use than people in comparable countries that are less geographically isolated.	There are widespread conversations about the diverse potential of using the Internet, and the ways of realising that potential. People are finding out about beneficial uses quicker and are applying those uses more broadly.
A better Internet	Conversations about Internet use primarily focus on consumption, not creation. Limited awareness and encouragement of incentives to create.	The Govt and industry actively encourage innovative creative use of the Internet as a viable career pathway and outlet for New Zealanders

2017/18 Contributions (incl 3yr tables)

Creative use of the Internet – modern, balanced copyright

New Zealand's copyright law needs changing. We want to see a modern, broad, principles-based approach to copyright, with exceptions that work in today's technology landscape. We want to highlight the creative and economic opportunities that a more contemporary copyright regime would bring and work with like-minded organisations to influence policy thinking before the long-awaited Copyright Act review starts.

Success in 2017/18: New Zealand's debate changes so that more modern, balanced copyright exceptions form part of the expected direction of change in policy.

Date - year ending	A better world (uses and benefits)	A better Internet (stakeholder projects and results)	InternetNZ projects and results
31 Mar 2017	New Zealanders experience barriers to being creative online due to a lack of appropriately modern, balanced exceptions in copyright law.	ICT industry and civil society are not mobilised. Litigation is common. Change to implement more modern, balanced exceptions in copyright law is contentious.	InternetNZ has a long history of working on copyright reform.
31 Mar 2018	New Zealanders experience barriers to being creative online due to a lack of fair use of copyright. Main political parties have committed to opening up copyright.	New Zealand's debate changes, so that modern, balanced copyright is the expected direction of changes in copyright policy.	InternetNZ enables and participates in a coalition of interested parties to change the debate in favour of modern, balanced exceptions in copyright law.
31 Mar 2019	More user awareness of the barriers no fair use creates and innovation online is less constrained by the updated copyright law.	Government changes Copyright Act consistent with modern, balanced approaches.	InternetNZ participates in the legislative process, alongside other coalition participants.
31 Mar 2020	Innovation permitted by the new Copyright Act becomes possible and new creative uses of the Internet and copyright materials emerge.	Stakeholders promote the new opportunities made possible by the new Copyright Act.	Keep monitoring outcomes.

Creative use of the Internet - showcasing creativity

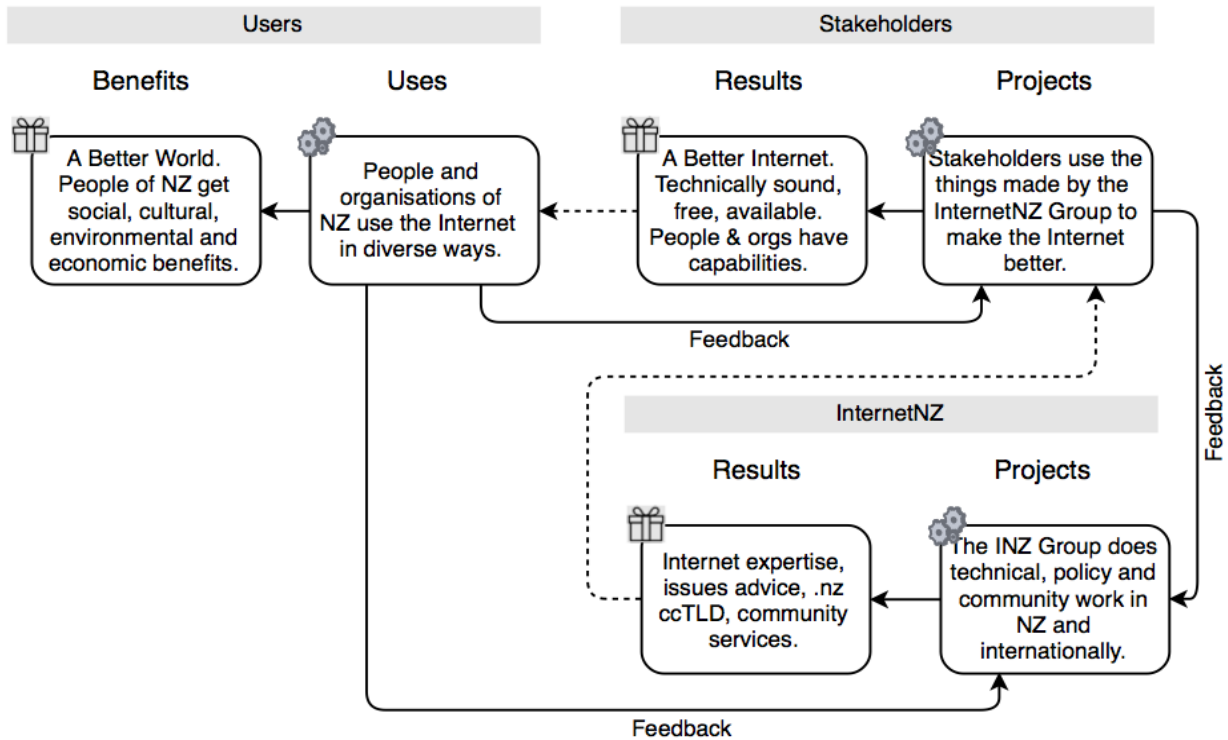
Our work with the Innovation Partnership has shown the benefits that creative, productive use of the Internet can bring us as a country. We want to get out into New Zealand's diverse communities to find and share stories about how New Zealanders are using the Internet in powerful and creative ways. Why? Doing so will help us and others learn more about creative uses of the Internet and, we think, steepen the adoption curve of the Internet.

Success in 2017/18: we have worked with partners to give young people a platform (as a first trial of this approach) to share powerful stories about creative uses of the Internet.

Date - year ending	A better world (uses and benefits)	A better Internet (stakeholder projects and results)	InternetNZ projects and results
31 Mar 2017	There are a number of under activated groups of users of the open Internet.	Stimulating creative use of the Internet is a focus of few stakeholders.	InternetNZ has not developed outreach activities designed to stimulate creative uses of the Internet in particular communities.
31 Mar 2018	Dozens of new uses developed by diverse sectors and communities, and there is increased visibility and celebration of these initiatives.	Stories about the creative use of the Internet are being shared by a wider network; more people know about them.	InternetNZ works with partners to support the sharing of stories of innovative, creative Internet use and to showcase the stories that are shared.
31 Mar 2019	Dozens of new uses developed by new communities, and there is increased visibility and celebration of these initiatives.	Other stakeholder groups co-design useful resources for their communities.	Continued development of action and showcasing approach.
31 Mar 2020	The creative, generative potential of the Internet is widely appreciated. Creativity online is more commonplace.	Other stakeholder groups co-design useful resources for their communities.	Continued development of action and showcasing approach.

B: Planning Methodology

This plan uses the operating model summarised in following diagram.



This map shows the following processes that are used as the basis for the Focus Areas part of the Activity Plan.

- A better world (uses and benefits): People and organisations use the Internet to create benefits for themselves.
- A better Internet (stakeholder projects and results): Stakeholders voluntarily use those results in their own projects to create a better Internet.
- InternetNZ projects and results: The InternetNZ group gauge user needs and carry out projects that create various results.

The plan uses this model to define desired future states at three levels of detail:

- InternetNZ (as above)
- Focus areas and Contributions (in this note – section A)