

## **Minutes of the .au Community Domains Board Meeting**

**20<sup>th</sup> October, 2008, 10am**  
**Sofitel Hotel, Turbot Street, Brisbane**

Present: Cheryl Langdon-Orr, Elspeth Ross, Tony Staley, Leonie Parkinson, Paul Szyndler (Observer)

Teleconference: George Fong, John Tulloch

### **1. Continuous Disclosure**

GF re-iterated his continuing involvement with managing the CSIAB's on the server free of charge. He advised that he recommended that auCD provide hosting on a shadow server and the Board were happy for GF to provide a Lateral Plains proposal for these additional services including cost recovery.

ACTION: GF to forward proposal to LP.

### **2. Confirmation of July 2008 Minutes**

The minutes were confirmed.

### **3. GM Report**

The following issues were noted:

- Matters arising from last meeting

#### Replace external PR consultancy with a PR/Media student on a part-time basis

LP advised that Janelle Backman, final year student at Victoria University, commenced casual employment on 23<sup>rd</sup> September and has already provided auCD with numerous media coverage.

#### Revised Budgets

The Board noted and approved the revised budgets which included adjustments to Advertising/Promotions and salaries in regards to bringing PR in house.

#### CSIAB Housekeeping

LP advised that a meeting was held in September with GF and Sitepoint. GF has recommended that auCD provide a shadow server and the Board agreed for GF to provide proposal to auCD and include cost recovery. It was also noted that PPS has been doing a fantastic job in providing all of the CSIAB hosting.

ACTION: GF to provide LP with proposal by mid November, 2008.

## Leonie Parkinson performance review

As the recommendations in the Performance Review Documentation show the Board states that “Overall we remain more than delighted with the continuing energy, commitment and leadership that Leonie brings to auCD in her role as GM.”

- Marketing and Promotions

### Events

LP reported the events attended and presented by auCD from 15<sup>th</sup> July – 13<sup>th</sup> October, 2008.

### Media

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

### Advertising

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

### 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 reported that letters had been sent to community organisations in South Australia, State and Regional Chambers of Commerce contacts nationally and all NSW CTCs that have yet applied for a CGDN. The Community Engagement Regional Managers have also been sent information.

### Other

The WA Community Foundation distributed information to their rural and regional network and the Community Service Association (Councils) also distributed information to their executive nationally.

### Internet

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

LP advised that August average hits/visits were probably down due to LP being on annual leave and there were 3 weekends in the month which affected the daily average.

It was agreed that the home page should be improved to include a section with more depth on community’s initiatives and that creating a virtual map of all CGDN sites/applications would be another good addition.

**ACTION:** LP to incorporate a new section on the home page and investigate the development of a virtual map.

### Sponsorship

LP advised of the developments with potential new sponsors.

- Summary of CGDNs as at 13<sup>th</sup> October, 2008

LP advised that since the report was collated one more application had been approved and 6 application had been received.

In total, 78 CGDNs have been approved, 19 are pending approval and a further 71 communities have indicated that they will be applying, with an additional 300 communities who have registered their interest. There are now 927 e-news subscribers. The total population of the approved CGDN town/suburbs is over 730,000.

- Community Site in a box (CSIAB)

LP advised that 32 licenses have been issued with a further 6 applications approved and 8 pending approval that have indicated they will use CSIAB.

- auCD stakeholders Group (ASG)

LP advised that the eight meeting took place in Perth on 18<sup>th</sup> September, 2008.

LP advised that some reports for the Online and Communications Council Standing Committee meeting as requested. The Board agreed to the ASG's request to also receive brief overviews auCD financials.

#### **4. 07/08 Auditors Report**

Motion (proposed by GF, seconded by JT): That the board accept the 2007/08 audited accounts and authorise the Chair and JL to sign them. Carried.

#### **5. Finance Report**

The Board noted the September accounts.

LP also advised the Board that the auCD Annual BAS return and the Grant received from auDA was audited by the Australian Taxation Office and that there were no discrepancies which will be confirmed in writing by the ATO shortly.

#### **6. Other Business**

LP – change of name

LP advised the board that from now on she would be reverting back to her maiden name of Dunbar.

#### **7. Next meetings**

Will be confirmed when auDA set their 2009 Board meeting schedule.

ACTION: LP to follow up with auDA and confirm with Board.