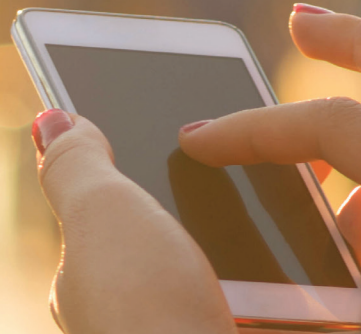# InternetNZ

Our plan for 2018-19

Introduction and context

This draft Plan for 2018/19 is our high-level plan for this year.

This year is a big year for the organisation, being the first year where the old InternetNZ and NZRS are merging together. Drawing on the strengths of NZRS and InternetNZ, we are working to build a new organisation that can serve the local Internet community reliably and effectively.

In this year, we are managing competing demands that haven't faced the group before:

- maintenance of critical business-as-usual activity

- completing the merger and developing our new operating model, our team and our culture

- reassigning some functions from Domain Name Commission Ltd to InternetNZ

- a review of the group's strategy.

Doing this programme of work without overloading the team means there is less capacity for some items, and less detail at this point in the year in this plan, than would usually be the case.

We anticipate there will be adjustments to this plan in the course of the year, as the new insights and collaborations arising from the merger are applied to our work. We will be aiming to do a six-month review and adjustment leading up to 1 October to incorporate new insights and priorities.

The year ahead will see ongoing change. We are excited to be working on this, and in working with you to build an organisation that can serve New Zealanders well.

Here's to a successful 2018!

Jordan Carter
Chief Executive

Technical research

How we can make InternetNZ the authoritative source of data and insight related to the Internet in New Zealand?

The technical research function continues the work of the NZRS technical research team. This team is responsible for collecting, understanding and providing insights about the Internet in general and specifics about New Zealand's Internet. It contributes to our aim to be the authority on Internet issues.

Goals for 2018/19

We aim to use innovative methods to collect and analyse data that can be of great value for our community, within New Zealand and across other ccTLDs as well. We plan to cover three main areas:

• understanding the composition of the .nz register by implementing new insights

• take a closer look at the New Zealand's Internet inner structure with regular data collections

• make the .nz namespace better by analysing the quality of domain names.

The technical research team is committed to make their knowledge, code and data openly available whenever it's possible.

Key projects for 2018/19

Work item	Description	Delivery
Industry coding of domains	This project uses machine learning to assign an ANZ Standard Industry Code to as many domain names as possible, based on the text found on the web site of that domain.	Q3
Domain retention prediction	Using predictive analytics to develop a model of how likely an individual domain is to stay on the register. High level models already exists and used for growth forecast and as benchmark for individual registrars.	Q3
Domain popularity algorithm	Verification of previously developed algorithm and investigation of alternative approaches.	Q2
Internet topology maps	Mapping the topology of the New Zealand Internet using open data sources and active probing and presenting that as interactive maps. Combine both BGP (passive) and IP (active) datasets into one, provide analytics and publish the aggregated data.	Q4

Outreach and engagement

How do we connect with the Internet community, learn from their insights and support their development? And how do we share our work and build our profile to allow us to achieve our goals more effectively?

The outreach and engagement function brings together the community team with communications, events and membership. It is responsible for leading our relationships, messages and listening with our members, stakeholders, supporters and the wider Internet community – to ensure that InternetNZ is listening and understands how we can best make a contribution to a better world through a better Internet.

Goals for 2018/19

This year we will be working to build this new function at InternetNZ while also delivering events and engagement with our members, stakeholders and the wider public. We will be taking the NetHui Roadtrip back out around New Zealand and engaging new parts of the Internet community in discussions about what potential and projects they see for the Internet in New Zealand. We'll provide $800,000 in funding via grants rounds and partnerships to help people deliver projects and research on what matters to them. We'll review and revitalise the InternetNZ brand in line with our new strategy and complete the overhaul of the membership experience at InternetNZ.

Key projects for 2018/19

Work item	Description	Delivery
Brand framework	As a result of the organisational review, and of the further strategic planning to be done this financial year, we will comprehensively review the InternetNZ brand framework – including the InternetNZ, old NZRS, dotNZ, and NetHui brands.	Q3
NetHui 2018	We will ask three communities to host and support local delivery of three one-day regional NetHui events. We will also explore other topics or community-specific NetHui events during this year.	Q2 and Q3
Community grants	We will finalise the impact framework for grant-making at InternetNZ, and use this framework to revitalise the approach to the research, community projects and conference attendance rounds.	Q2, 3 and 4

Policy

What policy ideas and insights will help the Internet support New Zealand's future?

The purpose of the policy team is to undertake work on policy issues relevant to the Internet, and to lead continuous improvement and ideation that supports InternetNZ's vision of a better world through a better Internet. It includes the issues team from the old-InternetNZ as well as the new responsibility for managing the .nz policy function, previously held in the Domain Name Commission, and for coordinating our presence internationally.

Goals for 2018/19

The policy team will be working to explore and address some of the big opportunities and challenges for the Internet in New Zealand. We will participate in the wide range of legislation and policy developments across the Internet and telecommunications space, domestic and international, which are anticipated in the coming year.

We will continue to explore and communicate with New Zealanders about Internet issues with the discussion paper process and we will build engagement with members of Parliament through the Parliamentary Internet Forum. We will continue work on three focus areas – Access, Trust and Creative Potential – as project work, listed below. Delivery of a State of the Internet Report and the development of a new .nz Policy Framework are also planned. Finally, we will begin some initial investigation into how the Internet can help deal with the environmental challenges the country, and the world, are facing.

Key projects for 2018/19

Work item	Description	Delivery
Focus area work	The policy team will lead and deliver on the following focus area work: • Access Focus Area: Digital Divides Map and community engagement work • Trust Focus Area: Engaging in debate on and uptake of transparency reporting • Creative Potential Focus Area: Championing creation-enabling copyright	Ongoing
2018 State of the Internet Report	The State of the Internet Report will analyse and explain the current state of the Internet in New Zealand and our data expertise. This will be delivered in collaboration with the technical research team.	Q3
.nz Policy Framework development	Policy processes and needs for .nz will be reviewed and resourced as a function within InternetNZ, including the establishment of a .nz policy committee of Council.	Q2

Commercial

How can we sustainably maximise our income?

The commercial team is responsible for leading the commercial development of InternetNZ's existing and new products and services to ensure long-term success. This includes leading the potential for, and development of, new products and services, effective channel management and business intelligence.

Goals for 2018/19

The 2018/19 will be the first year that InternetNZ has had a dedicated commercial function, incorporating this responsibility from NZRS as part of the merger. Our goals in this year will be to:

• review and plan our efforts

• make sure we are marketing and selling the range of solutions and products that we have already developed

• review our commercial activities in line with the new strategy for the new InternetNZ.

We will continue our approach of effective channel management and engagement of our customers, including through the annual Registrar Conference. By the end of this year, we will be able to confidently step forward in developing the commercial interests of InternetNZ, both in terms of core product development of domain names, and also into new products and services.

Key projects for 2018/19

Work item	Description	Delivery
Market intelligence framework	The outcomes of market research will be used to define a market intelligence framework for .nz. This framework will seek to define market growth drivers and dynamics for domain name growth forecasting and scenario building purposes.	Ongoing
Consolidate the .nz online presence	Information on .nz for new and existing registrants is spread across a number of sites run by both NZRS and DNCL. This project aims to consolidate those to give registrants a one-stop shop for all .nz related information.	Ongoing
Marketing lesser known services	Develop and implement a marketing plan for the lesser known services of PGP, NTP and RPKI along with analytics and reporting on usage. This work is dependent on the rebranding/future of the NZRS website. Work will commence in 2018/19 once the website work is complete.	Ongoing

Organisational services

How can our organisation be as well organised, effective and efficient as possible?

The organisational services function is responsible for leading, developing and executing InternetNZ's core corporate operations and financial management. It includes responsibility for all shared service functions, including finance, human resources, internal IT services, planning, reporting and administration. This team aims to provide these services to the rest of InternetNZ as efficiently and effectively as possible, with the goal of positioning InternetNZ well for further growth.

Goals for 2018/19

Organisational services will be focused on building new processes, procedures and tools to support the new InternetNZ – while also providing all those services at the same time. This team will be responsible for supporting activities across the organisation, and for realising the potential, the opportunities and the savings from building the new InternetNZ. This will be done through careful financial management, and through proactively redesigning services as required to support the new functional teams of InternetNZ.

Key projects for 2018/19

Work item	Description	Delivery
Business as usual activity	This team is primarily responsible for providing BAU services across the organisation. For simplicity, these are not broken down – future reporting will break out each of the functional areas of the organisational services team and include a status indicator of these areas.	Ongoing
Human resources function	We will build a human resources function within the new InternetNZ, capable of coordinating all aspects of human resource management.	Q3
New planning and reporting	We will build new information management, planning and reporting systems for the newly integrated organisation so that it is easy to decide what we do, and monitor what we do.	Q1-2

Technology services

How do we maintain high quality, reliable services on time and to budget?

The technology services team are the engine room and heart beat of the organisation, not always visible but a vital component. Our team is responsible for leading, developing and executing InternetNZ's technology and operations functions assuring the quality of core products and technology.

Goals for 2018/19

One of our core functions is the operation of the Shared Registry System and the authoritative DNS infrastructure for .nz. This infrastructure is necessary to enable .nz domain names to work and consequently has to be available 100% of the time to ensure that there is never a time when .nz domain names cannot be used.

Maintaining critical infrastructure 24 hours a day, 7 days a week is never easy and the technical services team will be focused on delivering and developing our world class registry system, maintaining other existing systems and delivering new products and services for InternetNZ.

We will deliver this through sound project management, continuous improvement programmes, ongoing innovation and development, threat assessments, risk management, capacity planning, robust software delivery and quality assurance.
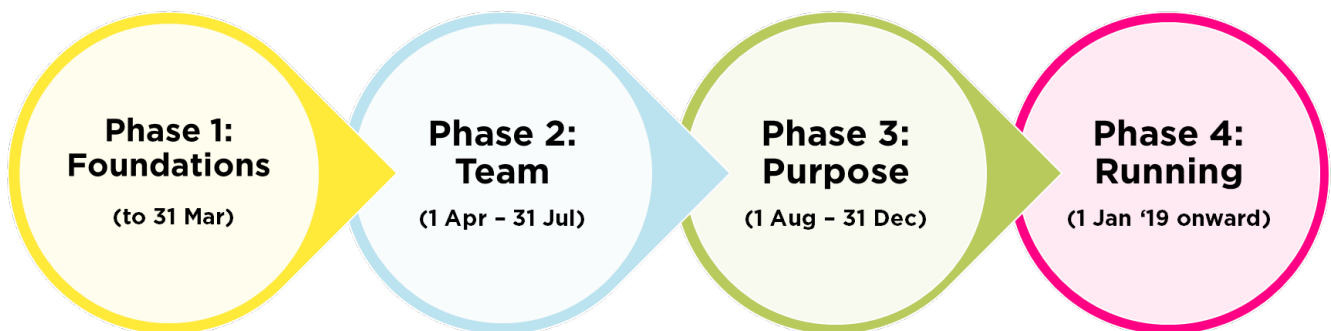
Key projects for 2018/19

Work item	Description	Delivery
.nz dashboard	Collection and display of data related to the service commitment to registrars and the performance of .nz, taken from both the register and the DNS.	Q1
Registrar portal new features	We expect regular releases of the registrar portal as new features are introduced. Some of these new features will come from user feedback, some to support our operational work and some building on the technical research projects.	Ongoing
Additional .nz DNS anycast site	To extend the number of local New Zealand based anycast sites by one to improve diversity and redundancy.	Q3
Broadband Map	Satellite and mobile coverage added to the Broadband Map.	Q2

Building the new InternetNZ

Realising the potential of our new structure

This Activity Plan for 2018/19 includes this separate section, as a major component of our deliverables for this financial year, to continue to build the new InternetNZ following the organisational review process of 2017.

**Phase 1:
Foundations**

(to 31 Mar)

**Phase 2:
Team**

(1 Apr – 31 Jul)

**Phase 3:
Purpose**

(1 Aug – 31 Dec)

**Phase 4:
Running**

(1 Jan '19 onward)

The key deliverables for this plan are included in the functional teams, and are not separately listed here. In doing so, we are guided in implementation by the following goals:

At the end of phase 1...
We would have discussed and designed a large part of our new organisation together; have a single shared identity and have laid the foundations for the rest of this process.

At the end of phase 2...
We will have a fully functioning team capable of fully delivering to our current strategy, with role clarity for everyone. We would have started defining what we could be in the future.

At the end of phase 3...
We will be clear about why we exist as an organisation, and as well as our members, audiences and stakeholders we'll have clarity about how all of our work is connected with that purpose.

At the end of phase 4...
We will have successfully built the new InternetNZ. We will be trying new ideas and constantly refining and improving, armed by the clarity of our new strategy.