**ACCAN key policy priorities 2015/16.**

Our policy priorities are broad subject areas where ACCAN will develop proactive policy responses that will shape our engagement with stakeholders. ACCAN’s mission is to represent consumers and the public interest, with particular emphasis on the needs of consumers for whom the market is not working.

Our policy priorities were developed in close consultation with ACCAN members, and informed by a detailed ‘environment scan’ of the communications market and market trends.

***Better communications services for poorly served areas.***

*We will work closely with communities for improvements in existing services and mobile expansion, and for a smooth transition to nbn broadband.*

Our focus will be on interim solutions to improve broadband in areas that are currently underserved, and that are not prioritized in the NBN rollout, and on equivalence of regional/metro longer term NBN services. We will support policies that deliver greater mobile coverage and wider choice of provider.

***Improved accessibility of websites, apps and online and broadcast content***.

*We will partner with our members to call for the removal of discriminatory barriers to access.*

Our focus will be on the adoption of a government purchasing policy for accessible ICT products and services; on accessible online services and web video content; and on audio description and improved live captions on broadcast television.

***Future consumer protections and universal communications services.***

*We will advance consumer protections needed for the delivery of essential communications services.*

Our focus will be the development of a consumer position on universal access services; and on consumer guarantees and reliability measures to underpin connectivity.

***Improved affordability of services for low income consumers.***

*We will strive to help eliminate cost barriers for low income consumers, and promote better value for all.*

Our focus will be to work with industry and government in developing informed and targeted responses that are suited to consumer need.

***Fair access to content***

*We will work for affordable and timely online content that meets the needs of today’s consumers, and supports ethical consumption.*

Our focus will be constructive engagement in copyright discussions which protects consumer interests; and on developing a consumer position on net neutrality.

***Improved consumer decision making***

*We will support a competitive market by giving consumers the tools they need to participate.*

Our focus will be the introduction of easy to use independent broadband performance benchmarking information; and consumer access to own data to guide better purchasing decisions.

***In Addition***

We will consult with our members and provide well researched, evidence based input into government and industry consultations to represent and maintain consumer interests at the core of policy developments and industry initiatives. As a priority, this will include engagement with core privacy issues, such as data breach notification.

We will produce accurate, timely and well researched consumer information on topical issues to support an informed market, and assist consumers to make the best choices to suit their needs.

We will actively monitor and engage with government, nbn and industry to ensure consumer interests shape the roll out of the superfast broadband network.

We will engage as consumer experts with industry and government deregulatory proposals.

We will represent the consumer voice on government, industry and international committees.