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**Australian Communications
Consumer Action Network**

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**Strategic Plan
2012-2017**

OUR VISION

Communications services that are available, accessible and affordable for all consumers.

OUR ORGANISATION

The Australian Communications Consumer Action Network (ACCAN) is Australia's peak communications consumer organisation representing individuals, small businesses and not-for-profit groups as consumers of communications products and services. ACCAN focuses on goods and services encompassed by the converged areas of telecommunications, broadcasting, the internet and on-line services, including both current and emerging technologies.

OUR MISSION

ACCAN's mission is to:

- Represent consumers and the public interest, with particular attention to the needs of consumers for whom the market is not working.
- Inspire, inform, enable and equip consumers to act in their own interests.
- Research emerging consumer communications issues to provide evidence-based policy advice.

OUR VALUES

As an organisation we will:

- Act with courage, integrity and independence.
- Operate openly, efficiently, and effectively.
- Be accessible and inclusive, consistent with the high value we place on diversity.
- Recognise that building relationships with members, community groups, industry, regulators, and government is critical to achieving our goals.
- Value volunteers, staff and members for their crucial role in our organisation.

OUR STRATEGIC GOALS

- 1. Influence the government and industry so the communications market is fair and inclusive for all.**
 - 1.1 Work to ensure the interests of consumers are central in communications policy-making.
 - 1.2 Hold providers accountable for customer service and complaint handling practices.
 - 1.3 Intervene in the interests of consumers where there are market, technical, or regulatory gaps or failures.
 - 1.4 Promote the fair, responsible and accountable use of digital content.
- 2. Influence government and industry to protect communications standards and consumers' privacy and security.**
 - 2.1 Promote consumer rights to privacy and security.
 - 2.2 Support the principles of open access, net neutrality and interoperability.
 - 2.3 Work to achieve communications services including emergency services that are accessible, affordable and of adequate quality.
- 3. Enable consumers to make informed choices.**
 - 3.1 Encourage providers to supply consumer information in plain language and accessible formats.
 - 3.2 Implement and support initiatives to improve digital literacy and skills development.
 - 3.3 Be a source and facilitator of independent, reliable information on communications products and services.
- 4. Identify and engage on emerging communications consumer issues and technologies.**
 - 4.1 Support and conduct research into current and emerging communications consumer issues and technologies.
 - 4.2 Participate and represent consumers in the policy and regulatory processes relating to such issues.
 - 4.3 Work to ensure consumers have access to information about potential adverse health impacts of communications technologies and infrastructure.
 - 4.4 Support policies that encourage sustainable use of communications technologies.
- 5. Ensure adequate and sustainable resources for effective operations.**
 - 5.1 Promote funding for consumer representation and research.
 - 5.2 Manage financial and operational resources effectively.
 - 5.3 Support and build membership and participation in ACCAN activities.
 - 5.4 Engage, consult and form partnerships with stakeholders.
 - 5.5 Manage the independent ACCAN Grants Scheme effectively.
 - 5.6 Maintain transparent and accountable governance arrangements.