

---

## Activity Report: July-October 2018

---

### Introduction

Welcome to this Activity Report for the period from 1 July to 31 October 2018. This narrative report gives readers a sense of what InternetNZ has been working on, and priorities for the next quarter.

The Chief Executive's report to the August Council meeting ( available from <https://internetnz.nz/plans-and-reports> ) reported on the first quarter. This odd-period report, exceptionally, covers the period 1 July to 30 October, longer than the quarter. We will publish a short report on the two months 1 Nov-31 Dec by 15 January, and then resume a quarterly pattern.

### This Report (July-October 2018)

#### Across the Organisation - Jordan Carter, Group CEO

A large amount of energy this quarter has gone into developing the basis of a new strategy for the new InternetNZ. We will be sharing the results of this work later in the year. The effort has connected with brand work under way, with a shared intent: to simplify our story and explain what we're about more clearly than ever before.

During this quarter new staff appointments in Organisational Services and Commercial areas have begun to shine, starting to deliver considerable value for our organisation.

The record of specific work done in the following sections speaks for itself. I thank all our staff for the energy and efforts put in, both to their day-jobs and in the ongoing effort to build our new organisation.

<b>Organisational Services</b> Catherine Fenwick - Director	Status:	
--	---------	---

Q2 continued to be a busy time for the team across all areas - while in Q1 we completed year end and **audit**, Q2 then had a number of **reporting requirements** including annual report and Charities Office returns. The team continue to develop new reporting frameworks in order to give more focused information for the organisation and over the quarter completed a budget review. We completed a **post merger audit** focusing on ensuring the transition to new systems on April 1 was accurate and complete.

The old organisations had very different approaches to **people-related policies and benefits** and as we progressed through Q2 we have made good progress in many areas such as common Leave Policy, one Performance and Development Framework, new Life and Income Insurance for all to name just a few. We have taken a new approach to **Health & Safety** with a new committee made up of volunteers and the first meeting was in late October.

As part of encouraging **teamwork** we also had an office reshuffle where a number of teams moved location in the office and we will be looking to do further work on office layout and facilities over the coming months.

Alongside the work on Strategy we have had active working group focusing on **Values** for the team, and once complete this month we will start to work on embedding these in the organisation.

<b>Technology Services</b> Dave Baker - Director	Status:	
---	---------	---

As noted elsewhere in this report it has been another busy quarter for the organisation and the Technology Services Team have been busy supporting a number of initiatives across the group as well as a number of critical internal BAU projects.

As part of our **hardware refresh program**, the main capital replacement project this year was the **virtual server replacement** project. This project replaced the hardware running our VMware vSphere environment at three of our sites located in Auckland and Wellington. These servers are used to run our internal infrastructure, office systems and application test environments. The project was completed on time and to budget during the quarter with no down time and no disruptions. We now have sufficient future expansion capacity for provisioning new development environments and virtual servers for new projects.

For the **SRS**, over Q1 and Q2 we have been working on **changing the structure of the SRS software repository and our deployment processes**. This has been a major piece of work and is currently being implemented across our production systems. The aim of this project was to make the deployment of the SRS software targeted, agile, easier to develop and maintain, reduce the down time and reduce the number of maintenance windows experienced by our registrars. Previously the SRS code base had a number of dependencies across unrelated parts of the application, for example SRS software running on the log-servers. To make a change relating to just the log-servers required a full SRS deployment. With the changes that we have made we can now deploy changes related to the log-servers only.

For our **Registrar Portal** we continued to make regular improvements to the site, including the addition of Individual Registrant Privacy stats, a portfolio dashboard, and a late payment indicator. For the second part of the quarter work concentrated on a major upgrade of the underlying software libraries, OS and database.

The **Peak Domain Analytics** project was restarted and a number of our team have

been involved in getting the application ready for the beta testing phases with staff and registrars.

A number of **BCP** (Business Continuity Plan) related tasks were completed over the quarter including training, a site visit to our backup office facility in Tawa, and an activation test with Open Source Solutions Ltd in Auckland.

Our internal program of BAU work continued over the quarter and this included firewall, logging, DNS and security improvements as well as upgrades to our internal IT systems.

Lateral Security conducted two general **security** awareness training sessions for all staff and a detailed technical security briefing for the technical team. During August and September 2018 we engaged Lateral Security to perform a number of checks and reviews of their information security standing. The key recommendation of the report was that as a result of the merger InternetNZ must improve its maturity towards information security and proposed a 12 month program of work.

<b>Outreach and Engagement</b> Andrew Cushen - Director	Status:	
--	---------	---

Outreach & Engagement have completed the **NetHui Roadtrip** events for 2018, which included stops in Manawatū, the West Coast and Southland. Here are some highlights:

- Exceeded the goal of 260 attendees, with over 320 people attending.
- Achieved the goal of testing the Local Advisory Committee concept, and having these communities step into leadership of these events.
- Successfully held three events with the right spirit, tone and conversations in three communities that have not otherwise experienced these events.

We’ve now started planning for NetHui 2019, in Wellington, on 2-4 October.

The work on improving platforms for improving the **experience of InternetNZ members and our stakeholders** as completed, with the following improvements:

- Trialled and launched Discourse as a new platform for discussion and engagement.
- Improved the membership signon workflow online alongside a new welcome/onboarding process for new members.
- Reviewed, tidied up and confirmed CiviCRM as fit for purpose as a membership information management tool.

This work also included some important recommendations for further advances in **membership at InternetNZ**, which are the next areas of focus for Outreach & Engagement:

- The annual renewal process is critical to maintaining the overall size of the membership base.
- Recommending that we focus on growing engagement with the wider public, and converting these people into a deeper relationship with us, as the best means of increasing membership.
- Dedicated staffing for membership.

The Communications function has also had an incredibly busy quarter, focused on stepping up our visibility. We've been pleased with the **increased visibility of stories** on The Project, in the Spinoff and with Stuff as a result of building relationships with these outlets and pushing content through. Comms has also started development of a new social media strategy, aimed at lifting engagement through these channels.

Finally, this past quarter has also included:

- Discussion on InternetNZ as part of the Government **Chief Technology Officer** role.
- Progress on Grants rounds.
- Development of proposed changes to Community Funding, detailed in a paper due with Council at its November meeting.

<b>Policy</b> Ellen Strickland - Director	Status:	
--	---------	--

The Policy team have had a busy quarter, including a range of engagements around bills related to the Internet coming through consultation processes. We presented our oral submission on the **Privacy Bill** before the Justice Select Committee and submitted to the Commerce Commission's **Mobile Market Survey**. The team used the Discourse platform to engage with members on our **platforms position** project.

The team also supported Outreach and Engagement to lead the **2FA Day** event at Wellington Library as a part of CyberSmart week and attended all three regional **NetHui**, including running one session at NetHui West Coast on cybersecurity to cover for a facilitator who could no longer attend. In October the team has begun engaging with the Internet Community and Local Government on the subject of **online voting** in the 2019 local elections.

On **Digital Divides**, we supported The Workshop to conduct community-based research. We commissioned Capiche to facilitate user research to assist us in how to improve the digital divides map. And engaged with officials from Department of Internal Affairs, on the Government's **Digital Inclusion Blueprint**.

The **Copyright** project work was focussed around engagement with creative sector with staff attending Ngā Tāonga Tuku Iho conference in Nelson 17-19 September and WeCreate event 20 September. Other planned work on copyright review has been delayed as we wait for government to release copyright review issues document, which has led to a reconceptualisation of our project plan in case the copyright issues paper is out for consultation over the summer break.

The **State of the Internet** project team has reshaped the project’s outputs in response to audience profiling and interviews. Rather than a single report the policy team will be collaborating with the Technical Research team in developing 3-4 subject-specific pieces of work that summarise the big topics on the Internet in 2018, and what New Zealand should do about them.

Considerable work has been done in collaboration with other teams and DNCL in preparation for the **Domain Name Abuse Forum** to be held in November. This Forum represents an effort to solicit a broad community view about how we should approach DNS abuse in the content, infrastructure and registration areas.

Finally, the team supported the **.nz Policy Committee** with papers on the end-to-end comprehensive .nz policy review design, and on recommendations on how to respond to the request from Universities New Zealand to create .edu.nz as a moderated second level domain for universities.

<b>Technical Research</b> Sebastian Castro - Chief Scientist	Status:	
---	---------	---

The second quarter proved both challenging and with positive outcomes.

A lot of energy was dedicated to recruit Parental Leave Cover for the Data Scientist, a process that had a false start but ended up providing us with an excellent professional.

The **DNS Source Address Classification** reached pre-production state and the outcomes were excellent. Not only has this project provided the expected improvements to the Domain Popularity Ranking, but also generated positive surprise and praise from world DNS experts when presented at the DNS-OARC workshop in Amsterdam during October.

The **Domain Retention Prediction** is being prepared to pre-production test, with the current model achieving 95% accuracy in a monthly prediction. Before the end of the year the outcomes of this model will be pitched to the Commercial Director and the Organisational Services Director to gauge how they can be used for sales and financial planning.

A new piece of work, **Malicious Domain Detection**, started in collaboration with DNCL. The objective is reduce the response time from DNCL to the presence of domain registrations with the intention of malicious behaviour. The work aims to cover registrations used for phishing, malware hosting, SPAM and fake shops. This is well aligned with the objective of making .nz a more secure ccTLD and also aligned with the challenges observed by other ccTLDs.

Progress around **DNS Flag day** is in full swing. After a couple of collections across 5 different ccTLDs (NZ, CL, SE, NU, and CZ) and active collaboration between Hugo Salgado from CL and Petr Spacek from CZ, we presented this work for 5 different audiences in two conferences. The work caused a great impact within other ccTLDs operators, we got multiple queries about the methodology, the results and how to fix

the detected problems. We also been working with Tech Services and the Comms Team to spread the word within DNS Operators to be prepared. The results of the associated collection will be included in the Registrar Portal during Q3.

Joint work started with the Policy Team about the state of the **ac.nz** namespace, within the discussion around the creation of the **edu.nz** namespace. We will be providing them with facts and insights about ac.nz.

The Research Team successfully recruited a top candidate from the **Summer of Tech** programme to work as a Research Engineer Intern. The candidate will be working on a high-speed scalable tool to run data collections across .nz, which will allow us in the future to discover more facts about the domains in .nz. We also collaborated with DNCL on recruiting a candidate to work with them in data cleanup, visualization and analysis tasks about the .nz market, but that process was unsuccessful.

The Chief Scientist attended industry meetings in Argentina and The Netherlands, which included dictating one workshop about DNSSEC, two presentations about good practices with .nz, and 4 research presentations.

<b>Commercial</b> David Morrison - Director	Status:	
--	---------	---

Core focus areas for the second quarter have been focused on progressing activity on a number of fronts:

- **Commercial** strategy has focused this quarter on developing an Innovation Process which will be key to developing ideas, testing and then building commercial solutions in a lean but testable process. The core stages of the innovation process are Ideation, Exploration, Validation and then MVP. Some further work is required to refine the process stages and approvals steps after which we can present it more widely.
- **.nz activity** has focussed on the development of Registrant and Registrar journeys, which are now complete. These have enabled us to look at all of the .nz interactions from a customer perspective and identify areas to work on and improve. A work programme is now forming for the coming year which will encompass an online home for .nz, refreshed .nz content targeted to customer needs, cross group transparent processes and targeted marketing activity.
- **A broadband map** roadmap has now been established to position the site as a key source of information about Broadband in New Zealand. The identified streams of work are:
  - redesign and rebuild the Broadband Map website. Redesign is underway as at 1st Nov and expected to complete in early January 2019 after which build can be scoped and start.
  - introduce Performance data from the Commerce Commission's SamKnows performance measurement of BB in NZ.

- explore the introduction of new BMap layers, specifically mobile BB, Satellite BB, and IOT networks.
- develop and promote a new map subscription service targeted at GIS teams in NZ. Next stage is to validate if can create a subscription service and that a market exists for it.
- **Peak Domain Analytics** was released internally to staff to gather initial feedback on usability. This resulted in a further release of PDA for early Nov after which a wider closed Beta is planned with 5 participating registrars. Results of the feedback are expected to inform our thinking on next steps and development of a plan to be shared in January.
- **Product Development.** We are actively testing the innovation process with a commercial idea that has had success overseas with another ccTLD. This is a relatively low risk, tested service which is worth exploring for the NZ market. This idea is for a DNS Firewall Service consuming a comprehensive and constantly updated threat feed. The service is to be tested in a 3 day Design Sprint (our Validation stage in the Innovation Pipeline) in December with potential customers. Should the Design Sprint prove successful the next step will be a business case to progress the idea.

<b>Staffing</b>		
Catherine Fenwick - Organisational Services Director	Status:	

#### Organisational Services

- Briar Watson joined us on a contract basis on reception as Maryann Nicholson moved to a new role in Comms and Events Team.
- Vicki Wright joined us on a temporary basis in HR to cover for Laura Turnbull who was on Parental leave - Laura has now confirmed she will not be returning.
- Diane Robinson joined us in October as EA support to the SLT and Council/Committees.

#### Technical Research Team

- Gerard Barbalich joined us on a fixed term contract to cover for Huayi Jing who went on parental leave earlier in the year.
- We also welcome Asher Halliwell who joined us in October from the Summer of Tech programme.

#### Technical Services

- On Nov 1 Eshan Faraji-Jalal joined as a Developer - this is a replacement for Taras Klish who left earlier in the year.

#### Outreach & Engagement

- We welcomed back Sarah George to the Communications team who had been away on leave for 3 months in Europe.



## Policy Team

- We have also had Emma MacDonald join the policy team on a contract basis to help for the next few months.

This is an InternetNZ report. Matters related to DNCL are covered in the report from the company to InternetNZ as shareholder, or in the joint .nz report.

## Key priorities for the next quarter (Q3)

Across the org'n	<ul style="list-style-type: none"><li>• Planning for 2019</li><li>• Renovating our approach to Information Security</li></ul>
Org Services	<ul style="list-style-type: none"><li>• Business Planning for 2019/20</li><li>• HR Policy work on H&amp;S, Code of Conduct, Flexible working</li><li>• Financial Policy work on Delegation and Investment</li><li>• Risk review - work with PWC on process review</li></ul>
Tech Services	<ul style="list-style-type: none"><li>• Security - Threat Assessment</li><li>• Ubuntu 18 upgrade</li><li>• Peak Domain Analytics</li><li>• .nz Dashboard</li></ul>
Outreach	<ul style="list-style-type: none"><li>• Brand outputs with DNA</li><li>• Māori Engagement</li><li>• Speaker Series: Truth, Justice and the Internet - 13 November</li><li>• Website platform review</li><li>• Membership next steps</li></ul>
Policy	<ul style="list-style-type: none"><li>• .nz Policy function development</li><li>• Domain Name Abuse Forum on 27 November</li><li>• first products from the 'Platforms and the Internet' being released</li><li>• State of the Internet project work</li><li>• a new InternetNZ position on online voting</li></ul>
Tech Research	<ul style="list-style-type: none"><li>• DNS Flag day continuing data collection, analysis, and communication campaign in cooperation with Tech Services and Outreach</li><li>• Refresh tools to resume web scans in preparation for Peak Domain Analytics, as the Industry Classifications are more than one year old</li><li>• Ensure the Summer of Tech projects progresses and finishes successfully</li><li>• Test with the internal stakeholders the results from prediction models being produced</li></ul>
Commercial	<ul style="list-style-type: none"><li>• Progress the design of an improved Broadband map website</li><li>• Launch and monitor the Peak Domain Analytics beta</li><li>• Run our first design sprint testing a DNS Firewall service</li><li>• Progress development of the .nz work programme for 2019</li></ul>

Jordan Carter  
Group Chief Executive

9 November 2018