

APTLD Strategic Plan 2019-2021

Mission: To support regional ccTLDs in knowledge exchange, capacity building, and advocacy.

Vision: To be the respected voice of and an extremely valued resource for our members.

Objective 1

Promote core common values and best practices to share with the Membership community

1.1 Lead the global and regional communities' efforts to maintain an open, secure, and interoperable environment underpinning the further expansion of the Internet and its ecosystem;

1.2 Contribute to the practical implementation of multistakeholder-based approaches to ensure exemplary performance of APTLD;

1.3 Succeed in identifying and developing a coherent set of best practices for ccTLD registries in the region.

Objective 2

Strengthen the community, promoting bilateral and multilateral collaboration for Members' benefit

2.1 Continue the practice of engagement with Members to ensure Members are exposed to best practices in the ccTLD management, technical and operational matters regionally and globally;

2.2 Facilitate and encourage a dialogue between registries and other stakeholders, including Regional ccTLD Organizations, to ensure their meaningful collaboration on specific projects designated to enrich their operational practices and to help them excel in the ccTLD management area;

2.3 Provide and expand the provision of information, updates, and policy support to help Members navigate their way in the increasingly complex external environment;

2.4 Assist Members in capacity building;

2.5 Help Members build alliances to jointly tackle common challenges;

2.6 Keep Members abreast on the current and future landscape of the industry and other factors that may affect the growth and stability of TLDs;

2.8 Advance in provision of core data and statistics pertaining to domain names.

Objective 3

Enhance our stakeholder relationships and promote APTLD's value to Members as well as regional and global communities

3.1 Strengthen relationships with Members and key stakeholders to effectively carry out its mission. APTLD will continue to focus on growing both its ordinary and associate Membership;

3.2 Broaden relationships with governments, including law enforcement agencies, across Asia-Pacific and elsewhere and help Members do the same to promote awareness of Internet issues and the value of every country and territory's Internet space;

3.3 Enhance community programs to support awareness of Internet-related issues across the region through the following vehicles:

- a. National and regional Internet governance schools, academies, and other educational initiatives
- b. National and regional Internet Governance Forums
- c. APEC Meetings
- d. IDN-related initiatives and projects and others.

These will also provide the opportunity to promote the APTLD community's views on Internet governance and policy issues;

- 3.4 Educate the community regarding the value of APTLD as a forum of dedicated organizations that are guardians and custodians of nations' country code Top Level Domains;
- 3.5 Build alliances with other organizations.

Objective 4

Improving the corporate governance and operational processes

- 4.1 Ensure APTLD is incorporated in an environment which enables the community to thrive and operate in full conformity with the best international practices;
- 4.2 Revise APTLD's Constitution and bylaws to benefit the Membership and other stakeholders across the region;
- 4.3 Enhance APTLD's governance structures in accordance with best practice and perform regular reviews to ensure that they are up to date;
- 4.4 Adopt good practice-based APTLD's Accountability and Transparency Framework as a guiding fundamental of its future operation and regularly review APTLD's performance against standards stipulated therein.