



STRATEGIC PLAN

2015-18

CONSUMERS FEDERATION OF AUSTRALIA MISSION AND VISION

CFA is: the national peak body for the Australian consumer movement.

CFA's purpose: is to advance the interests of Australian consumers.

Together we: build a strong, cohesive and effective consumer movement.

To achieve our mission CFA will:

- a) Provide a platform for our members to influence government policy and industry in ways that benefit consumers
- b) Support our members and, where appropriate, other consumer organisations to be stronger and more powerful consumer advocates, including through:
 - a. Providing information to our members
 - b. Promoting their advocacy work
 - c. Holding events that benefit their advocacy
 - d. Nominating consumer advocates to representative processes
- c) Undertake advocacy on the most important issues, where possible within funding limitations, particularly where our members are constrained.

We aim to be:

- Independent of producer interests
- Expert and credible
- Courageous
- Practical and outcome focused

STRATEGIC PLAN: 2015 -2018

FOCUS: growing our membership and building their capacity as consumer advocates.

ARENA	GOALS	TARGETS
Building a strong, cohesive and effective consumer movement	<p>Stronger and more effective consumer advocates.</p> <p><u>Strategies</u></p> <ul style="list-style-type: none"> • establish an effective communication capability (channels) for members and Standards Projects representatives to promote the sharing of skills, information and advocacy • provide guidance for members on appropriate protocols and procedures for the use of CFA communications platforms • promote member advocacy through CFA web and newsletter • regularly review CFA’s capacity building approach as members’ needs change • design a capacity building program which is supported by federal/state governments/members 	<ul style="list-style-type: none"> • Communication channels established by March 2017. • Communications protocols circulated with launch in March 2017. • 33% of members report they use communications channels monthly by June 2017. • 50% of members report visiting website/ opening newsletter/ retweeting a news story monthly. • 90% report it is valuable or very valuable to their work. • Members participate in at least 2 CFA activities per year. • Establishment funding secured for capacity building program by June 2016.
Advancing the interests of Australian consumers	<p>Advocate for and represent consumers in significant consumer policy debates and provide a platform to support members’ advocacy campaigns.</p> <p><u>Strategies</u></p> <ul style="list-style-type: none"> • identify and actively participate in 1-2 significant policy debates where CFA can add value (e.g. because members lack capacity to fully represent consumer interest or because CFA’s work would significantly increase the prospects of pro-consumer outcomes) • support and promote members’ advocacy and campaigns through CFA communications and social media • incorporate Standards Project and other representatives’ knowledge and experience into CFA activities and advocacy 	<ul style="list-style-type: none"> • 3 CFA representations (activities and submissions) each year to decision-makers on issues that advance the interests of Australian consumers and where CFA input will have impact. • In 2015/16 and 2017/18 those will relate to the Australian Consumer Law review. • 70% of CFA’s organisational members surveyed agreed that CFA helped them to improve their advocacy outcomes.
CFA membership	Grow and retain membership	<ul style="list-style-type: none"> • Increase number of organisational

	<p><u>Strategies</u></p> <ul style="list-style-type: none"> • Build the value case for CFA membership and communicate this to prospective, lapsed and existing members in a systematic way. 	<p>members by 10% per year</p> <ul style="list-style-type: none"> • Ensure 95% of all existing members renew membership each year. • Communicate value case to members 3 times per year.
<p>Strengthening the CFA and securing its future</p>	<p>A sustainable revenue base that enables CFA to function effectively, and increased member participation in CFA governance and activities.</p> <p><u>Strategies</u></p> <ul style="list-style-type: none"> • offer members, and CFA Standards Australia representatives opportunities to actively engage with CFA • refresh and invigorate CFA's governance through effective succession planning • harness member resources to promote consumer interests • develop associated procedures to manage risks • advocate to Standards Australia for annual funding of Standards Australia Project 	<ul style="list-style-type: none"> • CFA revenue increases by 30% in 2015/16 and 20% for following two years. • Succession plan established by November 2015. • Risk management plan in place by February 2016. • Plan for harnessing member resources to be developed by February 2016.