

InternetNZ Strategy 2022–2026

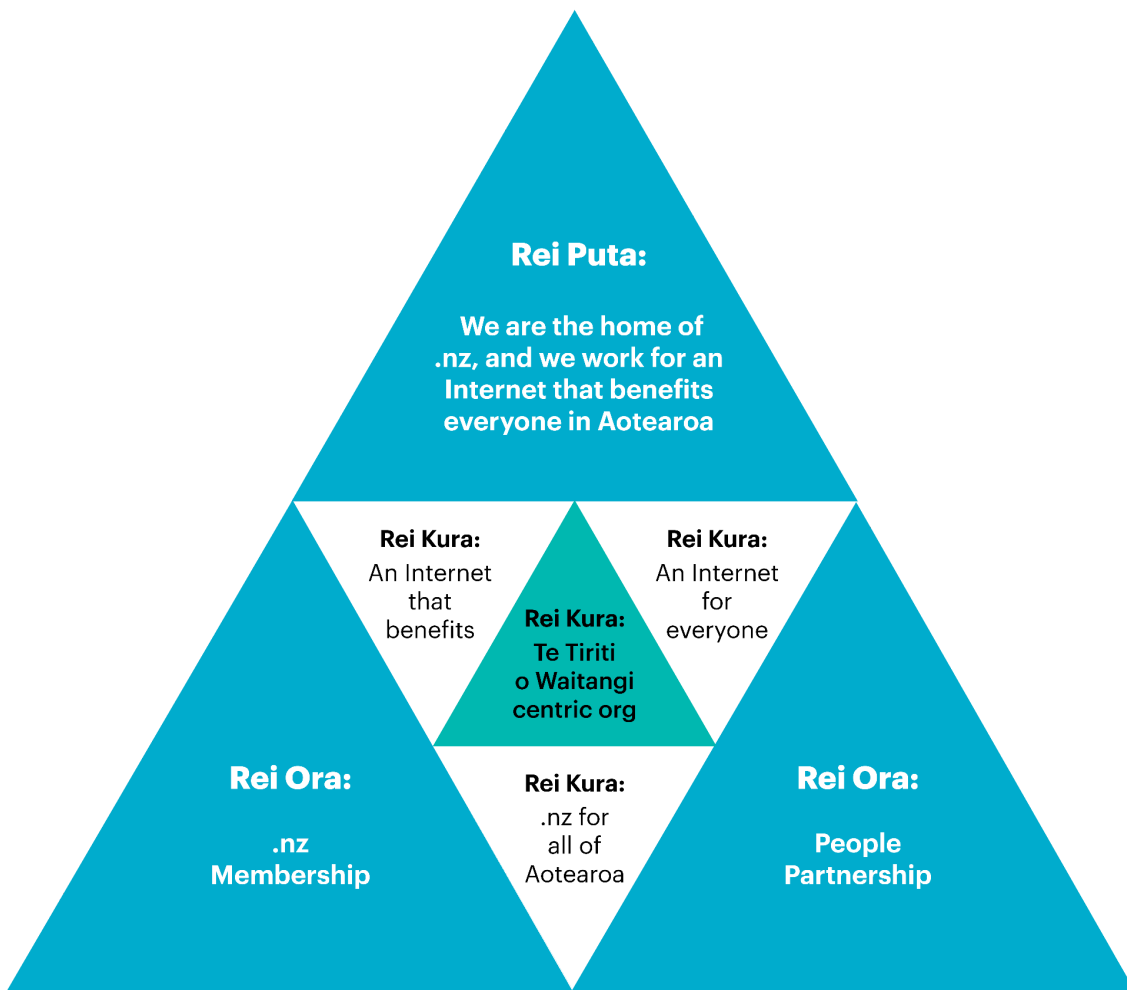
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Introduction

Our strategy utilises Niho Taniwha as a visual metaphor.

Niho Taniwha is a saw-edged pattern of tukutuku panels and in the tāniko weaving on the hems of cloaks. The principal motif that represents the realm of mythology and a chief's lineage from the gods. It also symbolises family houses within the tribe.¹



Rei puta: teeth of leadership

Our purpose: We are the home of .nz, and we work for an Internet that benefits all of Aotearoa.

¹ References:

1. The definition of the niho taniwha is borrowed from the Te Aka Māori Dictionary: <https://maoridictionary.co.nz/word/4410>

Rei kura: treasured teeth

The following sections describe the four rei kura of our strategy. These are the focus of our action and mahi.

Te Tiriti o Waitangi centric

Rei kura: a Te Tiriti o Waitangi centric organisation

We believe that as an organisation of this land, and as guardian of .nz on behalf of Aotearoa, Te Tiriti o Waitangi should be central to how we operate.

We work to be recognised as a Te Tiriti o Waitangi centric organisation by developing relationships and working in partnership with Māori, and embedding Te Ao Māori into our core work.

Whaingā: We are a Te Tiriti o Waitangi centric organisation

We change our organisation so that Te Tiriti o Waitangi is central to how we work, infusing our relationships with others, in choosing the work we do and in how we go about that work.

Success looks like:

- We are recognised by our Māori partners as being capable, competent and confident in Te Ao Māori.
- Our partners agree that our relationships in Te Ao Māori are deepened and strengthened.
- Te Ao Māori is understood and implemented in our mahi.

.nz for all of Aotearoa

Rei kura: .nz for all of Aotearoa

We believe that the .nz domain is New Zealand's home online, and the .nz infrastructure is critical to the performance of the modern New Zealand economy, and wellbeing of New Zealanders and our communities.

We work to increase the availability, utility, security, and trustworthiness of .nz and the domain name system, so that eventually everyone in or connected with Aotearoa has, uses and values .nz. We work to connect it to other uses that enable New Zealanders to do great and amazing things. We ensure that .nz reflects the values.

Whaingā: .nz is a good product

.nz and the .nz infrastructure are trusted as reliable, compatible and capable of uses and applications.

Success looks like:

- Sales

- Infrastructure stability and reliability
- Innovative uses
- Policy up to date and tackling harm
- Public and customer perceptions of value

An Internet that benefits

Rei kura: an Internet that benefits

We believe in an Internet that benefits all the people of Aotearoa.

We work towards the empowerment of all New Zealanders to use, create and innovate on the Internet in a way that keeps them and others safe. We work to shape developments affecting the Internet, both domestically and internationally, to make the Internet better for people.

Whaingā: responses to harms

InternetNZ advocates for effective responses to the harms people experience, and the negative impacts on society, from an Internet dominated by big online services.

Success looks like:

- People and communities affected by harmful behaviours and systems online, including Māori, recognise us as an effective voice and partner on these issues.
- We have argued for specific, effective, and credible steps to address the harms from online services.
- People working to understand and respond to impacts of misinformation, online hate speech, and other systemic harms arising from the Internet recognise InternetNZ as an effective voice and partner in this work.
- There is measurably* less harm being done.

An Internet for everyone

Rei kura: an Internet for everyone

We believe that everyone in Aotearoa should be empowered to make the most of an increasingly digital world, in a way that works for them.

We work to enable all the people of Aotearoa to access and effectively use the Internet to equitably participate in and benefit from our society, democracy and economy.

Whaingā: digital equity and inclusion

InternetNZ drives meaningful efforts across Aotearoa to address current problems of digital equity and digital inclusion, with our efforts focused on access (people being able to get online) and accessibility (all people being able to make the most of the digital world).

Success looks like:

- People working on issues of digital equity recognise InternetNZ as a helpful contributor to work towards digital equity in Aotearoa.
- Clear positions and advocacy on access and accessibility issues within the digital equity community.
- Objective measures of digital equity are improving.

Foundations

Rei ora: teeth of vitality

The foundations on which we stand:

- .nz

Our role as manager of the .nz domain name space is foundational to our organisation: it links us to a broad community around the world and demands of us proper connection to communities around Aotearoa. It is also how we earn our income in the world.

- Membership

Membership of our incorporated society is fundamental to who we are and how we were established. They help hold us to account, and select our governors. We honour our members by extending the opportunity to meaningfully intersect with our purpose, work and foundations.

- People

We put people and communities, not technologies, at the centre of our work. The goals under each of our rei kura are directed at what will benefit people. We also care about, develop, challenge and empower the people who work for our organisation.

- Partnerships

We believe in partnering to achieve our goals and in enabling others — individuals and organisations — to deliver to our purpose in mutually beneficial ways. We believe we will be stronger and have a greater impact by working together