

MINUTES

.nz Policy Committee

5 February 2019

Status: Final

Present: Kate Pearce (Chair) and Joy Liddicoat
Keith Davidson, Kelly Buehler - all by video conference

In Attendance: Jordan Carter, Ellen Strickland, Brent Carey, Emma MacDonald
Diane Robinson (minute taker)

Apologies:

The Chair opened the meeting at approximately 12:05pm.

1. Minutes of the Last Meeting

The minutes of the previous meeting on the 11 December 2018 were ratified.

(Cr Buehler/Chair)
CARRIED U

2. .nz Comprehensive Policy Review Discussion

Ellen introduced the two documents, an information paper that provides and overview of the responsibilities the timelines, the elements of the review. As well as terms of reference. Ellen advised the main developments:

- The project timeline has now been developed.
- The Outreach and Engagement team are communicating with a recruitment agency who can help with advisory group panels.
 - It's been agreed that a longer recruitment process and advertising period of 8 weeks is standard.
- BAU policy will still be undertaken and will not be incorporated or added to the review.
- The process is the same length of time, adding more time at the beginning to ensure we get the right people on the panel and the criterion is finding a new mix of people such as those with strong links to communities.
- The next step is to provide an update paper to Council for the February meeting.
- At the May Council Meeting we will be putting a proposal for the appointment of the Chair.

Ellen asked if there were any thoughts on the approach and what is taken to council, the following two questions were asked of the members:

- 1) Are you comfortable with paper and going to council and what changes would you like to see?
- 2) Discuss people to approach

The following discussion was held:

- An independent Chair will need strong secretariat support from a senior person (dedicated to support the Chair) and from the broader team.
- The Chair fully understands their role and responsibilities. They do not need to be an expert on the subject matter and can call on advice.
- If the Chair is not an expert, sufficient technical support will be made available, either on the panel or as expert support.
- Clear understanding of the relationship with the Chair and the staff. Working closely between meetings.
- Reconfirming the decision to appoint a Chair and the members are approved at Council.
- The number of the panel shall be up to a maximum of 12 panel lists. This will be dependent on the panel and the mix of people which will assist to determine the number.
- That the panel has subject matter experts across the panel members
- More detail required for the Chair role. The Chairperson role is to drive consensus.
- The type of Chair would be of Mana rather than one that holds office.

A list of potential Chair was discussed and further work to be carried out by Policy team. The plan is not to advertise for the Chair but for the panel members. The Chair will be appointed by Council from recommendations (possibly via Evote).

Members to email Emma with any further thoughts.

Chair/ Cr Davidson
CARRIED U

3. Planning for 2019

Emma provided a brief update. A workplan for the policy committee was presented at the end of 2018. Emma has expanded on the detailed workplan to include what actions from the committee members under each discussion. It was noted that the majority of discussion that sits beyond the policy review sit clearly within the strategic direction for InternetNZ and focusing on the other priorities we have to make sure we have a policy lens.

Kate advised the committee that it was discussed the time line with Ellen and Emma and it not feasible to shorten it. It was lengthened to ensure proper stakeholder engagement. This will be a long workplan, but it will provide a decade of solutions. It has some flexibility in the timeline.

Cyber security update

- The .nz fee setting discussion has been scheduled to October.

Ellen asked committee members if there is any other work for the committee or expectations to let her know.

4. Policy Implications of Commercial Strategy/Marketing (verbal)

David Morrison joined the meeting at 12:39pm

David provided an update to the committee and talked to the Commercial paper that is being presented to the Council meeting (15 Feb):

The overall commercial strategy is broken into two parts:

- To develop new products and services that become profitable in the medium term (they more than pay back the cost of creating them) and
- To develop .nz offering to increase registrations and income derived from them.
 - The recent 2018 Colmar Brunton research shows a declining growth and a gradual decline in preference.
- The following will be INZ's approach to marketing:
 - Creating marketing goals and activities for the registrars' channel. This has never been funded previously, so is a new avenue.
 - Funding public marketing goals – test what avenues generate the best return for the funds we spend.

This coming year INZ will determine:

- What are the levers we have influence over and to understand what can be learned from this? So that the focus for future years will lead to the path that delivers the most return.
- A very measurable based approach to marketing.

Innovation within the .nz Domain Names space.

- Reviewing solutions in and around Domain Names – the following could have policy implications but potential:
 - Domain spinner – offer services to registrar to find the right name for them.
 - Digital Identity – exploration service ID4Me – using domain name as identifier and using the DNS as a system for running an identity system.
- .nz
 - A big thrust through marketing Registrars and Public
 - Looking at innovation around .nz domain name – what other services around the space.

The Chair asked how does the timelines for this, tie in to the timelines of the policy work? Any areas that might conflict that need support?

David responded that he did not see any policy conflicts:

- Key policy point - the registry does not market to the registrants.
- Marketing will be to the general public those that are not yet registrants.
- The marketing will need to be very clear about who we are marketing to.
- Immediate focus is on .nz non-related products and services.
- For the short-term there is no conflict that is foreseen in the process.
- Developing ideas and as these are evolving, if there are any policy conflicts make sure these are considered in the .nz policy framework.

The committee discussed that their will need to be work carried out on conflicts and how these are managed? There will need to be clear principle approach.

6. Other Business

No other business.

With no other further business, the Chair called the meeting closed at 12:55pm

Date of next meeting: 2 April 2019, 12:00pm