

## APTLD Business Plan and Budget – 2009

### Meetings

APTLD will have two general members meetings. The meetings will be two days and may be supplemented with associated training and workshops.

**February in Manila** in conjunction with APRICOT. This will also serve as the AGM. This will be a two-day members meeting, with the final quarter of the day devoted to the AGM. Associated training will be a repeat of the ADRP Management Training. This meeting's themes will revolve around IDN's and Security and Surety.

**Third Quarter Meeting.** The second APTLD meeting will occur sometime during the third quarter of the year in a location to be determined. Volunteers will be sought to host the meeting. This meeting's themes will revolve around Commercial Development and Public Policy issues.

The meetings will aim to generate a small surplus through non-member attendance fees and sponsorship.

### Research & Surveys

APTLD will conduct three surveys of its own and participate in a global survey conducted by several of the Regional Organisations

- One survey will focus on the characteristics of the APTLD Ordinary membership. This will be an extensive and comprehensive survey.
- One survey will focus on Security or IDN issues – in support of the February meeting.
- One survey will focus on Commercial Development or Public Policy issues – in support of the 3<sup>rd</sup> Quarter meeting.

### Training

APTLD will not engage in any direct training outside of our members meetings, but we will identify and promote training programs run by allied organisations in the regions. These will include, but not be limited to, RIPE NCC, APNIC, ISOC and AIT.

### Publications

APTLD will produce a publication each quarter that will cover the work of APTLD, its members and the industry. The publication will be supported by sponsorship and produced in both hard and soft copy. Production will be dependent on revenue.

### Engagement with Others

APTLD will engage with other regional organisations on a regular basis, sharing ideas and experiences.

APTLD will engage with ICANN and other international organisations only on an as needed basis.

### Membership Growth

APTLD will continue to actively engage with existing members to ensure that their needs are being served. This will occur through at least annual discussions between the members and staff or individual Board members.

Non member ccTLDs in the region will continue to be pursued, both directly and through other organisations – including ICANN and Associate Members.

## Financial

### Revenue

The proposed revenue model sees a continued focus on membership fees as the primary source of revenue, but also acknowledges that the sponsorship value for meetings and publications is such that they could result in a small surplus.

The proposal also expects some increases in membership contributions from some members, particularly from the smaller members, large members who have chosen low fee bands and some of the larger Associate members.

Ordinary Members	\$134,000
Associate Members	\$25,750
Interest	\$2,000
<b>Subtotal</b>	<b>\$161,750</b>
Meeting - Manila	\$7,000
Meeting - June	\$7,000
Publications	\$20,000
<b>Total Revenue</b>	<b>\$195,750</b>

The budget also assumes that no one will reduce their contribution nor cancel their membership. It also takes the conservative assumption that no new members, neither Associate nor Ordinary, will join.

### Expenses

Expense items are set at realistic levels based on plans for 2009 and experiences in 2008.

<b>Meetings</b> will cover the costs of running the meetings – catering, venue, logistics and associated costs.	\$10,000
<b>Publication</b> will cover the cost of production of a quarterly magazine style publication.	\$18,000
<b>Research</b> will cover publication costs, survey instrument tools (surveymonkey.com) and a portion of a shared research project involving some of the other Regional Organisations	\$7,500
<b>Sponsorship</b> will cover some travel costs for new members. This item has been significantly under spent in the previous two years.	\$5,000
<b>Engagement with International Bodies</b> covers miscellaneous costs that may be incurred in this area.	\$5,000
<b>Administration &amp; Board Support</b> covers tele-conference calls, legal fees, web site, and other costs associated with supporting the Board	\$5,000
<b>Secretariat</b> – This has been reduced due to fewer meetings and less activity undertaken by the Secretariat	\$10,000
<b>General Manager</b> – This remains unchanged from 2008	\$50,000
<b>GM Admin</b> – This is lower than budgeted in 2008 and is a more realistic figure	\$6,000
<b>Travel</b> – This allows for eight trips during the year. Manila, 3 ICANN meetings, a trip to the Pacific, a trip to the Middle East, a trip to East Asia, and a trip to South Asia.	\$43,000
<b>Contingency</b>	\$15,000
<b>Total</b>	<b>\$174,500</b>

## Financial Sustainability

The Board has set a financial sustainability criterion of having nine-months operating funds in the bank by the end of 2009. This budget falls slightly short of this target.

Forecast End of 2008 Bank Balance	\$104,500
Forecast 2009 Surplus	\$ 21,250
Forecast End of 2009 Bank Balance	\$125,750
75% of 2009 Expenses (\$174,500)	\$130,875

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APTLD Budget - 2009							
<b>Revenue</b>			09 Budget	08 Budget	Oct 08 YTD	07 EoY	06 EoY
1	Ordinary Members	\$134,000		\$121,450	\$123,099	\$100,064	\$75,306
2	Associate Members	\$25,750		\$10,000	\$19,880	\$7,192	
3	Interest	\$2,000		\$2,000	\$1,158	\$3,723	\$5,746
	Other			\$12,000	\$23,078	\$2,000	\$2,000
	Subtotal		\$161,750	\$145,450	\$167,214	\$112,979	\$83,052
4	Meeting - Manila	\$7,000					
5	Meeting - 3rd Quarter	\$7,000					
6	Publications	\$20,000					
7	Other						
	Subtotal		\$34,000				
<b>Total Revenue</b>			<b>\$195,750</b>	<b>\$145,450</b>	<b>\$167,214</b>	<b>\$112,979</b>	<b>\$83,052</b>
<b>Expenditure</b>							
Meetings & Training				\$26,000	\$18,719	\$43,228	\$16,681
8	Manila	\$5,000					
9	3rd Quarter	\$5,000					
	Subtotal		\$10,000	\$26,000	\$18,719	\$43,228	\$16,681
10	Publications	\$18,000					
11	Research	\$7,500		\$10,000		\$4,850	
12	Sponsorship for New Members	\$5,000		\$7,500		\$1,052	\$9,285
13	Engagement with International Bodies	\$5,000		\$4,000	\$751	\$11,780	
14	Administration & Board Support	\$5,000		\$5,000	\$4,906	\$4,700	\$2,060
15	Secretariat	\$10,000		\$8,000	\$1,050	\$6,500	\$19,016
16	General Manager	\$50,000		\$75,000	\$59,250	\$55,200	\$27,600
17	GM Admin	\$6,000		\$8,000	\$3,804		\$1,521
18	Travel	\$43,000		\$49,000	\$39,703		
19	Contingency	\$15,000					
	Subtotal		\$164,500	\$166,500	\$109,465	\$84,082	\$59,482
<b>Total Expenses</b>			<b>\$174,500</b>	<b>\$192,500</b>	<b>\$128,184</b>	<b>\$127,310</b>	<b>\$76,163</b>
<b>Gross Surplus</b>			<b>\$21,250</b>	<b>-\$47,050</b>	<b>\$39,031</b>	<b>-\$14,331</b>	<b>\$6,889</b>

This table shows the

- Budget for 2009
- Comparable Budget for 2008
- Actual for 2008 through October 31, 2008
- Actual for 2007
- Actual for 2006 (GM employed June 2006)