

Area 1: A World Class .nz for the Local Internet Community

InternetNZ is the designated manager for the .nz country code top level domain (ccTLD). This is the most obviously “New Zealand” part of the Internet’s Domain Name System or DNS, that allows users to type in recognisable letters to a web browser or email application (e.g. internetnz.nz) and have the DNS map it to the Internet Protocol address of the desired system or content.

We manage .nz consistent with the requirements of the Internet community as set out in RFC1591, and see ourselves as obliged to do so in a manner that puts the public interest first. We also seek to manage it in a fashion that best meets the needs of the local Internet community. This informs the primary transformation in this area.

Primary Transformation

From	To
.nz operates as a successful ccTLD held in high regard domestically and internationally	InternetNZ is widely recognised as a successful ccTLD manager and .nz is held in high regard domestically and Internationally

Underlying transformations

Transformation/s		
	From	To
1.1	Global benchmarks or best practice regarding what a world-class ccTLD is are varied and partly documented	There are agreed global benchmarks and best practice for what a world-class ccTLD is, and .nz excels in assessments against these standards
1.2	.nz is the default choice for New Zealanders	.nz remains the preferred choice for New Zealanders in a highly competitive market
1.3	The market for .nz registration services (among registrars and resellers) is competitive	The market for .nz registration services (among registrars and resellers) is sophisticated and competitive
1.4	Roles and responsibilities in managing .nz are being clarified	Roles and responsibilities in managing .nz are clear, well documented and transparent

Transformation/s		
	From	To
1.5	The .nz policy framework has evolved from its origins in 2002	The .nz policy framework has been reviewed and updated for current needs, and is validated as meeting the needs of the New Zealand Internet community
1.6	Inconsistency in the articulation of the role, purpose and mandate for the operation of .nz across the Group - resulting in a lack of clarity among stakeholders	The whole Group is confident in consistently articulating our role and purpose, and the mandate for our operation of .nz - resulting in the wider Internet community being clear about and supportive of our role
1.7	InternetNZ has limited knowledge of the purchasing behaviour of registrants	InternetNZ has good knowledge of the full sales channel including resellers and influencers, and the purchasing behaviours of registrants
1.8	.nz is not a widely known brand	.nz is a well recognised brand

Transformation 1 - global benchmarking

NZRS would lead on this transformation, which is already in their workplan as a low priority. It will be elevated.

Establishing global benchmark standards will take time, but .nz is well positioned to lead a discussion and work programme on this area with our global peers - both country code and generic.

NZRS's currently uses customer satisfaction surveys, KPIs, and plans to use a registry-specific capability and maturity model.

DNCL will look at how they could make greater use of surveys to measure external perceptions.

Transformation 2 - preferred choice of New Zealanders

NZRS would lead on this transformation, which is already underway through marketing and communications.

This would be measured by whether .nz maintains and/or increases its share of domain names registered by New Zealand residents and organisations.

Transformation 3 - a sophisticated and competitive market

DNCL and NZRS would jointly lead on this transformation.

It is accepted the market is already highly competitive with over 80 registrars and no dominant players.

Measuring whether the market is sophisticated could include how many registrars offer IDN registrations, IPv6 and DNSSEC.

Transformation 4 - roles and responsibilities

This transformation would be shared between InternetNZ, DNCL and NZRS.

The .nz roles and responsibilities framework has already gone a long way towards clarifying roles and responsibilities. Ensuring this is reviewed on a regular basis will help with maximising clarity. Next review should be in two years.

DNCL's development of a market regulation policy is also seen as contributing to this transformation, as will their overall review of the .nz policy framework.

The operating agreements with DNCL and NZRS need to be reviewed to reflect the framework.

All three organisations will need to focus on ensuring the roles and responsibilities are understood both internally and externally.

Transformation 5 - .nz policy framework

This transformation will be led by DNCL.

DNCL plans to review the policy framework for .nz, and also conduct first principles reviews of some or all of the major policies.

Validation of the .nz policy framework meeting the needs of the local Internet community will be done via forums such as Nethui, representatives groups such as the Registrar Advisory Group and research amongst registrants.

Transformation 6 - .nz mandate articulation

This transformation would be shared between InternetNZ, DNCL and NZRS.

The mandate needs to first be consistently articulated and understood internally, and then externally.

Internal articulation can be done by way of induction sessions for new staff, councillors/directors and even members. Misleading words such as monopoly and taxation should be eliminated where possible.

For external articulation, a brochure which clearly sets out how InternetNZ came to operate .nz on behalf of the local Internet community, the principles it applies, its track records, measures of satisfaction, and the community benefits from our stewardship is desired.

Success in this transformation could be measured by stakeholder and/or public surveys.

Transformation 7 - understanding purchasing behaviour

This transformation would be led by NZRS.

InternetNZ needs to better understand the sales channel of registrants, resellers and registrars. How does each level impact purchasing behaviour, interact with each other, and lead to decisions to purchase a domain name, and specifically a .nz domain name.

Any research will need to be done in a way that doesn't interfere with the relationship between registrars and registrants, and recognises the key role of the registrar in the sales channel.

Transformation 8 - well recognised brand

This transformation would be led by NZRS

.nz would need to be an easily recognised brand (including visual identity), on a par with other widely recognised brands.

Success could be measured by brand recognition surveys.

The brand will need to have well define attributes and a visual identity.

DNCL as the independent regulator would not use the brand for its regulatory functions, but could use it when representing .nz in appropriate forums.