

Minutes of the .au Community Domains Board Meeting

18th February 2008, 2.30pm
Maddocks, Melbourne

Present: Paul Harcombe, Jo Lim, Leonie Parkinson, Heather Vernon, Cheryl Langdon-Orr

Apologies: Tony Staley, George Fong

Teleconference: Paul Szyndler (Observer)

1. Continuous Disclosure

There were no matters to be disclosed

2. Confirmation of October 2007 Minutes

The minutes were confirmed.

3. Finance Report

The board noted the January accounts.

4. GM Report

The following issues were noted:

- Matters arising from last meeting

Website – revised application/How to Kit

LP advised the board that a one-pager on “How to Apply” has been extracted from the “How to Kit” to help simplify the process for community groups. This was promoted to all who have registered their interest and has prominence on the auCD home page.

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

JL advised that the extra funding to auCD will be \$100,000 and that a variation to the Grant Agreement is being finalised.

ACTION: JL to finalise the variation to the Grant Agreement for sign off.

CGDN policy review

JL reported the advice received from Maddocks regarding the legal aspects of Council sub-committees in terms of eligibility for CGDNs. Whilst their view is that it is open to auDA to consider that a committee, properly constituted, can be “representative of the local community” they recommended that auDA provide guidelines as to the circumstances under which auDA will consider that such a committee does represent the local community.

ACTION: JL advised that recommendations will be presented at the next auDA board meeting.

- Marketing and Promotions

Events

LP advised the board of the events attended and presented by auCD from 9th October to 11th February, 2008

LP advised that there has been a notable increase in the level of understanding and awareness of the initiative amongst the delegates at the Council Association conferences. The ALGA conference was particularly beneficial and LP suggested that auCD attend this year's event to maintain the awareness campaign at a national level to which the board agreed.

Media

LP advised the board of the media releases and coverage over the last 3 months.

Direct Marketing

LP advised the board that local community groups had been sent letters in the areas where auCD ran workshops in the last 3 months. LP also advised that "Neighbourhood Renewal" coordinators had also been contacted (VIC state government initiative).

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.

Internet

The board noted the increasing website hits/visits over the last 3 months.

Sponsorship

LP advised that Australia Post have said that their application for sponsorship was unsuccessful, however other avenues within the organisation are still being pursued.

LP advised other potential sponsors are still being pursued.

Podcasting

LP advised that the migration of the auCD website to a new server took priority at the end of 2007 but that an ABC VIC statewide radio interview has been made available and a link to auDA's podcasting has been added in the website development section in the "How to Kit". Further audio will be recorded and made available online in the future.

- 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 36 groups have been approved, 13 are pending approval and a further 48 communities have indicated that they will be applying, with an additional 208 additional communities who have registered their interest. There are now 805 e-news subscribers. The total population of the approved CGDN town/suburbs is approximately 650,000.

- Site in a box (SIAB)

LP advised that 5 SIAB licenses have been issued in total. In addition 1 approved application, 1 application pending approval and 6 potential applications have indicated they will use SIAB.

LP advised that 17 communities have trialled SIAB online and all have given positive feedback.

LP also advised that 2 groups are receiving funding from their local councils for SIAB.

- auCD stakeholders Group (ASG)

LP advised that the fifth meeting took place in Melbourne on 13th December, 2007.

LP advised that the Australian Tourism Export Council (ATEC) recommended that auCD make contact with the Australian Regional Tourism Network for a potential avenue to promote the CGDNs and for possible presence at their conference in August 2008. ATEC have also offered to distribute information about the CGDN initiative to their members.

- Revised business plan

JL advised that the auDA board had accepted the 2nd progress report and the 3rd instalment of funding had been approved. It was also noted that the new business plan was noted and received positively by the auDA board.

JL noted one question from the auDA board from the progress report regarding the dip in the number of applications towards the end of last year.

ACTION: LP to look at the metrics and see if there is anything to be drawn from the data that could provide further insight into issues such as seasonal variances, etc.

LP advised that a media release and e-news item will be prepared regarding the free SIAB offer as per the new business plan.

It was agreed the message should express the confidence that auCD have in SIAB in potentially helping communities overcome some of the challenges in successfully applying for their CGDN.

LP recommended that Heather Vernon's term of employment be extended to an on-going basis. The board agreed to this subject to an annual review.

CL also recommended that both LP and HV attend training for their continued personal development.

ACTION: LP and HV to pursue training options.

- Director resignation/proposal of new director

PH confirmed his resignation as a Director of auCD and that this will be his last meeting. The new sponsor of the Committee for Geographical Names of Australasia is now John Tulloch, who is the Victorian Surveyor-General.

PH advised the board that he believes JT will be an excellent director and representative of CGNA.

The board agreed to the appointment of JT as a director of auCD.

ACTION: LP to arrange a meeting with JT.

PH recommended that auCD obtain a list of all new/changes to localities on a yearly basis and that LP should contact Greg Windsor at CGNA to arrange the updated information.

ACTION: LP to contact Greg for an updated version of Gazetteer and add any additional names to the system.

The board extended their formal thanks to PH for his valuable time and input since being involved with the CGDNs and auCD.

PH asked to be kept informed of progress, in the form of media releases etc, and advised that he will continue to champion the initiative to his networks.

CL recommended that PH become a special advisor to the board and continue to receive board minutes, etc.

The board agreed to PH becoming a special advisor to the board..

ACTION: LP to include PH when distributing board minutes and media releases.

5. Board Correspondence

None

6. Next meeting

The next meeting will take place on Monday 14th April at 2.30pm at Maddocks, Melbourne.

Meeting closed at 3.25pm