

Strategic goals 2019/20

Goal 1: To fund increased public good investment, drive higher sustainable growth in registrations of .nz domain names.

Rationale

InternetNZ's ability to do its work is financed by .nz. The use of .nz domain names is a key way we help New Zealanders harness the power of the Internet.

Setting a goal about growth will focus our attention on understanding how to make .nz more valuable to more people, and work out how we can inspire our channel partners to encourage registrations.

Sustainability means that we want incremental improvement in outcomes that is sustained over time, not a quick lift followed by a quick drop.

Achieving this goal will grow income from our key product faster, allowing further public good investment sooner.

Measures

- increased revenue from domain name registrations (4+% year on year)
- increased numbers of domain name creates
- increased proportion of domain names are renewed
- average registration and renewal terms increase

Goal 2: Modernise and improve the policy and security environment for .nz, consistent with our aim of being a globally excellent ccTLD.

Rationale

This goal is about practical and necessary improvements to the .nz policy and security environment, continuing the ongoing evolution of the .nz domain name space.

Our strategy process identified security and stability as a threat to realising our purpose and to our ccTLD responsibilities. A security improvement programme for InternetNZ and .nz flows from this.

Refreshing the .nz policy framework through a community review process, and clearly separating policy from process, will improve its quality and usability and ensure it is responsive to the public's needs.

Measures

- Progress to agreed milestones as documented in comprehensive review
- our cyber security investment and practice is improved on 18/19 baselines, consistent with our role and the threats posed by our environment
- all high priority risks identified in the 2019 risk register review are sufficiently mitigated
- work with registrars to develop and implement improved security covering
 - at least 80% of the market
 - registrars of high-profile domain names

Goal 3: InternetNZ will have two new non-.nz services, validated through our new business processes, delivering annual recurring revenue and each on a path to profitability.

Rationale

By successfully developing new products and services aimed at making a profit, we can use the income to help more people harness the power of the Internet in new ways.

In so doing we can improve our financial resilience and devote further resources to public good investment.

A rigorous approach to product development will drive success in this goal.

Measures

- business processes that generate a pipeline of ideas, and develop these in reasonable timeframes, are established and operating
- two new services are planned, built, launched and have earned first sale revenue
- each new service has reached net profit within 24 months of first sale

Goal 4: Support community safety, inclusion and wellbeing in New Zealand while ensuring that the essential openness of the Internet's governance, technology and architecture is taken into account.

Rationale

The terrorist attack on the Muslim community in Christchurch in March 2019 has brought into sharp focus how the Internet can be a force for harm. However, through this horrendous time, the Internet remained a force for good as well.

As the country responds to the attacks, there will be policy debates in several areas. In those that touch on the Internet, a clear understanding of those elements of Internet openness that matter most to the Internet's potential will be an important part of getting policy change right.

No other organisation understands what Internet openness means as well as us. We have a duty to the country to offer that expertise in this time, and to foster broad-based discussion on how we support community wellbeing in an online world.

Measures

- InternetNZ is seen to appropriately contribute to policy debates in this area.
- Essential elements of Internet openness are defined and their dimensions explained.
- We convene broadly based discussion of how to support safety, inclusion and wellbeing that takes account of the essential elements of the Internet's openness.

Goal 5: InternetNZ will collaborate with others to identify, agree and effect significant progress on four interventions to bridge different digital divides (motivation, access, trust, skills).

Rationale

Significant digital divides block people from being able to realise their potential, given how much of life now happens online.

We want to influence significant action on closing digital divides by others, so that resources far greater than we can deploy are helping to meet the challenge.

We also understand that working out what will work best will take patient collaboration and shared understanding, so that will ground our approach.

Measures

- demonstrated collaboration with key stakeholders and these stakeholders acknowledge a leading role.
- progress through interventions cover a range of drivers of digital divides and of communities facing them.
- the impact is of an adequately extensive scale, which can be judged by, for example:
 - new funding of \$20m per year is being invested in digital divides initiatives.
 - 50,000 people are on track to benefit each year from these new initiatives.