

Minutes of the .au Community Domains Board Meeting

14th April 2008, 2.30pm
Maddocks, Melbourne

Present: Cheryl Langdon-Orr, Heather Vernon, John Tulloch, Jo Lim, Leonie Parkinson, Paul Szyndler (Observer), Tony Staley

Teleconference: George Fong

1. Continuous Disclosure

There were no matters to be disclosed

2. Confirmation of February 2008 Minutes

The minutes were confirmed.

3. GM Report

The following issues were noted:

- Matters arising from last meeting

Release of additional .com.au and .net.au geographic domain names

JL advised that the grant agreement was ready to be signed off from Chris Disspain of auDA.

ACTION: JL to get the grant agreement signed and send to LP

CGDN policy review

JL advised the board that the policy review allowing a sub-committee of council to apply for a CGDN did not go to the auDA board due to the consideration that it was an operations decision and not a policy change. JL advised that a fourth category, “special committee of council”, will need to be added to the list of eligible groups.

ACTION: JL to add fourth category to policy and change any consequential wording within any related policy.

Employee Training

LP advised the board that the following courses had been attended by LP and HV for their continued professional development:

LP attended a Richard Woodward & Associated training workshop on “How to Attract more Sponsors”

HV attended a Fast Track to Microsoft Access and will be attending the Advances Microsoft Access – Masterclass in May.

CLO recommended auCD attend the Not for Profit network meeting this year.

ACTION: LP to follow up with CLO regarding the details of this networking opportunity.

New Director/New locality Names

LP welcomed JT to the auCD board and advised the board that they had met previously in late February which included discussions on acquiring a list of new and changed names rather than the entire updated Gazetteer to update auCDs list of available CGDNs.

ACTION: JT to investigate best way of obtaining list of new/changed names for auCD.

Metrics on review of applications

The board noted the metrics information on applications received to date by month/year.

LP advised that since the board last met auCD had received 14 applications – the highest volume since the launch in August 2006

- Marketing and Promotions

Events

LP advised the board of the events attended and presented by auCD from 12th February to 8th April, 2008

LP advised that there will be no auCD workshops in May because auCD have been given the opportunity of promoting the CGDN initiative by joining VIC Names on their roadshow to 9 localities across Victoria promoting the new VIC Names website.

JT explained that the roadshow will be promoting the new features of the VIC Names website, specifically the new feature that allows historical data to be added to by councils and members of the public

LP advised that the next auCD workshops will be held in WA in June

Media

LP advised the board of the media releases and coverage over the last 2 months.

CLO suggested that it may be a good idea to try and make connections with the media's ICT specific contacts in the ABC local offices.

ACTION: LP to talk to the CEO of ATUG regarding ABC local contacts.

Direct Marketing

LP advised the board that local community groups had been sent letters in the areas where auCD ran workshops in the last 2 months. LP also advised that local tourism organisations had also been contacted in QLD and all councils across Australia were being contacted again regarding the free CSIAB offer

TS suggested that tourist information centres may be a good group to target.

ACTION: HV to source a database of tourist information centres across Australia

Advertising

LP advised the board that ads have been placed in local press for all auCD workshops.

Other

LP advised the board which organisations have distributed information to their members/constituents and which organisations have been sent information on the free CSIAB offer.

Internet

The board noted the website hits/visits over the last 2 months.

LP noted that since the report was created April visits were up by 25% on March.

Sponsorship

LP advised that other avenues within the Australia Post organisation were still being pursued and that meetings have been held with two other potential sponsors.

Podcasting

LP advised that a “How to apply” audio file is now available on the auCD website

- Summary of CGDNs as at 08/10/07

A table of approved CGDNs, pending approvals and potential applications was noted by the board. In total 43 groups have been approved, 16 are pending approval and a further 49 communities have indicated that they will be applying, with an additional 196 additional communities who have registered their interest. There are now 744 e-news subscribers. The total population of the approved CGDN town/suburbs is approximately 680,000.

LP advised that there had been a further 2 application received this week, making a total of 14 applications in the last 8 weeks.

- Community Site in a box (CSIAB)

LP advised that 9 CSIAB licenses have been issued in total. In addition 1 approved application, 1 application pending approval and 7 potential applications have indicated they will use CSIAB. It was also note that the 2 application received today had also indicated that they will be using CSIAB.

GF advised that the spam filtering had improved since the email hosting had been targeted for improvement.

- Registrations of CGDNs when applications received

LP advised that auDA have devised a way of having all CGDNs pending approval resolve to a landing page promoting the up and coming community website and that this will be implemented over the next few weeks.

- auCD stakeholders Group (ASG)

LP advised that the sixth meeting took place in Canberra on 20th March, 2008.

LP advised Maureen Le Blanc, the representative from the Australian Seniors Computer Clubs Association (ASCCA) was very ill and will no longer be able to be a member of the Stakeholders Group. The ASCCA have informed auCD that they don't have the resources to replace her membership at this stage.

LP also advised that Sensis plan to review the current partnership and hope to be able to offer a more substantial contribution in the near future, that the group agreed that the free CSIAB and the DDNS site builder offers were very positive steps forward and the Australian Tourism Export Council (ATEC) have offered to distribute information on the auCD information workshops to their members.

- Jo Lim – maternity leave

JL advised that this will be the last Directors meeting she will be attending prior to maternity leave and would advise who will represent auDA at Board meetings whilst she is on leave.

ACTION: JL to advise on auDA representative.

4. Finance Report

The board noted the March accounts.

The Board agreed that in future the finance report will follow on from the GM report.

The board also requested that Variances in the Profit and Loss reflect red when over budget and black when under budget.

ACTION: LP to amend future agendas and reports accordingly.

5. Board Correspondence

None

6. Next meeting

The next board meeting will be held on Monday 21st July, 10am, at the auCD office, Melbourne.