

## Minutes of the .au Community Domains Board Meeting

**15<sup>th</sup> October, 2009, 11:00am**  
**1 Queens Road, Melbourne**

Present: Jo Lim, Tony Staley, John Tulloch, Leonie Dunbar

Teleconference: Cheryl Langdon-Orr

Apology: George Fong,

### **1. Confirmation of July, 2009 Minutes**

The minutes were confirmed.

### **2. GM Report**

The following issues were noted:

- Matters arising from last meeting

#### Post auDA Funding

TS advised that the consolidation proposal was approved in principle at the auDA July board meeting and that a more detailed budget was requested for their October meeting.

ACTION: JL to advise LD of outcome after the auDA October board meeting.

#### Victorian Bushfire affected localities

The Board noted the update on these websites and that a community group in Glenburn had applied for their domain name.

ACTION: auCD to promote to the other 27 bushfire communities the Glenburn outcome to encourage them to register their own domain name.

LD reported that the DSE had advised that they will be working with the CFA on having one portal of fire incidents but won't be localising this information this bushfire season. LD also advised that auCD was unable to get the application for funding a portal for localising emergency authority information in with the Department of Broadband Communications and the Digital Economy by the October 14<sup>th</sup> deadline. The local council that auCD were hoping to be project partners with were unable to finalise the details/sign off by this deadline. There may be an opportunity to put in an application for the 2<sup>nd</sup> round of funding in 2010. CLO recommended that auCD make contact with some of the community groups involved in the 2.0 Govt Taskforce.

ACTION: LD to communicate with relevant 2.0 Taskforce community groups.

#### CSIAB Accessible on mobile devices

LD reported that all CSIAB sites have now been upgraded with the enhancements and migrated to the new server. The Board made a formal vote of thanks to George Fong for all of the work that he has done to ensure this happened.

### New gTLDs

CLO recommended that LD remotely involve herself with some of the late October ICANN meetings – in particular the GAC/ALAC joint meeting on Tuesday morning in regards to the potential new geographical gTLDs

- Marketing and Promotions

### Events

LD reported the events attended and presented by auCD from 11<sup>th</sup> July – 7<sup>th</sup> October, 2009.

### Media

LD advised the Board of the media releases and coverage over the last 3 months.

### Advertising

LD advised the Board that ads have been placed in local press for all auCD workshops.

### Direct Marketing

LD advised the Board that local community groups had been sent letters in the areas where auCD ran workshops in the last 3 months.

LD also reported that letters have been sent to community groups in 6 regions in QLD and 90 regions in WA.

### Other

LD reported that auCD made a submission to the Web 2.0 Government Taskforce and had communicated with various peak bodies updating them on the CGDN initiative and the Victorian Bushfire affected locality websites.

### Internet

The Board noted the website hits/visits over the last 3 months. It was noted that the average daily visits are double what they were 12 months ago.

### 12 Month report to auDA

LD tabled the 12 month report that was provided for inclusion in auDA's annual report. It was noted that 10% of the 1,800 Australian towns that have populations over 200 (the most likely market for CGDNs) had applied. In a general discussion on future marketing of the CGDNs, TS recommended re-communicating with the Community Broadcasting Association of Australia and JT recommended writing to all Victorian councils as a good follow up to recent relevant communication to the councils by the Victorian Minister for Planning.

- Summary of CGDNs as at 7<sup>th</sup> October, 2009

In total, 154 CGDNs have been approved, 38 are pending approval and a further 84 communities have indicated that they will be applying, with an additional 371 communities who have registered their interest. There are now 1,230 e-news subscribers. The total population of the approved CGDN town/suburbs is over

910,000. The board also noted that CGDN applications received have doubled from the previous year for the last couple of years.

- Community Site in a box (CSIAB)

LD advised that in addition to the 27 fire affected localities that are using CSIAB, 82 licenses have been issued with a further 23 pending deployment.

- auCD stakeholders Group (ASG)

LD advised that the twelfth meeting took place in Melbourne on 17<sup>th</sup> September, 2009.

### **3. 08/09 Auditors Report**

The Board accepted the 2008/09 audited accounts and authorised the Chair and JL to sign them.

### **4. Finance Report**

The Board noted the September accounts.

### **5. Next meeting**

The next board meeting will be held on 15<sup>th</sup> February, 2010 at Maddocks office, 140 William Street, Melbourne.