

## Minutes of the .au Community Domains Board Meeting

**16<sup>th</sup> July 2007**

**10am**

**1 Queens Road, Melbourne**

Present: Tony Staley, Cheryl Langdon-Orr, George Fong, Jo Lim, Leonie Parkinson, Heather Vernon

Teleconference: Paul Harcombe

### **1. Confirmation of Agenda**

The agenda for the meeting was confirmed

### **2. Apologies**

No apologies received

### **3. Continuous Disclosure**

There were no matters to be disclosed

### **4. Confirmation of Minutes**

The minutes of April 2007 meeting were confirmed.

### **5. Finance Report**

The board noted the June accounts.

### **6. GM Report**

The following issues were noted:

- Matters from last meeting

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

JL will advise if there are any legal expenses to be deducted from any forthcoming income to auCD.

Action: JL to confirm if any legal fees will be deducted.

Website – to make more accessible for mobile devices

LP advised that Sitepoint recommended and quoted on making a “mini template” for tiny screens.

GF and CLO suggested that there may be a more cost effective way to develop this.

Action: GF to liaise with Sitepoint on more cost effective approaches to make the auCD more accessible for mobile devices.

- Revised targets

After a review of the average time community groups take from registering their interest in a CGDN to applying and going live, the board agreed to revise the Licenses Registered targets.

GF suggested that cross fertilisation is an important factor with CGDN's and that the number of applications will increase exponentially reflecting this. New targets should consider this in the future.

The board agreed to revise the Number of Cumulative License Registered targets for 07/08 to 50 and 08/09 to 75.

Action: LP to revise budgets to reflect these new targets.

- Operations

LP advised that Heather Vernon was employed on 2<sup>nd</sup> July 2007 on an 8 month contract with a view to extension based on the outcome of the Funding Progress Report to auDA in February 2008

- Marketing and Promotions

#### Events

LP advised the board of the events attended by auCD over the last 3 months as well as forthcoming events

#### PR activity

Summary of media activity was tabled.

#### Direct Marketing

LP advised that introductory letters from Tony Staley have been sent to all CEO's of Queensland, New South Wales and Tasmania councils and that the response has been overall positive.

#### Sponsorship

LP advised the board that Sensis were still yet to advise on status of rollover of their sponsorship.

The board agreed to consider other possible options for sponsorship, in the event that Sensis does not renew its agreement.

Action: JL and LP to follow up contacts in Australia Post.

### Website

The Board agreed on the recommendation to separate the “How to Kit” into two areas: ‘How to apply’ and ‘Tool Kit’

Action: LP to implement changes to How to Kit.

### Proposed future events marketing

The board agreed to the proposal not to book any more Local Government Association state events , instead auCD should hold their own targeted community events as part of a more grass roots focused marketing plan.

- Registrations/Applications

47 applications have been received since the launch, of which 20 have been approved. 8 applications are pending approval subject to providing further documentation and 14 communities had cancelled their applications (with 2 re-applying and 3 on hold).

LP advised that lack of broadband access in smaller rural communities is sometimes an issue and reason for them not to apply.

- Site in a box (SIAB)

LP advised that 2 SIAB licenses have been issued in addition to the test sites.

GF noted the importance of SIAB as a solution to those communities with no or little computer experience. Cross fertilisation should increase the use exponentially.

LP advised that 9 communities have trialled SIAB online and that auCD have received good feed back from these trials. The board noted that the best ambassadors of SIAB are the users and the most important thing is to educate groups on how much money they could potentially spend if going it alone.

### Alternative Hosting Arrangements:

GF confirmed that SIAB websites would be migrated to the new hosting company on Wednesday, confirming that the set up of the new servers went very smoothly.

- Online Community Forum

It was noted that as at 9<sup>th</sup> July there were 20 members

- auCD stakeholders Group (ASG)

LP advised the board that the third meeting took place in Canberra on 21<sup>st</sup> June 2007 and the Australain Tourism Export Council (ATEC) had accepted membership whilst the Online and Communications Council Standing Committee advised that they will not be a formal member of the group but will still be observers of the meetings.

- Revised budget

The board noted the revised budget.

The board agreed that basic bookkeeping will now be done in-house.

It was noted that the travel budget seemed low considering the amount of travel required. LP advised that the costs that will be saved by auCD holding its own events in Advertising and Promotion can be added to the travel component of the budgets.

Action: LP to revise budgets to reflect the changes to Accounting, Advertising/Promotion and travel expenses.

#### **7. GM performance Review**

The board endorsed the report of the sub-committee.

Action: The sub-committee will follow up with LP.

#### **8. Board Correspondence**

None

#### **9. Next Meeting**

The next board meeting is to be held on Monday 15<sup>th</sup> October at 2pm in Melbourne.