





Core Competency:	Core Values:			
Positioning & Communications / Relationships & Networks / Pioneering Innovations	Asia at Heart	Economically Successful	Community Driven	Measures of Success
 <p>Internet Governance & Community Engagement</p>	<p>What:</p> <ul style="list-style-type: none"> Facilitating and building capacity for Internet Governance (IG) participation from APAC Supporting APAC youth (and expanding youth engagement programs) in IG Being and amplifying voice from the APAC community 	<p>What:</p> <ul style="list-style-type: none"> Explore grants / sponsorships, etc. to support community projects Better leverage funding (e.g. fellowships, etc.) for DotAsia & NetMission team Identify capable & willing hosts (and collocating events) for APriGF/YIGF 	<p>What:</p> <ul style="list-style-type: none"> Synthesizing and bringing together APAC voices on IG issues Respond to and serve global Internet Governance community needs as they arise and where aligned with DotAsia vision & mission Expansion of APriGF through community engagement Expansion of AP YIGF through local initiatives Expanded engagement based on EII 	<ul style="list-style-type: none"> Successful advocacy of DotAsia Positions into expressed community perspectives and documents Increased participation and collaboration at DotAsia supported community activities – expanded audience, sponsorship and collocated events Enhanced DotAsia Team participation in Internet Governance activities – expanded DotAsia presence and opportunity to present DotAsia works
	<p>Why:</p> <ul style="list-style-type: none"> Level of APAC representation (voices & issues) at all levels of IG discussion, policy making/shaping forums relatively low DotAsia thrives on enhanced APAC participation in IG, especially at ICANN Youth engagement and development supports sustainable participation from APAC on IG 	<p>Why:</p> <ul style="list-style-type: none"> Scale-up of DotAsia community projects Diversify income source (beyond .Asia registrations) Build relationship with grant giving organizations and their grantees 	<p>Why:</p> <ul style="list-style-type: none"> To build a stronger voice from APAC DotAsia is a nimble and independent organization trusted by the community (therefore able to flexibly respond to community needs as they arise) APriGF represents a community driven initiative that DotAsia is in the best position to help grow to build up APAC IG community Sustainability of the Internet infrastructure is of imperative importance & opportunity to build relationships with different stakeholders (e.g. gov and industry) 	
	<p>How:</p> <ul style="list-style-type: none"> Serve as Secretariat for APriGF and championing the multistakeholder model Expanding APriGF by collaborating with other IG and ICANN related community activities and events Development of NetMission and related youth Internet governance engagement work Support youth-led opportunities for APAC youth to meaningfully participate, organize and lead IG initiatives Expansion of APIGA alongside partners Participation in local, regional and global IGF and related activities 	<p>How:</p> <ul style="list-style-type: none"> Expand sponsorship for NetMission & YIGF Expand sponsorship for APriGF (including fellowship) Identify grants for IG, EcoInternet Index (EII), Ajitora and related activities Identify grants for spin off activities that can help scale-up DotAsia works Maintain comprehensive SIA reports (https://sia.dot.asia) Social Media engagement utilizing content developed from projects (NetMission, EII, APriGF, etc.) Proactive outreach for willing APriGF Hosts and collocated events 	<p>How:</p> <ul style="list-style-type: none"> Active participation in IG activities Actively explore collaboration Serve as Secretariat for IGFS (and previously ICG), DIPCC and others Serve as Secretariat for APriGF Serve as back-office support for APSIG, APNG and others as need arise Support UASG & other digital inclusion initiatives Innovation in outreach and collocation events for APriGF Government and industry engagement leveraging EII work 	

Core Competency:	Core Values:			
Positioning & Communications / Relationships & Networks / Pioneering Innovations	Asia at Heart	Economically Successful	Community Driven	Measures of Success
 <p>.Asia Registry</p>	<p>What:</p> <ul style="list-style-type: none"> Enhance brand value of “Asia” (and Asian) as a concept and identity label Align with global Asian community (including Asian Americans, Asian Europeans, Asian Pacific Islanders, etc.) Collaborate and support domain registries and registrars (including ccTLDs and gTLDs) from APAC 	<p>What:</p> <ul style="list-style-type: none"> Growing .Asia domain names under management (DUM). Increasing New Creates and renewal numbers Growing usage of .Asia domains Reviewing and strategic organization of base and promotional pricing of .Asia registrations 	<p>What:</p> <ul style="list-style-type: none"> Develop community and network with .Asia registrants Collaborate and support .Asia Registrar community Promote usage of .Asia domains by Asia Pacific Internet community (and youth) 	<ul style="list-style-type: none"> Year-on-year increase in Domains Under Management (DUM) – increase in registration volume and revenue base for .Asia Increase in Return-on-Investment (ROI) in Registrar collaboration – extend co-market activities with Registrars and improve on effectiveness of market development campaigns Development of DotAsia event(s) relevant for the APAC domain market
	<p>Why:</p> <ul style="list-style-type: none"> “Asia” is integral to .Asia, and we cannot talk about .Asia without talking about Asia “.Asia” is a global Asian product, not an Asian global product (i.e. like Sony). .Asia is a niche market. However, its usage shouldn’t be limited by only those in the region. Asian identity / culture is diverse and beyond borders. We aim to promote Asian diversity and inclusion through .Asia domains. The APAC registrar community is best positioned to support strong organic demand and usage of .Asia domains 	<p>Why:</p> <ul style="list-style-type: none"> Foundational income source for DotAsia Usage of .Asia domains promote the DotAsia cause and the brand of “Asia” Active users of .Asia domains create demand for more .Asia registrations (spin off businesses, product/service lines, etc.) 	<p>Why:</p> <ul style="list-style-type: none"> Better understand the .Asia customer Promote advocacy, and support .Asia registrants to register more .Asia domains Maintain relationship with .Asia registrars Enhance registrar interest to collaborate on marketing initiatives Engage and integrate with IG and related activities 	
	<p>How:</p> <ul style="list-style-type: none"> Marketing posts (and general .Asia branding) via registrars and .Asia social media Social media engagement (and collaboration activities) and initiatives (e.g. Asian Pacific Heritage Month) Market events/activities focusing on particular sectors in the APAC market (Customer Personas): <ul style="list-style-type: none"> A. Asian Identity B. Asian Expansion C. Local (Travel) Services D. Asian Info (Media) E. Asia Events Closer collaboration with APAC registrars on promotion and branding programs (e.g. SMEs, startup, cybersecurity, etc.) Price promotions and joint promotion programs targeting Asians and the Asian identity globally (i.e. during Asian History Month, Asian holidays such as the Lunar New Year or Diwali) 	<p>How:</p> <ul style="list-style-type: none"> Featuring usage of .Asia domain names in social media (and social media engagement with .Asia registrants) Informational materials on utilization and benefits of SMEs and MSMEs having own .Asia domain name Joint market initiatives with registrars, including on add-on products/services (email, blogging, short URLs, etc.) Social media cross posting and co-marketing campaign with registrars Price promotions Keeping track of secondary market of .Asia domains 	<p>How:</p> <ul style="list-style-type: none"> Data analysis on for supporting better community engagement Social media engagement with (and testimonials from) .Asia registrants Explore collaboration and networking opportunities with .Asia registrants Collaborations with registrar (and registry) community to expand domain product offerings and consumer awareness Promotion of .Asia domain usage by Internet community initiatives in Asia Pacific Support youth initiatives utilization of .Asia domains 	

Core Competency:	Core Values:			
Positioning & Communications / Relationships & Networks / Pioneering Innovations	Asia at Heart	Economically Successful	Community Driven	Measures of Success
 <p>Other DotAsia Works</p>	<p>What:</p> <ul style="list-style-type: none"> Contributing to the socio-technological advancement initiatives from and for APAC Supporting a multicultural and multilingual Internet for APAC Promoting digital inclusion and digital transformation in APAC Promoting a sustainable Internet for APAC and reinforcing DotAsia IG works 	<p>What:</p> <ul style="list-style-type: none"> Steadily grow .KiDS into an independent and economically viable project for the children's rights and welfare community Continue to support the Macau government in the secure and stable operations of the .MO ccTLD Continue to reactively support cost recovery based projects (e.g. MSRS.TL, .POST) Continue the successful projects of Namesphere and contain the legal exposure from litigations and disinformation campaigns 	<p>What:</p> <ul style="list-style-type: none"> Supporting an upgraded and multilingual Internet (IDN, UA, IPv6, DNSSEC, MANRS, KINDNS, etc.) Support efforts to address DNS Abuse issues (especially to bring global efforts to APAC) Contribute to efforts to raise awareness and capacities to address cybersecurity issues (especially to foster collaboration within APAC) Respond to and serve the global APAC community in general and the Internet community in particular as needs arise Stand ready to support for ccTLDs and New gTLDs in APAC 	<ul style="list-style-type: none"> Better featuring of DotAsia works to reinforce .Asia branding (increased communication output, e.g. social media posts, reports, presentations, etc., driving awareness of .Asia and DotAsia works) Improved reporting of explorations and collaborations with APAC community organizations and activities
	<p>Why:</p> <ul style="list-style-type: none"> APAC is home to the most languages in the world (the web is still dominated by English content), a multilingual Internet is an Internet for the APAC community Respond to and support IDN and UA needs from the APAC community Better framing IDN and UA work to propel it into government agendas for digital inclusion and digital transformation 	<p>Why:</p> <ul style="list-style-type: none"> Contributing knowledge and experience of operating TLD registries while deriving economic benefits from DotAsia's work Build relationships with industry, community and members (to potentially expand opportunities, influence and impact) Enhancing and maintaining team technical and policy capabilities (to remain a reputable provider of registry solutions) Defend against disinformation and publicize commercial viability and community value of Namesphere works 	<p>Why:</p> <ul style="list-style-type: none"> Contributing to enhancing the expansion, security and stability of the Internet (with emphasis on the DNS) is conducive to the continued relevance of DotAsia Responding to member and community needs exemplifies DotAsia's community value and commitment DotAsia is best positioned to be the bridge between local, regional and global efforts Collaboration creates trust and growth in the APAC community Reinforcing DotAsia's IG work Defend against disinformation against DotAsia and its engagement in Namesphere 	
	<p>How:</p> <ul style="list-style-type: none"> Support initiatives that advance socio-technological developments from and for APAC Participation and advocacy for IDN & UA Participation and advocacy for a sustainable Internet, including the SDGs 	<p>How:</p> <ul style="list-style-type: none"> Leverage .Asia works and relationships with registrars and providers Continue to support the Macau government and the local Internet community in Macau in relation to the .MO ccTLD operations Better inform the community of and feature DotAsia's work and achievements in support of other TLDs (including .KiDS, .MO, .POST, etc.) and other related works Progress into mediation, resolution and settlement of lawsuits 	<p>How:</p> <ul style="list-style-type: none"> Collaboration with community organizations to promote upgraded Internet protocols as well as awareness Explore expansion of work with cybersecurity community, e.g. SANOG, APNIC and APCERT Bring together collaboration among the community, regionally or globally to support Internet development works Make clear DotAsia's support for ccTLDs and new gTLD applicants from APAC 	

Core Competency:	Core Values:			
Positioning & Communications / Relationships & Networks / Pioneering Innovations	Asia at Heart	Economically Successful	Community Driven	Measures of Success
 <p>DotAsia Organisation & Governance</p>	<p>What:</p> <ul style="list-style-type: none"> Foster constructive participation from DotAsia Members in the achievement of DotAsia’s vision and mission for a collaborative APAC community Support Board and AC members in being ambassadors of DotAsia 	<p>What:</p> <ul style="list-style-type: none"> Fully integrate the market development of the .Asia gTLD as a symbol of DotAsia’s work and organizational reputation Enhance utilization and reporting of SCP (https://scp.dot.asia) activities and funds Establish risk management as well as contingency and business/organizational continuity plans 	<p>What:</p> <ul style="list-style-type: none"> Amendment and implementation of an updated DotAsia Articles of Association to enhance institutional governance, stability and continuity Better involve and inform DotAsia members in the development of DotAsia’s works as well as accountability commitments to DotAsia and the wider APAC community 	<ul style="list-style-type: none"> Evolve DotAsia Member engagement Successful implementation of an updated DotAsia Articles of Association Delivery of risk management and business continuity plans – improved internal controls and delegation of authority
	<p>Why:</p> <ul style="list-style-type: none"> Nurture the strength of DotAsia’s governance bodies and structures Develop sense of identity and affinity to DotAsia and the global APAC community among Board, AC, and members of other governance bodies 	<p>Why:</p> <ul style="list-style-type: none"> Consolidate strategic focus of DotAsia in all aspects of DotAsia works in alignment with Strategic Plan Reinforce market development activities with community contributions Reinforce DotAsia’s support for the open, interoperable Internet and a global multistakeholder governance model 	<p>Why:</p> <ul style="list-style-type: none"> Better protect DotAsia’s ability to deliver on its community commitments Ensure DotAsia Board Directors do not have an inherent and unmanageable conflict of interest, as well as to attract competent and constructive governance leaders to DotAsia Better serve, inform, support and be responsive to the APAC community 	
	<p>How:</p> <ul style="list-style-type: none"> Explore joint statements and commitments with DotAsia and APAC community in response to current & geopolitical affairs Develop shared position among DotAsia representatives and governance bodies (shared talking points on Internet governance issues) 	<p>How:</p> <ul style="list-style-type: none"> Combine market, community engagement and governance body development plans Better feature and follow up with community activities, including SCP, and develop continuing relationship with participants and grantees Develop banking contingency plans Develop business/organizational continuity plans 	<p>How:</p> <ul style="list-style-type: none"> Develop communications plan to explain motivations, benefits and rationale for governance adjustments and actions Continued and expanded engagement with current Members and outreach to potential members Enhancement of quarterly newsletter and correspondences to Members 	
<p>Measures of Success</p>	<ul style="list-style-type: none"> Increase in youth leadership in the IG ecosystem from APAC Enhanced relationship with APAC government representatives (through IDN/UA, EII, .Asia, etc.) Expanded engagement with APAC stakeholders and prominent Asian entities 	<ul style="list-style-type: none"> Expansion of grants/sponsorship supporting DotAsia works Return to financial surplus (upon resolution of lawsuits) and restructure baseline operational expenses 	<ul style="list-style-type: none"> Continued collaboration with and trust of community in DotAsia works Scaling up of DotAsia community projects and contributions 	<p>Overarching Priorities</p> <ul style="list-style-type: none"> Expanding revenue base by sparking growth in .Asia In creased effectiveness of financial resources (higher % allocable to community contributions) Resolving the future of Namesphere Enhancing voice to support the global multistakeholder Internet governance ecosystems through APriGF and presence at IGF Strengthening organizational governance to protect against capture