

Feedback from members- 2011/12 Business Planning September 2010

Background document is at http://internetnz.net.nz/system/files/pages/2010/Members_2011-12_Planning_Inputs.pdf

I. Structure and Financials

Governance

- InternetNZ's objectives are boring; too much about compliance and administration. Suggestion to include a 'trust and security' objective.
- A paper needs to be commissioned on best governance practices for Council.
- The DNC needs to take leadership role in getting civil society more involved in Internet governance issues. Work with InternetNZ to develop a multi-lateral stakeholders approach.
- InternetNZ needs to continue its own openness and transparency.
- InternetNZ should be kept efficient and running at a reasonable cost.
- There should be a way to evaluate whether or not the annual targets have been achieved.
- InternetNZ could run a poll among the membership about which INZ objective they like the best. Have a prize on offer.
- We make a visible and significant (for our size) contribution to international Internet governance issues. This should be continued and increased.

User advocacy and education

- There needs to be a consumer advocate group that cares about the digital New Zealander. If that's not InternetNZ then who is it? Need to explore the gap in user advocacy; that analysis has never been done.
- InternetNZ should consider more public education about the Internet, for instance security risks. Members have many diverse skills that can be used.

2. Membership

- There is concern at the lack of diversity of the membership, for example women and Māori. There are lots of people not represented, such as younger people (digital natives). We should be more approachable.
- The membership focus needs to be on constituencies (such as Unlimited Potential) rather than individual memberships. This will help expand the membership footprint. Look at engaging with a global membership that contributes but doesn't have voting rights.

- There seems to be a lack of interest amongst the general membership about InternetNZ's activities.
- The membership is good at expressing itself on the mailing lists on issues that matter to them individually. The mailing list approach works well.
- Suggestion that members be invited to contribute to InternetNZ submissions through dedicated forms/pages on the website.
- If the cost of membership is an issue for some segments, e.g. students or pensioners, InternetNZ should waive membership fee.
- Consider again giving every .nz domain name owner free membership of InternetNZ.
- There is no need to have a separate category of Professional Members.

3. Strategy and Priority Focus Areas

Policy & advocacy

- InternetNZ needs to mature its policy voice and style of advocacy. Need to be more proactive and thinking ahead. InternetNZ needs more thought leadership and a better lobbying function.
- InternetNZ should position itself as a principles-based advocacy group with no commercial agenda.
- Make use of credible independent experts to get ahead of the government's thinking.
- There is a lack of solid peer-reviewed data to support economic arguments and InternetNZ should invest some money in research.
- There isn't a clear economic picture about the main Internet players and how they weigh in.
- Research drives policy. There are many research areas that InternetNZ hasn't explored.
- Digital divide issues need to be addressed. Also rural broadband.

Broadband / UFB

- There is too much talk and too little "doing". Risk that Australia's NBN will soak up New Zealand resources.
- There is a gap on the UFB demand side and InternetNZ could have a role to play.
- InternetNZ should be advocating for more people to be using broadband. Some of this may be highlighting increased efficiencies from fibre to existing services.
- InternetNZ should get more involved in educating householders about wiring issues.

Copyright/IP

- There has been a global failure to engage with new IP models. InternetNZ has the capacity within its membership to apply the right thinking to change the existing models.
- InternetNZ needs to step up from issues of punishment of breaches to the overall concept of IP protection. For example, consider how Germany overtook France.

- InternetNZ needs to keep focused on software patents.
- ACTA and TPP are a concern, TPP perhaps more so than ACTA. They represent attempts to shut down the openness of the Internet. InternetNZ must keep focused on these.

.nz domain

- InternetNZ continues to do a superb job managing the .nz domain. The .nz delegation must be protected to ensure the funding continues.
- The stable and reducing fee policy is good. Others felt that fees should not be reduced further as it is a small component of the overall costs to set up and run a website. The fee setting process needs reviewing. There is a need to do an impact analysis of previous fee reductions, including the amount passed on at retail level.
- InternetNZ needs to promote the uptake of the .nz domain names and promote use of .nz as a necessary part of businesses serving New Zealand.
- The advent of new gTLDs and IDNs will see a shift in the way domain names are handled. .nz needs to be globally competitive. One potential threat is .kiwi.
- We should support low cost new gTLDs for cultural and not-for-profit applications at an international level.

IPv6

- InternetNZ could push harder on IPv6. While the Task Force is doing good work many organisations are still apathetic.
- InternetNZ should lobby government for firm dates on IPv6 implementation, as India has done. Other mechanisms include government procurement and border rules for imported equipment.

Mobile

- InternetNZ should be concerned with mobile roaming (data) and could work with TUANZ and/or Consumer NZ on this.
- InternetNZ could build a 'platform' for ordinary people to be involved or make submissions on issues like mobile roaming where they feel strongly but are not skilled or motivated in making formal submissions.
- Understand mobility beyond 3G. Are we ready for a 4G world and do we understand what InternetNZ's role in that will be?
- InternetNZ should champion the use of mobile devices in education.
- Wireless often gets lost in the midst of the UFB. There should be more free wireless access in New Zealand at community levels.
- Spectrum issues should form part of InternetNZ's thinking.

Network & content issues

- InternetNZ shouldn't lose sight of network issues. Improving efficiencies for existing Internet users will be as important in the fibre world as new applications.
- InternetNZ needs to align tightly with the fundamental principles that underpin the Internet, i.e. openness at the passive infrastructure and network layer. The Internet needs to remain an unfiltered multimedia communications conduit.
- Is another Pacific cable required or would an Asian-bound cable be better? There is insufficient work and understanding of future demand scenarios. It is important to start understanding the types of content demanded by subscribers in the future.
- InternetNZ should be pushing for a resumption of true local peering.
- There is concern at data caps and the fact it is cheaper and quicker to host overseas than it is in New Zealand. We should promote low-cost local traffic and differentiate it from international traffic.
- InternetNZ should look at the consequences of the new digital environment (IPv6, DNSSEC, IDNs) in terms of the user and customer premises equipment.
- InternetNZ should also engage with content issues- what a truly fast fibre connection will mean in terms of applications.

The open Internet

- InternetNZ needs to focus on countering threats to the open Internet. There are clear and imminent threats to the open and uncapturable Internet.
- Open government needs to continue to be a focus for InternetNZ, e.g. PublicACTA. InternetNZ should be the sunlight for secret government negotiations and decision making.
- InternetNZ should be pushing for open standards that can be used across multiple operating systems. It should lead by example.
- InternetNZ should champion the Internet as a human right.

4. Grants

- The grants budget needs to be increased.
- Need to make groups doing good work who are in great need of funds of our ability to support them, including alternative approaches such as underwriting events.

Partnerships

- InternetNZ needs more alliances with groups that have overlapping spheres of influence. These could be multi-year or issue by issue.
- Suggestion to consult and link with non-technology groups and increased ties with academic institutions.
- We should continue to push for InternetNZ membership of TCF.
- More work is needed in the education sector. For example, educating principals and teachers about broadband.

- The relationships that InternetNZ has with NGOs should be mutually beneficial both ways. There should be a high expectation that InternetNZ receives quality reporting.

5. Others

Profile & marketing

- InternetNZ is not telling its story well enough. There is a lack of understanding among the general public about InternetNZ. A higher public profile is needed. It is time for a marketing campaign – InternetNZ should get to a point where it is the go-to organisation for Internet-related comment.
- There is a swath of general Internet information already available, which could be leveraged on the website.
- The website needs to be made more navigable.
- InternetNZ has a branding issue, and communications are poor.
- When a registrant pays for a domain name an email could be sent saying some of the money you just spent goes to InternetNZ and what's done with it.
- More streamed television debates are a good way to promote the positive uses of the Internet.

Looking forward

- InternetNZ has to 're-invent' itself; it is too captured by its history. The open and uncapturable mantra is too Utopian and abstract.
- Suggestion to create an InternetNZ 2.0 taskforce to explore how InternetNZ will go forward in the next ten years. We should always be looking over the horizon to know the big issues that may come up next.