

Australian Communications Consumer Action Network (ACCAN)

Strategic Plan 2010-2015 (Version 1.0 Nov 09)

ACCAN's Vision

Available, accessible and affordable communications that enhance the lives of consumers.

ACCAN's Mission

Communications are increasingly essential to participation in society, and we believe that communications consumers are entitled to rights drawn from the principles of consumer and human rights. ACCAN is Australia's peak body for consumer representation and advocacy in communications, and we will improve consumers' experiences with communications by:

- Campaigning for consumers and the public interest.
- Placing emphasis on the needs of consumers for whom the market is not working.
- Inspiring, informing, enabling and equipping consumers to act in their own interests.
- Researching consumer issues to produce sound information and evidence.
- Building partnerships and working across jurisdictions to optimise positive outcomes.

ACCAN's Values

As an organisation we will:

- Act with courage, integrity and honesty.
- Operate efficiently, effectively and ethically.
- Value diversity and demonstrate best practice in inclusion and accessibility in our work.
- Value volunteers, staff and members for their crucial role in our work.
- Recognise that building constructive relationships with members, our community, industry, regulators, and government is critical to achieving our vision.

ACCAN's Scope

- We will represent consumers using communications for personal purposes. This includes aspects of communications use by small businesses and not-for-profit organisations.
- We will focus on goods and services encompassed by converging areas of telecommunications, the Internet and broadcasting, including both current and emerging technologies.

Strategic goal 1: Make the communications market work for consumers.

- 1.1 Campaign to entrench consumer rights and positive outcomes at the centre of communications policy.
- 1.2 Hold service providers accountable for their standards of customer service.
- 1.3 Work for all consumers to be properly skilled and informed in communications.
- 1.4 Campaign for fair and reliable communications goods and services.

Strategic goal 2: Fight for availability, accessibility and affordability

- 2.1 Intervene for consumers where there are market, technical, or regulatory gaps or failures.
- 2.2 Lobby for the long term interests of consumers to be embodied in the policy of the National Broadband Network.
- 2.3 Work towards guaranteed access to and awareness of emergency management communications.
- 2.4 Campaign for the right of consumers to choose when and how they use communications.

Strategic goal 3: Protect and promote security, privacy and fair use.

- 3.1 Campaign for consumer rights to privacy and security to be met and extended.
- 3.2 Campaign for clear and fair arrangements for consumers in relation to digital content.
- 3.3 Lobby for adoption of principles of open access, net neutrality and interoperability.

Strategic goal 4: Support responsible consumption.

- 4.1 Campaign for reliable information, and appropriate measures, around the environmental and health impacts of communications.

Strategic goal 5: Sound governance

- 5.1 Ensure our organisational values are embodied in our internal structures and processes.
- 5.2 Strive to maintain the human and financial resources to deliver and develop our work.
- 5.3 Expand our existing membership base to achieve greater representation and participation of consumers.
- 5.4 Build effective consultation mechanisms with our members and standing advisory committees.
- 5.5 Engage key external stakeholders to form mutually beneficial partnerships.
- 5.6 Manage an independent community grants scheme to help us achieve our vision and goals.
- 5.7 Build our profile as the leading consumer voice in communications.
- 5.8 Maintain flexibility to be proactive with current, emerging and unforeseen consumer issues.