

2024/25 Goals What we will focus on	Goal value The value this goal will deliver, why it is important	Measures How we measure success of progress to the goal
<p>Goal 1 - A thriving .nz operation that is resilient and sustainable</p>	<p>InternetNZ provides .nz as a public good. Aotearoa New Zealand has a high trust domain name service, and a well-functioning internet as critical infrastructure.</p> <p>A thriving .nz provides funding to invest back into our communities so we support an internet that benefits all.</p> <p>InternetNZ will increasingly be able to measure the impact its operation has on the climate.</p>	<p>100% availability DNS.</p> <p>99.9% availability registry services (excluding scheduled maintenance).</p> <p>Identify how to quantify InternetNZ's and .nz's carbon footprint.</p> <p>.nz rules annual plan prioritised and published Q1 2024/25. Create systems and processes that result in efficient and effective rule changes.</p> <p>Research, design and draft internship plan.</p>
<p>Goal 2 - Revenue growth year-on-year by:</p> <ul style="list-style-type: none"> • Increase registrar engagement to support competitive market • Provide wholesale domain name services to two other registries 	<p>A focus on business growth through new services and stimulated growth will support InternetNZ's strategy and goals.</p> <p>Understanding the drivers of our business model and public impact funding enables InternetNZ's business model to be resilient and better able to respond to future changes.</p>	<p>Passive growth in .nz revenue of 1% (distinct from stimulated growth).</p> <p>Stimulated growth of 15,000 .nz registrations in a 12 month period, attributable to campaigns.</p> <p>Launch Registry Lock (Lite) with revenue and customers in 2025.</p> <p>Conduct a low risk experiment to create new revenue streams by delivering wholesale domain name services to other TLDs.</p>

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<p>Goal 3 - Centering Te Tiriti o Waitangi in InternetNZ</p>	<p>InternetNZ strengthens Te Tiriti o Waitangi within our own internet community and internet governance.</p> <p>InternetNZ’s journey to being a Te Tiriti o Waitangi centric organisation is visible to our kaimahi, partners and internet communities.</p> <p>Te Ao Māori perspectives increasingly inform our mahi.</p> <p>The comprehensive Te Tiriti Plan provides focus and definition of what Te Tiriti centred means for INZ Group in any particular year.</p>	<p>Māori internet communities, and InternetNZ partners tell us Ipurangi Aotearoa is an ally in giving practical effect to Te Tiriti o Waitangi.</p> <p>We actively engage Māori in co-design of key events and projects (e.g. Constitution review, Nethui, .nz Rules).</p> <p>A comprehensive (whole of InternetNZ group) Te Tiriti o Waitangi plan is developed by December 2024 that incorporates action across every goal.</p>
<p>Goal 4 - New Zealand’s voice is heard and contributes to good global internet governance</p>	<p>A clear NZ perspective and narrative on internet governance policy supports an open, free, secure and interoperable Internet because it’s critical to Aotearoa’s economic growth and social and cultural wellbeing.</p> <p>InternetNZ advocates for a single, global Internet and its multistakeholder governance. We work to model, defend and improve this model of internet governance.</p> <p>InternetNZ participates in forums and processes to help shape an internet that benefits all the people of Aotearoa.</p>	<p>The NZ voice contributes into ICANN and related processes clearly and visibly within the national and international internet governance community.</p> <p>A paper is provided to Council by June 2024 that articulates a cohesive internet governance work programme across InternetNZ.</p> <p>InternetNZ’s advice is sought from the government through strengthened government networks.</p> <p>We deliver NetHui 2024 as our internet governance forum. And produce internet community positions</p>

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	<p>NZ's voice is informed by our internet communities' perspectives. We are able to present their perspectives and our insights into national, regional, and international forums and meetings.</p>	<p>and a NetHui 2024 report so that NZ's voice can be shared nationally and internationally.</p>
<p>Goal 5 - Revitalised InternetNZ through</p> <ul style="list-style-type: none"> ● modernising our constitution ● refreshing our brand/identity ● Centering Te Tiriti 	<p>Modernise the InternetNZ Constitution to reflect the legal requirements and being a Te Tiriti centric organisation</p> <p>InternetNZ and our environment has changed since 2019. We need a refreshed brand that represents us as a Te Tiriti - centric organisation.</p>	<p>Māori are engaged and actively participating in the constitutional review across 2024.</p> <p>Members are engaged and have the ability to participate in the constitution review.</p> <p>The engagement process for InternetNZ in 2024/25 results in a minimum of 50 new InternetNZ members.</p> <p>The approach to brand refresh is explored and a recommended approach is brought to Council by YE 2025.</p> <p>Annual report 2024 and 2025, includes progress on centering Te Tiriti within InternetNZ group including any ongoing actions relating to the Systemic Racism Review.</p>
<p>Goal 6 - The role of the Domain Name Commission is valued by market participants</p>	<p>Registrars understand their obligations and implement best practices.</p>	<p>Registrar Authorisation Agreement is reviewed and updated by the end of FY.</p>

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	<p>Registrars are responsive to Domain Name Holder requests.</p> <p>Domain Name Holders are aware they can contact the Domain Name Commission with complaints and enquiries.</p>	<p>A Registrar Licensing Guide is developed and published.</p> <p>A Registrar Training pack is developed and implemented.</p>
<p>Goal 7 - Partnership and collaboration with diverse communities for an internet that benefits all of Aotearoa</p>	<p>As a membership organisation InternetNZ continues to provide a number of avenues for membership to engage on accountability, strategy, public policy and key projects.</p> <p>InternetNZ builds strong reciprocal partnerships and relationships that support engagement with Māori communities and the internet community.</p> <p>We ensure we have sustainable funding models into the future.</p> <p>Our internet governance role is supported through community partnerships and grants, relationships and collaborations.</p> <p>We demonstrate InternetNZ's public good role through the sharing of insights, research, and case studies of impact.</p>	<p>Deliver to Council a recommendation on new approaches to public impact through partnerships and grants in InternetNZ by July 2025.</p> <p>Funding to Māori partners and organisations increases as an overall percentage in 2024.</p> <p>The Membership Engagement Plan is implemented by March 2025.</p> <p>Complete DPMC funding for mis/disinformation and provide a final report by August 2024.</p> <p>Delivery on 1st tier deliverables of the Broadband Map Strategy in 2024.</p>