

Activity Report: Q2 2019-2020

1. Introduction

Welcome to this Activity Report for the period from 1 July to 30 September 2019. This report gives readers a sense of what InternetNZ has been working on, and priorities for the third quarter of the new business year.

2. Across the Organisation

This report marks the end of the second quarter, and InternetNZ is humming. There's been lots of work done on the foundations of our five Strategic Goals - these guide our work to next September.

Some highlights:

- We have our first **.nz marketing** happening since 2016. This is connected with Goal 1 - to drive growth in .nz registrations. Check out <https://getyour.nz/> and tell us what you think.
- We kicked off a project to **replace the .nz domain name registry** - a core system built in 2002. We'll be starting an EoI process next month to work out how to proceed with replacing it. This is core capability for .nz.
- Our first Chief Security Officer, **Sam Sargeant**, started in August - he'll be leading our work in the security area, including our Goal 2 work on improving the security environment in .nz.
- We've built and are testing our first new commercial product (Goal 3) in some time - the **Defenz DNS Firewall**. This will be with launch customers in October, and sales prospects are looking good.
- On Goal 4, **Christchurch Call** work took a great deal of focus, with the United Nations discussing the topic in September and domestic policy work kicking off in late October.

In the "business as usual" files, **NetHui 2019** was held early October to massively positive feedback and great numbers - bigger than 2017 in Auckland.

My thanks to the whole team for all the work under way.

Jordan Carter, Group CEO
21 October 2019

3. Strategic Goals - Q2 Progress, Q3 Plans

This section of the report gives readers an update on the projects related to our five Goals for the year. You can find the plan [here](#).

<p>Goal 1: To fund increased public good investment, drive higher sustainable growth in registrations of .nz domain names. Lead: David Morrison, Commercial Director</p>	<p>Overall Status:</p>	<p>Green</p>
<p>Q2 Progress</p>		
<p>.nz Marketing - This quarter we focused on getting our marketing initiatives underway.</p> <ul style="list-style-type: none"> • .nz direct marketing campaign. There were some minor delays in finalising creative and coordinating site changes with registrars. Campaign live as at 18 October at https://getyour.nz/ The campaign will run to early December and then again from Feb-Mar 2020 • Cofund marketing has now been agreed with 5 participating registrars running a total of 6 campaigns. These are staggered campaigns from Oct 2019 to March 2020 <p>With flat growth of the past two quarters we have a base from which we will be able to easily measure the impact of these initiatives.</p>	<p>Green</p>	
<p>Registry Replacement Project - At its August meeting, Council approved the start of a project to replace the Shared Registry System (SRS) that InternetNZ and NZRS have operated since 2002. Over September and through to October the project team, structure, governance and goals have been established. A request for expression of interest has been created and is due to be released mid October.</p>	<p>Green</p>	
<p>.nz website - .nz web content will be included in the new InternetNZ website project. A tactical approach decided upon is to create a .nz microsite to support .nz marketing activity. (See the item on .nz marketing activity above)</p>	<p></p>	
<p>Domain Sophistication Index - A first Proof of Concept and analysis was completed during July 2019, painting a grim picture of the state of .nz. DSI hasn't been calculated again due to scalability issues detected during the PoC phase.</p>	<p>Amber</p>	

Q3 Planned

.nz Marketing - Q3 activity for marketing will focus on completing the marketing initiatives outlined above, and analysing data from them to learn and adjust the campaigns as required.

Domain Sophistication Index - A key component of the concept can't be repeated until the Registry Augmentation Platform is in production, setting this On Hold until the dependencies are completed.

.nz website - Paused. Will fold into the InternetNZ website replacement project.

Registry Replacement Project (replaces Registry Frontend Replacement) - Issuance of the REOI and commence the evaluation of the responses.

<p>Goal 2: Modernise and improve the policy and security environment for .nz, consistent with our aim of being a globally excellent ccTLD. Lead: Jordan Carter, Group Chief Executive</p>	<p>Overall Status:</p>	<p>Green</p>
<p>Q2 Progress</p>		
<p>.nz Policy Review - the Review is now underway. The Advisory Panel has been appointed and has started work. We have provided an Initial Briefing and advice on engagement. The Panel is currently focused on engaging New Zealanders about the issues. This has so far included a survey and a session at Nethui.</p>	<p>Green</p>	
<p>.nz Security Assessment - Sam Sargeant has joined as CSO and is seeking to interview more registrars before completing this work this financial year. Progress is a slower than anticipated due to the establishment work with the CSO role.</p>	<p>Amber</p>	
<p>Risk Radar - The new Risk framework was presented to the Audit and Risk Committee in September and we received some helpful feedback both on reporting required back to committee and council. The focus will be on risk movement (based on impact) and details of areas of focus. This will allow governance of the main risks and actions being taken.</p>	<p>Amber</p>	
<p>Domain Abuse Detection - The team has been largely committed to provide early warning to DNC about domain abuse. We automated the fake web shop early warning and reporting 5 to 40 cases per week.</p>	<p>Green</p>	
<p>Security Review - No work started on this as the focus has been on the Ubuntu upgrade from the Technology Services team. CSO initial</p>	<p>Not begun</p>	

priorities have been agreed with SLT - workstreams to improve our security governance and monitoring are starting up.	
Q3 Planned	
<p>.nz Policy Review - The Panel will continue its engagement process, and start work on its Issues Report.</p> <p>.nz Security Assessment - this work is now resuming after the new CSO started. Discussions with registrars will feed into an assessment of the security risks in the .nz ecosystem. This analysis will also inform the .nz policy review work next calendar year.</p> <p>Risk Radar - The first of regular Risk review meetings took place in early October to review progress to date from owners on any movement to risk radar and discuss work on mitigations. An update on this will be presented to Audit and Risk Committee and Council this quarter.</p> <p>Domain Abuse Detection - Exploratory work on early domain phishing registration is completed and now will test the concepts with DNC and Commercial. We expect this project will unfold during Q3 and the total scope will be defined.</p> <p>Registry Backup - First pass proposal has been completed. The focus of this quarter is planning the implementation.</p> <p>Centralised logging for registry systems - First pass proposal has been completed. The focus of this quarter is planning the implementation.</p>	

<p>Goal 3: InternetNZ will have two new non-.nz services delivering annual recurring revenue and each on a path to profitability. Lead: David Morrison, Commercial Director</p>	Overall Status:	Green
Q2 Progress		
<p>Innovation Pipeline - We have now employed Cam Findlay as Product Manager to lead our core products. Activity on exploring new business ideas has been incremental. This new role will free up capacity to explore new ideas from Q3.</p>		Amber
<p>New Product One - Our first product, Defenz-DNS Firewall is now deployed. We have an early pipeline of interested organisations but will wait until early Q3 when all aspects (legal, creative, final technical elements) are complete before pursuing sale with vigor. We are excited to be at this stage.</p>		Green

<p>New Product Two - this product was paused this quarter whilst we focus on completion of the DNS Firewall. We have some active candidates to be progressed in Q3.</p>	<p>Amber</p>
<p>ANZSIC Classification of the Register - No progress has been made on this work during Q2. This work depends on having the Registry Augmentation Platform in production, which has been delayed.</p>	<p>Red</p>
<p>Q3 Planned</p>	
<p>Innovation Pipeline - In Q3 we will dedicate increased time to exploring and validating new business ideas to pursue.</p> <p>New Product One - The DNS Firewall will be launched in Q3 with focus on building and converting a pipeline of customers.</p> <p>New Product Two - We will progress with exploring possible options for our next product.</p> <p>ANZSIC Classification of the register - No activities are planned for this project during Q3, there are unmet dependencies delaying progress on this project.</p>	

<p>Goal 4: Support NZ’s online community safety, inclusion and wellbeing while ensuring the essential openness of the Internet’s governance, tech and architecture is taken into account. Lead: Andrew Cushen, Engagement Director</p>	<p>Overall Status:</p>	<p>Green</p>
<p>Q2 Progress</p>		
<p>Christchurch Call & Related Matters - There have been two significant components to InternetNZ’s work on the Christchurch Call.</p> <p>Firstly, the Policy team has led the development of <i>To block or not to block: technical and policy considerations for Internet Filtering</i> (Link: PDF) as a contribution to one of the key policy issues arising from the Christchurch attacks. More information is included on this below.</p> <p>Secondly, Dr. Ellen Strickland in her role as Chief Advisor, International has led InternetNZ’s engagement with international stakeholders, culminating in the sessions relating to the Christchurch Call around the meeting of the UN General Assembly in New York.</p> <p>In addition to these two specific matters, InternetNZ remains engaged across a wide range of governmental processes relating to the Christchurch Call and the wider terrorism response matters.</p>		<p>Green</p>


<p>Define/explain Internet openness - The Discussion Starter document (Link: PDF) on Internet openness has been completed and presented to the Internet Community for discussion at NetHui. It takes a broad look at what openness is in the context of the modern Internet - taking into account architecture, standards and governance and how those support open communities. We will continue to engage on this Discussion Starter during Q3.</p>	Green
<p>NetHui 2019 - With the theme of <i>Safety, inclusion and Wellbeing on the Open Internet</i>, NetHui 2019 is a key part of our work on this goal in 2019/20. While the event itself is delivered at the very start of Q3, the building of the event was a key focus for this quarter.</p>	Green
Q3 Planned	
<p>Delivery of NetHui 2019 - As above, on 3-4 October with an additional Partners Day on 2nd October.</p> <p>Christchurch Call response & convening - we will continue to work with and convene stakeholders to gather perspectives on the Christchurch Call, and on related international coordination and action as well as domestic policy responses.</p> <p>Public Opinion Research - we will commission the annual public perceptions research with a particular focus on issues of safety, inclusion and wellbeing. This will be released in Q4.</p>	

<p>Goal 5: Collaborate with others to identify, agree and effect significant progress on four interventions to bridge different digital divides. Lead: Kim Connolly-Stone, Policy Director</p>	Overall Status:	Green
Q2 Progress		
<p>Government Engagement - we have:</p> <ul style="list-style-type: none"> • Met with Minister Fafoi to discuss our ideas for digital inclusion investment. The Minister invited us to submit more detailed proposals that could be considered as part of the Budget process. The ideas we discussed were: funding for digital inclusion intermediaries (libraries and Citizens Advice Bureau), and affordable connectivity in state housing. • Hosted a workshop with the Department of Internal Affairs and Ministry of Business Innovation and Employment to brainstorm ideas for the proposals referred to above. • Had exploratory conversations with Housing New Zealand about our idea for affordable connectivity in state housing. 	Green	

<p>Outcomes and Evaluation Framework - we provided feedback to the Department of Internal Affairs last quarter. This action is now complete.</p>	Green
<p>Collaboration with Community Organisations - we have been:</p> <ul style="list-style-type: none"> ● Working closely with the Citizens Advice Bureau and Auckland Libraries to develop a proposal (for submission to Minister Faafoi) for funding digital inclusion intermediaries. ● Progressing work on an online home to connect the digital inclusion ecosystem. ● Developing a business case for supporting community organisations that we fund to run digital inclusion initiatives, to evaluate the effectiveness of those initiatives. ● Engaged with the GoodThings Foundation (operating in the UK and Australia) to learn more about its “networked” approach to digital inclusion. 	Green
<p>Community Access Collaboration - we have had an initial discussion with Vodafone about our idea for affordable connectivity in state housing. Discussions with the TCF about a joint approach have not progressed this quarter.</p>	Amber
<p>Q3 Planned</p>	
<p>Government Engagement - we will submit our proposals for digital inclusion funding to government.</p> <p>Collaboration with Community Organisations - we will:</p> <ul style="list-style-type: none"> ● Do the design and build work for the online home for digital inclusion ● Appoint an Evaluation Advisory Group to help us develop an approach for evaluating the digital inclusion initiatives that we fund, and engage an evaluation expert to work with community organisations. <p>Community Funding/strategic philanthropy - our next community funding round will have up to \$200,000 available for digital inclusion initiatives.</p>	

4. Ongoing Business - Q2 Achievements, Q3 Plans

This section of the report covers ongoing business projects that form part of our work, as outlined in the annual Activity Plan.

<p>Organisational Services Catherine Fenwick - Director</p>	<p>Overall Status:</p>	<p>Green</p>
<p>Q2 Achievements</p>		
<p>Following the successful preparation and execution of the AGM in July. The team set to work on the activities to ensure the August council meeting included the required updates for the year , including new councilor induction, setting out committee members for the new year and support with TOR review for all.</p>		<p>Green</p>
<p>Phase 2 of our Project Framework kicked in during Q2 - with the practical implementation of the Framework to complete our first Project Priority listing and the use of the First Pass proposal to commission new project work - feedback from users and approvers has been excellent as more projects move to the “Doing” phase. Framework is now referred to as “Impact”.</p> 		<p>Amber</p>
<p>Security -Sam Sargent our new CSO joined us in August and has been busy getting up to date with the organisation and setting priorities for work. Sam focus for next 6 months will be establishing governance and defending our systems ,this we believe will deliver the most value for the organisation in the short term.</p>		<p>Green</p>
<p>We have also been busy supporting the organisation with areas such as</p> <ul style="list-style-type: none"> ● Health,Safety and Wellness committee - introduction of new policies and a wellbeing matrix. ● Organisation change through the establishment of the IT Operations and Technology Strategy functions and recruitment of new role - see below staff changes in the quarter. ● Introduction of a new staff newsletter to support internal communication and team collaboration. ● Completing first quarterly reforecast of financials to align with agreed budget and workplan. ● Successful transition to Google Drives and introduction of Google Meet. 		<p>Green</p>

Q3 Planned

We will focus on the first phase of **Business planning for 2020/21** and linking this with a review of the 5 agreed goals and projects status as present. Using the new Impact framework to shape the details of the projects and connecting our work to the agreed goals is key.

Security - Continuing to work on Security plan There are four focus areas that all require an uplift. Broadly, these are: Govern and Defend will remain priority

1. **Govern – Identify and manage security risks**
2. Protect – Implementation of controls to reduce security risk
3. **Defend – Detect and understand security events**
4. Respond – Respond to and recover from security events

Office Reshuffle and Refurbishment - Work continues on the design but an office reshuffle in October will take priority to allow teams to work more effectively in the new team structure.

With both **DNCL Board** members changing we are focused on the recruitment process of two appointments in this quarter.

Work will commence on the **Auditor Tender process**.

<p>Technology Services Dave Baker - Director</p>	<p>Overall Status:</p>	<p>Green</p>
<p>Q2 Achievements</p>		
<p>BCP - A full review of the BCP manual has been completed this quarter.</p>	<p>Green</p>	
<p>Ubuntu upgrade - All remaining internal servers are being completed as part of our BAU work program.</p>	<p>Green</p>	
<p>SRS - Completed the standardisation of the SRS hostnames across all our test and production environments. Completed and implemented into production SRS zone loop detection for .nz DNS. The old SRS user interface for administration support has been retired and replaced with a new version.</p>	<p>Green</p>	
<p>Technology Services team consultation and restructure completed.</p>	<p>Green</p>	
<p>Google GSuite - Successfully migrated from the office file server to Google Drive. Replaced existing video conferencing across the organisation with Google Meet solution. Implemented new organisational management structure for GSuite.</p>	<p>Green</p>	

Q3 Planned
Handover from Technology Services in the new Operating structure from 21 October, which includes creating new: IT Operations Team Technology Strategy Team And transferring product developers and Support to the Commercial Team.

Engagement Andrew Cushen - Director	Overall Status:	Green
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Q2 Achievements

Brand architecture deployment - the new finalised brand framework is deployed across the organisation. While some elements have been deferred to coincide with the refit of InternetNZ’s premises, all other touchpoints have been updated to reflect this new framework. A new “about us” video has been developed for release in Q3.	Green
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Ongoing development of new funding approach - the implementation of the new funding approach has taken longer than anticipated. The new conference attendance awards mechanism has been launched replacing the previous on-demand model.	Amber
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NetHui 2019 - preparation for NetHui 2019 continued, including setting the theme of <i>Safety, inclusion and wellbeing on the open Internet</i> . Delivery at the start of Q3.	Green
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Māori engagement - progress has been made on the internal capabilities plan. Less progress has been made than intended on stakeholder engagement - this is a key focus of Q3.	Amber
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Website concept phase commissioned - working with an external agency to commence the next phase of development for the InternetNZ website.	Green
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Q3 Planned

<p>Website development - complete the concept phase, and commencing the build.</p> <p>Public perceptions research - Commissioning this research for release in Q4.</p> <p>Partnerships - rollout of the new model for Partnerships at InternetNZ, replacing the previous Strategic Partnerships.</p> <p>Māori Engagement - delayed work on this needs to be a priority in Q3, working with external support.</p> <p>New Funding approach - further work to develop the new funding approach, recruit the panel and work with Policy on the digital inclusion focused first round.</p> <p>NetHui 2019 - Delivery 3-4 October.</p>
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Policy Kim Connolly-Stone - Director	Overall Status:	Green
Q2 Achievements		
<p>Work programme for digital inclusion - we framed up, signed off, and started work on our programme for digital inclusion. The work programme includes:</p> <ul style="list-style-type: none"> ● An online home to connect the digital inclusion eco-system ● An evaluation framework for our digital inclusion investments that will inform our future support for community initiatives and be made available to the eco-system ● Advice to government on its investment in digital inclusion ● Engaging the eco-system to see what else they think we should do. 	Green	
<p>Internet filtering - we released our guide for policy makers on the issues of Internet filtering and content blocking. Early feedback from agencies is that this publication, and our Nethui partners day event, is a valuable contribution to government policy making in this area (and in response to the Christchurch Mosque attacks).</p>	Green	
<p>Internet openness - we released our discussion starter on how to think about Internet openness in the context of a modern Internet.</p>	Green	
<p>.nz Review - we finished the appointment process for the .nz Advisory Panel and have been supporting the Panel with its work. This has included the provision of an Initial Briefing, advice on engagement options, an event at Nethui, and general secretariat support.</p>	Green	
Q3 Planned		
<ul style="list-style-type: none"> ● Planned work for digital inclusion is referred to in the Goals section above. ● Supporting the .nz Advisory Panel with its ongoing work. ● Proactive contributions to the Government’s domestic policy work in response to the Christchurch Mosque attacks: <ul style="list-style-type: none"> ○ A discussion document on a legal “duty of care” for platforms ○ Analysis on the concept of “online service provider” (referred to but not defined in the Christchurch Call) ○ An international comparison of the regulation of social media (first draft) ○ Sharing the outtakes from the Nethui Partners day event on Internet filtering and duty of care. ● Contributing to the Government’s work on algorithms. 		

Technical Research Sebastian Castro - Chief Scientist	Overall Status:	Green
Q2 Achievements		
Full team swap - Within Q2 we said goodbye to two team members and welcome back Jing and Huayi. Transition went smoothly considering the great number of changes to the organization in the past year. Now the team is in full force tackling the commitments of the year.		Green
Domain abuse - As noted in goals section, the team has been largely committed to provide early warning to DNC about domain abuse. We automated the fake web shop early warning and reporting 5 to 40 cases per week.		Green
Registry Augmentation Platform - Issues related to scalability and the development framework used for the platform have caused delays in the deployment.		Amber
Hadoop Hardware Replacement - A lot of effort was spent on evaluating AWS as a cloud alternative for Hadoop for data storage and processing. This effort included tool compatibility, scalability, pricing and advanced features. The evaluation is now complete and during Q3 we will be planning and executing the migration.		Green
Q3 Planned		
<p> Hadoop Hardware Replacement - Planning and execution to migrate collections and historical data from existing Hadoop cluster to AWS, and phase out Hadoop for good. </p> <p> Registry Augmentation Platform - Testing will continue to have a deployment to production and afterward testing with our new data workflows in line with the Hadoop Hardware Replacement. </p> <p> Domain abuse - As noted in goals section, exploratory work on early domain phishing registration is completed and now will test the concepts with DNC and Commercial. We expect this project will unfold during Q3 and the total scope will be defined. </p>		

Commercial David Morrison - Director	Overall Status:	Green
Q2 Achievements		
Quarterly reports We are now publishing public quarterly reports on the InternetNZ website. The objective is to refine and improve these each quarter. Feedback welcome to David Morrison. See .nz Q2 Report and Product Q2 report .		
BBMap The rebuild of the broadband map continues. We are close to launching our beta site alongside the current production version. We anticipate this to be in mid-late November. https://beta.broadbandmap.nz/home . We successfully tested the beta site at Nethui.		
.nz activity .nz marketing cofund and direct campaign initiatives have now been confirmed and setup to operate over Q3 and Q4, as detailed in Goals content above.		
Recruitment The Product Manager and Business Development Manager roles have now been filled and both staff are swiftly coming up to speed.		
Q3 Planned		
Broadband Map - this project will continue with a view to operating a parallel beta as a way to gain real world feedback prior to replacing the current site. .nz activity - the key focus for .nz this quarter will analysing results and improving campaign effectiveness Recruitment - with changes to the Tech Services team, the Support Manager, a contract Lead Developer plus three of the current development team will join the Commercial team. These changes will allow us to operate as a complete customer facing Product Team. Q3 focus will be on team formation.		

Staffing Catherine Fenwick - Organisational Services Director	Overall Status:	Green
Q2 Update		
New Starters included <ul style="list-style-type: none"> Sam Sargeant joined Organisational Services as Chief Security Officer 		

- Cam Findlay joined Commercial as Product Manager
- Terenace Hibbert joined Commercial as Business Development Manager
- Robby Ronk started as a Contractor in the new Lead Developer role within the Commercial team

The following staff left

- Gerard Barbalich left the Technical Research team as his fixed term employment agreement came to an end when Huayi Jing returned from parental leave
- Hadis Bagherpour left the Technical Research team as her fixed term employment agreement came to an end when Jing Qiao returned from parental leave
- Gertrud Kikajon left the Engagement team to pursue a career with NZ police.

Other Changes

- Huayi Jing returned from parental leave
- Jing Qiao returned from parental leave

Q3 Planned

The following changes will take effect in Q3

- The Technology Services Team will be disestablished
- Dave Baker is moving into the role of Chief Technology Strategist heading up the new Technology Strategy team
- Dane Foster is moving into the role of IT Operations Director heading up the new IT Operations Team
- Three Senior Developers will move into the Commercial Team, the SRS Developer will move into the IT Operations team

The following roles are roles that are in the recruitment phase for Q3

- 2x Community Advisors
- .NZ Operations Manager
- Product Operations Lead
- IT Support Coordinator
- DNS Specialist
- System Administrators within the .nz Operations team including replacing Aurelien Goffi who has resigned from the team to return to France
- Principal Advisor (replacing Ben Creet who has resigned from the Policy team to pursue a career in Security.)

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.

Jordan Carter
Group Chief Executive

21 Oct 2019