

Core Competency:	Core Values:			
Positioning & Communications / Relationships & Networks / Pioneering Innovations	Asia at Heart	Economically Successful	Community Driven	Measures of Success
Internet Governance & Community Engagement	<ul style="list-style-type: none"> Facilitating & amplifying voices from APAC, especially in support of youth, at the global Internet Governance discussions - DotAsia thrives on enhanced APAC participation in IG, especially at ICANN, and youth engagement is a foundation for sustainable participation Expand income source and scaling DotAsia community projects (e.g. APriGF.Asia, NetMission.Asia and Ajitora.Asia) - diversification, scaling up and development of DotAsia flagship community projects Respond to and serve global Internet Governance community needs as they arise and where aligned with DotAsia vision & mission - secretariat services and support to regional and global IG initiatives 			<ul style="list-style-type: none"> Incorporation of DotAsia Positions into community perspectives and documents – specific changes in narratives as advanced by DotAsia Increased participation and collaboration at DotAsia activities – expanded audience, sponsorship and collocated events Enhanced leverage for DotAsia Team participation in Internet Governance events – intensified speaking opportunities, leveraged travel support, ability to talk about DotAsia
.Asia Registry	<ul style="list-style-type: none"> Grow .Asia registration and income base – closer collaboration with Accredited Registrars, better understand .Asia registrant (customer) personas through data analysis, and increase renewal base Enhance .Asia brand value and recognition – realizing .Asia as a product for Asians globally and not an Asian product for the global market, and that “Asia” is the .Asia brand, .Asia thrives when expressing an Asian identity is valued Integrate .Asia market adoption with community development – foster network between .Asia registrants to promote identity, and to promote .Asia domains for APAC community activities 			<ul style="list-style-type: none"> Year-on-year increase in Domains Under Management (DUM) – increase in registration volume and revenue base 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 a Marquee event relevant for the APAC DNS industry/community
Other DotAsia Works	<ul style="list-style-type: none"> Supporting a multilingual Internet for digital inclusion and sustainable development – advance activities on IDN, UA, SDGs (EcoInternet.Asia) and socio-technological developments, which reinforces DotAsia IG works Contribute knowledge and experience to TLD development in APAC – grow .KiDS to become an economically viable and independent initiative, complete historical mission in Namesphere, and continue to and expand support to new gTLDs as well as ccTLDs in APAC Respond to and serve APAC and global Internet initiatives – support technical developments such as DNSSEC, MANRS, KINDNS, etc., as well as to foster collaboration within APAC and bring global initiatives to the region 			<ul style="list-style-type: none"> Better leverage external funding for developing DotAsia Team Enhanced alignment with .Asia Registry and IG Engagement works (increased communication output, e.g. social media posts, reports, presentations, etc., distributed via market development or Internet governance engagement channels) Increased explorations and collaborations from and with APAC community organizations and activities
DotAsia Organisation & Governance	<ul style="list-style-type: none"> Better inform, involve and foster constructive participation from DotAsia Members, Board and AC in the achievement of DotAsia’s vision and mission for a collaborative APAC Internet community – supporting Board and AC members to be ambassadors of DotAsia Better protect DotAsia’s ability to deliver on its community commitments – Amendment and implementation of an updated DotAsia Articles of Association to enhance institutional governance, stability and continuity Establish risk management as well as contingency and business continuity plans in consideration of geopolitical dynamics as well as legal threats 			<ul style="list-style-type: none"> Joint statements and harmonization of DotAsia strategic positioning on IG and other relevant issues – improved engagement in DotAsia newsletter, correspondences with DotAsia members, and outreach Successful implementation of an updated DotAsia Articles of Association Delivery of risk management and business continuity plans – improved internal controls and delegation of authority
	<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.) Improved engagement (social media) with APAC stakeholders (and KOLs with prominent Asian identity) 	<ul style="list-style-type: none"> Expansion of grants/sponsorship supporting DotAsia works Increased leverage of other funds to support DotAsia works Return to financial surplus (upon resolution of lawsuits) and reduce baseline operational expenses 	<ul style="list-style-type: none"> Demonstrate DotAsia’s ability to synthesize and incorporate community perspectives into DotAsia’s Strategic Positions Increase collaboration with community in DotAsia works Scaling up of DotAsia community projects and contributions 	Overarching Priorities <ul style="list-style-type: none"> Expanding revenue base by sparking growth in .Asia Increased 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
	Measures of Success			